

**TRAVELER EXPENDITURES
IN WISCONSIN**

**Fox Valley: Brown, Outagamie,
Winnebago, and Fond du Lac**

CALENDAR YEAR 2008

April 2009

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Wisconsin's Fox Valley

Brown, Outagamie, Winnebago and Fond du Lac Counties

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.

Wisconsin's Fox Valley

Brown, Outagamie, Winnebago and Fond du Lac Counties

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	62%	62%	58%	66%	59%	62%
Business	26%	26%	29%	24%	27%	25%
Meetings/conventions	12%	12%	13%	10%	15%	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	\$790.01	\$165.87	\$160.09	\$279.87	\$184.18	\$766.14
Business	\$336.40	\$71.09	\$79.02	\$103.24	\$83.05	\$312.17
Meetings/conventions	\$155.39	\$32.00	\$35.40	\$42.45	\$45.54	\$154.27
Total	\$1281.80	\$268.96	\$274.51	\$425.56	\$312.77	\$1232.58

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	\$140.02	\$161.52	+15.36%
March – May	\$167.90	\$176.43	+5.08%
June – August	\$217.58	\$233.98	+7.54%
September – November	\$195.43	\$187.45	-4.08%
Total	\$720.93	\$759.38	+5.33%
Campers			
December – February	\$0.04	\$0.09	+135.47%
March – May	\$4.06	\$4.30	+6.02%
June – August	\$20.00	\$21.40	+6.99%
September – November	\$4.39	\$4.93	+12.34%
Total	\$28.50	\$30.73	+7.82%
Visiting Friends/Relatives			
December – February	\$86.11	\$90.19	+4.74%
March – May	\$71.39	\$74.56	+4.44%
June – August	\$142.71	\$143.29	+0.41%
September – November	\$103.35	\$100.03	-3.21%
Total	\$403.57	\$408.07	+1.12%
Day Trippers/Passing Through			
December – February	\$14.96	\$17.16	+14.69%
March – May	\$18.36	\$19.21	+4.65%
June – August	\$25.09	\$26.89	+7.17%
September – November	\$21.19	\$20.36	-3.91%
Total	\$79.59	\$83.62	+5.07%
TOTAL	\$1,232.58	\$1,281.80	+3.99%

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

Wisconsin's Fox Valley

Brown, Outagamie, Winnebago and Fond du Lac Counties

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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	\$185.10	--	\$6.00	\$128.97	\$26.12	\$346.18	\$335.36
<u>Shopping</u>	<u>\$195.96</u>	--	<u>\$9.24</u>	<u>\$155.27</u>	<u>\$29.15</u>	<u>\$389.62</u>	<u>\$377.01</u>
General	83.98	--	4.40	79.93	10.37	178.68	168.90
Traveler	111.97	--	4.84	75.35	18.78	210.94	208.11
<u>Recreation</u>	<u>\$169.61</u>	--	<u>\$7.57</u>	<u>\$88.54</u>	<u>\$22.06</u>	<u>\$287.79</u>	<u>\$279.04</u>
Liquor	18.93	--	1.29	16.70	1.23	38.15	37.83
Historic	15.48	--	1.05	7.27	3.73	27.53	21.26
Sightseeing	10.56	--	0.83	5.52	1.94	18.85	18.06
Event fees	26.53	--	1.86	13.41	4.39	46.19	43.94
Sport fees	21.91	--	1.06	13.76	6.01	42.75	40.10
Cultural event fees	3.79	--	0.15	3.75	2.12	9.81	8.19
Evening entertainment	8.04	--	0.41	9.85	0.50	18.81	19.47
Licenses	1.93	--	0.45	1.33	0.11	3.82	3.90
Lottery	0.53	--	0.06	1.10	0.09	1.79	1.94
Wagering	54.85	--	0.33	9.88	1.78	66.84	68.70
Other	7.06	--	0.08	5.97	0.15	13.26	15.63
Lodging	\$152.59	--	\$3.94	--	--	\$156.53	\$149.90
Ground Transportation	\$56.12	--	\$3.99	\$35.28	\$6.30	\$101.69	\$91.27
Total 2008	\$759.38	--	\$30.73	\$408.07	\$83.62	\$1,281.80	--
2007 Total	\$720.93	--	\$28.50	\$403.57	\$79.59	--	\$1,232.58

