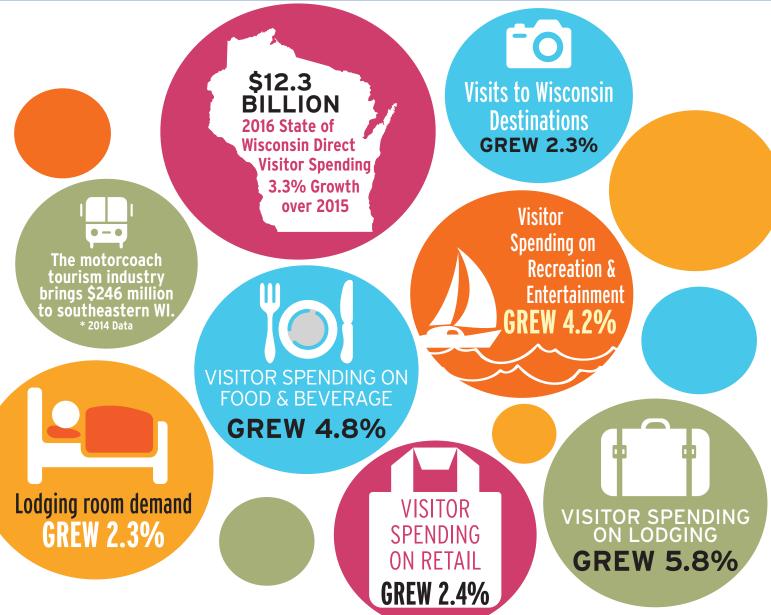
## ——2016——ECONOMIC IMPACT OF TOURISM IN WISCONSIN





## **WALWORTH COUNTY**

## RANKS #6 IN THE STATE FOR DIRECT VISITOR SPENDING.

\$528.9 MILLION 6,9 2016 DIRECT VISITOR 201

3.8% GROWTH OVER 2015

SPENDING

6,936 JOBS 2016 TOURISM INDUSTRY EMPLOYMENT

1.03% INCREASE OVER 2015 1. Milwaukee 4. Wa

4. Waukesha

2. Dane

5. Brown

3. Sauk

6. Walworth

\$65.2 MILLION

2016 STATE AND LOCAL TAXES GENERATED

2.45% INCREASE OVER 2015