

Total Tourism Impacts

Wisconsin and Counties - Alphabetical

County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2014	2015	Change	2014	2015	Change	2014	2015	Change	2014	2015	Change	2014	2015	Change
Wisconsin	\$11,417.9	\$11,919.4	4.39%	\$18,474.4	\$19,291.7	4.42%	187,643	190,717	1.64%	\$4,829.9	\$5,065.7	4.88%	\$1,412.2	\$1,459.9	3.37%
Adams County	\$202.7	\$211.5	4.38%	\$253.9	\$265.0	4.40%	2,350	2,364	0.61%	\$47.3	\$50.1	5.90%	\$23.9	\$24.6	3.04%
Ashland County	\$33.9	\$34.5	1.64%	\$50.8	\$52.2	2.59%	570	577	1.17%	\$12.3	\$13.0	5.62%	\$4.4	\$4.5	2.16%
Barron County	\$94.1	\$97.1	3.26%	\$139.9	\$145.1	3.66%	1,406	1,433	1.89%	\$30.4	\$32.4	6.58%	\$10.7	\$10.9	2.44%
Bayfield County	\$42.4	\$45.2	6.70%	\$57.2	\$60.7	6.13%	588	598	1.56%	\$10.4	\$11.2	6.95%	\$5.5	\$5.8	4.97%
Brown County	\$588.8	\$613.7	4.22%	\$980.9	\$1,023.3	4.32%	11,201	11,293	0.82%	\$405.5	\$416.3	2.66%	\$85.3	\$86.7	1.67%
Buffalo County	\$10.8	\$11.1	3.07%	\$18.5	\$19.2	3.67%	189	194	2.44%	\$3.7	\$3.9	4.53%	\$1.3	\$1.3	1.97%
Burnett County	\$22.4	\$23.2	3.54%	\$33.3	\$34.6	3.86%	366	370	1.06%	\$6.6	\$6.9	5.18%	\$2.9	\$3.0	2.58%
Calumet County	\$28.9	\$29.8	3.05%	\$55.2	\$57.3	3.75%	641	657	2.56%	\$13.4	\$13.9	3.99%	\$3.8	\$3.9	3.09%
Chippewa County	\$77.7	\$83.9	8.03%	\$127.1	\$135.6	6.66%	1,313	1,332	1.40%	\$29.3	\$31.5	7.23%	\$8.9	\$9.4	5.24%
Clark County	\$27.2	\$28.0	3.06%	\$47.4	\$49.1	3.68%	356	354	-0.65%	\$6.5	\$6.6	1.52%	\$2.9	\$2.9	1.14%
Columbia County	\$115.5	\$126.0	9.11%	\$169.6	\$182.6	7.64%	1,699	1,766	3.89%	\$33.8	\$37.3	10.17%	\$13.6	\$14.6	7.30%
Crawford County	\$41.8	\$43.8	4.70%	\$60.0	\$62.8	4.64%	714	711	-0.43%	\$11.7	\$12.1	3.12%	\$5.6	\$5.7	2.78%
Dane County	\$1,086.9	\$1,154.1	6.18%	\$1,881.0	\$1,983.6	5.45%	20,395	21,009	3.01%	\$548.6	\$593.3	8.14%	\$142.1	\$148.3	4.32%
Dodge County	\$73.9	\$79.0	6.90%	\$139.2	\$147.3	5.77%	1,414	1,479	4.62%	\$31.7	\$33.6	5.99%	\$8.8	\$9.4	6.18%
Door County	\$314.6	\$332.8	5.79%	\$402.2	\$424.3	5.50%	3,029	3,110	2.68%	\$66.5	\$70.8	6.58%	\$34.2	\$35.9	5.13%
Douglas County	\$85.7	\$88.7	3.45%	\$125.2	\$130.0	3.78%	1,255	1,263	0.64%	\$25.4	\$26.6	4.57%	\$10.1	\$10.3	2.04%
