

**TRAVELER EXPENDITURES
IN WISCONSIN**

NORTHEASTERN RURAL REGION

CALENDAR YEAR 2008

April 2009

Prepared for:

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Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan 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 Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan 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	82%	82%	78%	85%	78%	81%
Business	12%	14%	14%	10%	13%	12%
Meetings/conventions	6%	5%	7%	4%	8%	7%
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	\$1,237.46	\$153.65	\$232.12	\$564.78	\$286.92	\$1,171.03
Business	\$183.98	\$25.73	\$42.20	\$67.55	\$48.50	\$169.80
Meetings/conventions	\$90.29	\$8.78	\$22.15	\$28.67	\$30.70	\$97.50
Total	\$1,511.73	\$188.16	\$296.47	\$660.99	\$366.12	\$1,438.33

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	\$73.89	\$79.46	+7.54%
March – May	\$139.58	\$136.34	-2.32%
June – August	\$261.00	\$273.92	+4.95%
September – November	\$175.09	\$166.85	-4.71%
Total	\$649.56	\$656.58	+1.08%
Cabin/Cottage/Condominium Guests			
December – February	\$13.59	\$11.73	-13.71%
March – May	\$29.51	\$32.20	+9.12%
June – August	\$45.66	\$79.97	+75.15%
September – November	\$26.46	\$40.46	+52.92%
Total	\$115.22	\$164.36	+42.65%
Campers			
December – February	\$1.29	\$0.46	-64.36%
March – May	\$28.26	\$25.03	-11.42%
June – August	\$99.13	\$103.76	+4.67%
September – November	\$18.69	\$24.19	+29.42%
Total	\$147.37	\$153.44	+4.12%
Visiting Friends/Relatives			
December – February	\$84.88	\$87.37	+2.93%
March – May	\$81.22	\$83.59	+2.92%
June – August	\$156.59	\$157.83	+0.79%
September – November	\$112.67	\$111.57	-0.97%
Total	\$435.35	\$440.37	+1.15%
Day Trippers/Passing Through			
December – February	\$8.87	\$9.14	+3.07%
March – May	\$19.66	\$19.29	-1.88%
June – August	\$40.37	\$45.50	+12.72%
September – November	\$21.93	\$23.04	+5.06%
Total	\$90.83	\$96.98	+6.77%
TOTAL	\$1,438.33	\$1,511.73	+5.10%

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan 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	\$160.07	\$37.05	\$29.95	\$138.12	\$30.29	\$395.48	\$380.24
Shopping	<u>\$169.40</u>	<u>\$45.12</u>	<u>\$46.12</u>	<u>\$168.88</u>	<u>\$33.81</u>	<u>\$463.32</u>	<u>\$445.55</u>
General	72.62	17.83	21.97	88.26	12.03	212.71	200.40
Traveler	96.78	27.28	24.15	80.62	21.78	250.62	245.15
Recreation	<u>\$146.75</u>	<u>\$28.68</u>	<u>\$37.79</u>	<u>\$93.31</u>	<u>\$25.58</u>	<u>\$332.11</u>	<u>\$318.51</u>
Liquor	16.35	5.44	6.44	17.73	1.43	47.39	46.30
Historic	13.39	2.55	5.23	7.05	4.33	32.55	24.42
Sightseeing	9.13	2.99	4.16	6.03	2.25	24.56	22.88
Event fees	22.98	1.92	9.28	13.00	5.09	52.28	50.70
Sport fees	18.91	7.73	5.29	15.41	6.97	54.31	48.56
Cultural event fees	3.28	0.53	0.74	3.57	2.46	10.58	8.91
Evening entertainment	6.96	0.94	2.06	10.39	0.58	20.93	22.03
Licenses	1.64	2.58	2.26	2.10	0.13	8.70	8.26
Lottery	0.46	0.15	0.31	1.22	0.11	2.24	2.41
Wagering	47.54	2.27	1.63	11.58	2.07	65.08	68.31
Other	6.11	1.59	0.40	5.23	0.17	13.50	15.73
Lodging	\$131.84	\$41.03	\$19.66	--	--	\$192.52	\$179.37
Ground Transportation	\$48.52	\$12.49	\$19.92	\$40.06	\$7.30	\$128.29	\$114.68
Total 2008	\$656.58	\$164.36	\$153.44	\$440.37	\$96.98	\$1,511.73	--
2007 Total	\$649.56	\$115.22	\$147.37	\$435.35	\$90.83	--	\$1,438.33

