

**TRAVELER EXPENDITURES
IN WISCONSIN**

Portage, Wood, and Marathon Counties

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	67%	64%	62%	75%	65%	67%
Business	23%	25%	26%	19%	25%	23%
Meetings/conventions	10%	11%	12%	6%	10%	9%
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	\$349.76	\$74.12	\$70.68	\$123.38	\$81.58	\$341.01
Business	\$121.75	\$29.70	\$29.58	\$31.80	\$30.67	\$117.25
Meetings/conventions	\$49.43	\$12.85	\$13.34	\$10.32	\$12.92	\$47.86
Total	\$520.94	\$116.67	\$113.60	\$165.51	\$125.17	\$506.11

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	\$64.77	\$71.62	+10.58%
March – May	\$66.71	\$72.23	+8.27%
June – August	\$87.41	\$81.26	-7.03%
September – November	\$65.08	\$70.82	+8.83%
Total	\$283.97	\$295.93	+4.21%
<i>Campers</i>			
December – February	\$0.27	\$0.22	-18.86%
March – May	\$2.83	\$2.51	-11.29%
June – August	\$14.75	\$14.63	-0.83%
September – November	\$4.87	\$4.80	-1.37%
Total	\$22.72	\$22.16	-2.47%
<i>Visiting Friends/Relatives</i>			
December – February	\$35.60	\$37.36	+4.93%
March – May	\$29.71	\$31.08	+4.62%
June – August	\$59.28	\$59.68	+0.68%
September – November	\$42.92	\$41.69	-2.87%
Total	\$167.52	\$169.81	+1.37%
<i>Day Trippers/Passing Through</i>			
December – February	\$6.78	\$7.47	+10.25%
March – May	\$7.25	\$7.78	+7.26%
June – August	\$10.61	\$9.93	-6.38%
September – November	\$7.27	\$7.85	+7.98%
Total	\$31.90	\$33.03	+3.56%
TOTAL	\$506.11	\$520.94	+2.93%

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	\$72.12	--	\$4.33	\$53.65	\$10.32	\$140.41	\$137.24
Shopping	<u>\$76.38</u>	--	<u>\$6.66</u>	<u>\$64.64</u>	<u>\$11.52</u>	<u>\$159.19</u>	<u>\$155.48</u>
General	32.73	--	3.17	33.29	4.10	73.29	69.88
Traveler	43.65	--	3.49	31.34	7.42	85.90	85.60
Recreation	<u>\$66.06</u>	--	<u>\$5.46</u>	<u>\$36.81</u>	<u>\$8.71</u>	<u>\$117.03</u>	<u>\$114.71</u>
Liquor	7.38	--	0.93	6.95	0.49	15.74	15.78
Historic	6.03	--	0.76	3.01	1.47	11.27	8.80
Sightseeing	4.12	--	0.60	2.30	0.77	7.78	7.57
Event fees	10.32	--	1.34	5.55	1.73	18.95	18.31
Sport fees	8.55	--	0.76	5.74	2.38	17.43	16.55
Cultural event fees	1.48	--	0.11	1.55	0.84	3.97	3.36
Evening entertainment	3.13	--	0.30	4.10	0.20	7.72	8.07
Licenses	0.76	--	0.33	0.56	0.04	1.70	1.77
Lottery	0.21	--	0.04	0.46	0.04	0.75	0.81
Wagering	21.32	--	0.23	4.13	0.70	26.39	27.38
Other	2.75	--	0.06	2.46	0.06	5.33	6.32
Lodging	\$59.51	--	\$2.84	--	--	\$62.35	\$60.55
Ground Transportation	\$21.87	--	\$2.88	\$14.72	\$2.49	\$41.95	\$38.13
Total 2008	\$295.93	--	\$22.16	\$169.81	\$33.03	\$520.94	--
2007 Total	\$283.97	--	\$22.72	\$167.52	\$31.90	--	\$506.11

