

**TRAVELER EXPENDITURES
IN WISCONSIN**

NORTH – NORTHWEST RURAL REGION

CALENDAR YEAR 2008

April 2009

Prepared for:

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Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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 North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	86%	81%	83%	91%	83%	86%
Business	12%	17%	15%	7%	14%	12%
Meetings/conventions	2%	3%	2%	1%	3%	2%
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	\$1430.99	\$208.25	\$245.52	\$664.88	\$312.34	\$1406.72
Business	\$194.15	\$42.59	\$45.41	\$54.43	\$51.72	\$202.18
Meetings/conventions	\$30.73	\$6.67	\$6.29	\$7.67	\$10.09	\$30.44
Total	\$1655.87	\$257.52	\$297.22	\$726.98	\$374.14	\$1639.33

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

Traveler Expenditures By Season and Market Segment

2007 vs. 2008

Wisconsin's North - Northwest Rural Region

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Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

(\$ Millions)

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotel/Motel/Resort /B&Bs Guests			
December – February	\$89.98	\$97.35	+8.20%
March – May	\$105.04	\$104.10	-0.90%
June – August	\$185.90	\$182.13	-2.03%
September – November	\$124.72	\$118.66	-4.86%
Total	\$505.63	\$502.24	-0.67%
Cabin/Cottage/Condominium Guests			
December – February	\$23.92	\$42.28	+76.77%
March – May	\$47.87	\$47.85	-0.03%
June – August	\$187.38	\$195.46	+4.31%
September – November	\$64.26	\$56.90	-11.45%
Total	\$323.43	\$342.49	+5.89%
Campers			
December – February	\$0.80	\$0.92	+15.57%
March – May	\$14.61	\$12.01	-17.80%
June – August	\$92.62	\$86.43	-6.68%
September – November	\$22.68	\$23.49	+3.57%
Total	\$130.72	\$122.86	-6.02%
Visiting Friends/Relatives			
December – February	\$102.22	\$103.01	+0.77%
March – May	\$115.17	\$117.00	+1.59%
June – August	\$214.02	\$216.95	+1.37%
September – November	\$152.94	\$155.35	+1.57%
Total	\$584.36	\$592.30	+1.36%
Day Trippers/Passing Through			
December – February	\$11.38	\$13.94	+22.53%
March – May	\$16.62	\$16.26	-2.14%
June – August	\$46.21	\$46.02	-0.41%
September – November	\$20.99	\$19.74	-5.94%
Total	\$95.20	\$95.97	+0.81%
TOTAL	\$1,639.33	\$1,655.87	+1.01%

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

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
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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	\$122.45	\$77.20	\$23.98	\$184.23	\$29.97	\$437.83	\$436.25
Shopping	\$129.58	\$94.01	\$36.93	\$229.06	\$33.46	\$523.04	\$523.47
General	55.55	37.16	17.59	121.62	11.90	243.82	237.38
Traveler	74.03	56.85	19.34	107.44	21.56	279.22	286.09
Recreation	\$112.25	\$59.77	\$30.26	\$122.24	\$25.32	\$349.83	\$345.99
Liquor	12.51	11.34	5.16	23.42	1.41	53.83	54.57
Historic	10.25	5.31	4.19	8.33	4.28	32.36	24.59
Sightseeing	6.98	6.23	3.33	8.22	2.23	26.99	26.03
Event fees	17.58	4.01	7.43	15.35	5.04	49.40	50.33
Sport fees	14.46	16.10	4.24	21.53	6.90	63.23	57.39
Cultural event fees	2.51	1.10	0.59	4.11	2.44	10.74	9.73
Evening entertainment	5.32	1.95	1.65	13.63	0.58	23.13	25.32
Licenses	1.26	5.38	1.81	3.80	0.12	12.36	12.86
Lottery	0.35	0.31	0.25	1.68	0.11	2.69	3.02
Wagering	36.36	4.73	1.30	16.91	2.04	61.34	65.41
Other	4.67	3.32	0.32	5.27	0.17	13.75	16.74
Lodging	\$100.85	\$85.49	\$15.74	--	--	\$202.07	\$200.09
Ground Transportation	\$37.12	\$26.03	\$15.95	\$56.77	\$7.23	\$143.09	\$133.54
Total 2008	\$502.24	\$342.49	\$122.86	\$592.30	\$95.97	\$1,655.87	--
2007 Total	\$505.63	\$323.43	\$130.72	\$584.36	\$95.20	--	\$1,639.33

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

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Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

