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Tourism generated a \$93 million economic impact in 2023 in Bayfield County, contributing to Wisconsin tourism's historic year

WASHBURN, WI (June 11, 2024) –

The Wisconsin Department of Tourism released 2023 economic impact data, showing tourism in Bayfield County experienced a record-breaking year, generating \$93 million and contributing to Wisconsin tourism's historic \$25 billion economic impact.

The statewide results mark back-to-back record years for the Wisconsin tourism industry. This is the third record-breaking year in a row for Bayfield County.

The 2023 economic impact surpassed the previous statewide record of \$23.7 billion set in 2022. Bayfield County also surpassed the previous record of \$90 million set in 2022. Statewide, tourism's historic year was fueled by economic impact growth in all 72 counties, a record number of overnight visitors for a second consecutive year, and investments tourism businesses made in goods and services.

According to County Tourism Director Mary Motiff, "Tourism continues to be a critical part of our economy. The tourism industry supports more than 1 in 5 jobs in Bayfield County, making it the largest industry in the county. Without the flow of tourism dollars from outside the community, our small population wouldn't be able to support all of the wonderful shops, restaurants and art galleries that we get to enjoy in this area which improve everyone's quality of life."

Additionally, last year, Bayfield County tourism supported 701 part- and full-time jobs across various sectors of the industry, part of the more than 178,000 jobs sustained by tourism across the state. Tourism in Bayfield County also generated \$7.8 million in local and state tax revenue. Statewide, tourism generated \$1.6 billion in local and state tax revenue in 2023. Without this revenue, each Wisconsin household would pay an additional \$660 to maintain the current level of government services.

"Wisconsin tourism powers the economy and strengthens the fabric of communities of all sizes," said Wisconsin Department of Tourism Secretary Anne Sayers. "The historic impact of tourism reached every corner of Wisconsin and, in doing so, sustained livelihoods for thousands of our friends and neighbors."

In 2023, Wisconsin welcomed 113 million visits, nearly 2 million more than the previous year. This number includes 45.9 million overnight visits last year — the second consecutive year of record-breaking overnight visitation. Overnight visitors, on average, spend almost three times as much as a day-trip visitor. View the [2023 economic impact data here](#), including a county-by-county breakdown.



Bayfield County Tourism provides information and tools to help you plan fun and memorable experiences for anyone who wants to explore the “top of Wisconsin” – with eight (8) national designations, including the Apostle Islands National Lakeshore, it is a place like no other in the Midwest. Find our publications and interactive travel map at www.travelbayfieldcounty.com and follow us on Facebook for more insights.

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About the Bayfield County Tourism Department

The Bayfield County Tourism Department works to market the county as a premier travel destination. By executing content-based marketing programs and establishing strategic partnerships, the Department plays a significant role in generating greater economic impact for Bayfield County through tourism. Learn more at bayfieldcounty.wi.gov/tourism.