



KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

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FOR IMMEDIATE RELEASE

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Kewaunee County Encourages Visitors to Road Trip as a Part of COVID-19 Recovery

KEWAUNEE COUNTY, WI – Kewaunee County would like to see visitors take advantage of road trips along the lakeshore as they safely return to travel and fuel the economy helping businesses recover from the effects of the COVID-19 pandemic.

“Yes, we’ve had some doors close, but we’ve also had some brand new businesses open. The lakeshore is changing and we want everyone to come check it out. If 2020 has taught us anything, it’s the importance to *BUY LOCAL*,” said Jennifer Gonzalez, Kewaunee County Tourism Coordinator. “Kewaunee County has three area chambers of commerce in Algoma, Kewaunee, and Luxemburg as well as the Kewaunee County Economic Development Corporation, which are all helping businesses focus on moving forward.”

According to the Wisconsin Department of Tourism’s 2020 ‘Tourism Impact’ report from Tourism Economics, which has just been released to coincide with National Travel & Tourism Week (May 2-May 8), the COVID-19 pandemic was felt by each of the State’s 72 counties, with less direct visitor spending, total business sales, employment, total labor income as well as state and local taxes earned last year.

Despite a significant climb since 2015, Kewaunee County had its first dip in numbers due to COVID-19. For example, the County’s direct visitor spending earned 10.29% less than it did in 2019, bringing in \$22.0 million in 2020, whereas it was \$24.5 million in 2019.

“We’re not to be discouraged by the numbers from 2020, we were pushing through a pandemic that pretty much kicked off what would’ve been the summer travel season. If we look back a few years, the direct visitor spending number for Kewaunee County in 2020 is right in between where we sat at \$20.0 million in 2017 and \$23.5 million in 2018 and it’s still far better than where we were in 2015 at \$17.4 million,” said Gonzalez. “In summer of 2021, we’re expecting to see more day trippers and out-of-state license plates at our businesses as part of a national road trip trend. It’s been encouraging replying to visitor information requests locally and nationally. Most recently, we’ve received requests from as close as Antigo and Janesville to as far as Arizona & Montana.”

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To see the full ‘Tourism Impact’ report released by the Wisconsin Department of Tourism from Tourism Economics, visit the Kewaunee County website, www.kewauneeco.org.

And, for more information on places to EXPLORE, STAY, DINE & SHOP in Kewaunee County as well as EVENTS, go to www.visitkewauneeconomy.com.

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ADDITIONAL RESOURCES:

Algoma Area Chamber of Commerce: <https://visitalgomawi.com/>

Kewaunee Area Chamber of Commerce: <https://www.kewaunee.org/>

Luxemburg Area Chamber of Commerce: <https://www.luxemburgchamber.com/>

Kewaunee County Economic Development Committee: <http://kcedc.org/>

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