

**TRAVELER EXPENDITURES
IN WISCONSIN**

La Crosse 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	68%	63%	63%	75%	65%	68%
Business	21%	22%	23%	18%	24%	22%
Meetings/conventions	11%	14%	14%	7%	10%	10%
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	\$147.13	\$30.64	\$29.86	\$55.48	\$31.15	\$142.96
Business	\$46.67	\$10.63	\$11.12	\$13.19	\$11.73	\$46.88
Meetings/conventions	\$23.33	\$6.69	\$6.58	\$5.07	\$4.99	\$21.26
Total	\$217.13	\$47.96	\$47.55	\$73.75	\$47.86	\$211.10

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	\$27.41	\$30.05	+9.64%
March – May	\$28.44	\$30.15	+6.00%
June – August	\$38.62	\$38.79	+0.44%
September – November	\$26.61	\$26.57	-0.14%
Total	\$121.08	\$125.56	+3.70%
<i>Campers</i>			
December – February	--	--	--
March – May	\$1.93	\$1.90	-1.59%
June – August	\$6.52	\$6.82	+4.55%
September – November	\$2.24	\$1.98	-11.68%
Total	\$10.69	\$10.69	+0.04%
<i>Visiting Friends/Relatives</i>			
December – February	\$14.04	\$14.80	+5.40%
March – May	\$11.60	\$12.19	+5.07%
June – August	\$23.21	\$23.43	+0.96%
September – November	\$16.81	\$16.35	-2.71%
Total	\$65.67	\$66.77	+1.68%
<i>Day Trippers/Passing Through</i>			
December – February	\$2.84	\$3.11	+9.63%
March – May	\$3.15	\$3.32	+5.43%
June – August	\$4.67	\$4.71	+0.80%
September – November	\$2.99	\$2.96	-1.08%
Total	\$13.66	\$14.10	+3.22%
TOTAL	\$211.10	\$217.13	+2.86%

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* *

	Hotels/ Motels/ Resorts/ B&Bs	Cabins/ Cottages/ Condos	Camp- grounds	Visiting Friends/ Relatives	Other	2008 Total	2007 Total
Food	\$30.60	--	\$2.09	\$21.11	\$4.40	\$58.20	\$56.90
<u>Shopping</u>	<u>\$32.41</u>	--	<u>\$3.21</u>	<u>\$25.40</u>	<u>\$4.92</u>	\$65.94	\$64.44
General	13.89	--	1.53	13.07	1.75	30.24	28.85
Traveler	18.52	--	1.68	12.33	3.17	35.70	35.60
<u>Recreation</u>	<u>\$28.02</u>	--	<u>\$2.63</u>	<u>\$14.50</u>	<u>\$3.72</u>	\$48.87	\$47.90
Liquor	3.13	--	0.45	2.73	0.21	6.52	6.54
Historic	2.56	--	0.36	1.19	0.63	4.74	3.70
Sightseeing	1.75	--	0.29	0.90	0.33	3.27	3.17
Event fees	4.38	--	0.65	2.20	0.74	7.96	7.68
Sport fees	3.63	--	0.37	2.25	1.01	7.26	6.90
Cultural event fees	0.63	--	0.05	0.62	0.36	1.65	1.39
Evening entertainment	1.33	--	0.14	1.61	0.08	3.17	3.30
Licenses	0.32	--	0.16	0.21	0.02	0.71	0.74
Lottery	0.09	--	0.02	0.18	0.02	0.31	0.33
Wagering	9.04	--	0.11	1.61	0.30	11.07	11.53
Other	1.17	--	0.03	0.98	0.03	2.20	2.61
Lodging	\$25.25	--	\$1.37	--	--	\$26.62	\$25.96
Ground Transportation	\$9.28	--	\$1.39	\$5.77	\$1.06	\$17.50	\$15.90
Total 2008	\$125.56	--	\$10.69	\$66.77	\$14.10	\$217.13	--
2007 Total	\$121.08	--	\$10.69	\$65.67	\$13.66	--	\$211.10