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	\$30.39	--	\$4.33	\$53.65	\$10.32	\$98.68	\$97.09
Shopping	\$32.21	--	\$6.66	\$64.64	\$11.52	\$115.02	\$112.74
General	13.79	--	3.17	33.29	4.10	54.36	51.65
Traveler	18.41	--	3.49	31.34	7.42	60.66	61.09
Recreation	\$27.81	--	\$5.46	\$36.81	\$8.71	\$78.79	\$77.38
Liquor	3.12	--	0.93	6.95	0.49	11.48	11.53
Historic	2.54	--	0.76	3.01	1.47	7.78	6.08
Sightseeing	1.74	--	0.60	2.30	0.77	5.40	5.27
Event fees	4.33	--	1.34	5.55	1.73	12.96	12.83
Sport fees	3.62	--	0.76	5.74	2.38	12.50	11.89
Cultural event fees	0.62	--	0.11	1.55	0.84	3.12	2.61
Evening entertainment	1.32	--	0.30	4.10	0.20	5.91	6.29
Licenses	0.33	--	0.33	0.56	0.04	1.26	1.33
Lottery	0.09	--	0.04	0.46	0.04	0.63	0.66
Wagering	8.95	--	0.23	4.13	0.70	14.02	14.37
Other	1.16	--	0.06	2.46	0.06	3.74	4.51
Lodging	\$25.12	--	\$2.84	--	--	\$27.96	\$27.07
Ground Transportation	\$9.22	--	\$2.88	\$14.72	\$2.49	\$29.30	\$26.72
Total 2008	\$124.75	--	\$22.16	\$169.81	\$33.03	\$349.76	--
2007 Total	\$118.86	--	\$22.72	\$167.52	\$31.90	--	\$341.01

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>	2008 Total	2007 Total
Food	\$31.64	\$30.34	\$44.61	\$33.82	\$140.41	\$137.24
<u>Shopping</u>	<u>\$35.37</u>	<u>\$33.94</u>	<u>\$51.56</u>	<u>\$38.33</u>	\$159.19	\$155.48
General	16.19	15.41	24.02	17.67	73.29	69.88
Traveler	19.18	18.53	27.54	20.66	85.90	85.60
<u>Recreation</u>	<u>\$26.12</u>	<u>\$25.53</u>	<u>\$37.28</u>	<u>\$28.10</u>	\$117.03	\$114.71
Liquor	3.44	3.29	5.23	3.79	15.74	15.78
Historic	2.47	2.45	3.65	2.70	11.27	8.80
Sightseeing	1.68	1.67	2.57	1.86	7.78	7.57
Event fees	4.13	4.10	6.18	4.54	18.95	18.31
Sport fees	3.87	3.78	5.59	4.18	17.43	16.55
Cultural event fees	0.89	0.85	1.27	0.96	3.97	3.36
Evening entertainment	1.71	1.59	2.55	1.87	7.72	8.07
Licenses	0.32	0.34	0.64	0.40	1.70	1.77
Lottery	0.16	0.15	0.26	0.18	0.75	0.81
Wagering	6.23	6.16	7.65	6.35	26.39	27.38
Other	1.23	1.14	1.67	1.29	5.33	6.32
Lodging	\$14.43	\$14.84	\$18.23	\$14.85	\$62.35	\$60.55
Transportation	\$9.11	\$8.95	\$13.83	\$10.07	\$41.95	\$38.13
Total 2008	\$116.67	\$113.60	\$165.51	\$125.17	\$520.94	--
2007 Total	\$107.43	\$106.49	\$172.05	\$120.14	--	\$506.11

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	\$21.27	\$19.88	\$34.34	\$23.19	\$98.68	\$97.09
Shopping	\$24.39	\$22.86	\$40.69	\$27.08	\$115.02	\$112.74
General	11.49	10.66	19.36	12.85	54.36	51.65
Traveler	12.90	12.20	21.33	14.23	60.66	61.09
Recreation	\$16.62	\$15.94	\$27.88	\$18.36	\$78.79	\$77.38
Liquor	2.38	2.22	4.18	2.70	11.48	11.53
Historic	1.60	1.58	2.79	1.81	7.78	6.08
Sightseeing	1.09	1.08	1.98	1.26	5.40	5.27
Event fees	2.65	2.59	4.71	3.01	12.96	12.83
Sport fees	2.65	2.55	4.37	2.93	12.50	11.89
Cultural event fees	0.68	0.64	1.06	0.74	3.12	2.61
Evening entertainment	1.26	1.14	2.11	1.40	5.91	6.29
Licenses	0.21	0.23	0.53	0.29	1.26	1.33
Lottery	0.13	0.12	0.23	0.15	0.63	0.66
Wagering	3.15	3.06	4.62	3.19	14.02	14.37
Other	0.83	0.74	1.28	0.88	3.74	4.51
Lodging	\$5.88	\$6.22	\$9.76	\$6.09	\$27.96	\$27.07
Transportation	\$5.97	\$5.78	\$10.72	\$6.84	\$29.30	\$26.72
Total 2008	\$74.12	\$70.68	\$123.38	\$81.58	\$349.76	--
2007 Total	\$67.28	\$67.15	\$128.25	\$78.33	--	\$341.01

