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## **Tourism Surges in Winnebago County in 2021**

*Economic impact report shows 17% growth in Winnebago County*

**Oshkosh, WI (June 8, 2022)** – The Wisconsin Department of Tourism released its 2021 economic impact data today, showing Wisconsin tourism generated a \$20.9 billion in total economic impact, with Winnebago County contributing \$458 Million in total economic impact.

In 2021, Winnebago County tourism generated more than 4,000 full and part-time jobs across diverse sectors of the industry, up 6 percent over 2020.

Executive Director, Amy Albright said, “Tourism is so important and we could not be more excited to see visitor spending and impact rebound as we recover after the pandemic. It is amazing to see travel resume—driving economic impact and giving people the opportunity to experience everything we have to offer!”

Statewide, economic impact increased 21 percent in 2021, with all 72 counties reporting double-digit growth over 2020. Additionally, tourism supported more than 169,700 full and

part-time jobs statewide across diverse sectors of the industry, up 7 percent over 2020. Wisconsin also hosted over 102.3 million visitor trips in 2021, up 12 percent from 2020.

“Wisconsin’s tourism recovery is something to be proud of. These successes are the result of intentional and strategic action by everyone who makes up our industry,” said Wisconsin Department of Tourism Secretary-designee, Anne Sayers. “I feel so fortunate to work alongside all of our hospitality partners every day who provide travelers with incredible opportunities to make memories while driving economic impact.”

Visitors generated \$1.4 billion in state and local taxes because of tourism spending. Without this tax revenue, each Wisconsin household would need to pay \$580 to maintain the current level of government services generated by tourism. For more data, including individual county figures and year over year growth, visit [industry.travelwisconsin.com](http://industry.travelwisconsin.com).

Wisconsin tourism continues to recover but has not fully recovered to Wisconsin tourism’s record-setting year of 2019, which saw \$22.2 billion in total economic impact.

Go to [www.visitoshkosh.com](http://www.visitoshkosh.com) to learn more.

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### **About the Oshkosh Convention & Visitors Bureau**

The Oshkosh Convention & Visitors Bureau (OCVB) is a private, not-for-profit organization, funded through room tax dollars from Oshkosh hotels. Its mission is to promote Oshkosh, Wisconsin’s Event City and Winnebago County as a premier destination for corporate, sports and leisure groups and individual visitors. [www.visitoshkosh.com](http://www.visitoshkosh.com)