

## Total Tourism Impacts Wisconsin and Counties - Ranking

	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change
Wisconsin	\$13,667.8	\$9,800.6	-28.29%	\$22,223.4	\$17,264.2	-22.32%	202,217	157,332	-22.20%	\$5,902.1	\$5,143.9	-12.85%	\$1,610.0	\$1,157.2	-28.13%
Milwaukee County	\$2,193.0	\$1,330.7	-39.32%	\$3,880.8	\$2,804.9	-27.72%	33,463	23,952	-28.42%	\$1,253.8	\$1,015.8	-18.99%	\$260.3	\$176.9	-32.05%
Sauk County	\$1,145.3	\$958.6	-16.30%	\$1,460.0	\$1,233.6	-15.51%	11,542	9,514	-17.57%	\$257.9	\$223.8	-13.22%	\$128.7	\$107.8	-16.29%
Dane County	\$1,361.2	\$782.5	-42.52%	\$2,323.4	\$1,623.5	-30.12%	22,600	15,811	-30.04%	\$721.5	\$578.3	-19.85%	\$172.1	\$114.9	-33.25%
Waukesha County	\$847.9	\$573.4	-32.37%	\$1,567.8	\$1,203.2	-23.26%	15,124	11,892	-21.37%	\$458.9	\$402.6	-12.29%	\$99.7	\$72.9	-26.95%
Brown County	\$717.9	\$475.5	-33.76%	\$1,193.0	\$890.7	-25.34%	12,350	9,146	-25.94%	\$494.5	\$446.9	-9.62%	\$100.5	\$74.1	-26.22%
Walworth County	\$584.5	\$437.7	-25.12%	\$784.9	\$612.4	-21.97%	7,252	5,894	-18.72%	\$204.1	\$183.1	-10.30%	\$69.4	\$54.8	-21.12%
Door County	\$374.4	\$304.2	-18.77%	\$480.6	\$396.9	-17.43%	3,254	2,743	-15.71%	\$85.2	\$80.4	-5.71%	\$39.2	\$32.5	-17.11%
Vilas County	\$241.2	\$231.7	-3.95%	\$309.8	\$291.6	-5.90%	2,079	1,926	-7.38%	\$48.2	\$46.2	-4.12%	\$23.9	\$22.1	-7.64%
Outagamie County	\$375.2	\$230.8	-38.48%	\$659.3	\$478.8	-27.37%	6,611	4,917	-25.63%	\$182.2	\$154.3	-15.31%	\$45.3	\$31.3	-30.86%
Oneida County	\$241.1	\$211.5	-12.30%	\$322.1	\$282.1	-12.43%	2,255	1,947	-13.68%	\$56.3	\$53.8	-4.54%	\$22.9	\$19.4	-15.34%
La Crosse County	\$281.4	\$196.6	-30.13%	\$457.5	\$350.0	-23.49%	4,535	3,452	-23.90%	\$117.4	\$102.6	-12.65%	\$35.1	\$26.1	-25.63%
Rock County	\$263.6	\$189.7	-28.03%	\$430.1	\$334.4	-22.23%	4,343	3,473	-20.03%	\$109.0	\$101.1	-7.20%	\$31.1	\$23.8	-23.44%
Racine County	\$260.6	\$189.5	-27.27%	\$478.1	\$379.0	-20.72%	4,188	3,455	-17.50%	\$123.7	\$115.7	-6.52%	\$28.7	\$22.0	-23.33%
Kenosha County	\$239.7	\$183.7	-23.36%	\$391.1	\$315.3	-19.38%	3,481	2,824	-18.88%	\$94.8	\$86.8	-8.45%	\$25.6	\$19.9	-22.20%
Marathon County	\$258.0	\$181.7	-29.56%	\$453.4	\$352.1	-22.34%	4,242	3,371	-20.52%	\$114.3	\$103.5	-9.39%	\$31.5	\$24.1	-23.62%
Eau Claire County	\$259.0	\$178.0	-31.29%	\$418.4	\$316.9	-24.25%	4,618	3,468	-24.90%	\$115.9	\$99.7	-14.00%	\$32.5	\$23.8	-26.74%