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

Wisconsin's Northeastern Rural Region

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Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	\$97.74	\$32.86	\$29.95	\$138.12	\$30.29	\$328.96	\$315.41
Shopping	<u>\$103.43</u>	<u>\$40.02</u>	<u>\$46.12</u>	<u>\$168.88</u>	<u>\$33.81</u>	<u>\$392.26</u>	<u>\$376.04</u>
General	44.34	15.82	21.97	88.26	12.03	182.41	170.96
Traveler	59.09	24.20	24.15	80.62	21.78	209.85	205.08
Recreation	<u>\$89.60</u>	<u>\$25.44</u>	<u>\$37.79</u>	<u>\$93.31</u>	<u>\$25.58</u>	<u>\$271.72</u>	<u>\$258.83</u>
Liquor	9.98	4.83	6.44	17.73	1.43	40.41	39.36
Historic	8.18	2.26	5.23	7.05	4.33	27.05	20.11
Sightseeing	5.57	2.65	4.16	6.03	2.25	20.66	19.14
Event fees	14.03	1.71	9.28	13.00	5.09	43.11	42.10
Sport fees	11.55	6.85	5.29	15.41	6.97	46.07	40.88
Cultural event fees	2.00	0.47	0.74	3.57	2.46	9.24	7.71
Evening entertainment	4.25	0.83	2.06	10.39	0.58	18.11	19.20
Licenses	1.00	2.29	2.26	2.10	0.13	7.77	7.37
Lottery	0.28	0.13	0.31	1.22	0.11	2.05	2.16
Wagering	29.02	2.01	1.63	11.58	2.07	46.31	48.03
Other	3.73	1.41	0.40	5.23	0.17	10.94	12.77
Lodging	\$80.50	\$36.39	\$19.66	--	--	\$136.54	\$124.57
Ground Transportation	\$29.63	\$11.08	\$19.92	\$40.06	\$7.30	\$107.98	\$96.18
Total 2008	\$400.90	\$145.78	\$153.44	\$440.37	\$96.98	\$1,237.46	--
2007 Total	\$395.25	\$102.23	\$147.37	\$435.35	\$90.83	--	\$1,171.03

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

Wisconsin's Northeastern Rural Region

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Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties**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	\$52.46	\$77.60	\$168.75	\$96.68	\$395.48	\$380.24
<u>Shopping</u>	<u>\$60.43</u>	<u>\$90.36</u>	<u>\$200.24</u>	<u>\$112.29</u>	<u>\$463.32</u>	<u>\$445.55</u>
General	28.59	41.36	91.16	51.59	212.71	200.40
Traveler	31.84	49.00	109.08	60.70	250.62	245.15
<u>Recreation</u>	<u>\$41.04</u>	<u>\$65.00</u>	<u>\$146.12</u>	<u>\$79.96</u>	<u>\$332.11</u>	<u>\$318.51</u>
Liquor	6.06	9.15	20.84	11.33	47.39	46.30
Historic	3.69	6.31	14.90	7.65	32.55	24.42
Sightseeing	2.73	4.75	11.29	5.78	24.56	22.88
Event fees	6.13	10.10	23.81	12.23	52.28	50.70
Sport fees	6.52	10.63	24.04	13.12	54.31	48.56
Cultural event fees	1.42	2.06	4.55	2.55	10.58	8.91
Evening entertainment	3.05	4.05	8.74	5.09	20.93	22.03
Licenses	0.76	1.66	4.30	1.99	8.70	8.26
Lottery	0.32	0.43	0.96	0.54	2.24	2.41
Wagering	8.33	13.22	27.18	16.35	65.08	68.31
Other	2.01	2.64	5.51	3.33	13.50	15.73
Lodging	\$18.94	\$38.62	\$88.26	\$46.70	\$192.52	\$179.37
Transportation	\$15.29	\$24.88	\$57.63	\$30.49	\$128.29	\$114.68
Total 2008	\$188.16	\$296.47	\$660.99	\$366.12	\$1,511.73	--
2007 Total	\$182.52	\$298.23	\$602.75	\$354.84	--	\$1,438.33

