

2024 ECONOMIC IMPACT OF TOURISM ON WISCONSIN AND THE EAU CLAIRE AREA

VISITOR SPENDING

STATE OF WISCONSIN

\$16.3 BIL

Direct Spending

\$25.8 BIL

Total Economic Impact

TRI-COUNTY CHIPPEWA VALLEY

\$473.6 MIL

Direct Spending

\$756 MIL

Total Economic Impact

EAU CLAIRE COUNTY

\$286 MIL

Direct Spending

\$461 MIL

Total Economic Impact

CHIPPEWA COUNTY

\$127.4 MIL

Direct Spending

\$193 MIL

Total Economic Impact

DUNN COUNTY

\$60.2 MIL

Direct Spending

\$102 MIL

Total Economic Impact

HISTORICAL DIRECT VISITOR SPENDING

YEAR	EAU CLAIRE	CHIPPEWA	DUNN	CHIPPEWA VALLEY	WISCONSIN
2023	\$284.5 MIL	\$121 MIL	\$59.6 MIL	\$465.1 MIL	\$15.7 BIL
2024	\$286 MIL	\$127.4. MIL	\$60.2 MIL	\$473.6 MIL	\$16.3 BIL
% CHANGE	0.5%	5.3%	1.1%	1.8%	3.5%

\$49.2 MIL IN STATE & LOCAL TAXES

In 2024, travel spending in Eau Claire County generated a total impact of \$31 million in local and state government revenue.

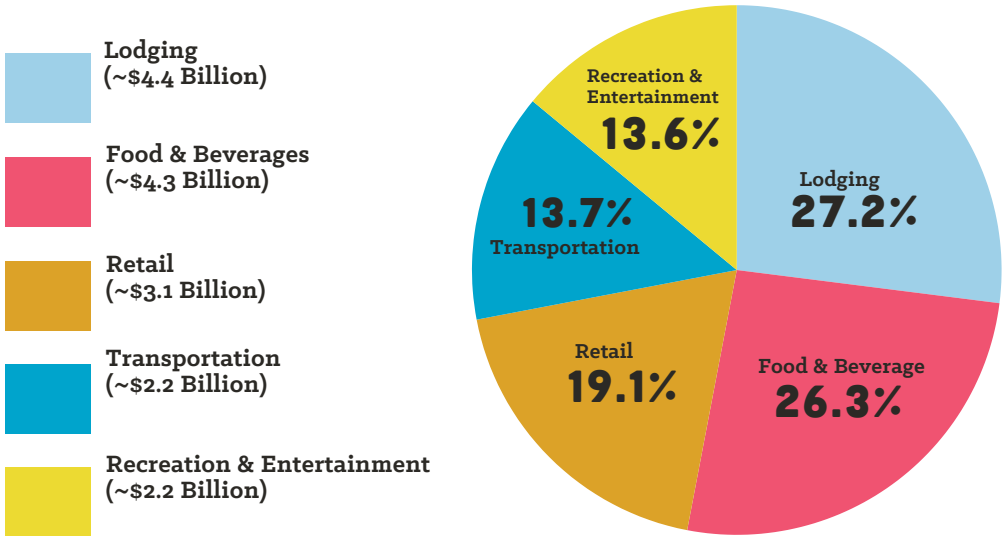
In 2024, travel spending in the Chippewa Valley generated a total impact of \$49.2 million in local and state government revenue.

6,147 JOBS FROM TOURISM

In 2024, tourism spending directly supported 3,905 full-time equivalent travel industry jobs and generated \$134.4 million in wages and salaries in Eau Claire County.

In 2024, tourism spending directly supported 6,147 full-time equivalent travel industry jobs and generated \$204 million in wages and salaries in the Chippewa Valley.

HOW THE VISITOR DOLLAR IS SHARED IN THE STATE OF WISCONSIN



*Sources: WI Department of Tourism, Wisconsin Department of Revenue, Longwoods International, Bureau of Economic Analysis and Bureau of Labor Statistics, STR lodging performance data, Tourism Economics, US Census