Winnebago County	\$261.2	\$175.2	-32.91%	\$508.6	\$391.6	-23.02%	4,945	3,812	-22.92%	\$146.2	\$127.3	-12.92%	\$32.1	\$23.2	-27.74%
Sheboygan County	\$243.3	\$170.8	-29.80%	\$410.1	\$316.3	-22.87%	3,685	2,893	-21.48%	\$92.7	\$84.4	-9.00%	\$30.2	\$23.0	-23.94%
Marinette County	\$163.3	\$142.2	-12.92%	\$234.2	\$204.0	-12.89%	1,622	1,395	-14.01%	\$35.2	\$34.4	-2.46%	\$15.8	\$13.4	-15.11%
Adams County	\$213.3	\$138.2	-35.20%	\$275.3	\$192.3	-30.14%	2,205	1,458	-33.88%	\$51.2	\$40.3	-21.35%	\$23.6	\$15.8	-33.16%
Fond du Lac County	\$148.8	\$108.5	-27.10%	\$259.1	\$204.5	-21.09%	2,735	2,210	-19.20%	\$68.4	\$62.8	-8.21%	\$18.5	\$14.2	-22.99%
Columbia County	\$138.1	\$99.0	-28.32%	\$203.8	\$156.2	-23.38%	1,930	1,575	-18.39%	\$44.7	\$40.5	-9.45%	\$16.8	\$13.3	-20.62%
Portage County	\$137.5	\$97.9	-28.82%	\$243.0	\$189.9	-21.88%	2,310	1,753	-24.10%	\$52.5	\$45.0	-14.24%	\$17.1	\$12.7	-25.64%
Washington County	\$131.6	\$97.3	-26.09%	\$263.3	\$211.9	-19.52%	2,484	2,023	-18.54%	\$66.9	\$62.1	-7.24%	\$15.5	\$11.9	-22.98%
St. Croix County	\$119.6	\$90.3	-24.52%	\$197.6	\$158.1	-20.00%	2,073	1,746	-15.75%	\$50.2	\$48.2	-3.82%	\$14.8	\$11.9	-19.78%
Chippewa County	\$101.8	\$89.1	-12.42%	\$161.7	\$141.3	-12.65%	1,500	1,374	-8.38%	\$38.8	\$37.2	-4.07%	\$11.0	\$9.6	-12.72%
Barron County	\$105.6	\$87.9	-16.70%	\$161.2	\$136.4	-15.41%	1,459	1,234	-15.43%	\$37.3	\$34.9	-6.47%	\$11.4	\$9.4	-18.33%
Manitowoc County	\$114.8	\$86.4	-24.74%	\$204.3	\$164.3	-19.56%	1,954	1,600	-18.09%	\$50.7	\$47.9	-5.45%	\$14.4	\$11.4	-20.82%
Jefferson County	\$105.0	\$84.2	-19.74%	\$185.0	\$153.9	-16.81%	1,761	1,478	-16.04%	\$45.4	\$42.6	-6.06%	\$12.0	\$9.7	-18.90%
Polk County	\$95.4	\$83.0	-12.97%	\$143.5	\$124.8	-13.00%	1,172	1,000	-14.66%	\$25.4	\$24.4	-3.74%	\$9.7	\$8.1	-16.14%

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	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change
Douglas County	\$106.3	\$82.7	-22.24%	\$154.3	\$124.4	-19.38%	1,377	1,088	-21.00%	\$31.3	\$28.2	-10.05%	\$11.8	\$9.3	-21.83%
Sawyer County	\$92.0	\$82.5	-10.30%	\$124.6	\$111.0	-10.96%	993	879	-11.52%	\$24.4	\$23.4	-4.13%	\$10.3	\$9.1	-11.85%
Ozaukee County	\$110.5	\$80.6	-27.07%	\$218.8	\$175.0	-20.00%	2,169	1,786	-17.66%	\$64.5	\$60.2	-6.69%	\$13.3	\$10.3	-22.71%
