Visitors spent $304.2 million in Door County in 2020. That breaks down into the following share by key business categories:

- Lodging: $134 million
- Food & Beverage: $66.9 million
- Retail: $55.3 million
- Recreation: $30.9 million
- Local Transportation: $17.4 million

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

Tourism plays a significant role in Wisconsin's economy statewide and is a significant source of both employment and tax revenue. Direct visitor spending in 2020 totaled $9.8 billion statewide. Tourism had an overall impact of $396.9 million on Door County's economy in 2020. This includes both direct and indirect spending.

Tourism generated $32.5 million in state and local taxes in 2020. Room tax generated nearly $4.8 million in 2020, with $1.4 million (30%) of that going back to municipal governments in the county.

Tourism in 2020 supported a total of 2,743 jobs in Door County. Total labor income of $80.4 million was generated for employees in 2020 as a result of tourism spending. The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions. Almost entirely comprised of small businesses, travel and tourism related jobs in Door County can't be outsourced or exported.

Door County ranked 7th out of 72 counties in 2020, generating 3.1% of all direct visitor spending in Wisconsin.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

2020 Door County Tourism Economic Impact Report
View/download the complete report from Tourism Economics at bit.ly/Door2020
The COVID-19 pandemic had a substantial impact on tourism across the globe in 2020, including in Door County. But the prospects for a strong rebound in 2021 look promising and optimism heading into the season is high.

In 2020, visitor spending in Door County decreased by $70.2 million, an 18.8% decline over 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

In 2020, state and local tax revenue generated by visitor spending in Door County totaled $32.5 million, a 17.1% decrease over 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

In 2020, room tax collections in Door County were down 7% over 2019.

Collections were still up 56% over the baseline year of 2009, the first year that all 19 Door County municipalities were part of the Door County Tourism Zone.

Source: Door County Tourism Zone Commission