



---

# TYLER AUGUST

---

STATE REPRESENTATIVE • 32<sup>ND</sup> ASSEMBLY DISTRICT  
SPEAKER PRO TEMPORE

For Immediate Release  
Contact: Representative Tyler August

May 9, 2019  
608-266-1190

## **Tourism Strong in Wisconsin, Reaching \$21.6 Billion** *Walworth County Sees Increase in Visitor Spending*

MADISON...State Representative Tyler August (R-Lake Geneva) applauded the robust tourism numbers reflected in a report released by the Wisconsin Department of Tourism earlier this week. The comprehensive report analyzed activity in 2018, which showed healthy tourism figures that included a statewide impact of \$21.6 billion.

“Tourism is a pillar of the Wisconsin economy, especially in Walworth County,” August stated. “A thriving tourism industry has a direct positive effect on jobs, businesses, and the overall health of our communities.”

August praised the impressive tourism numbers for the Walworth County area. Walworth County ranked as the 6th largest county for tourism. Walworth County has a high ranking despite not having a major city like other top counties such as Milwaukee, Madison, or Green Bay. Specifically in Walworth County, visitor spending saw a healthy increase of 4.61% resulting in a \$569 million impact.

Tourism continues to be one of the leading industries of the state. In addition to the statewide economic impact of \$21.6 billion, tourism-supported jobs topped 199,000 positions. With over 112 million travelers coming to our state, visitor spending was also up nearly 5% in 2018, resulting in a 45% increase over 2010 results.

“As a lifelong Walworth County resident I know first-hand the positive impact of tourism in our area of the state,” explained August. “Tourism is a key part of our local economy and I will continue to work with everyone in the tourism industry to ensure it remains strong in the future.”

###