

**TRAVELER EXPENDITURES
IN WISCONSIN**

Rock 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	78%	74%	72%	84%	79%	78%
Business	16%	18%	20%	11%	17%	16%
Meetings/conventions	6%	8%	8%	5%	5%	6%
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	\$185.87	\$36.12	\$38.17	\$73.12	\$38.46	\$182.32
Business	\$37.54	\$8.77	\$10.90	\$9.61	\$8.26	\$36.82
Meetings/conventions	\$14.26	\$3.76	\$4.19	\$4.03	\$2.27	\$14.10
Total	\$237.67	\$48.65	\$53.26	\$86.76	\$49.00	\$21.88

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	\$22.95	\$24.91	+8.54%
March – May	\$28.86	\$29.92	+3.67%
June – August	\$35.87	\$35.76	-0.30%
September – November	\$20.86	\$20.12	-3.54%
Total	\$108.53	\$110.71	+2.01%
<i>Campers</i>			
December – February	--	--	--
March – May	\$2.38	\$2.41	+1.38%
June – August	\$11.03	\$12.30	+11.51%
September – November	\$3.32	\$2.89	-12.82%
Total	\$16.72	\$17.61	+5.30%
<i>Visiting Friends/Relatives</i>			
December – February	\$20.19	\$21.14	+4.69%
March – May	\$16.84	\$17.58	+4.38%
June – August	\$33.61	\$33.76	+0.43%
September – November	\$24.33	\$23.58	-3.09%
Total	\$94.98	\$96.05	+1.12%
<i>Day Trippers/Passing Through</i>			
December – February	\$2.40	\$2.60	+8.36%
March – May	\$3.24	\$3.35	+3.54%
June – August	\$4.83	\$4.95	+2.38%
September – November	\$2.52	\$2.40	-4.72%
Total	\$13.00	\$13.30	+2.32%
TOTAL	\$233.24	\$237.67	+1.90%

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	\$26.98	--	\$3.44	\$30.35	\$4.15	\$64.92	\$64.20
<u>Shopping</u>	<u>\$28.57</u>	--	<u>\$5.29</u>	<u>\$36.56</u>	<u>\$4.64</u>	<u>\$75.06</u>	<u>\$73.81</u>
General	12.24	--	2.52	18.83	1.65	35.25	33.71
Traveler	16.33	--	2.77	17.73	2.99	39.82	40.10
<u>Recreation</u>	<u>\$24.72</u>	--	<u>\$4.34</u>	<u>\$20.82</u>	<u>\$3.51</u>	<u>\$53.38</u>	<u>\$52.97</u>
Liquor	2.76	--	0.74	3.93	0.20	7.63	7.69
Historic	2.26	--	0.60	1.70	0.59	5.15	4.05
Sightseeing	1.54	--	0.48	1.30	0.31	3.63	3.57
Event fees	3.86	--	1.07	3.14	0.70	8.77	8.62
Sport fees	3.20	--	0.61	3.24	0.96	8.01	7.74
Cultural event fees	0.55	--	0.08	0.88	0.34	1.85	1.61
Evening entertainment	1.17	--	0.24	2.32	0.08	3.80	4.03
Licenses	0.28	--	0.26	0.32	0.02	0.88	0.91
Lottery	0.08	--	0.04	0.26	0.01	0.39	0.41
Wagering	7.98	--	0.19	2.33	0.28	10.79	11.34
Other	1.03	--	0.05	1.39	0.02	2.49	3.01
Lodging	\$22.26	--	\$2.26	--	--	\$24.51	\$24.16
Ground Transportation	\$8.18	--	\$2.29	\$8.32	\$1.00	\$19.79	\$18.10
Total 2008	\$110.71	--	\$17.61	\$96.05	\$13.30	\$237.67	--
2007 Total	\$108.53	--	\$16.72	\$94.98	\$13.00	--	\$233.24