**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	\$70.62	\$74.43	\$23.98	\$184.23	\$29.97	\$383.23	\$379.80
<u>Shopping</u>	<u>\$74.73</u>	<u>\$90.64</u>	<u>\$36.93</u>	<u>\$229.06</u>	<u>\$33.46</u>	<u>\$464.82</u>	<u>\$463.04</u>
General	32.04	35.83	17.59	121.62	11.90	218.98	211.75
Traveler	42.69	54.81	19.34	107.44	21.56	245.84	251.29
<u>Recreation</u>	<u>\$64.74</u>	<u>\$57.62</u>	<u>\$30.26</u>	<u>\$122.24</u>	<u>\$25.32</u>	<u>\$300.17</u>	<u>\$293.91</u>
Liquor	7.21	10.93	5.16	23.42	1.41	48.13	48.54
Historic	5.91	5.12	4.19	8.33	4.28	27.83	20.83
Sightseeing	4.03	6.01	3.33	8.22	2.23	23.81	22.78
Event fees	10.14	3.86	7.43	15.35	5.04	41.82	42.80
Sport fees	8.34	15.52	4.24	21.53	6.90	56.53	50.73
Cultural event fees	1.45	1.06	0.59	4.11	2.44	9.64	8.69
Evening entertainment	3.07	1.88	1.65	13.63	0.58	20.81	22.84
Licenses	0.72	5.18	1.81	3.80	0.12	11.64	12.12
Lottery	0.20	0.30	0.25	1.68	0.11	2.53	2.80
Wagering	20.97	4.56	1.30	16.91	2.04	45.78	47.62
Other	2.69	3.20	0.32	5.27	0.17	11.65	14.17
Lodging	\$58.16	\$82.42	\$15.74	--	--	\$156.32	\$152.51
Ground Transportation	\$21.40	\$25.10	\$15.95	\$56.77	\$7.23	\$126.44	\$117.45
Total 2008	\$289.65	\$330.21	\$122.86	\$592.30	\$95.97	\$1,430.99	--
2007 Total	\$282.02	\$314.42	\$130.72	\$584.36	\$95.20	--	\$1,406.72

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

Wisconsin's North - Northwest Rural Region

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Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	\$70.01	\$79.93	\$187.13	\$100.76	\$437.83	\$436.25
Shopping	<u>\$81.49</u>	<u>\$94.59</u>	<u>\$226.63</u>	<u>\$120.33</u>	\$523.04	\$523.47
General	38.05	44.57	104.09	57.13	243.82	237.38
Traveler	43.44	50.02	122.55	63.21	279.22	286.09
Recreation	<u>\$54.66</u>	<u>\$62.90</u>	<u>\$152.90</u>	<u>\$79.37</u>	\$349.83	\$345.99
Liquor	8.19	9.53	23.87	12.24	53.83	54.57
Historic	4.87	5.61	14.76	7.12	32.36	24.59
Sightseeing	3.89	4.65	12.51	5.94	26.99	26.03
Event fees	7.60	8.74	21.85	11.22	49.40	50.33
Sport fees	9.48	11.11	28.64	14.00	63.23	57.39
Cultural event fees	1.77	1.93	4.60	2.44	10.74	9.73
Evening entertainment	3.78	4.32	9.46	5.58	23.13	25.32
Licenses	1.49	1.99	6.28	2.60	12.36	12.86
Lottery	0.41	0.49	1.14	0.65	2.69	3.02
Wagering	10.73	12.06	24.02	14.53	61.34	65.41
Other	2.45	2.47	5.76	3.06	13.75	16.74
Lodging	\$30.22	\$34.39	\$96.43	\$41.04	\$202.07	\$200.09
Transportation	\$21.13	\$25.43	\$63.89	\$32.63	\$143.09	\$133.54
Total 2008	\$257.52	\$297.22	\$726.98	\$374.14	\$1,655.87	--
2007 Total	\$228.30	\$299.31	\$726.14	\$385.59	--	\$1,639.33