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

Wisconsin's Northeastern Rural Region

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Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties**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	\$44.06	\$62.01	\$145.42	\$77.47	\$328.96	\$315.41
<u>Shopping</u>	<u>\$51.52</u>	<u>\$73.67</u>	<u>\$175.30</u>	<u>\$91.76</u>	<u>\$392.26</u>	<u>\$376.04</u>
General	24.78	34.25	80.54	42.84	182.41	170.96
Traveler	26.74	39.42	94.77	48.92	209.85	205.08
<u>Recreation</u>	<u>\$33.36</u>	<u>\$50.88</u>	<u>\$124.96</u>	<u>\$62.52</u>	<u>\$271.72</u>	<u>\$258.83</u>
Liquor	5.20	7.51	18.39	9.31	40.41	39.36
Historic	2.99	5.03	12.97	6.06	27.05	20.11
Sightseeing	2.25	3.84	9.93	4.65	20.66	19.14
Event fees	4.94	7.98	20.60	9.59	43.11	42.10
Sport fees	5.51	8.68	21.14	10.74	46.07	40.88
Cultural event fees	1.25	1.75	4.08	2.17	9.24	7.71
Evening entertainment	2.69	3.39	7.76	4.27	18.11	19.20
Licenses	0.66	1.42	3.96	1.72	7.77	7.37
Lottery	0.29	0.38	0.89	0.48	2.05	2.16
Wagering	5.87	8.87	20.63	10.93	46.31	48.03
Other	1.69	2.04	4.62	2.60	10.94	12.77
Lodging	\$11.98	\$25.44	\$68.59	\$30.53	\$136.54	\$124.57
Transportation	\$12.73	\$20.12	\$50.50	\$24.63	\$107.98	\$96.18
Total 2008	\$153.65	\$232.12	\$564.78	\$286.92	\$1,237.46	--
2007 Total	\$145.14	\$235.57	\$523.80	\$266.51	--	\$1,171.03

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan 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	1,265,389	1,235,885	-2.33%
Cabins/cottages/condominiums	219,671	314,724	+43.27%
Campgrounds	887,621	933,358	+5.15%
Private homes (staying with friends and relatives)	1,924,318	1,879,665	-2.32%
Total	4,296,999	4,363,632	+1.55%

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

Wisconsin's Northeastern Rural Region

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Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

Available Room-nights/Unit-Nights/Site-Nights

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
<i>Hotels/Motels/Resorts/B&Bs</i>			
Properties	298	287	-3.69%
Rooms	8,089	7,892	-2.44%
Available room-nights	2,551,737	2,536,885	-0.58%
<i>Cabins/Cottages/Condominiums</i>			
Properties	166	170	+2.41%
Units	2,361	2,418	+2.41%
Available unit-nights	475,352	665,660	+40.04%
<i>Campgrounds</i>			
Properties	119	117	-1.68%
Sites	11,324	11,400	+0.67%
Available site-nights	1,711,638	1,769,557	+3.38%

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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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	572,820	570,914	-0.33%
March - May	627,568	619,904	-1.22%
June - August	699,090	698,945	-0.02%
September - November	652,259	647,123	-0.79%
Total	2,551,737	2,536,885	-0.58%
<i>Occupied rooms/units:</i>			
December - February	187,265	190,070	+1.50%
March - May	289,944	275,086	-5.12%
June - August	462,125	464,608	+0.54%
September - November	330,669	317,366	-4.02%
Total	1,270,003	1,247,131	-1.80%
Cabins/Cottages/Condominiums			
<i>Available units:</i>			
December - February	106,617	146,487	+37.40%
March - May	143,920	169,820	+18.00%
June - August	121,102	186,203	+53.76%
September - November	103,713	163,151	+57.31%
Total	475,352	665,660	+40.04%
<i>Occupied units:</i>			
December - February	31,574	26,595	-15.77%
March - May	54,345	58,115	+6.94%
June - August	78,213	123,023	+57.29%
September - November	51,980	78,685	+51.38%
Total	216,112	286,418	+32.53%
Campgrounds			
<i>Available sites:</i>			
December - February	175,966	172,055	-2.22%
March - May	349,428	358,500	+2.60%
June - August	752,744	775,380	+3.01%
September - November	433,500	463,623	+6.95%
Total	1,711,638	1,769,557	+3.38%
<i>Occupied sites:</i>			
December - February	9,293	3,189	-65.69%
March - May	135,381	116,309	-14.09%
June - August	450,980	468,515	+3.89%
September - November	122,756	143,045	+16.53%
Total	718,410	731,058	+1.76%

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	71%	63%	66%	78%	65%	69%
Business	20%	27%	22%	16%	21%	19%
Meetings/conventions	10%	9%	12%	6%	13%	11%
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	\$136.54	\$11.98	\$25.44	\$68.59	\$30.53	\$124.57
Business	\$37.58	\$5.19	\$8.56	\$13.90	\$9.93	\$34.80
Meetings/conventions	\$18.31	\$1.76	\$4.61	\$5.74	\$6.22	\$19.90
Total	\$192.43	\$18.93	\$38.60	\$88.23	\$46.68	\$179.27

