

Weekly GOP radio address: Rep. Magnafici on significance of Wisconsin tourism

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MADISON – Representative Magnafici (R – Dress) released the weekly radio address on behalf of Wisconsin Legislative Republicans.

Renowned for spectacular landscapes, rich history, and a cordial community, Wisconsin stands as a premiere destination for globetrotters. But tourism here is more than leisure; it's an economic powerhouse contributing nearly \$24 billion to our economy in 2022.

In a strategic move, Republicans allocated a unique \$20 million in funding to supercharge the Department of Tourism to build out their marketing, complemented with an additional \$1 million in base marketing funding. This led to over 100 million visits in 2022. We have also earmarked \$10 million for the opportunity and attraction promotion fund, luring prominent events and more visitors to Wisconsin.

Significant investments exceeding \$20 million have gone into rejuvenating our state parks, which are major tourist magnets.

As tourism flourishes, it stimulates business growth and job creation, supporting over 174,000 full and part-time jobs. Countless Wisconsinites depend on this sector for their livelihoods.

In essence, Wisconsin is a treasure trove of experiences. Rest assured, Assembly Republicans are committed to investing in its offerings, ensuring residents and

visitors alike can enjoy our state's unique recreational opportunities, abundant natural resources, and vibrant culture!