

Wisconsin Celebrates National Travel and Tourism Week

Written by GOV Press Wisconsin
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Governor and Evers Administration spend week highlighting budget investments with visits to local businesses, tourist attractions and destinations.

MADISON — Gov. Evers, this week, traveled across the state to celebrate National Travel and Tourism Week and highlight Wisconsin's thriving tourism industry. During the week, the governor highlighted his historic 2023-25 budget investments and initiatives to bolster the state's tourism industry that will expand existing programs, attract and recruit large-scale events and conventions to Wisconsin, and provide for the local arts with innovative programs and funds.

"Wisconsin's tourism industry is an essential economic driver and one my administration has been proud to support," said Gov. Evers. "Tourism is a more than \$20 billion industry in our state, and we're proud to be outpacing our Midwestern neighbors. That's a win not only for our economy and workforce but a win for the hardworking folks who keep this industry moving forward, and it's why investing in its success continues to be critically important to ensuring our economic momentum continues."

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