

**TRAVELER EXPENDITURES
IN WISCONSIN**

Chippewa Valley: Eau Claire, Dunn, and Chippewa

CALENDAR YEAR 2008

April 2009

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The Wisconsin statewide distribution of traveler expenditures by trip type and season are included for your use for regional comparative purposes. Please note that in 2001, for the first time, expenditures include recreational trip expenditures of second homeowners and their guests. Trip expenditures are included for non-routine visits only (once a month or less often). Costs of ownership and capital improvements are not included in these estimates. The second homeowners' expenditures will be included in VFR expenditures in all supporting tables.

WISCONSIN STATEWIDE TOTALS

Traveler Expenditure Percentages By Traveler Type and Season

	*****2008*****					2007
	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>Total</u>
Pleasure	70%	68%	65%	77%	67%	70%
Business	19%	21%	22%	15%	20%	19%
Meetings/conventions	11%	11%	13%	8%	13%	11%
Total	100%	100%	100%	100%	100%	100%

Note: Columns of figures may not add to totals shown due to rounding.

Traveler Expenditures By Traveler Type and Season

(\$ Millions)

	*****2008*****					2007
	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>Total</u>
Pleasure	\$9,252.86	\$1,587.77	\$1,788.39	\$3,871.62	\$2,005.08	\$8,989.79
Business	\$2,459.08	\$492.42	\$599.48	\$757.07	\$610.10	\$2,427.01
Meetings/conventions	\$1,403.68	\$261.31	\$349.51	\$407.09	\$385.76	\$1,358.73
Total	\$13,115.62	\$2,341.50	\$2,737.39	\$5,035.78	\$3,000.94	\$12,775.54

Note: Columns of figures may not add to totals shown due to rounding.

Traveler Expenditure Percentages By Traveler Type and Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	71%	68%	65%	78%	70%	71%
Business	20%	21%	24%	17%	22%	22%
Meetings/conventions	8%	11%	11%	5%	8%	7%
Total	100%	100%	100%	100%	100%	100%

Note: Columns of figures may not add to totals shown due to rounding.

Traveler Expenditures By Traveler Type and Season

(\$ Millions)

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	\$234.85	\$45.80	\$45.72	\$91.18	\$52.15	\$225.44
Business	\$66.99	\$14.12	\$16.45	\$20.31	\$16.11	\$68.68
Meetings/conventions	\$26.92	\$7.11	\$7.69	\$5.83	\$6.29	\$21.30
Total	\$328.76	\$67.04	\$69.86	\$117.32	\$74.55	\$315.41

Note: Columns of figures may not add to totals shown due to rounding.

Traveler Expenditures By Season and Market Segment

*2007 vs. 2008
(\$ Millions)*

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotel/Motel/Resort /B&Bs Guests			
December – February	\$31.79	\$35.89	+12.90%
March – May	\$36.89	\$40.38	+9.47%
June – August	\$53.61	\$53.50	-0.21%
September – November	\$34.07	\$35.97	+5.58%
Total	\$156.35	\$165.74	+6.01%
Cabin/Cottage/Condominium Guests			
December – February	\$0.09	\$0.37	+309.51%
March – May	\$0.64	\$0.78	+21.78%
June – August	\$1.87	\$2.44	+30.36%
September – November	\$0.79	\$0.77	-2.71%
Total	\$3.39	\$4.35	+28.45%
Campers			
December – February	\$0.10	\$0.11	+6.03%
March – May	\$1.86	\$1.63	-12.26%
June – August	\$10.86	\$11.25	+3.58%
September – November	\$3.18	\$3.43	+7.87%
Total	\$16.01	\$16.42	+2.54%
Visiting Friends/Relatives			
December – February	\$25.43	\$26.64	+4.75%
March – May	\$21.40	\$22.35	+4.43%
June – August	\$42.60	\$42.87	+0.63%
September – November	\$30.83	\$29.97	-2.80%
Total	\$120.27	\$121.82	+1.29%
Day Trippers/Passing Through			
December – February	\$3.58	\$4.04	+12.73%
March – May	\$4.36	\$4.72	+8.23%
June – August	\$7.28	\$7.26	-0.22%
September – November	\$4.18	\$4.41	+5.52%
Total	\$19.40	\$20.43	+5.31%
TOTAL	\$315.41	\$328.76	+4.23%

Note: Columns of figures may not add to totals shown due to rounding.