Waupaca County	\$99.1	\$78.9	-20.39%	\$155.8	\$128.2	-17.70%	1,331	1,109	-16.67%	\$26.2	\$24.9	-5.27%	\$11.1	\$9.1	-18.41%
Oconto County	\$93.2	\$76.0	-18.46%	\$131.2	\$109.0	-16.93%	896	705	-21.31%	\$16.8	\$15.3	-9.00%	\$8.7	\$6.9	-21.38%
Monroe County	\$85.7	\$70.9	-17.26%	\$135.8	\$114.5	-15.68%	1,161	920	-20.74%	\$28.2	\$26.4	-6.27%	\$10.0	\$8.0	-19.35%
Wood County	\$100.2	\$70.6	-29.49%	\$197.1	\$154.7	-21.48%	2,292	2,046	-10.72%	\$70.0	\$62.4	-10.84%	\$12.4	\$10.0	-19.73%
Waushara County	\$75.6	\$70.2	-7.18%	\$105.1	\$95.8	-8.83%	903	756	-16.27%	\$15.8	\$15.2	-3.96%	\$8.3	\$7.3	-12.65%
Dodge County	\$84.0	\$65.6	-21.91%	\$163.3	\$134.5	-17.59%	1,525	1,305	-14.43%	\$35.9	\$35.0	-2.43%	\$9.8	\$8.0	-18.75%
Juneau County	\$71.4	\$60.2	-15.65%	\$103.2	\$87.9	-14.84%	763	677	-11.30%	\$15.5	\$15.7	1.09%	\$7.4	\$6.4	-14.19%
Shawano County	\$68.9	\$54.3	-21.24%	\$105.4	\$86.0	-18.46%	938	763	-18.65%	\$21.8	\$20.0	-8.12%	\$7.6	\$6.0	-21.25%
Bayfield County	\$53.9	\$52.5	-2.68%	\$71.9	\$68.1	-5.28%	643	596	-7.34%	\$12.6	\$11.5	-8.67%	\$6.5	\$6.1	-6.30%
Lincoln County	\$60.6	\$52.1	-14.06%	\$95.9	\$82.8	-13.65%	738	631	-14.50%	\$17.3	\$16.8	-2.74%	\$6.1	\$5.1	-16.85%
Grant County	\$55.1	\$47.0	-14.73%	\$97.3	\$83.7	-14.07%	978	862	-11.79%	\$24.5	\$23.7	-3.27%	\$6.4	\$5.4	-15.27%
Langlade County	\$48.8	\$41.1	-15.83%	\$73.2	\$62.3	-14.89%	479	414	-13.48%	\$11.8	\$11.2	-4.79%	\$4.5	\$3.8	-17.43%
Dunn County	\$53.3	\$38.2	-28.34%	\$93.0	\$72.7	-21.85%	892	690	-22.67%	\$20.3	\$17.8	-12.10%	\$6.5	\$4.9	-25.04%
Vernon County	\$41.6	\$36.6	-11.94%	\$65.0	\$56.9	-12.46%	541	457	-15.51%	\$12.0	\$11.7	-2.75%	\$4.4	\$3.8	-15.39%
Crawford County	\$42.8	\$35.3	-17.49%	\$64.9	\$54.6	-15.93%	661	585	-11.46%	\$12.8	\$12.7	-0.69%	\$5.3	\$4.6	-13.75%
Ashland County	\$37.5	\$34.6	-7.81%	\$58.0	\$52.4	-9.64%	579	537	-7.23%	\$14.8	\$14.3	-3.06%	\$4.7	\$4.3	-8.28%
Green County	\$46.2	\$33.8	-26.95%	\$80.9	\$63.9	-21.01%	808	657	-18.66%	\$20.3	\$19.2	-5.73%	\$5.4	\$4.1	-23.44%
Iowa County	\$37.7	\$33.2	-12.02%	\$60.7	\$53.2	-12.44%	426	384	-9.74%	\$12.1	\$11.3	-6.60%	\$3.5	\$3.0	-14.57%
Jackson County	\$35.0	\$29.5	-15.48%	\$56.2	\$48.0	-14.58%	525	408	-22.18%	\$10.5	\$9.2	-12.88%	\$4.2	\$3.4	-20.34%
Clark County	\$32.4	\$28.2	-13.23%	\$57.0	\$49.4	-13.27%	362	330	-8.72%	\$7.2	\$7.1	-1.54%	\$3.2	\$2.8	-11.98%