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
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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*	\$126.49	\$100.16	\$114.36	\$154.80	\$134.68	\$125.56
Average occupancy*	49%	33%	44%	66%	49%	50%
Total available room-nights	2,536,885	570,914	619,904	698,945	647,123	2,551,737
Total occupied room-nights	1,247,131	190,070	275,086	464,608	317,366	1,270,003

*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	2.09	1.80	2.09	2.36	2.02	2.00
Average length of stay	2.10	2.00	1.95	2.22	2.26	2.06

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	61%	57%	57%	67%	56%	61%
Business	26%	32%	30%	22%	27%	25%
Meetings/conventions	13%	11%	13%	10%	17%	14%
Guest Origin:						
<u>Out of State</u>	<u>49%</u>	<u>42%</u>	<u>44%</u>	<u>56%</u>	<u>55%</u>	<u>52%</u>
U.S.	47%	41%	42%	55%	49%	50%
Canada	1%	1%	*%	1%	2%	--
Other Foreign	1%	1%	1%	1%	4%	1%
Wisconsin	51%	58%	56%	44%	45%	48%

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	61%	57%	57%	67%	56%	61%
Business	26%	32%	30%	22%	27%	25%
Meetings/conventions	13%	11%	13%	10%	17%	14%
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	\$80.50	\$9.17	\$15.54	\$37.10	\$18.70	\$80.12
Business	\$34.33	\$5.06	\$8.14	\$12.19	\$8.94	\$32.79
Meetings/conventions	\$16.92	\$1.72	\$3.68	\$5.68	\$5.85	\$18.67
Total	\$131.75	\$15.94	\$27.35	\$54.97	\$33.48	\$131.57

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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*	\$134.09	\$101.35	\$125.38	\$156.94	\$110.89	\$132.53
Average occupancy*	43%	18%	34%	66%	48%	45%
Total available unit nights	665,660	146,487	169,820	186,203	163,151	475,352
Total occupied unit nights	286,418	26,595	58,115	123,023	78,685	216,112

*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	3.09	2.25	2.77	3.58	3.29	3.37
Average length of stay	3.02	1.51	2.59	3.84	3.16	3.41

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	89%	94%	83%	91%	87%	89%
Business	8%	4%	5%	9%	10%	7%
Meetings/conventions	3%	1%	12%	*%	4%	4%
Guest Origin:						
<u>Out of State</u>	<u>44%</u>	<u>14%</u>	<u>41%</u>	<u>54%</u>	<u>52%</u>	<u>43%</u>
U.S.	43%	14%	41%	54%	52%	43%
Canada	*%	--	--	*%	--	--
Other Foreign	*%	*%	--	--	--	--
Wisconsin	56%	86%	59%	46%	48%	57%

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	89%	94%	83%	91%	87%	89%
Business	8%	4%	5%	9%	10%	7%
Meetings/conventions	3%	1%	12%	*	4%	4%
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	\$36.39	\$2.76	\$6.69	\$18.20	\$8.74	\$25.55
Business	\$3.24	\$0.13	\$0.42	\$1.70	\$0.99	\$2.01
Meetings/conventions	\$1.40	\$0.04	\$0.93	\$0.06	\$0.37	\$1.24
Total	\$41.03	\$2.93	\$8.04	\$19.96	\$10.10	\$28.79

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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*	\$24.57	\$19.03	\$23.04	\$27.93	\$21.90	\$25.55
Average occupancy*	41%	2%	32%	60%	31%	42%
Total available site nights	1,769,557	172,055	358,500	775,380	463,623	1,711,638
Total occupied site nights	731,058	3,189	116,309	468,515	143,045	718,410

*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	3.71	3.80	3.58	3.87	3.20	3.59
Average length of stay	2.59	2.00	2.36	2.74	3.27	2.64

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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>21%</u>	<u>18%</u>	<u>20%</u>	<u>21%</u>	<u>32%</u>	<u>20%</u>
U.S.	21%	18%	20%	20%	32%	19%
Canada	*%	--	--	1%	--	--
Other Foreign	*%	--	--	*%	--	--
Wisconsin	79%	82%	80%	79%	68%	80%

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

Wisconsin's Northeastern Rural Region

Marinette, Oconto, Menominee, Shawano, Waupaca, Door,
Kewaunee, Manitowoc, Calumet & Sheboygan Counties

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	\$19.66	\$0.06	\$3.21	\$13.29	\$3.10	\$18.91
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$19.66	\$0.06	\$3.21	\$13.29	\$3.10	\$18.91