Wisconsin's Chippewa Valley

Eau Claire, Dunn and Chippewa

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2008 Total Traveler Expenditures By Category of Expenditure & Accommodation Used (*\$ Millions*)

***** Paid Accommodations ***** * No Lodging Expense *

	Hotels/ Motels/ Resorts/ B&Bs	Cabins/ Cottages/ Condos	Camp- grounds	Visiting Friends/ Relatives	Other	2008 Total	2007 Total
Food	\$40.41	\$0.98	\$3.20	\$38.47	\$6.38	\$89.45	\$86.57
<u>Shopping</u>	<u>\$42.76</u>	<u>\$1.20</u>	<u>\$4.94</u>	<u>\$46.39</u>	<u>\$7.12</u>	\$102.40	\$98.88
General	18.33	0.47	2.35	23.92	2.53	47.61	44.83
Traveler	24.43	0.72	2.58	22.47	4.59	54.80	54.05
<u>Recreation</u>	<u>\$37.04</u>	<u>\$0.76</u>	<u>\$4.04</u>	<u>\$26.37</u>	<u>\$5.39</u>	\$73.60	\$71.30
Liquor	4.13	0.14	0.69	4.98	0.30	10.24	10.14
Historic	3.38	0.07	0.56	2.15	0.91	7.07	5.43
Sightseeing	2.30	0.08	0.44	1.65	0.47	4.95	4.75
Event fees	5.80	0.05	0.99	3.96	1.07	11.88	11.40
Sport fees	4.77	0.20	0.57	4.12	1.47	11.14	10.44
Cultural event fees	0.83	0.01	0.08	1.11	0.52	2.55	2.15
Evening entertainment	1.76	0.02	0.22	2.93	0.12	5.06	5.28
Licenses	0.41	0.07	0.24	0.42	0.03	1.17	1.19
Lottery	0.12	0.00	0.03	0.33	0.02	0.51	0.54
Wagering	12.00	0.06	0.17	2.98	0.44	15.64	15.96
Other	1.54	0.04	0.04	1.75	0.04	3.41	4.03
Lodging	\$33.28	\$1.09	\$2.10	--	--	\$36.47	\$34.59
Ground Transportation	\$12.25	\$0.33	\$2.13	\$10.59	\$1.54	\$26.84	\$24.08
Total 2008	\$165.74	\$4.35	\$16.42	\$121.82	\$20.43	\$328.76	--
2007 Total	\$156.35	\$3.39	\$16.01	\$120.27	\$19.40	--	\$315.41

Note: Columns of figures may not add to totals shown due to rounding.

