

**TRAVELER EXPENDITURES
IN WISCONSIN**

Douglas 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	78%	79%	77%	80%	75%	72%
Business	12%	12%	11%	11%	15%	15%
Meetings/conventions	10%	9%	12%	8%	10%	13%
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	\$86.44	\$15.02	\$14.38	\$35.38	\$21.66	\$90.60
Business	\$13.45	\$2.29	\$2.00	\$4.86	\$4.30	\$19.05
Meetings/conventions	\$10.61	\$1.80	\$2.24	\$3.73	\$2.85	\$17.03
Total	\$110.50	\$19.11	\$18.62	\$43.97	\$28.82	\$126.68

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>
<i>Hotel/Motel/Resort /B&Bs Guests</i>			
December – February	\$11.11	\$11.03	-0.73%
March – May	\$11.40	\$10.40	-8.75%
June – August	\$34.68	\$23.97	-30.88%
September – November	\$19.91	\$17.18	-13.69%
Total	\$77.10	\$62.59	-18.82%
<i>Campers</i>			
December – February	\$0.05	\$0.05	-5.61%
March – May	\$0.78	\$0.64	-17.87%
June – August	\$5.24	\$4.87	-7.00%
September – November	\$1.19	\$1.16	-2.24%
Total	\$7.26	\$6.72	-7.38%
<i>Visiting Friends/Relatives</i>			
December – February	\$6.70	\$6.91	+3.16%
March – May	\$6.26	\$6.46	+3.13%
June – August	\$12.14	\$12.22	+0.69%
September – November	\$8.74	\$8.62	-1.33%
Total	\$33.84	\$34.22	+1.11%
<i>Day Trippers/Passing Through</i>			
December – February	\$1.13	\$1.12	-1.07%
March – May	\$1.23	\$1.12	-9.28%
June – August	\$4.00	\$2.90	-27.57%
September – November	\$2.12	\$1.84	-13.00%
Total	\$8.48	\$6.98	-17.74%
TOTAL	\$126.68	\$110.50	-12.77%

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	\$15.18	--	\$1.31	\$10.74	\$2.18	\$29.42	\$33.56
<u>Shopping</u>	<u>\$16.22</u>	--	<u>\$2.02</u>	<u>\$13.11</u>	<u>\$2.43</u>	<u>\$33.77</u>	<u>\$38.32</u>
General	6.91	--	0.96	6.83	0.86	15.57	17.10
Traveler	9.30	--	1.06	6.27	1.57	18.20	21.22
<u>Recreation</u>	<u>\$13.79</u>	--	<u>\$1.66</u>	<u>\$7.28</u>	<u>\$1.84</u>	<u>\$24.56</u>	<u>\$28.36</u>
Liquor	1.59	--	0.28	1.38	0.10	3.36	3.86
Historic	1.26	--	0.23	0.56	0.31	2.35	2.17
Sightseeing	0.89	--	0.18	0.47	0.16	1.70	1.93
Event fees	2.09	--	0.41	1.03	0.37	3.90	4.46
Sport fees	1.88	--	0.23	1.19	0.50	3.80	4.15
Cultural event fees	0.31	--	0.03	0.28	0.18	0.80	0.78
Evening entertainment	0.64	--	0.09	0.81	0.04	1.59	1.87
Licenses	0.21	--	0.10	0.15	0.01	0.47	0.55
Lottery	0.04	--	0.01	0.09	0.01	0.16	0.19
Wagering	4.29	--	0.07	0.89	0.15	5.40	6.97
Other	0.58	--	0.02	0.42	0.01	1.03	1.42
Lodging	\$12.77	--	\$0.86	--	--	\$13.63	\$16.76
Ground Transportation	\$4.63	--	\$0.87	\$3.09	\$0.53	\$9.12	\$9.68
Total 2008	\$62.59	--	\$6.72	\$34.22	\$6.98	\$110.50	--
2007 Total	\$77.10	--	\$7.26	\$33.84	\$8.48	--	\$126.68

