
Per Person/Per Day Visitor Expenditure Amounts

Davidson-Peterson Associates conducted visitor expenditure surveys for the Wisconsin Department of Tourism in 2010. Average per person/per day expenditure numbers to use for calculating visitor spending are:

For Rural Destinations (per person):

\$142.58 per day for those staying overnight in hotels or motels
\$81.62 per day for those staying overnight in campgrounds
\$42.67 per day for day-trippers

For Urban Destinations (per person):

\$154.68 per day for those staying overnight in hotels or motels
\$92 per day for those staying overnight in campgrounds
\$46.85 per day for day-trippers

For Resort Destinations (per person):

\$157 per day for those staying overnight in hotels or motels
\$86.95 per day for those staying overnight in campgrounds
\$57.78 per day for day-trippers

To apply these numbers, you need to count how many people come from the local area and subtract them from the number of day-trippers. For the overnighters, you need to find out how many people per room or campsite.