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

Wisconsin's Fox Valley

Brown, Outagamie, Winnebago and Fond du Lac Counties

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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	\$65.20	--	\$6.00	\$128.97	\$26.12	\$226.29	\$221.92
<u>Shopping</u>	<u>\$69.07</u>	--	<u>\$9.24</u>	<u>\$155.27</u>	<u>\$29.15</u>	<u>\$262.73</u>	<u>\$256.29</u>
General	29.59	--	4.40	79.93	10.37	124.29	117.41
Traveler	39.48	--	4.84	75.35	18.78	138.45	138.89
<u>Recreation</u>	<u>\$59.70</u>	--	<u>\$7.57</u>	<u>\$88.54</u>	<u>\$22.06</u>	<u>\$177.87</u>	<u>\$173.53</u>
Liquor	6.68	--	1.29	16.70	1.23	25.90	25.85
Historic	5.45	--	1.05	7.27	3.73	17.50	13.57
Sightseeing	3.73	--	0.83	5.52	1.94	12.02	11.58
Event fees	9.32	--	1.86	13.41	4.39	28.97	28.46
Sport fees	7.74	--	1.06	13.76	6.01	28.58	26.95
Cultural event fees	1.33	--	0.15	3.75	2.12	7.36	6.10
Evening entertainment	2.83	--	0.41	9.85	0.50	13.59	14.44
Licenses	0.70	--	0.45	1.33	0.11	2.59	2.69
Lottery	0.19	--	0.06	1.10	0.09	1.45	1.52
Wagering	19.25	--	0.33	9.88	1.78	31.24	31.90
Other	2.49	--	0.08	5.97	0.15	8.69	10.50
Lodging	\$53.83	--	\$3.94	--	--	\$57.77	55.34
Ground Transportation	\$19.78	--	\$3.99	\$35.28	\$6.30	\$65.35	\$59.04
Total 2008	\$267.59	--	\$30.73	\$408.07	\$83.62	\$790.01	--
2007 Total	\$254.48	--	\$28.50	\$403.57	\$79.59	--	\$766.14

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	\$73.27	\$73.41	\$114.88	\$84.63	\$346.18	\$335.36
<u>Shopping</u>	<u>\$81.99</u>	<u>\$81.90</u>	<u>\$130.72</u>	<u>\$95.02</u>	<u>\$389.62</u>	<u>\$377.01</u>
General	37.65	37.12	60.35	43.56	178.68	168.90
Traveler	44.34	44.78	70.37	51.45	210.94	208.11
<u>Recreation</u>	<u>\$60.24</u>	<u>\$61.70</u>	<u>\$95.69</u>	<u>\$70.16</u>	<u>\$287.79</u>	<u>\$279.04</u>
Liquor	7.97	7.91	12.99	9.27	38.15	37.83
Historic	5.68	5.93	9.25	6.68	27.53	21.26
Sightseeing	3.86	4.03	6.40	4.57	18.85	18.06
Event fees	9.54	9.88	15.57	11.20	46.19	43.94
Sport fees	8.93	9.14	14.26	10.42	42.75	40.10
Cultural event fees	2.08	2.07	3.27	2.39	9.81	8.19
Evening entertainment	4.00	3.84	6.38	4.59	18.81	19.47
Licenses	0.72	0.78	1.42	0.90	3.82	3.90
Lottery	0.38	0.36	0.62	0.43	1.79	1.94
Wagering	14.23	15.00	21.15	16.46	66.84	68.70
Other	2.86	2.77	4.37	3.25	13.26	15.63
Lodging	\$32.45	\$36.01	\$49.78	\$38.29	\$156.53	\$149.90
Transportation	\$21.02	\$21.50	\$34.49	\$24.68	\$101.69	\$91.27
Total 2008	\$268.96	\$274.51	\$425.56	\$312.77	\$1,281.80	--
2007 Total	\$241.14	\$261.71	\$405.38	\$324.36	--	\$1,232.58

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	\$48.13	\$45.51	\$79.37	\$53.28	\$226.29	\$221.92
<u>Shopping</u>	<u>\$55.39</u>	<u>\$52.38</u>	<u>\$93.13</u>	<u>\$61.84</u>	<u>\$262.73</u>	<u>\$256.29</u>
General	26.25	24.47	44.23	29.34	124.29	117.41
Traveler	29.14	27.91	48.90	32.50	138.45	138.89
<u>Recreation</u>	<u>\$37.19</u>	<u>\$36.13</u>	<u>\$63.13</u>	<u>\$41.42</u>	<u>\$177.87</u>	<u>\$173.53</u>
Liquor	5.41	5.06	9.37	6.07	25.90	25.85
Historic	3.57	3.59	6.28	4.05	17.50	13.57
Sightseeing	2.43	2.44	4.37	2.78	12.02	11.58
Event fees	5.93	5.87	10.48	6.70	28.97	28.46
Sport fees	5.96	5.84	10.07	6.71	28.58	26.95
Cultural event fees	1.56	1.50	2.54	1.75	7.36	6.10
Evening entertainment	2.90	2.63	4.84	3.22	13.59	14.44
Licenses	0.46	0.50	1.05	0.58	2.59	2.69
Lottery	0.30	0.28	0.52	0.34	1.45	1.52
Wagering	6.77	6.72	10.60	7.15	31.24	31.90
Other	1.90	1.71	3.02	2.06	8.69	10.50
Lodging	\$11.75	\$13.03	\$20.52	\$12.47	\$57.77	\$55.34
Transportation	\$13.40	\$13.04	\$23.72	\$15.18	\$65.35	\$59.04
Total 2008	\$165.87	\$160.09	\$279.87	\$184.18	\$790.01	--
2007 Total	\$149.93	\$153.07	\$272.76	\$190.38	--	\$766.14

