

**TRAVELER EXPENDITURES
IN WISCONSIN**

Dane County

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*****

	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>2007 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*****

	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>2007 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	54%	56%	48%	59%	52%	55%
Business	26%	26%	30%	24%	28%	26%
Meetings/conventions	19%	18%	22%	17%	21%	19%
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	\$670.25	\$134.48	\$140.08	\$229.44	\$166.25	\$645.67
Business	\$326.46	\$61.02	\$85.97	\$90.85	\$88.61	\$309.52
Meetings/conventions	\$240.27	\$43.25	\$63.31	\$66.28	\$67.43	\$228.81
Total	\$1,236.98	\$238.75	\$289.37	\$386.57	\$322.29	\$1,184.01

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	\$148.28	\$153.74	+3.68%
March – May	\$188.30	\$208.37	+10.66%
June – August	\$225.29	\$244.34	+8.46%
September – November	\$218.79	\$220.86	+0.95%
Total	\$780.67	\$827.31	+5.97%
Campers			
December – February	\$0.03	\$0.01	-78.50%
March – May	\$1.37	\$1.31	-4.23%
June – August	\$10.23	\$7.45	-27.16%
September – November	\$1.57	\$1.85	+17.58%
Total	\$13.21	\$10.62	-19.64%
Visiting Friends/Relatives			
December – February	\$63.00	\$66.22	+5.11%
March – May	\$51.96	\$54.46	+4.82%
June – August	\$104.02	\$104.74	+0.69%
September – November	\$75.34	\$73.08	-2.99%
Total	\$294.32	\$298.51	+1.42%
Day Trippers/Passing Through			
December – February	\$18.15	\$18.79	+3.52%
March – May	\$23.01	\$25.23	+9.64%
June – August	\$28.34	\$30.04	+5.99%
September – November	\$26.31	\$26.49	+0.70%
Total	\$95.81	\$100.55	+4.94%
TOTAL	\$1,184.01	\$1,236.98	+4.47%

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

**2008 Total Traveler Expenditures By
Category of Expenditure & Accommodation Used**
(\$ 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	\$201.69	--	\$2.07	\$94.37	\$31.40	\$329.54	\$317.16
Shopping	<u>\$213.45</u>	--	<u>\$3.19</u>	<u>\$113.55</u>	<u>\$35.05</u>	\$365.24	\$352.78
General	91.50	--	1.52	58.42	12.47	163.91	155.12
Traveler	121.95	--	1.67	55.13	22.58	201.34	197.66
Recreation	<u>\$184.89</u>	--	<u>\$2.61</u>	<u>\$64.83</u>	<u>\$26.52</u>	\$278.86	268.20
Liquor	20.60	--	0.45	12.23	1.48	34.75	34.38
Historic	16.88	--	0.36	5.34	4.48	27.06	20.87
Sightseeing	11.50	--	0.29	4.03	2.33	18.15	17.23
Event fees	28.95	--	0.64	9.85	5.28	44.72	42.13
Sport fees	23.83	--	0.37	10.05	7.23	41.48	38.35
Cultural event fees	4.14	--	0.05	2.75	2.55	9.50	7.65
Evening entertainment	8.77	--	0.14	7.21	0.60	16.73	17.11
Licenses	2.07	--	0.16	0.95	0.13	3.31	3.42
Lottery	0.58	--	0.02	0.81	0.11	1.52	1.67
Wagering	59.88	--	0.11	7.20	2.14	69.34	71.09
Other	7.69	--	0.03	4.39	0.18	12.30	14.30
Lodging	\$166.14	--	\$1.36	--	--	\$167.50	\$159.97
Ground Transportation	\$61.14	--	\$1.38	\$25.76	\$7.57	\$95.85	\$85.89
Total 2008	\$827.31	--	\$10.62	\$298.51	\$100.55	\$1,236.98	--
2007 Total	\$780.67	--	\$13.21	\$294.32	\$95.81	--	\$1,184.01

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 *

	Hotels/ Motels/ Resorts/ B&Bs	Cabins/ Cottages/ Condos	Camp- grounds	Visiting Friends/ Relatives	Other	2008 Total	2007 Total
Food	\$63.52	--	\$2.07	\$94.37	\$31.40	\$191.37	\$186.23
<u>Shopping</u>	<u>\$67.23</u>	--	<u>\$3.19</u>	<u>\$113.55</u>	<u>\$35.05</u>	\$219.03	\$213.46
General	28.82	--	1.52	58.42	12.47	101.22	95.69
Traveler	38.41	--	1.67	55.13	22.58	117.80	117.77
<u>Recreation</u>	<u>\$58.23</u>	--	<u>\$2.61</u>	<u>\$64.83</u>	<u>\$26.52</u>	\$152.19	\$146.43
Liquor	6.49	--	0.45	12.23	1.48	20.64	20.54
Historic	5.31	--	0.36	5.34	4.48	15.50	11.99
Sightseeing	3.62	--	0.29	4.03	2.33	10.28	9.74
Event fees	9.11	--	0.64	9.85	5.28	24.88	24.26
Sport fees	7.51	--	0.37	10.05	7.23	25.16	23.17
Cultural event fees	1.30	--	0.05	2.75	2.55	6.66	5.23
Evening entertainment	2.76	--	0.14	7.21	0.60	10.72	11.30
Licenses	0.65	--	0.16	0.95	0.13	1.90	2.02
Lottery	0.18	--	0.02	0.81	0.11	1.12	1.19
Wagering	18.85	--	0.11	7.20	2.14	28.31	28.62
Other	2.42	--	0.03	4.39	0.18	7.03	8.38
Lodging	\$52.34	--	\$1.36	--	--	\$53.70	\$50.85
Ground Transportation	\$19.26	--	\$1.38	\$25.76	\$7.57	\$53.97	\$48.69
Total 2008	\$260.58	--	\$10.62	\$298.51	\$100.55	\$670.25	--
2007 Total	\$242.33	--	\$13.21	\$294.32	\$95.81	--	\$645.67