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	861,562	857,086	-0.52%
Campgrounds	166,623	146,497	-12.08%
Private homes (staying with friends and relatives)	726,084	706,964	-2.63%
Total	1,754,268	1,710,547	-2.49%

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	80	81	+1.25%
Rooms	4,694	4,863	+3.60%
Available room-nights	1,618,068	1,690,794	+4.49%
<i>Campgrounds</i>			
Properties	23	23	--
Sites	2,165	2,212	+2.17%
Available site-nights	379,652	384,734	+1.34%

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	393,895	421,144	+6.92%
March - May	404,634	422,873	+4.51%
June - August	418,682	422,293	+0.86%
September - November	400,857	424,484	+5.89%
Total	1,618,068	1,690,794	+4.49%
<i>Occupied rooms/units:</i>			
December - February	173,560	186,234	+7.30%
March - May	187,379	193,508	+3.27%
June - August	252,417	224,585	-11.03%
September - November	176,796	187,166	+5.87%
Total	790,151	791,494	+0.17%
Campgrounds			
<i>Available sites:</i>			
December - February	39,966	34,697	-13.18%
March - May	81,325	78,792	-3.11%
June - August	145,131	147,736	+1.80%
September - November	113,230	123,508	+9.08%
Total	379,652	384,734	+1.34%
<i>Occupied sites:</i>			
December - February	1,446	1,335	-7.69%
March - May	18,677	14,953	-19.94%
June - August	77,861	71,806	-7.78%
September - November	28,181	26,703	-5.24%
Total	126,166	114,798	-9.01%

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	45%	41%	42%	54%	41%	45%
Business	39%	42%	40%	35%	42%	40%
Meetings/conventions	15%	17%	18%	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	\$27.96	\$5.88	\$6.22	\$9.76	\$6.09	\$27.07
Business	\$24.46	\$5.96	\$5.94	\$6.40	\$6.16	\$23.78
Meetings/conventions	\$9.59	\$2.50	\$2.60	\$1.98	\$2.52	\$9.36
Total	\$62.01	\$14.35	\$14.76	\$18.13	\$14.77	\$60.21

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*	\$68.86	\$60.18	\$68.39	\$74.58	\$73.64	\$65.57
Average occupancy*	47%	44%	46%	53%	44%	49%
Total available room-nights	1,690,794	421,144	422,873	422,293	424,484	1,618,068
Total occupied room-nights	791,494	186,234	193,508	224,585	187,166	790,151

*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	2.24	2.22	1.98	2.50	2.32	2.15
Average length of stay	2.13	2.10	1.90	2.25	2.30	2.14

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	42%	41%	41%	49%	39%	42%
Business	41%	42%	41%	39%	44%	42%
Meetings/conventions	16%	17%	18%	12%	18%	16%
Guest Origin:						
<u>Out of State</u>	<u>29%</u>	<u>30%</u>	<u>23%</u>	<u>24%</u>	<u>38%</u>	<u>22%</u>
U.S.	27%	26%	23%	23%	37%	20%
Canada	1%	4%	1%	--	1%	2%
Other Foreign	*	1%	--	1%	*	1%
Wisconsin	72%	70%	77%	76%	62%	78%

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

* Less than 0.5%

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	42%	41%	41%	49%	39%	42%
Business	41%	42%	41%	39%	44%	42%
Meetings/conventions	16%	17%	18%	12%	18%	16%
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	\$25.12	\$5.85	\$5.90	\$7.89	\$5.48	\$24.15
Business	\$24.46	\$5.96	\$5.94	\$6.40	\$6.16	\$23.78
Meetings/conventions	\$9.59	\$2.50	\$2.60	\$1.98	\$2.52	\$9.36
Total	\$59.17	\$14.32	\$14.43	\$16.26	\$14.15	\$57.29

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

CAMPGROUNDS

Site 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*	\$19.53	\$25.00	\$18.30	\$13.61	\$18.22	\$17.62
Average occupancy*	30%	4%	19%	49%	22%	33%
Total available site nights	384,734	34,697	78,792	147,736	123,508	379,652
Total occupied site nights	114,798	1,335	14,953	71,806	26,703	126,166

*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	3.81	4.00	3.96	4.00	3.14	3.75
Average length of stay	2.96	3.00	2.92	4.00	2.42	2.56

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>	16%	20%	8%	--	20%	<u>12%</u>
U.S.	16%	20%	8%	--	20%	12%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	84%	80%	92%	--	80%	88%

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	\$2.84	\$0.03	\$0.32	\$1.87	\$0.62	\$2.92
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$2.84	\$0.03	\$0.32	\$1.87	\$0.62	\$2.92