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	\$14.35	--	\$3.44	\$30.35	\$4.15	\$52.29	\$51.82
Shopping	\$15.21	--	\$5.29	\$36.56	\$4.64	\$61.70	\$60.63
General	6.51	--	2.52	18.83	1.65	29.52	28.09
Traveler	8.69	--	2.77	17.73	2.99	32.18	32.54
Recreation	\$13.14	--	\$4.34	\$20.82	\$3.51	\$41.80	\$41.46
Liquor	1.47	--	0.74	3.93	0.20	6.34	6.38
Historic	1.20	--	0.60	1.70	0.59	4.10	3.21
Sightseeing	0.82	--	0.48	1.30	0.31	2.91	2.86
Event fees	2.05	--	1.07	3.14	0.70	6.96	6.93
Sport fees	1.71	--	0.61	3.24	0.96	6.52	6.30
Cultural event fees	0.29	--	0.08	0.88	0.34	1.59	1.38
Evening entertainment	0.62	--	0.24	2.32	0.08	3.25	3.48
Licenses	0.15	--	0.26	0.32	0.02	0.75	0.77
Lottery	0.04	--	0.04	0.26	0.01	0.35	0.37
Wagering	4.23	--	0.19	2.33	0.28	7.04	7.33
Other	0.55	--	0.05	1.39	0.02	2.01	2.45
Lodging	\$11.86	--	\$2.26	--	--	\$14.11	\$13.83
Ground Transportation	\$4.35	--	\$2.29	\$8.32	\$1.00	\$15.96	\$14.58
Total 2008	\$58.91	--	\$17.61	\$96.05	\$13.30	\$185.87	--
2007 Total	\$57.62	--	\$16.72	\$94.98	\$13.00	--	\$182.32

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	\$13.57	\$14.36	\$23.32	\$13.67	\$64.92	\$64.20
<u>Shopping</u>	<u>\$15.37</u>	<u>\$16.31</u>	<u>\$27.50</u>	<u>\$15.88</u>	<u>\$75.06</u>	<u>\$73.81</u>
General	7.22	7.52	12.95	7.56	35.25	33.71
Traveler	8.16	8.79	14.56	8.31	39.82	40.10
<u>Recreation</u>	<u>\$10.84</u>	<u>\$11.97</u>	<u>\$19.62</u>	<u>\$10.95</u>	<u>\$53.38</u>	<u>\$52.97</u>
Liquor	1.52	1.61	2.86	1.62	7.63	7.69
Historic	1.00	1.15	1.97	1.03	5.15	4.05
Sightseeing	0.69	0.80	1.40	0.73	3.63	3.57
Event fees	1.70	1.94	3.35	1.77	8.77	8.62
Sport fees	1.62	1.78	2.96	1.65	8.01	7.74
Cultural event fees	0.39	0.41	0.67	0.39	1.85	1.61
Evening entertainment	0.79	0.79	1.39	0.83	3.80	4.03
Licenses	0.13	0.17	0.39	0.18	0.88	0.91
Lottery	0.08	0.08	0.15	0.09	0.39	0.41
Wagering	2.37	2.69	3.62	2.11	10.79	11.34
Other	0.55	0.54	0.86	0.54	2.49	3.01
Lodging	\$5.00	\$6.32	\$8.78	\$4.42	\$24.51	\$24.16
Transportation	\$3.86	\$4.30	\$7.54	\$4.09	\$19.79	\$18.10
Total 2008	\$48.65	\$53.26	\$86.76	\$49.00	\$237.67	--
2007 Total	\$45.54	\$51.32	\$85.34	\$51.04	--	\$233.24

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>	2008 Total	2007 Total
Food	\$10.51	\$10.68	\$20.00	\$11.10	\$52.29	\$51.82
<u>Shopping</u>	<u>\$12.14</u>	<u>\$12.41</u>	<u>\$23.98</u>	<u>\$13.16</u>	\$61.70	\$60.63
General	5.83	5.85	11.44	6.40	29.52	28.09
Traveler	6.31	6.56	12.54	6.76	32.18	32.54
<u>Recreation</u>	<u>\$8.04</u>	<u>\$8.60</u>	<u>\$16.57</u>	<u>\$8.59</u>	\$41.80	\$41.46
Liquor	1.21	1.24	2.52	1.36	6.34	6.38
Historic	0.75	0.85	1.69	0.82	4.10	3.21
Sightseeing	0.52	0.59	1.21	0.59	2.91	2.86
Event fees	1.27	1.41	2.87	1.40	6.96	6.93
Sport fees	1.26	1.35	2.56	1.35	6.52	6.30
Cultural event fees	0.32	0.33	0.60	0.34	1.59	1.38
Evening entertainment	0.66	0.63	1.24	0.72	3.25	3.48
Licenses	0.10	0.14	0.36	0.15	0.75	0.77
Lottery	0.07	0.07	0.14	0.08	0.35	0.37
Wagering	1.46	1.60	2.64	1.34	7.04	7.33
Other	0.43	0.40	0.74	0.44	2.01	2.45
Lodging	\$2.49	\$3.29	\$6.04	\$2.30	\$14.11	\$13.83
Transportation	\$2.94	\$3.19	\$6.53	\$3.31	\$15.96	\$14.58
Total 2008	\$36.12	\$38.17	\$73.12	\$38.46	\$185.87	
2007 Total	\$34.26	\$36.72	\$71.49	\$39.86	--	\$182.32