**2008 Total Traveler Expenditures By
Category of Expenditure & Accommodation Used
--Leisure Only--
(\$ Millions)**

***** Paid Accommodations ***** * No Lodging Expense *

	<u>Hotels/ Motels/ Resorts/ B&Bs</u>	<u>Cabins/ Cottages/ Condos</u>	<u>Camp- grounds</u>	<u>Visiting Friends/ Relatives</u>	<u>Other</u>	<u>2008 Total</u>	<u>2007 Total</u>
Food	\$17.55	\$0.95	\$3.20	\$38.47	\$6.38	\$66.55	\$64.69
<u>Shopping</u>	<u>\$18.57</u>	<u>\$1.15</u>	<u>\$4.94</u>	<u>\$46.39</u>	<u>\$7.12</u>	<u>\$78.17</u>	<u>\$75.59</u>
General	7.96	0.46	2.35	23.92	2.53	37.22	34.90
Traveler	10.61	0.70	2.58	22.47	4.59	40.95	40.70
<u>Recreation</u>	<u>\$16.09</u>	<u>\$0.73</u>	<u>\$4.04</u>	<u>\$26.37</u>	<u>\$5.39</u>	<u>\$52.62</u>	<u>\$50.95</u>
Liquor	1.79	0.14	0.69	4.98	0.30	7.90	7.83
Historic	1.47	0.07	0.56	2.15	0.91	5.15	3.95
Sightseeing	1.00	0.08	0.44	1.65	0.47	3.64	3.50
Event fees	2.52	0.05	0.99	3.96	1.07	8.60	8.41
Sport fees	2.07	0.20	0.57	4.12	1.47	8.43	7.91
Cultural event fees	0.36	0.01	0.08	1.11	0.52	2.08	1.75
Evening entertainment	0.76	0.02	0.22	2.93	0.12	4.06	4.30
Licenses	0.18	0.07	0.24	0.42	0.03	0.93	0.95
Lottery	0.05	--	0.03	0.33	0.02	0.44	0.46
Wagering	5.21	0.06	0.17	2.98	0.44	8.85	8.86
Other	0.67	0.04	0.04	1.75	0.04	2.54	3.04
Lodging	\$14.45	\$1.05	\$2.10	--	--	\$17.60	\$16.35
Ground Transportation	\$5.32	\$0.32	\$2.13	\$10.59	\$1.54	\$19.90	\$17.86
Total 2008	\$71.98	\$4.20	\$16.42	\$121.82	\$20.43	\$234.85	--
2007 Total	\$66.45	\$3.32	\$16.01	\$120.27	\$19.40	--	\$225.44

Note: Columns of figures may not add to totals shown due to rounding.

Wisconsin's Chippewa Valley

Eau Claire, Dunn and Chippewa

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2008 Total Traveler Expenditures By Season (\$ Millions)

	<u>Dec - Feb</u>	<u>Mar - May</u>	<u>Jun - Aug</u>	<u>Sep - Nov</u>	<u>2008 Total</u>	<u>2007 Total</u>
Food	\$18.53	\$18.87	\$31.59	\$20.45	\$89.45	\$86.57
Shopping	\$20.94	\$21.28	\$36.71	\$23.47	\$102.40	\$98.88
General	9.74	9.76	17.11	10.99	47.61	44.83
Traveler	11.19	11.52	19.60	12.49	54.80	54.05
Recreation	\$14.96	\$15.64	\$26.34	\$16.66	\$73.60	\$71.30
Liquor	2.06	2.08	3.74	2.35	10.24	10.14
Historic	1.40	1.49	2.59	1.59	7.07	5.43
Sightseeing	0.96	1.03	1.84	1.12	4.95	4.75
Event fees	2.35	2.49	4.35	2.68	11.88	11.40
Sport fees	2.24	2.35	4.02	2.52	11.14	10.44
Cultural event fees	0.53	0.53	0.90	0.58	2.55	2.15
Evening entertainment	1.05	1.02	1.81	1.18	5.06	5.28
Licenses	0.19	0.22	0.49	0.26	1.17	1.19
Lottery	0.10	0.10	0.19	0.12	0.51	0.54
Wagering	3.34	3.60	5.23	3.48	15.64	15.96
Other	0.73	0.71	1.18	0.79	3.41	4.03
Lodging	\$7.31	\$8.51	\$12.79	\$7.85	\$36.47	\$34.59
Transportation	\$5.30	\$5.56	\$9.88	\$6.10	\$26.84	\$24.08
Total 2008	\$67.04	\$69.86	\$117.32	\$74.55	\$328.76	--
2007 Total	\$60.98	\$65.15	\$116.23	\$73.05	--	\$315.41

Note: Columns of figures may not add to totals shown due to rounding.