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

Wisconsin's North - Northwest Rural Region

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Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	\$58.06	\$67.37	\$172.06	\$85.74	\$383.23	\$379.80
<u>Shopping</u>	<u>\$68.72</u>	<u>\$81.21</u>	<u>\$210.54</u>	<u>\$104.35</u>	<u>\$464.82</u>	<u>\$463.04</u>
General	32.60	38.85	97.23	50.30	218.98	211.75
Traveler	36.12	42.35	113.32	54.05	245.84	251.29
<u>Recreation</u>	<u>\$43.82</u>	<u>\$51.46</u>	<u>\$139.22</u>	<u>\$65.68</u>	<u>\$300.17</u>	<u>\$293.91</u>
Liquor	6.93	8.22	22.29	10.68	48.13	48.54
Historic	3.88	4.56	13.51	5.87	27.83	20.83
Sightseeing	3.19	3.92	11.63	5.07	23.81	22.78
Event fees	5.95	6.99	19.77	9.11	41.82	42.80
Sport fees	8.00	9.58	26.77	12.18	56.53	50.73
Cultural event fees	1.53	1.68	4.30	2.13	9.64	8.69
Evening entertainment	3.27	3.78	8.82	4.93	20.81	22.84
Licenses	1.32	1.83	6.07	2.41	11.64	12.12
Lottery	0.38	0.46	1.10	0.60	2.53	2.80
Wagering	7.36	8.46	19.76	10.20	45.78	47.62
Other	1.99	1.99	5.18	2.49	11.65	14.17
Lodging	\$20.17	\$23.88	\$83.76	\$28.51	\$156.32	\$152.51
Transportation	\$17.48	\$21.60	\$59.30	\$28.06	\$126.44	\$117.45
Total 2008	\$208.25	\$245.52	\$664.88	\$312.34	\$1,430.99	--
2007 Total	\$183.29	\$247.35	\$654.45	\$321.62	--	\$1,406.72

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

Wisconsin's North - Northwest Rural Region

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Overnight Person-Visits By Type of Accommodation

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/motels/resorts/B&Bs	1,381,103	1,331,047	-3.62%
Cabins/cottages/condominiums	563,805	563,611	-0.03%
Campgrounds	835,990	735,875	-11.98%
Private homes (staying with friends and relatives)	2,640,008	2,598,790	-1.56%
Total	5,420,905	5,229,322	-3.53%

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Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
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Available Room-nights/Unit-Nights/Site-Nights

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
<i>Hotels/Motels/Resorts/B&Bs</i>			
Properties	360	350	-2.78%
Rooms	7,767	7,823	+0.72%
Available room-nights	2,655,192	2,686,864	+1.19%
<i>Cabins/Cottages/Condominiums</i>			
Properties	663	646	-2.56%
Units	5,033	4,944	-1.77%
Available unit-nights	1,267,531	1,250,300	-1.36%
<i>Campgrounds</i>			
Properties	284	287	+1.06%
Sites	15,739	15,776	+0.24%
Available site-nights	2,331,686	2,318,826	-0.55%

Wisconsin's North - Northwest Rural Region

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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			
<i>Available rooms/units:</i>			
December - February	627,518	644,584	+2.72%
March - May	680,062	684,767	+0.69%
June - August	692,693	698,806	+0.88%
September - November	654,919	658,707	+0.58%
Total	2,655,192	2,686,864	+1.19%
<i>Occupied rooms/units:</i>			
December - February	279,145	288,994	+3.53%
March - May	312,104	300,023	-3.87%
June - August	493,474	467,086	-5.35%
September - November	314,856	305,778	-2.88%
Total	1,399,580	1,361,880	-2.69%
Cabins/Cottages/Condominiums			
<i>Available units:</i>			
December - February	229,485	229,396	-0.04%
March - May	277,993	274,349	-1.31%
June - August	417,396	410,882	-1.56%
September - November	342,658	335,672	-2.04%
Total	1,267,531	1,250,300	-1.36%
<i>Occupied units:</i>			
December - February	41,754	70,991	+70.02%
March - May	99,757	91,035	-8.74%
June - August	317,645	313,935	-1.17%
September - November	131,530	114,311	-13.09%
Total	590,686	590,272	-0.07%
Campgrounds			
<i>Available sites:</i>			
December - February	257,519	254,503	-1.17%
March - May	490,195	488,866	-0.27%
June - August	988,786	986,906	-0.19%
September - November	595,186	588,552	-1.11%
Total	2,331,686	2,318,826	-0.55%
<i>Occupied sites:</i>			
December - February	8,756	8,166	-6.74%
March - May	103,558	81,339	-21.46%
June - August	519,580	462,766	-10.93%
September - November	146,781	148,123	+0.91%
Total	778,675	700,394	-10.05%

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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	77%	67%	69%	87%	69%	76%
Business	20%	29%	27%	12%	26%	21%
Meetings/conventions	3%	5%	4%	2%	5%	3%
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	\$156.32	\$20.17	\$23.88	\$83.76	\$28.51	\$152.51
Business	\$39.47	\$8.68	\$9.23	\$11.09	\$10.47	\$41.29
Meetings/conventions	\$6.27	\$1.37	\$1.27	\$1.57	\$2.06	\$6.27
Total	\$202.06	\$30.22	\$34.38	\$96.42	\$41.04	\$200.07

