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FOR IMMEDIATE RELEASE

2024 WISCONSIN DELLS AREA VISITOR SPENDING SETS RECORD
Total economic impact climbs to \$2.05 billion; Direct impact to \$1.42 billion

WISCONSIN DELLS, Wis. (June 10, 2025) – 2024 was another record-breaking year for tourism in Wisconsin Dells, per data released today. An annual study indicates that over 5 million visitors to the Dells area created a total economic impact of \$2.05 billion in 2024 (an increase of 1.2 percent over 2023), with direct visitor spending accounting for \$1.42 billion (an increase of 1.3 percent over 2023). Tax revenues generated by total expenditures contributed over \$150 million to state and local taxes.

The 2024 data is part of an annual study by Tourism Economics, the same firm that conducts the Wisconsin Department of Tourism’s statewide tourism economic impact report. At the state level, traveler spending generated \$25.8 billion in total economic impact in 2024.

The growth in tourism is attributed, in part, to continued development and capital investments made by Wisconsin Dells area business owners. Notable 2024 additions to “The Waterpark Capital of the World!” include the Rise of Icarus, America’s tallest waterslide, at Mt. Olympus Water & Theme Park; expansions and renovations at Kalahari Resorts & Conventions; and Aquavia Lumina, an enchanted multi-media night walk at the Wilderness Hotel & Golf Resort.

The growth of summer and fall travel also contributed to the Dells area’s record-setting year. Summer continues to be the largest tourism season, accounting for 42 percent of direct visitor spending in 2024. Wisconsin Dells also saw strong growth during the fall months, which accounted for 17 percent of visitor spending (\$246 million), a rise of 6.5% over 2023.

“Our tourism partners continue to dream big,” said Jill Diehl, President/CEO of the Wisconsin Dells Visitor & Convention Bureau. “They invest in themselves and our community, ensuring that Wisconsin Dells remains one of the most popular travel destinations in the Midwest.”

The economic impact study is commissioned annually by the Wisconsin Dells Visitor & Convention Bureau. For the past 14 years, the data has been compiled by Tourism Economics, an international firm based in Philadelphia. Tourism Economics specializes in quantifying the economic value of tourism, using a conservative research model to calculate direct impact. Travelers create direct economic value within a discreet group of sectors (such as recreation and lodging) which supports a relative proportion of jobs, wages, taxes, and GDP within those sectors.

About Wisconsin Dells: The destination known as Wisconsin Dells is primarily comprised of the City of Wisconsin Dells and the Village of Lake Delton. The official tourism website is www.wisdells.com.

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