2008 Total Traveler Expenditures By Season
--Leisure Only--
(\$ Millions)

	<u>Dec - Feb</u>	<u>Mar - May</u>	<u>Jun - Aug</u>	<u>Sep - Nov</u>	2008 Total	2007 Total
Food	\$13.36	\$12.98	\$25.22	\$14.99	\$66.55	\$64.69
<u>Shopping</u>	<u>\$15.46</u>	<u>\$15.05</u>	<u>\$29.97</u>	<u>\$17.70</u>	\$78.17	\$75.59
General	7.40	7.09	14.22	8.51	37.22	34.90
Traveler	8.06	7.96	15.75	9.19	40.95	40.70
<u>Recreation</u>	<u>\$10.21</u>	<u>\$10.25</u>	<u>\$20.50</u>	<u>\$11.66</u>	\$52.62	\$50.95
Liquor	1.53	1.48	3.09	1.80	7.90	7.83
Historic	0.96	1.00	2.06	1.13	5.15	3.95
Sightseeing	0.67	0.70	1.48	0.80	3.64	3.50
Event fees	1.61	1.65	3.44	1.89	8.60	8.41
Sport fees	1.63	1.66	3.26	1.88	8.43	7.91
Cultural event fees	0.42	0.41	0.77	0.47	2.08	1.75
Evening entertainment	0.83	0.76	1.53	0.94	4.06	4.30
Licenses	0.14	0.16	0.43	0.21	0.93	0.95
Lottery	0.09	0.08	0.17	0.10	0.44	0.46
Wagering	1.80	1.85	3.34	1.86	8.85	8.86
Other	0.54	0.49	0.93	0.58	2.54	3.04
Lodging	\$3.04	\$3.66	\$7.54	\$3.36	\$17.60	\$16.35
Transportation	\$3.73	\$3.77	\$7.94	\$4.45	\$19.90	\$17.86
Total 2008	\$45.80	\$45.72	\$91.18	\$52.15	\$234.85	--
2007 Total	\$42.44	\$43.43	\$87.66	\$51.91	--	\$225.44

Note: Columns of figures may not add to totals shown due to rounding.

Overnight Person-Visits By Type of Accommodation

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/motels/resorts/B&Bs	458,994	480,024	+4.58%
Cabins/cottages/condominiums	5,759	6,229	+8.17%
Campgrounds	102,936	97,178	-5.59%
Private homes (staying with friends and relatives)	521,906	507,947	-2.67%
Total	1,089,594	1,091,378	+0.16%

Note: Columns of figures may not add to totals shown due to rounding.

Available Room-nights/Unit-Nights/Site-Nights

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
<i>Hotels/Motels/Resorts/B&Bs</i>			
Properties	58	58	--
Rooms	2,827	2,860	+1.17%
Available room-nights	978,353	994,304	+1.63%
<i>Cabins/Cottages/Condominiums</i>			
Properties	12	15	+25.00%
Units	61	67	+9.84%
Available unit-nights	14,526	16,033	+10.38%
<i>Campgrounds</i>			
Properties	39	39	--
Sites	1,897	2,090	+10.17%
Available site-nights	300,028	313,806	+4.59%

Wisconsin's Chippewa Valley

Eau Claire, Dunn and Chippewa

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Room-nights/Unit-Nights/Site-Nights

2007 vs. 2008 Comparison Summary

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/Motels/Resorts/B&Bs			
Available rooms/units:			
December - February	234,536	246,318	+5.02%
March - May	248,312	251,257	+1.19%
June - August	249,010	250,201	+0.48%
September - November	246,495	246,527	+0.01%
Total	978,353	994,304	+1.63%
Occupied rooms/units:			
December - February	99,374	104,184	+4.84%
March - May	109,922	114,630	+4.28%
June - August	169,007	148,846	-11.93%
September - November	100,938	103,023	+2.07%
Total	479,242	470,683	-1.79%
Cabins/Cottages/Condominiums			
Available units:			
December - February	1,852	2,341	+26.39%
March - May	3,724	3,946	+5.98%
June - August	5,094	5,595	+9.84%
September - November	3,855	4,150	+7.65%
Total	14,526	16,033	+10.38%
Occupied units:			
December - February	216	612	+183.55%
March - May	1,315	1,366	+3.86%
June - August	3,732	4,226	+13.23%
September - November	1,612	1,524	-5.45%
Total	6,875	7,728	+12.41%
Campgrounds			
Available sites:			
December - February	34,358	30,223	-12.04%
March - May	72,527	76,421	+5.37%
June - August	116,870	128,680	+10.11%
September - November	76,274	78,481	+2.89%
Total	300,028	313,806	+4.59%
Occupied sites:			
December - February	1,124	985	-12.38%
March - May	13,712	11,064	-19.31%
June - August	59,508	58,923	-0.98%
September - November	21,220	22,021	3.77%
Total	95,565	92,993	-2.69%

