

Economic Impact of Tourism by County

As Published in 2019 The Business News Book of Lists for Northeastern Wisconsin

(Ranked by estimated traveler dollars spent in 2018)

County	Traveler Dollars Spent	2018 State Rank	Wages Generated	Equivalent Full-Time Jobs	Local/State Taxes	County Population	County Attractions
Brown	\$696,500,000	5	\$468,500,000	12,143	\$97,100,000	263,378	Green Bay Packers, performing arts center, amusement park, children's museum, wildlife sanctuary, casino
Door	\$366,600,000	7	\$81,200,000	3,237	\$38,800,000	27,610	Art and history galleries, museums, theatrical and musical venues, scenic shorelines
Outagamie	\$361,700,000	8	\$169,900,000	6,529	\$44,400,000	187,365	Minor league baseball, performing arts center, kid-friendly museum, art galleries
Winnebago	\$254,200,000	11	\$136,500,000	4,883	\$31,500,000	171,020	Wisconsin's Largest inland lake, Experimental Aircraft Association, theater, art center
Sheboygan	\$240,100,000	15	\$88,100,000	3,633	\$27,800,000	117,456	Lake Michigan shoreline, sightseeing, fishing
Marinette	\$159,700,000	20	\$32,700,000	1,578	\$15,400,000	40,434	Waterfalls, Lake Michigan shoreline, scenic parks, theatre, music festival
Fond Du Lac	\$149,600,000	21	\$63,900,000	2,716	\$18,500,000	103,066	Wisconsin's Largest inland lake, art center, museums, water sports, lakeside parks
Manitowoc	\$111,500,000	26	\$47,000,000	1,955	\$14,200,000	79,074	Cultural and historical attractions, maritime

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							museum, Lake Michigan shoreline, car ferry, theatre
Oconto	\$89,300,000	36	\$15,600,000	888	\$8,500,000	37,830	Trails, woods and water, historic sites and museums
Shawano	\$68,500,000	41	\$20,200,000	936	\$7,600,000	40,796	Whitewater rafting, Shawano Lake, campgrounds, art center, nature center, casino
Calumet	\$32,400,000	54	\$15,400,000	686	\$4,200,000	50,159	Lake Winnebago shoreline, scenic parks
Kewaunee	\$23,500,000	62	\$5,700,000	356	\$2,600,000	20,383	Lake Michigan shoreline, sightseeing, fishing