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	\$9.32	--	\$1.31	\$10.74	\$2.18	\$23.56	\$24.78
Shopping	<u>\$10.01</u>	--	<u>\$2.02</u>	<u>\$13.11</u>	<u>\$2.43</u>	\$27.56	\$28.97
General	4.25	--	0.96	6.83	0.86	12.91	13.12
Traveler	5.75	--	1.06	6.27	1.57	14.65	15.86
Recreation	<u>\$8.42</u>	--	<u>\$1.66</u>	<u>\$7.28</u>	<u>\$1.84</u>	\$19.19	\$20.21
Liquor	0.99	--	0.28	1.38	0.10	2.76	2.93
Historic	0.77	--	0.23	0.56	0.31	1.87	1.58
Sightseeing	0.55	--	0.18	0.47	0.16	1.36	1.42
Event fees	1.26	--	0.41	1.03	0.37	3.06	3.26
Sport fees	1.18	--	0.23	1.19	0.50	3.10	3.13
Cultural event fees	0.19	--	0.03	0.28	0.18	0.68	0.62
Evening entertainment	0.39	--	0.09	0.81	0.04	1.33	1.48
Licenses	0.15	--	0.10	0.15	0.01	0.41	0.45
Lottery	0.03	--	0.01	0.09	0.01	0.14	0.16
Wagering	2.56	--	0.07	0.89	0.15	3.67	4.13
Other	0.36	--	0.02	0.42	0.01	0.81	1.02
Lodging	\$7.93	--	\$0.86	--	--	\$8.79	\$9.44
Ground Transportation	\$2.86	--	\$0.87	\$3.09	\$0.53	\$7.34	\$7.19
Total 2008	\$38.53	--	\$6.72	\$34.22	\$6.98	\$86.44	--
2007 Total	\$41.02	--	\$7.26	\$33.84	\$8.48	--	\$90.60

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	\$5.22	\$5.03	\$11.49	\$7.69	\$29.42	\$33.56
<u>Shopping</u>	<u>\$5.90</u>	<u>\$5.75</u>	<u>\$13.39</u>	<u>\$8.74</u>	<u>\$33.77</u>	<u>\$38.32</u>
General	2.73	2.67	6.15	4.02	15.57	17.10
Traveler	3.16	3.08	7.24	4.72	18.20	21.22
<u>Recreation</u>	<u>\$4.23</u>	<u>\$4.12</u>	<u>\$9.78</u>	<u>\$6.42</u>	<u>\$24.56</u>	<u>\$28.36</u>
Liquor	0.58	0.57	1.36	0.86	3.36	3.86
Historic	0.39	0.39	0.97	0.61	2.35	2.17
Sightseeing	0.28	0.28	0.71	0.43	1.70	1.93
Event fees	0.65	0.64	1.59	1.01	3.90	4.46
Sport fees	0.64	0.64	1.54	0.98	3.80	4.15
Cultural event fees	0.14	0.14	0.31	0.21	0.80	0.78
Evening entertainment	0.29	0.28	0.61	0.41	1.59	1.87
Licenses	0.06	0.07	0.23	0.11	0.47	0.55
Lottery	0.03	0.03	0.06	0.04	0.16	0.19
Wagering	0.97	0.93	2.01	1.49	5.40	6.97
Other	0.20	0.18	0.39	0.27	1.03	1.42
Lodging	\$2.24	\$2.19	\$5.57	\$3.62	\$13.63	\$16.76
Transportation	\$1.52	\$1.52	\$3.73	\$2.34	\$9.12	\$9.68
Total 2008	\$19.11	\$18.62	\$43.97	\$28.82	\$110.50	--
2007 Total	\$18.99	\$19.67	\$56.07	\$31.96	--	\$126.68

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	\$4.22	\$4.00	\$9.40	\$5.95	\$23.56	\$24.78
<u>Shopping</u>	<u>\$4.84</u>	<u>\$4.66</u>	<u>\$11.17</u>	<u>\$6.89</u>	<u>\$27.56</u>	<u>\$28.97</u>
General	2.28	2.20	5.20	3.23	12.91	13.12
Traveler	2.56	2.45	5.97	3.66	14.65	15.86
<u>Recreation</u>	<u>\$3.32</u>	<u>\$3.18</u>	<u>\$7.87</u>	<u>\$4.82</u>	<u>\$19.19</u>	<u>\$20.21</u>
Liquor	0.48	0.46	1.14	0.68	2.76	2.93
Historic	0.31	0.30	0.79	0.46	1.87	1.58
Sightseeing	0.22	0.22	0.59	0.33	1.36	1.42
Event fees	0.51	0.49	1.29	0.76	3.06	3.26
Sport fees	0.53	0.51	1.29	0.77	3.10	3.13
Cultural event fees	0.12	0.11	0.27	0.17	0.68	0.62
Evening entertainment	0.24	0.23	0.52	0.33	1.33	1.48
Licenses	0.05	0.06	0.21	0.09	0.41	0.45
Lottery	0.03	0.02	0.06	0.04	0.14	0.16
Wagering	0.67	0.62	1.39	0.98	3.67	4.13
Other	0.16	0.14	0.31	0.20	0.81	1.02
Lodging	\$1.42	\$1.34	\$3.84	\$2.19	\$8.79	\$9.44
Transportation	\$1.22	\$1.21	\$3.10	\$1.81	\$7.34	\$7.19
Total 2008	\$15.02	\$14.38	\$35.38	\$21.66	\$86.44	--
2007 Total	\$14.74	\$14.30	\$38.49	\$23.08	--	\$90.60

