



FOR MORE INFORMATION CONTACT:
Andy Larsen
Wisconsin Dells Visitor & Convention Bureau
alarsen@blmke.com
(414) 840-0891

FOR IMMEDIATE RELEASE

**2025 WISCONSIN DELLS AREA VISITOR SPENDING SETS RECORD
Total economic impact climbs to \$2.08 billion; Direct impact to \$1.45 billion**

WISCONSIN DELLS, Wis. (June 9, 2026) – The year 2025 was the fifth record-breaking year in a row for tourism in Wisconsin Dells, per research findings released today. An annual study indicates that over 5 million visitors to the Dells area created a total economic impact of \$2.08 billion in 2025 (an increase of 1.5 percent over 2024), with direct visitor spending accounting for \$1.45 billion (an increase of 1.7 percent over 2024). Tax revenues generated by total expenditures contributed over \$152 million to state and local taxes.

The 2025 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 \$27 billion in total economic impact in 2025.

Tourism growth continues to be driven, in part, by development projects and capital investments undertaken by Wisconsin Dells area business owners. Notable 2025 additions to “The Waterpark Capital of the World!®” include The Wisconsin Hotel & Conference Center and Farmer in the Dells Restaurant & Silo Bar, featuring modern accommodations and elevated farm-to-table dining; Dawn Manor Restaurant, Bar & Speakeasy and Treetop Villas at Mirror Lake, offering Victorian-inspired dining and upscale wooded lodging; Wisconsin Dells Mountain Coaster, the state’s first and only mountain coaster; Bigfoot Tubing, featuring year-round downhill tubing adventures; and enhancements at leading resorts including Kalahari Resorts & Conventions and Wilderness Resort.

The Wisconsin Dells area saw a year-over-year increase in direct visitor spending across all measured categories, including lodging, food and beverage, retail, recreation, and transportation. Summer continues to be the largest tourism season, accounting for 41 percent of direct visitor spending in 2025. The Wisconsin Dells area also experienced strong growth during the winter and spring seasons, with direct visitor spending increasing by 4.4 percent and 4.1 percent, respectively over 2024.

“Continued investment and innovation by our tourism partners are key drivers of our success,” said Jill Diehl, President/CEO of the Wisconsin Dells Visitor & Convention Bureau. “Their commitment to developments and reinvesting in their businesses and the community helps keep Wisconsin Dells a vibrant and welcoming destination. By continually enhancing attractions, accommodations, and amenities, they help create memorable experiences that encourage visitors to return year after year.”

The economic impact study is commissioned annually by the Wisconsin Dells Visitor & Convention Bureau. For the past 15 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.

About the Wisconsin Dells Visitor & Convention Bureau

The Wisconsin Dells Visitor & Convention Bureau is the official destination marketing organization for the Wisconsin Dells area, whose mission is to grow the economic impact of tourism by inspiring and encouraging travel to the community through innovative marketing and economic development strategies, benefitting our visitors, community, and business partners.

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Wisconsin Dells, WI · (608) 254-8088 · wisdells.com