Frempealeau County	\$27.9	\$27.4	-1.92%	\$56.0	\$51.9	-7.43%	389	362	-7.09%	\$8.4	\$8.1	-2.97%	\$3.0	\$2.8	-6.72%
Taylor County	\$30.7	\$25.7	-16.08%	\$50.8	\$43.3	-14.86%	365	276	-24.35%	\$7.7	\$7.1	-8.62%	\$3.0	\$2.3	-22.94%
Calumet County	\$33.2	\$24.7	-25.58%	\$65.2	\$52.4	-19.59%	703	548	-22.06%	\$16.7	\$15.7	-6.40%	\$4.3	\$3.2	-24.52%
Rusk County	\$27.2	\$24.7	-9.31%	\$42.0	\$37.6	-10.61%	413	367	-11.18%	\$7.8	\$7.7	-1.05%	\$3.1	\$2.8	-11.68%
Washburn County	\$30.8	\$24.5	-20.20%	\$47.1	\$38.7	-17.72%	527	434	-17.69%	\$11.8	\$11.5	-2.25%	\$3.7	\$3.0	-19.83%
Green Lake County	\$36.2	\$24.4	-32.53%	\$58.8	\$44.1	-25.00%	711	545	-23.42%	\$14.6	\$12.4	-15.27%	\$5.1	\$3.7	-27.46%
Pierce County	\$30.8	\$24.4	-20.83%	\$57.5	\$47.5	-17.40%	464	388	-16.28%	\$10.6	\$10.5	-0.47%	\$3.5	\$2.9	-19.04%
Kewaunee County	\$24.5	\$22.0	-10.29%	\$41.7	\$37.0	-11.44%	366	336	-8.20%	\$6.1	\$6.2	0.55%	\$2.8	\$2.5	-9.39%

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County	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change
Marquette County	\$23.1	\$21.6	-6.46%	\$35.7	\$32.5	-8.84%	297	271	-8.79%	\$5.2	\$5.2	1.01%	\$2.7	\$2.5	-7.99%
Burnett County	\$25.9	\$21.1	-18.35%	\$39.1	\$32.6	-16.60%	376	321	-14.49%	\$7.7	\$7.0	-9.91%	\$3.2	\$2.6	-16.68%
Iron County	\$21.4	\$19.9	-6.76%	\$30.0	\$27.4	-8.54%	254	221	-13.13%	\$5.1	\$4.1	-20.97%	\$2.5	\$2.2	-11.41%
Richland County	\$22.1	\$18.1	-17.93%	\$37.2	\$31.2	-15.99%	339	297	-12.39%	\$7.2	\$7.1	-0.74%	\$2.5	\$2.1	-16.61%
Price County	\$20.1	\$14.8	-26.30%	\$34.7	\$27.6	-20.66%	320	276	-13.78%	\$6.2	\$6.3	1.51%	\$2.5	\$2.0	-18.49%
Buffalo County	\$12.9	\$12.0	-6.39%	\$22.2	\$20.2	-9.30%	204	190	-6.66%	\$4.6	\$4.6	-1.07%	\$1.4	\$1.3	-9.15%
Forest County	\$14.4	\$11.3	-21.37%	\$22.0	\$17.9	-18.54%	226	187	-17.19%	\$3.5	\$3.0	-13.52%	\$1.8	\$1.5	-18.63%
Lafayette County	\$14.6	\$10.3	-29.21%	\$25.2	\$19.5	-22.54%	243	173	-28.79%	\$3.8	\$3.4	-10.72%	\$1.8	\$1.3	-28.54%
Pepin County	\$8.9	\$6.2	-30.48%	\$14.2	\$10.8	-24.01%	127	95	-25.42%	\$2.5	\$2.1	-14.54%	\$1.0	\$0.7	-28.66%
Florence County	\$5.2	\$4.9	-6.18%	\$8.2	\$7.5	-8.86%	92	79	-15.02%	\$1.6	\$1.6	-0.19%	\$0.6	\$0.5	-13.25%
Menominee County	\$2.9	\$2.0	-30.75%	\$5.4	\$4.2	-22.53%	49	42	-13.34%	\$0.7	\$0.6	-14.03%	\$0.4	\$0.3	-18.79%