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	186,285	160,609	-13.78%
Campgrounds	47,562	40,125	-15.64%
Private homes (staying with friends and relatives)	149,084	145,444	-2.44%
Total	382,931	346,177	-9.60%

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	40	36	-10.00%
Rooms	969	906	-6.50%
Available room-nights	324,327	307,282	-5.26%
<i>Campgrounds</i>			
Properties	24	25	+4.17%
Sites	903	896	-0.78%
Available site-nights	137,946	129,367	-6.22%

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	75,087	72,888	-2.93%
March - May	82,602	77,768	-5.85%
June - August	85,446	80,046	-6.32%
September - November	81,193	76,579	-5.68%
Total	324,327	307,282	-5.26%
<i>Occupied rooms/units:</i>			
December - February	32,852	28,475	-13.32%
March - May	32,201	30,217	-6.16%
June - August	65,831	54,077	-17.86%
September - November	41,387	36,672	-11.39%
Total	172,271	149,442	-13.25%
Campgrounds			
<i>Available sites:</i>			
December - February	16,932	13,452	-20.56%
March - May	30,220	27,780	-8.07%
June - August	55,550	55,119	-0.78%
September - November	35,243	33,016	-6.32%
Total	137,946	129,367	-6.22%
<i>Occupied sites:</i>			
December - February	554	438	-20.87%
March - May	5,960	4,412	-25.97%
June - August	29,363	26,095	-11.13%
September - November	8,128	7,692	-5.36%
Total	44,004	38,638	-12.20%

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	65%	64%	61%	69%	60%	56%
Business	20%	21%	18%	18%	24%	23%
Meetings/conventions	15%	16%	20%	13%	16%	20%
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	\$8.79	\$1.42	\$1.34	\$3.84	\$2.19	\$9.44
Business	\$2.71	\$0.46	\$0.40	\$0.98	\$0.87	\$3.87
Meetings/conventions	\$2.11	\$0.36	\$0.44	\$0.74	\$0.57	\$3.42
Total	\$13.61	\$2.24	\$2.19	\$5.56	\$3.62	\$16.74

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*	\$78.34	\$55.09	\$57.54	\$76.25	\$96.23	\$98.14
Average occupancy*	49%	39%	39%	68%	48%	53%
Total available room-nights	307,282	72,888	77,768	80,046	76,579	324,327
Total occupied room-nights	149,442	28,476	30,217	54,077	36,672	172,271

*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	2.01	1.72	2.11	2.06	2.00	1.93
Average length of stay	2.06	2.70	2.49	1.82	2.02	1.91

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	62%	63%	60%	65%	59%	54%
Business	21%	21%	19%	20%	25%	24%
Meetings/conventions	17%	16%	21%	15%	16%	22%
Guest Origin:						
<u>Out of State</u>	<u>51%</u>	<u>17%</u>	<u>95%</u>	<u>60%</u>	<u>50%</u>	<u>68%</u>
U.S.	36%	17%	95%	40%	50%	60%
Canada	15%	--	--	20%	--	7%
Other Foreign	--	--	--	--	--	1%
Wisconsin	49%	83%	5%	40%	50%	32%

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

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	62%	63%	60%	65%	59%	54%
Business	21%	21%	19%	20%	25%	24%
Meetings/conventions	17%	16%	21%	15%	16%	22%
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	\$7.93	\$1.42	\$1.26	\$3.22	\$2.04	\$8.51
Business	\$2.71	\$0.46	\$0.40	\$0.98	\$0.87	\$3.87
Meetings/conventions	\$2.11	\$0.36	\$0.44	\$0.74	\$0.57	\$3.42
Total	\$12.74	\$2.23	\$2.11	\$4.94	\$3.47	\$15.81

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 unit rates*	\$16.75	--	\$15.79	\$18.99	\$16.22	\$14.52
Average occupancy*	30%	3%	16%	47%	23%	32%
Total available site nights	129,367	13,452	27,780	55,119	33,016	137,946
Total occupied site nights	38,638	438	4,412	26,095	7,692	44,004

*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	4.11	--	3.70	5.27	3.75	4.27
Average length of stay	4.50	--	2.34	5.27	6.15	4.39

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>	<u>32%</u>	--	<u>32%</u>	--	--	<u>56%</u>
U.S.	30%	--	30%	--	--	41%
Canada	2%	--	2%	--	--	15%
Other Foreign	--	--	--	--	--	--
Wisconsin	68%	--	68%	--	--	44%

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*****					2007
	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>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*****					2007
	<u>Total</u>	<u>December- February</u>	<u>March- May</u>	<u>June- August</u>	<u>September- November</u>	<u>Total</u>
Purpose of guests' trip:						
Pleasure	\$0.86	\$0.01	\$0.08	\$0.62	\$0.15	\$0.93
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$0.86	\$0.01	\$0.08	\$0.62	\$0.15	\$0.93