Dunn County	\$46.4	\$46.7	0.71%	\$79.1	\$80.9	2.28%	864	858	-0.70%	\$17.2	\$17.6	2.63%	\$6.0	\$6.0	0.00%
Eau Claire County	\$215.7	\$216.1	0.18%	\$347.1	\$353.4	1.80%	4,056	4,150	2.31%	\$90.9	\$94.7	4.23%	\$27.1	\$27.6	1.98%
Florence County	\$4.7	\$4.9	2.90%	\$7.2	\$7.5	3.46%	90	91	0.79%	\$1.5	\$1.6	6.60%	\$0.6	\$0.6	1.63%
Fond du Lac County	\$120.0	\$132.2	10.20%	\$210.9	\$227.3	7.74%	2,495	2,574	3.15%	\$55.6	\$59.2	6.55%	\$16.0	\$16.9	5.62%
Forest County	\$12.3	\$12.9	4.99%	\$18.6	\$19.5	4.83%	215	219	1.78%	\$2.8	\$3.0	5.51%	\$1.6	\$1.7	3.74%
Grant County	\$42.5	\$43.2	1.74%	\$77.2	\$79.5	2.98%	883	887	0.42%	\$20.1	\$21.1	4.66%	\$5.3	\$5.3	1.28%
Green County	\$40.6	\$39.5	-2.76%	\$69.2	\$69.4	0.24%	780	764	-2.03%	\$17.3	\$17.8	2.47%	\$5.0	\$4.9	-2.18%
Green Lake County	\$35.3	\$37.9	7.46%	\$54.0	\$57.5	6.43%	763	777	1.85%	\$15.3	\$16.4	7.26%	\$5.4	\$5.7	5.04%
Iowa County	\$33.6	\$34.7	3.26%	\$52.6	\$54.6	3.71%	428	434	1.33%	\$10.9	\$11.4	4.38%	\$3.3	\$3.4	2.68%
Iron County	\$19.0	\$19.1	0.46%	\$26.1	\$26.5	1.55%	264	252	-4.41%	\$4.7	\$4.8	3.16%	\$2.4	\$2.4	-1.55%
Jackson County	\$36.1	\$38.6	6.93%	\$53.6	\$56.9	6.13%	545	575	5.48%	\$9.2	\$9.7	5.92%	\$4.4	\$4.7	6.53%
Jefferson County	\$87.1	\$90.6	4.06%	\$153.1	\$159.6	4.24%	1,613	1,645	1.97%	\$37.4	\$39.1	4.48%	\$10.4	\$10.7	3.40%
Juneau County	\$64.1	\$68.0	5.95%	\$90.3	\$95.3	5.53%	727	742	2.06%	\$13.0	\$13.6	4.38%	\$6.8	\$7.1	4.34%
Kenosha County	\$181.9	\$196.6	8.11%	\$306.6	\$327.0	6.64%	3,006	3,164	5.25%	\$75.2	\$80.8	7.57%	\$20.6	\$22.1	7.22%
Kewaunee County	\$17.8	\$17.4	-2.16%	\$32.0	\$32.3	0.79%	288	277	-3.95%	\$4.6	\$4.6	1.15%	\$2.1	\$2.0	-3.05%
La Crosse County	\$223.4	\$236.1	5.69%	\$368.6	\$387.8	5.21%	4,017	4,122	2.61%	\$93.0	\$98.9	6.35%	\$28.7	\$30.0	4.54%
Lafayette County	\$12.3	\$11.9	-3.24%	\$21.1	\$21.1	0.00%	198	190	-4.34%	\$3.0	\$2.9	-2.54%	\$1.5	\$1.5	-3.77%
Langlade County	\$44.7	\$47.4	6.10%	\$64.8	\$68.4	5.60%	508	503	-1.08%	\$10.2	\$10.6	3.30%	\$4.5	\$4.6	2.90%
Lincoln County	\$52.8	\$53.2	0.67%	\$81.9	\$83.6	2.03%	691	699	1.21%	\$14.1	\$14.9	5.54%	\$5.5	\$5.6	1.22%

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County	2014	2015	Change	2014	2015	Change	2014	2015	Change	2014	2015	Change	2014	2015	Change