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

Wisconsin's Fox Valley

Brown, Outagamie, Winnebago and Fond du Lac Counties

Overnight Person-Visits By Type of Accommodation

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/motels/resorts/B&Bs	1,656,652	1,653,537	-0.19%
Campgrounds	203,985	247,608	21.39%
Private homes (staying with friends and relatives)	1,747,576	1,696,886	-2.90%
Total	3,608,213	3,598,031	-0.28%

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	137	137	--
Rooms	9,340	9,326	-0.15%
Available room-nights	3,146,289	3,169,051	0.72%
<i>Campgrounds</i>			
Properties	22	22	--
Sites	4,936	4,961	+0.51%
Available site-nights	344,724	361,778	+4.95%

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	766,419	776,969	+1.38%
March - May	781,962	788,854	+0.88%
June - August	798,432	820,333	+2.74%
September - November	799,477	782,895	-2.07%
Total	3,146,289	3,169,051	+0.72%
<i>Occupied rooms/units:</i>			
December - February	357,932	379,351	+5.98%
March - May	431,968	430,225	-0.40%
June - August	506,601	521,851	+3.01%
September - November	457,416	424,448	-7.21%
Total	1,753,917	1,755,875	+0.11%
Campgrounds			
<i>Available sites:</i>			
December - February	8,278	20,171	+143.67%
March - May	71,376	77,081	+7.99%
June - August	170,246	170,518	+0.16%
September - November	94,824	94,007	-0.86%
Total	344,724	361,778	+4.95%
<i>Occupied sites:</i>			
December - February	344	736	+114.10%
March - May	25,200	25,200	--
June - August	103,439	107,318	+3.75%
September - November	31,203	34,176	+9.53%
Total	160,186	167,430	+4.52%

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	37%	36%	36%	42%	33%	37%
Business	43%	44%	44%	42%	44%	43%
Meetings/conventions	19%	19%	19%	17%	23%	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	\$57.77	\$11.75	\$13.03	\$20.52	\$12.47	\$55.34
Business	\$67.55	\$14.28	\$15.87	\$20.73	\$16.68	\$63.28
Meetings/conventions	\$30.01	\$6.17	\$6.82	\$8.17	\$8.85	\$30.07
Total	\$155.33	\$32.19	\$35.72	\$49.42	\$38.00	\$148.69

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*	\$79.08	\$72.43	\$76.23	\$81.58	\$86.72	\$77.29
Average occupancy*	55%	49%	55%	64%	54%	56%
Total available room-nights	3,169,051	776,969	788,854	820,333	782,895	3,146,289
Total occupied room-nights	1,755,875	379,350	430,225	521,851	424,448	1,753,917

*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	1.74	1.72	1.79	1.68	1.75	1.86
Average length of stay	1.93	1.80	1.75	2.27	1.89	1.94

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	36%	36%	35%	38%	32%	36%
Business	45%	44%	45%	44%	45%	44%
Meetings/conventions	20%	19%	19%	18%	24%	21%
Guest Origin:						
<u>Out of State</u>	<u>40%</u>	<u>42%</u>	<u>41%</u>	<u>46%</u>	<u>32%</u>	<u>37%</u>
U.S.	33%	32%	33%	39%	27%	31%
Canada	3%	4%	4%	2%	2%	2%
Other Foreign	5%	6%	4%	5%	3%	4%
Wisconsin	60%	58%	59%	54%	68%	63%

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	36%	36%	35%	38%	32%	36%
Business	45%	44%	45%	44%	45%	44%
Meetings/conventions	20%	19%	19%	18%	24%	21%
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	\$53.83	\$11.74	\$12.48	\$17.78	\$11.84	\$51.69
Business	\$67.55	\$14.28	\$15.87	\$20.73	\$16.68	\$63.28
Meetings/conventions	\$30.01	\$6.17	\$6.82	\$8.17	\$8.85	\$30.07
Total	\$151.39	\$32.18	\$35.16	\$46.68	\$37.37	\$145.04

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

CAMPGROUNDS

Unit 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*	\$20.32	\$15.31	\$16.95	\$24.56	\$17.39	\$15.02
Average occupancy*	46%	4%	33%	63%	36%	46%
Total available site nights	361,778	20,171	77,081	170,518	94,007	344,724
Total occupied site nights	167,430	736	25,200	107,318	34,176	160,186

*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	4.58	3.15	4.00	6.00	3.27	4.19
Average length of stay	2.79	2.00	2.43	3.64	2.00	3.01

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>	9%	--	3%	13%	7%	16%
U.S.	9%	--	3%	13%	7%	16%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	91%	100%	97%	87%	93%	84%

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	\$3.94	\$0.01	\$0.55	\$2.74	\$0.63	\$3.66
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$3.94	\$0.01	\$0.55	\$2.74	\$0.63	\$3.66