

State Celebrates Highest Monthly Growth in Tourism Since 2019

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Wisconsin tourism spending grew 5.9 percent in September compared to same month in 2019, outpacing neighboring Midwest states.

MADISON — Gov. Tony Evers, together with the Wisconsin Department of Tourism, announced today that Wisconsin tourism spending grew in September at the highest rate in more than two years. According to preliminary data released by the U.S. Travel Association (USTA) and Tourism Economics, visitor spending in Wisconsin grew 5.9 percent in September 2022 compared to September 2019. This was the largest gain of any month since the start of the coronavirus pandemic when compared to the same month in 2019, which was Wisconsin's best year on record for visitor spending.

Since 2020, Gov. Evers has invested more than \$1 billion of Wisconsin's federal funds in economic resilience, including small businesses and other industries impacted by the pandemic, more than \$200 million of which was invested in the travel and tourism, hotels and lodging, and entertainment industries alone. A [recent analysis](#) of state allocations under the American Rescue Plan Act showed that, as a share of federal aid received by states, Wisconsin is the top state in the country for aid directed to overall economic development and the top state in the country in aid directed to assist businesses.

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