Manitowoc County	\$111.0	\$115.3	3.87%	\$184.8	\$192.4	4.12%	2,089	2,094	0.23%	\$43.5	\$45.3	4.29%	\$14.9	\$15.3	2.71%
Marathon County	\$229.6	\$235.9	2.72%	\$390.8	\$404.2	3.45%	4,130	4,170	0.96%	\$96.7	\$100.9	4.36%	\$29.0	\$29.4	1.70%
Marinette County	\$144.4	\$154.3	6.86%	\$202.9	\$215.4	6.18%	1,592	1,632	2.50%	\$30.2	\$31.3	3.55%	\$14.8	\$15.5	5.16%
Marquette County	\$20.6	\$21.4	4.06%	\$31.0	\$32.3	4.21%	288	288	-0.07%	\$4.5	\$4.6	3.74%	\$2.5	\$2.6	2.48%
Menominee County	\$2.4	\$2.5	4.71%	\$4.5	\$4.7	4.63%	48	48	1.66%	\$0.6	\$0.6	0.52%	\$0.4	\$0.4	3.03%
Milwaukee County	\$1,794.5	\$1,858.2	3.55%	\$3,187.1	\$3,313.0	3.95%	30,899	31,323	1.37%	\$1,048.7	\$1,077.3	2.73%	\$217.7	\$223.6	2.67%
Monroe County	\$79.8	\$82.0	2.74%	\$121.1	\$125.1	3.34%	1,203	1,213	0.82%	\$24.6	\$25.4	3.20%	\$9.8	\$10.0	2.26%
Oconto County	\$78.9	\$83.8	6.21%	\$110.1	\$116.4	5.73%	853	870	1.98%	\$14.8	\$15.6	5.14%	\$7.9	\$8.2	4.53%
Oneida County	\$206.9	\$215.9	4.33%	\$273.7	\$285.7	4.37%	2,131	2,161	1.41%	\$46.6	\$48.5	3.91%	\$20.7	\$21.3	2.91%
Outagamie County	\$324.4	\$335.3	3.38%	\$558.7	\$580.1	3.84%	6,289	6,417	2.04%	\$154.0	\$162.7	5.68%	\$40.7	\$42.6	4.51%
Ozaukee County	\$89.8	\$92.5	2.95%	\$179.1	\$185.8	3.71%	1,996	2,018	1.06%	\$52.7	\$54.9	4.13%	\$11.4	\$11.8	3.46%
Pepin County	\$5.7	\$6.2	7.61%	\$10.1	\$10.8	6.26%	101	104	2.58%	\$1.8	\$1.9	4.48%	\$0.7	\$0.7	5.24%
Pierce County	\$25.0	\$24.9	-0.54%	\$47.0	\$47.9	1.83%	416	422	1.47%	\$8.2	\$8.6	4.94%	\$3.0	\$3.0	0.47%
Polk County	\$79.6	\$82.0	3.11%	\$119.2	\$123.5	3.57%	1,060	1,062	0.19%	\$20.3	\$21.4	5.49%	\$8.5	\$8.7	1.77%
Portage County	\$115.2	\$119.6	3.79%	\$202.3	\$210.5	4.09%	2,073	2,154	3.87%	\$42.4	\$44.7	5.37%	\$14.7	\$15.5	5.70%
Price County	\$17.7	\$18.5	4.86%	\$29.7	\$31.1	4.71%	317	321	1.26%	\$5.7	\$6.1	7.32%	\$2.4	\$2.4	3.68%
Racine County	\$227.8	\$232.3	1.98%	\$407.1	\$419.6	3.09%	4,109	4,091	-0.44%	\$104.4	\$108.6	4.06%	\$27.0	\$26.9	0.00%
Richland County	\$19.5	\$19.3	-0.98%	\$32.0	\$32.3	1.16%	321	320	-0.42%	\$6.6	\$6.7	1.52%	\$2.3	\$2.3	-1.03%