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	\$13.53	--	\$2.09	\$21.11	\$4.40	\$41.13	\$40.33
<u>Shopping</u>	<u>\$14.35</u>	--	<u>\$3.21</u>	<u>\$25.40</u>	<u>\$4.92</u>	<u>\$47.88</u>	<u>\$46.81</u>
General	6.14	--	1.53	13.07	1.75	22.49	21.32
Traveler	8.20	--	1.68	12.33	3.17	25.39	25.48
<u>Recreation</u>	<u>\$12.38</u>	--	<u>\$2.63</u>	<u>\$14.50</u>	<u>\$3.72</u>	<u>\$33.23</u>	<u>\$32.49</u>
Liquor	1.39	--	0.45	2.73	0.21	4.78	4.78
Historic	1.13	--	0.36	1.19	0.63	3.32	2.58
Sightseeing	0.78	--	0.29	0.90	0.33	2.29	2.23
Event fees	1.93	--	0.65	2.20	0.74	5.51	5.42
Sport fees	1.61	--	0.37	2.25	1.01	5.25	4.98
Cultural event fees	0.28	--	0.05	0.62	0.36	1.30	1.08
Evening entertainment	0.59	--	0.14	1.61	0.08	2.43	2.57
Licenses	0.15	--	0.16	0.21	0.02	0.54	0.57
Lottery	0.04	--	0.02	0.18	0.02	0.26	0.27
Wagering	3.98	--	0.11	1.61	0.30	6.00	6.15
Other	0.52	--	0.03	0.98	0.03	1.55	1.86
Lodging	\$11.20	--	\$1.37	--	--	\$12.57	\$12.14
Ground Transportation	\$4.11	--	\$1.39	\$5.77	\$1.06	\$12.32	\$11.19
Total 2008	\$55.56	--	\$10.69	\$66.77	\$14.10	\$147.13	--
2007 Total	\$52.94	--	\$10.69	\$65.67	\$13.66	--	\$142.96

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	\$12.98	\$12.61	\$19.66	\$12.95	\$58.20	\$56.90
<u>Shopping</u>	<u>\$14.47</u>	<u>\$14.15</u>	<u>\$22.62</u>	<u>\$14.71</u>	<u>\$65.94</u>	<u>\$64.44</u>
General	6.60	6.40	10.44	6.79	30.24	28.85
Traveler	7.87	7.74	12.18	7.92	35.70	35.60
<u>Recreation</u>	<u>\$10.75</u>	<u>\$10.72</u>	<u>\$16.66</u>	<u>\$10.75</u>	<u>\$48.87</u>	<u>\$47.90</u>
Liquor	1.40	1.38	2.28	1.46	6.52	6.54
Historic	1.02	1.04	1.65	1.03	4.74	3.70
Sightseeing	0.69	0.71	1.15	0.71	3.27	3.17
Event fees	1.70	1.74	2.78	1.74	7.96	7.68
Sport fees	1.59	1.59	2.49	1.60	7.26	6.90
Cultural event fees	0.37	0.36	0.56	0.37	1.65	1.39
Evening entertainment	0.69	0.66	1.09	0.72	3.17	3.30
Licenses	0.13	0.15	0.28	0.15	0.71	0.74
Lottery	0.06	0.06	0.11	0.07	0.31	0.33
Wagering	2.59	2.56	3.52	2.39	11.07	11.53
Other	0.50	0.47	0.73	0.50	2.20	2.61
Lodging	\$6.04	\$6.30	\$8.68	\$5.60	\$26.62	\$25.96
Transportation	\$3.73	\$3.78	\$6.13	\$3.86	\$17.50	\$15.90
Total 2008	\$47.96	\$47.55	\$73.75	\$47.86	\$217.13	--
2007 Total	\$44.30	\$45.13	\$73.03	\$48.65	--	\$211.10

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	\$8.75	\$8.29	\$15.21	\$8.88	\$41.13	\$40.33
<u>Shopping</u>	<u>\$10.00</u>	<u>\$9.58</u>	<u>\$17.91</u>	<u>\$10.39</u>	<u>\$47.88</u>	<u>\$46.81</u>
General	4.69	4.45	8.42	4.94	22.49	21.32
Traveler	5.31	5.13	9.49	5.45	25.39	25.48
<u>Recreation</u>	<u>\$6.88</u>	<u>\$6.77</u>	<u>\$12.58</u>	<u>\$7.01</u>	<u>\$33.23</u>	<u>\$32.49</u>
Liquor	0.97	0.94	1.83	1.04	4.78	4.78
Historic	0.66	0.68	1.28	0.69	3.32	2.58
Sightseeing	0.45	0.47	0.90	0.48	2.29	2.23
Event fees	1.10	1.12	2.14	1.15	5.51	5.42
Sport fees	1.09	1.08	1.96	1.12	5.25	4.98
Cultural event fees	0.28	0.27	0.47	0.28	1.30	1.08
Evening entertainment	0.51	0.47	0.90	0.54	2.43	2.57
Licenses	0.08	0.10	0.24	0.11	0.54	0.57
Lottery	0.05	0.05	0.10	0.06	0.26	0.27
Wagering	1.34	1.28	2.20	1.18	6.00	6.15
Other	0.34	0.31	0.56	0.34	1.55	1.86
Lodging	\$2.56	\$2.75	\$5.01	\$2.24	\$12.57	\$12.14
Transportation	\$2.45	\$2.47	\$4.78	\$2.62	\$12.32	\$11.19
Total 2008	\$30.64	\$29.86	\$55.48	\$31.15	\$147.13	--
2007 Total	\$27.69	\$28.58	\$54.80	\$31.89	--	\$142.96