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	256,568	257,175	+0.24%
Campgrounds	107,675	105,208	-2.29%
Private homes (staying with friends and relatives)	411,646	399,837	-2.87%
Total	775,889	762,221	-1.76%

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	29	31	+6.90%
Rooms	1,434	1,447	+0.91%
Available room-nights	491,536	495,908	+0.89%
<i>Campgrounds</i>			
Properties	6	6	--
Sites	1,484	1,584	+6.74%
Available site-nights	187,114	199,192	+6.45%

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	121,217	122,658	+1.19%
March - May	122,745	123,506	+0.62%
June - August	126,858	127,956	+0.87%
September - November	120,717	121,787	+0.89%
Total	491,536	495,908	+0.89%
<i>Occupied rooms/units:</i>			
December - February	58,470	60,855	+4.08%
March - May	68,730	69,347	+0.90%
June - August	84,743	83,843	-1.06%
September - November	59,216	55,345	-6.54%
Total	271,159	269,391	-0.65%
Campgrounds			
<i>Available sites:</i>			
December - February	--	--	--
March - May	37,800	40,928	+8.28%
June - August	88,900	95,031	+6.90%
September - November	60,414	63,233	+4.67%
Total	187,114	199,192	+6.45%
<i>Occupied sites:</i>			
December - February	--	--	--
March - May	12,036	11,742	-2.44%
June - August	48,216	51,970	+7.78%
September - November	16,264	14,296	-12.10%
Total	76,516	78,007	+1.95%

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	58%	50%	52%	69%	52%	58%
Business	31%	35%	35%	22%	38%	31%
Meetings/conventions	11%	15%	13%	9%	10%	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	\$14.11	\$2.49	\$3.29	\$6.04	\$2.30	\$13.83
Business	\$7.54	\$1.76	\$2.19	\$1.93	\$1.66	\$7.46
Meetings/conventions	\$2.73	\$0.73	\$0.81	\$0.77	\$0.43	\$2.73
Total	\$24.38	\$4.97	\$6.29	\$8.74	\$4.39	\$24.02

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*	\$73.34	\$71.12	\$77.70	\$73.31	\$71.74	\$71.80
Average occupancy*	54%	50%	56%	66%	45%	55%
Total available room-nights	495,908	122,658	123,506	127,956	121,787	491,536
Total occupied room-nights	269,391	60,855	69,347	83,843	55,345	271,159

*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	1.84	1.86	1.90	1.81	1.74	1.73
Average length of stay	1.79	1.65	2.30	1.67	1.44	1.98

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	54%	50%	50%	62%	48%	53%
Business	34%	35%	37%	27%	41%	34%
Meetings/conventions	12%	15%	14%	11%	11%	12%
Guest Origin:						
<u>Out of State</u>	<u>53%</u>	<u>50%</u>	<u>76%</u>	--	<u>42%</u>	<u>55%</u>
U.S.	48%	46%	59%	--	42%	49%
Canada	2%	2%	4%	--	--	3%
Other Foreign	4%	2%	13%	--	--	3%
Wisconsin	47%	50%	24%	--	58%	45%

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	54%	50%	50%	52%	48%	53%
Business	34%	35%	37%	27%	41%	34%
Meetings/conventions	12%	15%	14%	11%	11%	12%
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	\$11.86	\$2.49	\$2.98	\$4.46	\$1.93	\$11.69
Business	\$7.54	\$1.76	\$2.19	\$1.93	\$1.66	\$7.46
Meetings/conventions	\$2.73	\$0.73	\$0.81	\$0.77	\$0.43	\$2.73
Total	\$22.13	\$4.97	\$5.98	\$7.16	\$4.02	\$21.88

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*	\$36.94	--	\$32.90	\$40.59	\$15.00	\$36.15
Average occupancy*	39%	--	29%	55%	23%	41%
Total available site nights	199,192	--	40,928	95,031	63,233	187,114
Total occupied site nights	78,007	--	11,742	51,970	14,296	76,516

*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	3.84	--	4.00	4.00	2.00	3.82
Average length of stay	3.06	--	4.00	3.00	1.00	3.12

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>20%</u>	--	--	--	<u>20%</u>	<u>61%</u>
U.S.	20%	--	--	--	20%	58%
Canada	--	--	--	--	--	3%
Other Foreign	--	--	--	--	--	--
Wisconsin	80%	--	--	--	80%	39%

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*****					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%
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	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	\$2.26	--	\$0.31	\$1.58	\$0.37	\$2.15
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$2.26	--	\$0.31	\$1.58	\$0.37	\$2.15