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

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	\$64.29	\$76.15	\$103.51	\$85.58	\$329.54	\$317.16
<u>Shopping</u>	<u>\$71.40</u>	<u>\$83.67</u>	<u>\$115.60</u>	<u>\$94.58</u>	<u>\$365.24</u>	<u>\$352.78</u>
General	32.28	37.02	52.32	42.28	163.91	155.12
Traveler	39.12	46.64	63.28	52.29	201.34	197.66
<u>Recreation</u>	<u>\$53.71</u>	<u>\$65.37</u>	<u>\$87.10</u>	<u>\$72.67</u>	<u>\$278.86</u>	<u>\$268.20</u>
Liquor	6.82	7.84	11.13	8.96	34.75	34.38
Historic	5.16	6.39	8.45	7.06	27.06	20.87
Sightseeing	3.47	4.25	5.71	4.72	18.15	17.23
Event fees	8.56	10.49	14.03	11.64	44.72	42.13
Sport fees	8.01	9.70	12.99	10.79	41.48	38.35
Cultural event fees	1.86	2.19	2.99	2.46	9.50	7.65
Evening entertainment	3.34	3.69	5.40	4.29	16.73	17.11
Licenses	0.62	0.75	1.10	0.85	3.31	3.42
Lottery	0.31	0.32	0.50	0.39	1.52	1.67
Wagering	13.13	16.95	20.93	18.34	69.34	71.09
Other	2.44	2.79	3.89	3.18	12.30	14.30
Lodging	\$30.87	\$42.01	\$50.03	\$44.59	\$167.50	\$159.97
Transportation	\$18.48	\$22.17	\$30.33	\$24.87	\$95.85	\$85.89
Total 2008	\$238.75	\$289.37	\$386.57	\$322.29	\$1,236.98	--
2007 Total	\$229.46	\$264.64	\$367.88	\$322.02	--	\$1,184.01

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>	<u>2008 Total</u>	<u>2007 Total</u>
Food	\$38.87	\$39.75	\$65.21	\$47.54	\$191.37	\$186.23
<u>Shopping</u>	<u>\$44.50</u>	<u>\$45.15</u>	<u>\$75.06</u>	<u>\$54.32</u>	<u>\$219.03</u>	<u>\$213.46</u>
General	20.75	20.51	34.94	25.02	101.22	95.69
Traveler	23.75	24.64	40.12	29.29	117.80	117.77
<u>Recreation</u>	<u>\$30.40</u>	<u>\$32.01</u>	<u>\$51.99</u>	<u>\$37.80</u>	<u>\$152.19</u>	<u>\$146.43</u>
Liquor	4.22	4.13	7.22	5.07	20.64	20.54
Historic	3.04	3.35	5.24	3.87	15.50	11.99
Sightseeing	2.02	2.18	3.53	2.55	10.28	9.74
Event fees	4.91	5.27	8.53	6.18	24.88	24.26
Sport fees	5.00	5.40	8.46	6.30	25.16	23.17
Cultural event fees	1.34	1.44	2.20	1.68	6.66	5.23
Evening entertainment	2.24	2.11	3.73	2.64	10.72	11.30
Licenses	0.36	0.38	0.71	0.46	1.90	2.02
Lottery	0.23	0.22	0.39	0.28	1.12	1.19
Wagering	5.58	6.14	9.55	7.04	28.31	28.62
Other	1.47	1.40	2.42	1.73	7.03	8.38
Lodging	\$9.93	\$12.03	\$18.48	\$13.26	\$53.70	\$50.85
Transportation	\$10.78	\$11.14	\$18.72	\$13.34	\$53.97	\$48.69
Total 2008	\$134.48	\$140.08	\$229.44	\$166.25	\$670.25	--
2007 Total	\$124.97	\$130.29	\$223.44	\$166.98	--	\$645.67

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	1,413,954	1,434,605	+1.46%
Campgrounds	102,398	75,312	-26.45%
Private homes (staying with friends and relatives)	1,273,550	1,240,058	-2.63%
Total	2,789,902	2,749,975	-1.43%