Total Paid Lodging Revenue Percentages by Traveler Type and Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	49%	42%	44%	60%	43%	48%
Business	37%	39%	39%	32%	42%	41%
Meetings/conventions	14%	18%	17%	8%	15%	11%
Total	100%	100%	100%	100%	100%	100%

Note: Columns of figures may not add to totals shown due to rounding.

Total Paid Lodging Revenues By Traveler Type and Season

(\$ Millions)

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	\$17.60	\$3.04	\$3.66	\$7.54	\$3.36	\$16.35
Business	\$13.46	\$2.84	\$3.30	\$4.08	\$3.23	\$13.92
Meetings/conventions	\$4.97	\$1.33	\$1.44	\$1.03	\$1.17	\$3.87
Total	\$36.03	\$7.22	\$8.40	\$12.66	\$7.76	\$34.14

Note: Columns of figures may not add to totals shown due to rounding.

HOTELS/MOTELS/RESORTS/B&Bs

Room Rates and Occupancy by Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average room rates*	\$64.38	\$63.18	\$65.34	\$66.12	\$62.07	\$63.00
Average occupancy*	47%	42%	46%	59%	42%	49%
Total available room-nights	994,304	246,318	251,257	250,201	246,527	978,353
Total occupied room-nights	470,683	104,184	114,630	148,846	103,023	479,242

*The bases for these statistics are weighted by the number of rooms that are open in each season. Yearly averages are weighted by season.

Average Guest Party Size & Length of Stay By Season

Management's Estimate

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average travel party size	1.85	1.82	1.79	1.99	1.82	1.76
Average length of stay	1.85	1.86	1.57	2.00	2.14	1.81

HOTELS/MOTELS/RESORTS/B&Bs

Trip Purpose & Guest Origin by Season

Management's Estimate

*****2008*****

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	44%	42%	41%	52%	38%	43%
Business	41%	40%	41%	38%	45%	45%
Meetings/conventions	15%	19%	18%	10%	16%	12%
Guest Origin:						
<u>Out of State</u>	<u>43%</u>	<u>29%</u>	<u>41%</u>	<u>49%</u>	<u>54%</u>	<u>40%</u>
U.S.	38%	29%	37%	44%	43%	35%
Canada	3%	--	2%	4%	7%	4%
Other Foreign	1%	--	1%	*	4%	2%
Wisconsin	58%	71%	59%	51%	46%	60%

Note: Columns of figures may not add to totals shown due to rounding.

* Less than 0.5%

HOTELS/MOTELS/RESORTS/B&Bs

Revenue Percentages Paid to Lodging by Traveler Type and Season

*****2008*****

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	44%	42%	41%	52%	38%	43%
Business	41%	40%	41%	38%	45%	45%
Meetings/conventions	15%	19%	18%	10%	16%	12%
Total	100%	100%	100%	100%	100%	100%

Note: Columns of figures may not add to totals shown due to rounding.

Revenues Paid To Lodging By Traveler Type and Season

(\$ Millions)

*****2008*****

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	\$14.45	\$2.96	\$3.27	\$5.50	\$2.73	\$13.47
Business	\$13.42	\$2.82	\$3.30	\$4.07	\$3.23	\$13.91
Meetings/conventions	\$4.97	\$1.33	\$1.44	\$1.03	\$1.17	\$3.87
Total	\$32.84	\$7.11	\$8.00	\$10.61	\$7.13	\$31.24

Note: Columns of figures may not add to totals shown due to rounding.

