

# 2023 Languade County Tourism Impact Numbers

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

Direct Visitor  
Spending totaled  
**\$56.8 million**  
*Record-Setting*  
(7.3% increase)

Created by visitor  
spending in tourism-  
related sectors

Each Wisconsin Household would need to pay  
**\$660** to maintain the current level of government  
services generated by tourism spending.

Tourism supports  
**425 jobs**

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



Total Business Sales  
increased  
7.0% in 2023 to a  
**Record-Setting**  
**\$82 million**

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

Tax revenue  
increased by 6.2% to  
**\$4.4 million**

