

Stubbs Celebrates the Record-Breaking Contribution of the Outdoor Recreation Industry in 2021

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MADISON, WI – [Yesterday, Governor Tony Evers, the Wisconsin Department of Tourism, and the Wisconsin Office of Outdoor Recreation announced that Wisconsin's outdoor recreation industry contributed a record-setting \\$8.7 billion to the state's gross domestic product \(GDP\) in 2021.](#)

On this, the Ranking Member of the Assembly Committee on Tourism Representative Stubbs (D-Madison) released the following statement:



“Wisconsin is known for its beautiful outdoor environment [including over 15,000 lakes, 84,000 miles of rivers and streams, and 6 million acres of public land](#)

. Our state is a beautiful place to visit, and it boasts a diverse and thriving outdoor recreation industry. Outdoor recreation draws communities across the country to experience all we have to offer, to the benefit of our state's economy. As the ranking member of the Assembly Committee on Tourism, I am so proud to join Governor Evers in celebrating the success of our outdoor recreation industry.”

“In 2021, the industry contributed a record-setting \$8.7 billion to our state's GDP. This incredible growth reminds us how important it is to protect and sustain our waters and lands. Protecting our environment gives both residents and visitors the opportunity to experience the natural beauty of our state. Together we can keep moving Wisconsin's outdoor recreation industry *forward*.”

“It is clear that Wisconsin is in high demand, and this industry's dedicated workers and stakeholders ensure that demand is met. Access to our natural landscapes would be impossible without the hard work of these individuals and entities. I am proud to celebrate this success, and I will continue to champion Wisconsin's tourism industry.”