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Media Contact:

Sue Leonard, Chippewa Falls Area Chamber of Commerce  
715-723-0331, sue@chippewachamber.org

## **Chippewa County Tourism Saw 4.9% Increase in Recording-Breaking Year in 2024**

*Tourism generated \$193 million economic impact in 2024 in Chippewa County, contributing to Wisconsin tourism's historic year*

**CHIPPEWA FALLS, WI (June 10, 2025)** – The Wisconsin Department of Tourism released 2024 economic impact data, showing Chippewa County tourism generated a record \$193 million, which contributed to Wisconsin tourism's third consecutive record-breaking year.

Statewide, all-time high visitation drove Wisconsin tourism's record-breaking \$25.8 billion in total economic impact last year. The 2024 economic impact surpassed the previous statewide record of \$25 billion from 2023. Locally, Chippewa County also surpassed the previous record of \$184 million set in 2023 an increase of 4.9%.

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

"Chippewa County's \$193 million tourism impact and the 4.9% increase over last year's record highlight the area's growing appeal as a destination," said Sue Leonard, Tourism Director for the Chippewa Falls Area Chamber of Commerce. "It's clear that more and more people are discovering what we've always known: this is a special place. Visitors are drawn by our natural beauty, our lively festivals and events, and most of all, the warm welcome they get from our communities."

Leonard continued, "Our packed calendar of events in 2024 from Wisconsin Farm Technology Days and the Harley Owners Group Rally to the State Dartball Tournament and all kinds of sports tournaments kept our communities busy. But it's not just about big events. What really makes Chippewa County stand out is the dedication of our tourism partners and the



community as a whole. Together, we've created a destination that's vibrant, welcoming, and affordable for everyone."

Wisconsin tourism welcomed 114.4 million visits in 2024, beating the previous record from 2019 by more than a million, and growing the number of part- and full-time jobs the industry supports to 182,000. Locally, Chippewa County tourism supported 1,440 jobs (a 2.7% increase from 2023) and generated \$11.6 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."

"We're reaching more visitors through our unique Pocket-Sized Adventure social media campaign, out of home advertising and other digital marketing efforts. Our message resonates that we are a four-season destination and that Chippewa County truly has something for every visitor, every month of the year," Leonard added. "Whether you're paddling the Chippewa River in summer, hiking through our stunning fall colors, enjoying winter sports and holiday cheer, or celebrating spring with a visit to our local wineries and breweries, you'll always find something new to discover and to enjoy."

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GO Chippewa County  
1 N Bridge Street, Chippewa Falls, WI  
Office Hours: Monday–Friday, 8 am to 5 pm

### **About Chippewa County**

Chippewa County has 12 unique villages/cities to visit: Bloomer, Boyd, Cadott, Chippewa Falls, Cornell, (Northern) Eau Claire, Holcombe, Jim Falls, Lake Hallie, Lafayette, New Auburn, and Stanley.