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

Available Room-nights/Site-Nights

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
<i>Hotels/Motels/Resorts/B&Bs</i>			
Properties	96	97	+1.04%
Rooms	8,166	8,386	+2.69%
Available room-nights	2,725,587	2,804,103	+2.88%
<i>Campgrounds</i>			
Properties	13	13	--
Sites	1,138	1,155	+1.49%
Available site-nights	166,667	153,389	-7.97%

Room-nights/Site-Nights

2007 vs. 2008 Comparison Summary

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/Motels/Resorts/B&Bs			
<i>Available rooms/units:</i>			
December - February	650,921	689,498	+5.93%
March - May	682,388	702,626	+2.97%
June - August	694,915	699,489	+0.66%
September - November	697,363	712,490	+2.17%
Total	2,725,587	2,804,103	+2.88%
<i>Occupied rooms/units:</i>			
December - February	326,820	336,821	+3.06%
March - May	399,097	421,739	+5.67%
June - August	474,422	481,958	+1.59%
September - November	424,271	419,252	-1.18%
Total	1,624,610	1,659,770	+2.16%
Campgrounds			
<i>Available sites:</i>			
December - February	9,334	7,098	-23.96%
March - May	35,745	32,952	-7.81%
June - August	78,444	68,874	-12.20%
September - November	43,144	44,465	+3.06%
Total	166,667	153,389	-7.97%
<i>Occupied sites:</i>			
December - February	179	74	-58.52%
March - May	7,645	7,161	-6.33%
June - August	46,596	37,746	-18.99%
September - November	9,721	10,951	+12.65%
Total	64,141	55,932	-12.80%

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

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	33%	33%	29%	38%	30%	33%
Business	40%	41%	42%	37%	41%	40%
Meetings/conventions	27%	26%	29%	25%	29%	27%
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	\$53.70	\$9.93	\$12.03	\$18.48	\$13.26	\$50.85
Business	\$65.55	\$12.25	\$17.26	\$18.24	\$17.79	\$62.74
Meetings/conventions	\$44.30	\$7.88	\$11.71	\$12.16	\$12.54	\$42.48
Total	\$163.55	\$30.07	\$41.01	\$48.88	\$43.59	\$156.07

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*****					2007
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>Total</u>
Average room rates*	\$96.46	\$100.75	\$102.17	\$90.66	\$81.63	\$93.13
Average occupancy*	59%	49%	60%	69%	59%	60%
Total available room-nights	2,804,103	689,498	702,626	699,489	712,490	2,725,587
Total occupied room-nights	1,659,770	336,821	421,739	481,958	419,252	1,624,610

*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*****					2007
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>Total</u>
Average travel party size	1.61	1.42	1.60	1.68	1.85	1.51
Average length of stay	2.15	1.93	2.13	2.53	1.93	1.95

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	32%	33%	29%	37%	30%	32%
Business	40%	41%	42%	38%	41%	41%
Meetings/conventions	27%	26%	29%	25%	29%	28%
Guest Origin:						
<u>Out of State</u>	<u>46%</u>	<u>41%</u>	<u>49%</u>	<u>46%</u>	<u>48%</u>	<u>42%</u>
U.S.	43%	38%	47%	41%	45%	38%
Canada	2%	3%	1%	4%	3%	2%
Other Foreign	1%	*%	2%	1%	*%	2%
Wisconsin	54%	59%	51%	54%	52%	58%

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	32%	33%	29%	36%	30%	32%
Business	40%	41%	42%	38%	41%	41%
Meetings/conventions	27%	26%	29%	25%	29%	28%
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	\$52.34	\$9.93	\$11.86	\$17.52	\$13.02	\$49.16
Business	\$65.55	\$12.25	\$17.26	\$18.24	\$17.79	\$62.74
Meetings/conventions	\$44.30	\$7.88	\$11.71	\$12.16	\$12.54	\$42.48
Total	\$162.19	\$30.07	\$40.84	\$47.93	\$43.36	\$154.38

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

CAMPGROUNDS

Site Rates and Occupancy by 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>
Average site rates*	\$29.87	--	\$31.21	\$29.16	--	\$28.30
Average occupancy*	36%	1%	22%	55%	25%	38%
Total available site nights	153,389	7,098	32,952	68,874	44,465	166,667
Total occupied site nights	55,932	74	7,161	37,746	10,950	64,141

*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*****					2007
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>Total</u>
Average travel party size	2.68	--	2.18	2.93	--	2.47
Average length of stay	2.69	--	2.23	2.93	--	2.11

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>	<u>56%</u>	--	<u>61%</u>	<u>53%</u>	--	<u>41%</u>
U.S.	56%	--	61%	53%	--	27%
Canada	--	--	--	--	--	10%
Other Foreign	--	--	--	--	--	4%
Wisconsin	44%	--	39%	47%	--	59%

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	\$1.36	--	\$0.17	\$0.95	\$0.24	\$1.69
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$1.36	--	\$0.17	\$0.95	\$0.24	\$1.69