CABINS/COTTAGES/CONDOMINIUMS

Unit Rates and Occupancy by Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average unit rates*	\$67.01	--	\$106.00	--	\$59.58	\$67.36
Average occupancy*	48%	26%	35%	76%	37%	47%
Total available unit nights	16,033	2,341	3,946	5,595	4,150	14,526
Total occupied unit nights	7,728	612	1,366	4,226	1,524	6,875

*The bases for these statistics are weighted by the number of units that are open in each season. Yearly averages are weighted by season.

Average Guest Party Size & Length of Stay By Season

Management's Estimate

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average travel party size	2.24	--	3.50	--	2.00	2.16
Average length of stay	2.48	--	5.00	--	2.00	2.32

CABINS/COTTAGES/CONDOMINIUMS

Trip Purpose & Guest Origin by Season

Management's Estimate

*****2008*****

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	96%	78%	96%	98%	100%	98%
Business	4%	22%	4%	2%	--	2%
Meetings/conventions	--	--	--	--	--	--
Guest Origin:						
<u>Out of State</u>	<u>50%</u>	--	<u>50%</u>	--	--	<u>8%</u>
U.S.	50%	--	50%	--	--	8%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	50%	--	50%	--	--	92%

Note: Columns of figures may not add to totals shown due to rounding.

CABINS/COTTAGES/CONDOMINIUMS

**Revenue Percentages Paid to Cabins/Cottages/Condominiums
By Traveler Type and Season**

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	96%	78%	96%	98%	100%	98%
Business	4%	22%	4%	2%	--	2%
Meetings/conventions	--	--	--	--	--	--
Total	100%	100%	100%	100%	100%	100%

Note: Columns of figures may not add to totals shown due to rounding.

**Revenues Paid To Cabins/Cottages/Condominiums
By Traveler Type and Season**
(\$ Millions)

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	\$1.05	\$0.07	\$0.19	\$0.60	\$0.19	\$0.83
Business	\$0.04	\$0.02	\$0.01	\$0.01	--	\$0.02
Meetings/conventions	--	--	--	--	--	--
Total	\$1.09	\$0.09	\$0.19	\$0.61	\$0.19	\$0.85

Note: Columns of figures may not add to totals shown due to rounding.

CAMPGROUNDS

Site Rates and Occupancy by Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average site rates*	\$17.58	--	\$16.06	\$21.11	\$17.55	\$16.14
Average occupancy*	30%	3%	14%	46%	28%	32%
Total available site nights	313,806	30,223	76,421	128,680	78,481	300,028
Total occupied site nights	92,993	985	11,064	58,923	22,021	95,565

*The bases for these statistics are weighted by the number of sites that are open in each season. Yearly averages are weighted by season.

Average Guest Party Size & Length of Stay By Season

Management's Estimate

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Average travel party size	3.36	--	3.69	3.11	3.16	3.46
Average length of stay	3.41	--	2.11	2.56	4.91	3.39

CAMPGROUNDS

Guest Origin by Season

Management's Estimate

*****2008*****

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Guest Origin:						
<u>Out of State</u>	11%	--	14%	7%	10%	13%
U.S.	11%	--	14%	6%	9%	12%
Canada	1%	--	--	1%	1%	1%
Other Foreign	--	--	--	--	--	--
Wisconsin	89%	--	86%	93%	90%	87%

Note: Columns of figures may not add to totals shown due to rounding.

CAMPGROUNDS

Revenue Percentages Paid to Campgrounds By Traveler Type and Season

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	100%	100%	100%	100%	100%	100%
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	100%	100%	100%	100%	100%	100%

Revenues Paid To Campgrounds By Traveler Type and Season
(\$ Millions)

	*****2008*****					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2007 Total</u>
Purpose of guests' trip:						
Pleasure	\$2.10	\$0.01	\$0.21	\$1.44	\$0.44	\$2.05
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$2.10	\$0.01	\$0.21	\$1.44	\$0.44	\$2.05