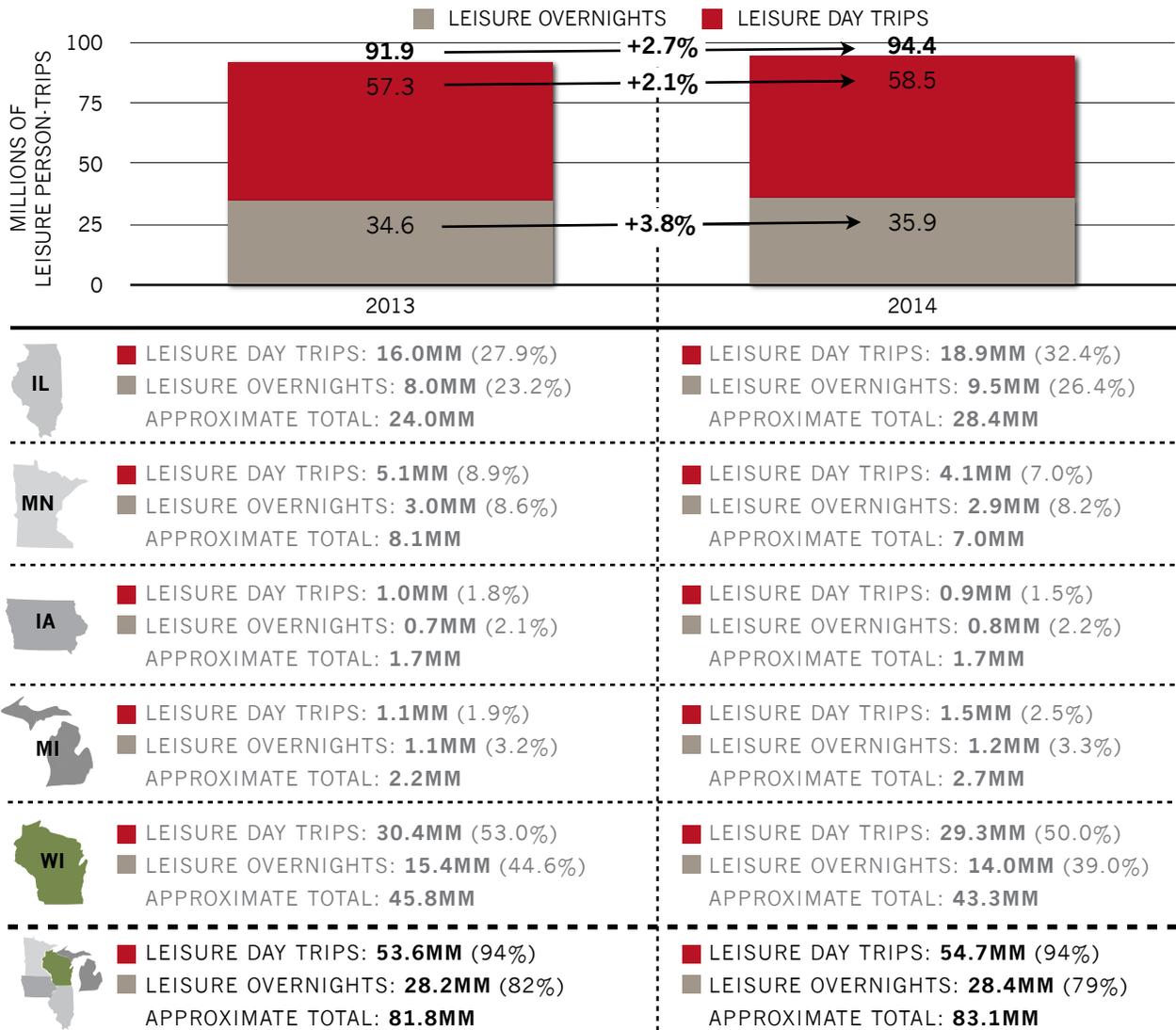


**LEISURE TRAVEL\* IS UP, MIDWEST TRAVELERS REMAIN BIGGEST SOURCE**

Of the more than 102 million person-trips\*\* taken to Wisconsin in 2014, approximately 94.4 million were leisure trips. This number is up from 91.9 million leisure person-trips in 2013 (an increase of 2.7%). In both 2013 and 2014, one thing remains constant regardless of the total amount of trips taken: travel to WI is dominated by Midwest travelers. A cluster of surrounding states (IL, MN, IA, MI and WI) accounts for the majority of travel to the state. When looking at Day Trips from 2014, approximately 94% of all person-trips came from these states. When looking at Overnight Trips from 2014, about 79% of all person-trips came from these states. Below is a breakout of travel from these surrounding states to Wisconsin over the past two years.



\*LEISURE TRAVEL: any travel that is not done specifically for business

\*\*PERSON-TRIP: one trip by one person; for example, if a family of three takes a trip, that trip would equal three person-trips

Data source: Longwoods International

+ Conducted quarterly, a random cross-section of approximately 500K panel members is sent an e-mail invitation to participate in the survey. Respondents participate in an extensive survey about the trips they have taken in the past three months.