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For immediate release

Eau Claire County Tourism Saw Another Record-Breaking Year in 2024

Eau Claire, Wis. (June 10, 2025) - The Wisconsin Department of Tourism released its 2024 economic impact data, revealing that tourism in Eau Claire County generated a record \$461 million—marking a 0.6% increase over last year's \$459 million and the county's third consecutive year of growth.

Statewide, all-time high visitation drove Wisconsin tourism's record-breaking \$25.8 billion in total economic impact last year, surpassing the previous statewide record of \$25 billion from 2023.

The boost in visitation, economic contributions from all corners of Wisconsin—including Eau Claire County—and strategic investments in tourism promotion drove the state's historic year for tourism.

"The continued growth in tourism spending reflects the incredible momentum we are seeing in Eau Claire County as a must-visit destination," said Kenzi Havlicek, Executive Director of Visit Eau Claire. "This progress would not be possible without the collaborative spirit of our community and business partners who help create such a wonderful place to visit. From our thriving arts scene and rich cultural offerings to the scenic beauty of our outdoor spaces, Eau Claire continues to draw thousands of visitors who are discovering all that makes this region so special."

Wisconsin tourism welcomed 114.4 million visits in 2024, beating the previous record from 2019 by over a million, and grew the number of part- and full-time jobs the industry supports to 182,000. Locally, Eau Claire County tourism supported over 3,900 jobs and generated \$31 million in state and local tax revenue. At the state level, tourism generated \$1.7 billion in state and local tax revenue. Without this revenue, each Wisconsin household would pay an additional \$678 to maintain the current level of government services.

“Last year, Wisconsin tourism brought in more money, welcomed more visitors and generated more revenue for state and local governments than any other year. Tourism in all corners fueled this hat-trick of records for an accomplishment the entire state can celebrate,” said Wisconsin Department of Tourism Secretary Anne Sayers. “The impact of the visitor economy is felt statewide. Tourism sustains livelihoods and local businesses, uplifts communities and powers Wisconsin’s economy.”

Visit Eau Claire continues to promote the region through digital campaigns, public relations efforts, and partnerships that highlight everything the area has to offer—from music festivals and museums to riverside trails and unique local experiences. Plan your visit at [visiteauclaire.com](https://www.visiteauclaire.com).

About Visit Eau Claire: Visit Eau Claire is a community asset dedicated to creatively marketing, effectively managing, endlessly motivating, and continuously building a dynamic tourism economy of business, sports, and leisure travelers. We amplify the image of our region, partners, and businesses by consistently developing the skills, knowledge, and friendships of all those we work for.

Have an event and want to see how we can help you bring it to the Chippewa Valley? Apply here: <https://www.visiteauclaire.com/about/grant-information/>

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