Rock County	\$203.0	\$220.5	8.66%	\$340.1	\$363.9	6.98%	3,798	3,891	2.45%	\$84.1	\$90.3	7.27%	\$25.6	\$26.8	4.75%
Rusk County	\$26.7	\$27.0	1.06%	\$38.9	\$39.7	2.14%	415	416	0.19%	\$7.9	\$8.2	3.96%	\$3.2	\$3.2	0.40%
St. Croix County	\$94.0	\$99.7	6.03%	\$158.2	\$166.8	5.41%	1,748	1,828	4.56%	\$38.0	\$41.2	8.50%	\$12.0	\$12.7	5.96%
Sauk County	\$945.3	\$1,005.3	6.35%	\$1,205.1	\$1,276.7	5.94%	10,649	10,928	2.62%	\$213.9	\$231.8	8.38%	\$110.6	\$117.4	6.16%
Sawyer County	\$83.7	\$85.6	2.28%	\$110.6	\$113.7	2.81%	971	971	-0.03%	\$20.5	\$20.9	2.28%	\$9.8	\$9.9	1.17%
Shawano County	\$60.2	\$61.9	2.76%	\$90.3	\$93.3	3.34%	872	886	1.59%	\$17.4	\$18.4	5.43%	\$6.9	\$7.0	2.56%
Sheboygan County	\$203.4	\$214.9	5.66%	\$340.9	\$358.6	5.18%	3,404	3,451	1.37%	\$73.5	\$78.5	6.76%	\$25.9	\$26.6	2.83%
Taylor County	\$25.5	\$26.5	3.76%	\$42.1	\$43.8	4.05%	352	356	1.12%	\$7.0	\$7.2	4.15%	\$2.7	\$2.8	2.57%
Trempealeau County	\$24.2	\$25.3	4.71%	\$47.4	\$49.6	4.60%	371	381	2.71%	\$7.3	\$7.8	7.09%	\$2.7	\$2.8	4.15%
Vernon County	\$33.9	\$34.6	2.04%	\$53.2	\$54.8	2.94%	468	489	4.52%	\$10.1	\$10.7	6.56%	\$3.7	\$3.9	3.91%
Vilas County	\$207.7	\$212.3	2.22%	\$264.3	\$271.5	2.70%	1,963	1,967	0.19%	\$38.5	\$40.5	5.45%	\$21.4	\$21.7	1.50%
Walworth County	\$494.6	\$509.6	3.04%	\$659.8	\$682.2	3.40%	6,834	6,872	0.57%	\$159.2	\$169.2	6.32%	\$61.7	\$63.3	2.57%
Washburn County	\$26.5	\$28.3	6.89%	\$39.9	\$42.3	6.09%	480	495	2.92%	\$9.5	\$10.3	8.16%	\$3.3	\$3.5	5.19%
Washington County	\$112.1	\$115.1	2.68%	\$220.7	\$228.6	3.57%	2,328	2,379	2.16%	\$57.1	\$59.2	3.71%	\$13.6	\$14.0	3.05%
Waukesha County	\$700.2	\$721.7	3.07%	\$1,294.5	\$1,342.4	3.71%	14,145	14,288	1.01%	\$383.9	\$397.9	3.63%	\$87.5	\$89.9	2.67%
Waupaca County	\$87.9	\$89.8	2.17%	\$134.6	\$138.6	2.97%	1,303	1,307	0.27%	\$23.9	\$24.5	2.86%	\$10.5	\$10.6	1.62%
Waushara County	\$69.1	\$70.2	1.52%	\$93.4	\$95.5	2.29%	887	873	-1.59%	\$13.7	\$13.9	1.78%	\$7.9	\$7.9	0.39%
Winnebago County	\$222.8	\$233.8	4.94%	\$427.0	\$447.1	4.71%	4,850	4,824	-0.54%	\$121.5	\$127.6	5.03%	\$29.8	\$29.9	0.61%

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Wood County	\$86.8	\$88.0	1.40%	\$166.6	\$171.4	2.89%	2,166	2,187	0.94%	\$57.3	\$59.9	4.57%	\$11.1	\$11.3	1.61%