

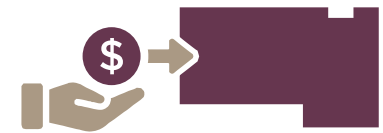
# ONEIDA COUNTY TOURISM'S IMPACTFUL 2023

# \$381 MILLION

Total Economic Impact

Visitors spent **\$291.9 million** in Oneida County in 2023, an increase of 4.5% over 2022—a boost of \$12.5 million year-to-year. This marks back-to-back record years in Oneida County for economic growth. Visitor spending is what helps Oneida County residents, and their businesses and families thrive. These are family-run operations, with every dollar spent helping the communities in Oneida County to grow and flourish.

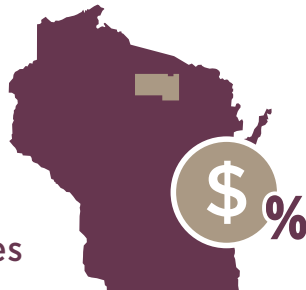
# \$291.9 MILLION



Direct Visitor Spending

# \$23.6 MILLION

State & Local Taxes



# 2,100+

Full-time & Part-time Jobs



Oneida County collected **\$23.6 million** in state and local taxes in 2023, taxes that otherwise would have been paid by Oneida County residents. Tourism directly supports one out of every 21 jobs in the state, though that number is higher in tourism destinations like Oneida County.

# \$50

## THOUSAND



JEM Grant Funding

Through the Wisconsin Department of Tourism's Joint Effort Marketing Program, the Oneida County Tourism Council was awarded **\$50,000** in grant funding by leveraging Oneida County's budgeted investment in tourism.



**Sources**  
Wisconsin Department of Tourism  
Tourism Economics  
Longwoods International