

2024 Langlade County Tourism Impact Numbers

Langlade County's tourism and outdoor recreation plays a large role in the economy.

Direct Visitor Spending totaled
\$58.2 million
Record-Setting
(2.5% increase)

Created by visitor spending in tourism-related sectors

Tourism supports
435 jobs
(2.3% increase)

Jobs are dependent on visitor activity: more visitor activity means more jobs are needed



Total Business Sales increased 2.4% in 2024 to a
Record-Setting \$84.1 million

Business sales are dependent on direct, indirect, and induced spending impacts

Tax revenue increased by 2.5% to
\$4.5 million

Each Wisconsin Household would need to pay **\$678** to maintain the current level of government services generated by tourism spending.

