

Brown County Tourism Saw Record-Breaking Year in 2024

Tourism generated a \$1.407 billion economic impact in 2024, up 5.4% from last year in Brown County, contributing to Wisconsin tourism's historic year.

GREEN BAY– Discover Green Bay released 2024 economic impact data, showing Brown County tourism experienced a record-breaking year, generating **\$1.407 billion** in total economic impact and contributing to Wisconsin tourism's historic **\$25.8 billion** economic impact. Visitors to the community spent more than **\$847 million**, up **6.2%** from 2023 at Brown County businesses. The county saw a total of **6.5 million** visitors, up **3.8%** from 2023.

The statewide results mark back-to-back record years for the Wisconsin tourism industry, and here in Brown County, the total economic impact rose by **5.4%** from the record-breaking year in 2023. Brown County ranks fifth in overall visitor spending behind Milwaukee, Dane, Sauk, and Waukesha counties.

“Tourism in the Green Bay area continues to thrive, and 2024’s numbers are proof of that momentum,” said Brad Toll, President and CEO of Discover Green Bay. “It’s not just about more visitors, it’s about how our community, local businesses, and partners come together to create an experience that keeps people coming back. Green Bay is on the map in a big way, and we’re proud to help lead that charge.”

Tourism in Brown County also generated **\$52 million** in local tax revenue and **\$107.3 million** in state and local tax revenue. Additionally, last year, Brown County tourism supported **11,261** part and full-time jobs across various sectors of the industry. Discover Green Bay noted increases in both overnight trips and day trips, rising by **2.6%** and **4.4%** respectively.

“Tourism continues to grow here in Brown County, and it’s exciting to see the impact it’s having across our communities,” said Brown County Executive Troy Streckenbach. “The county’s ongoing investment in things like parks, attractions, and infrastructure like the Resch Complex, plays a big role in that growth. When we support tourism, we support local jobs, businesses, and quality of life for everyone who lives here.”

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About Discover Green Bay

Discover Green Bay is the Destination Marketing Organization for communities within Brown County. The mission of Discover Green Bay is to inspire people to visit the Greater Green Bay Area for the economic benefit of our region. This mission is carried out by executing regional marketing campaigns, as well as sales and visitor experience efforts. Discover Green Bay also operates the region's Visitor Center, located off Highway 41 near the corner of Lombardi Ave. and Argonne St.