



# 2025 Langlade County Tourism Impact Numbers

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



## \$60.3 million

DIRECT VISITOR SPENDING IN TOURISM-RELATED SECTORS  
UP 3.5% FROM 2024.



## \$87 million

TOTAL BUSINESS SALES  
UP 2.8% FROM 2024.

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



## 439 jobs

SUPPORTING \$12.9 MILLION  
IN TOTAL LABOR INCOME

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



## \$4.6 million

TAX REVENUE  
UP 2.3% FROM 2024

Generated by tourism activity.

Each Wisconsin Household would need to pay \$692 to maintain the current level of government services generated by tourism spending.