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

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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*	\$74.70	\$71.81	\$69.82	\$82.92	\$74.96	\$73.28
Average occupancy*	51%	45%	44%	67%	46%	53%
Total available room-nights	2,686,864	644,584	684,767	698,806	658,707	2,655,192
Total occupied room-nights	1,361,880	288,994	300,023	467,086	305,778	1,399,580

*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	2.06	2.03	1.98	2.10	2.18	2.06
Average length of stay	2.11	2.19	2.05	2.17	2.02	2.09

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	58%	53%	53%	68%	50%	56%
Business	37%	41%	41%	28%	42%	39%
Meetings/conventions	6%	6%	6%	4%	8%	6%
Guest Origin:						
<u>Out of State</u>	<u>45%</u>	<u>47%</u>	<u>42%</u>	<u>45%</u>	<u>43%</u>	<u>41%</u>
U.S.	41%	43%	40%	39%	42%	39%
Canada	2%	2%	1%	4%	1%	1%
Other Foreign	1%	2%	1%	2%	*	1%
Wisconsin	55%	53%	58%	55%	57%	59%

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

* Less than 0.5%

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	58%	53%	53%	68%	50%	56%
Business	37%	41%	41%	28%	42%	39%
Meetings/conventions	6%	6%	6%	4%	8%	6%
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	\$58.16	\$10.32	\$11.01	\$24.92	\$11.91	\$57.17
Business	\$36.98	\$8.01	\$8.67	\$10.25	\$10.05	\$39.65
Meetings/conventions	\$5.70	\$1.21	\$1.22	\$1.40	\$1.87	\$5.66
Total	\$100.84	\$19.55	\$20.90	\$36.57	\$23.82	\$102.48

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

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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*	\$133.32	\$135.43	\$107.58	\$159.52	\$116.72	\$125.56
Average occupancy*	47%	31%	33%	76%	34%	47%
Total available unit nights	1,250,300	229,396	274,349	410,882	335,672	1,267,531
Total occupied unit nights	590,272	70,991	91,035	313,935	114,311	590,686

*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	3.98	4.05	3.62	4.42	3.57	3.97
Average length of stay	4.21	2.90	3.32	5.61	3.98	4.09

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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%	92%	95%	98%	96%	97%
Business	3%	6%	5%	2%	3%	2%
Meetings/conventions	1%	1%	*	*	1%	1%
Guest Origin:						
<u>Out of State</u>	<u>49%</u>	<u>56%</u>	<u>37%</u>	<u>49%</u>	<u>55%</u>	<u>44%</u>
U.S.	48%	56%	37%	48%	55%	44%
Canada	*	*	--	*	--	--
Other Foreign	*	*	--	*	--	--
Wisconsin	51%	44%	63%	51%	45%	56%

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

* Less than 0.5%

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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%	92%	95%	98%	96%	97%
Business	3%	6%	5%	2%	3%	2%
Meetings/conventions	1%	1%	*	*	1%	1%
Total	100%	100%	100%	100%	100%	100%

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

* Less than 0.5%

**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	\$82.42	\$9.73	\$11.33	\$47.77	\$13.59	\$78.57
Business	\$2.50	\$0.67	\$0.56	\$0.85	\$0.41	\$1.64
Meetings/conventions	\$0.57	\$0.15	\$0.05	\$0.17	\$0.19	\$0.61
Total	\$85.49	\$10.55	\$11.94	\$48.79	\$14.20	\$80.82

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

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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*	\$19.74	\$12.20	\$14.54	\$24.73	\$20.96	\$18.57
Average occupancy*	30%	3%	17%	47%	25%	33%
Total available site nights	2,318,826	254,503	488,866	986,906	588,552	2,331,686
Total occupied site nights	700,394	8,166	81,339	462,766	148,123	778,675

*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	3.54	3.56	3.47	3.64	3.12	3.27
Average length of stay	3.01	2.04	3.20	3.46	2.19	2.96

Wisconsin's North - Northwest Rural Region

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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>	33%	48%	25%	26%	21%	20%
U.S.	32%	48%	25%	26%	20%	19%
Canada	*	--	*	*	*	1%
Other Foreign	*	--	--	*	*	--
Wisconsin	67%	52%	75%	74%	79%	80%

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

* Less than 0.5%

Bayfield, Ashland, Iron, Vilas, Oneida, Forest, Florence, Langlade, Lincoln, Clark
Taylor, Price, Sawyer, Rusk, Washburn, Burnett, Polk, Barron, St. Croix, Pierce

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	\$15.74	\$0.12	\$1.54	\$11.07	\$3.01	\$16.77
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$15.74	\$0.12	\$1.54	\$11.07	\$3.01	\$16.77