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	352,860	350,924	-0.55%
Campgrounds	65,728	64,080	-2.51%
Private homes (staying with friends and relatives)	284,212	277,463	-2.37%
Total	702,800	692,467	-1.47%

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	37	35	-5.41%
Rooms	1,943	1,921	-1.13%
Available room-nights	664,689	661,960	-0.41%
<i>Campgrounds</i>			
Properties	6	6	--
Sites	1,264	1,283	+1.50%
Available site-nights	169,348	171,268	+1.13%

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	162,873	164,322	+0.89%
March - May	171,292	167,874	-2.00%
June - August	168,052	168,558	+0.30%
September - November	162,472	161,205	-0.78%
Total	664,689	661,960	-0.41%
<i>Occupied rooms/units:</i>			
December - February	70,690	75,084	+6.22%
March - May	79,336	80,627	+1.63%
June - August	109,528	104,288	-4.78%
September - November	73,386	71,315	-2.82%
Total	332,941	331,314	-0.49%
Campgrounds			
<i>Available sites:</i>			
December - February	--	--	--
March - May	39,575	40,111	+1.35%
June - August	78,395	79,560	+1.49%
September - November	51,377	51,597	+0.43%
Total	169,348	171,268	+1.13%
<i>Occupied sites:</i>			
December - February	--	--	--
March - May	11,374	10,847	-4.63%
June - August	40,074	40,931	+2.14%
September - November	12,654	11,258	-11.03%
Total	64,101	63,036	-1.66%

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	47%	43%	44%	58%	40%	47%
Business	35%	36%	36%	31%	42%	37%
Meetings/conventions	17%	22%	21%	11%	17%	16%
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	\$12.57	\$2.56	\$2.75	\$5.01	\$2.24	\$12.14
Business	\$9.37	\$2.14	\$2.23	\$2.65	\$2.35	\$9.51
Meetings/conventions	\$4.55	\$1.31	\$1.29	\$0.98	\$0.97	\$4.17
Total	\$26.49	\$6.01	\$6.27	\$8.64	\$5.57	\$25.82

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*	\$76.97	\$76.20	\$75.50	\$74.58	\$84.53	\$75.19
Average occupancy*	50%	46%	48%	62%	44%	50%
Total available room-nights	661,960	164,322	167,874	168,558	161,205	664,689
Total occupied room-nights	331,314	75,084	80,627	104,288	71,315	332,941

*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	1.76	1.65	1.64	1.95	1.72	1.88
Average length of stay	1.97	2.20	1.64	1.87	2.01	2.05

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	45%	43%	42%	53%	37%	44%
Business	37%	36%	37%	34%	44%	39%
Meetings/conventions	18%	22%	21%	13%	18%	17%
Guest Origin:						
<u>Out of State</u>	<u>38%</u>	<u>39%</u>	<u>37%</u>	<u>35%</u>	--	<u>44%</u>
U.S.	36%	36%	37%	35%	--	42%
Canada	1%	2%	--	--	--	1%
Other Foreign	1%	1%	--	--	--	1%
Wisconsin	62%	61%	63%	65%	--	56%

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	44%	43%	42%	53%	37%	44%
Business	37%	36%	37%	34%	44%	39%
Meetings/conventions	18%	22%	21%	12%	18%	17%
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	\$11.20	\$2.56	\$2.51	\$4.14	\$1.99	\$10.77
Business	\$9.37	\$2.14	\$2.23	\$2.65	\$2.35	\$9.51
Meetings/conventions	\$4.55	\$1.31	\$1.29	\$0.98	\$0.97	\$4.17
Total	\$25.12	\$6.01	\$6.03	\$7.77	\$5.32	\$24.45

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*	\$18.30	--	\$19.58	\$15.64	\$20.00	\$19.46
Average occupancy*	37%	--	27%	51%	22%	38%
Total available site nights	171,268	--	40,111	79,560	51,597	169,348
Total occupied site nights	63,036	--	10,847	40,931	11,258	64,101

*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	2.51	--	2.21	--	3.00	2.13
Average length of stay	1.49	--	1.17	--	2.00	1.11

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>15%</u>	--	<u>10%</u>	--	<u>20%</u>	<u>10%</u>
U.S.	15%	--	10%	--	20%	10%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	85%	--	90%	--	80%	90%

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%
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	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	\$1.37	--	\$0.24	\$0.87	\$0.25	\$1.37
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$1.37	--	\$0.24	\$0.87	\$0.25	\$1.37