

**TRAVELER EXPENDITURES
IN WISCONSIN**

SOUTHWEST - CENTRAL RURAL REGION

CALENDAR YEAR 2008

April 2009

Prepared for:

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Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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 Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

Traveler Expenditure Percentages 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	79%	71%	73%	85%	78%	79%
Business	14%	20%	17%	11%	14%	14%
Meetings/conventions	7%	10%	10%	5%	9%	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*****					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	\$1003.36	\$141.56	\$181.74	\$473.97	\$206.09	\$959.98
Business	\$176.20	\$39.55	\$41.41	\$58.86	\$36.38	\$167.90
Meetings/conventions	\$93.73	\$19.07	\$24.80	\$27.09	\$22.76	\$85.89
Total	\$1273.29	\$200.19	\$247.94	\$559.92	\$265.23	\$1213.77

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

Wisconsin's Southwest - Central Rural Region

3

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

Traveler Expenditures By Season and Market Segment2007 vs. 2008
(\$ Millions)

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotel/Motel/Resort /B&Bs Guests			
December – February	\$85.89	\$102.54	+19.39%
March – May	\$113.39	\$126.30	+11.38%
June – August	\$195.34	\$216.30	+10.73%
September – November	\$114.47	\$111.83	-2.31%
Total	\$509.09	\$556.97	+9.41%
Cabin/Cottage/Condominium Guests			
December – February	\$8.07	\$5.77	-28.48%
March – May	\$9.47	\$10.34	+9.19%
June – August	\$39.96	\$45.25	+13.25%
September – November	\$12.76	\$11.63	-8.87%
Total	\$70.26	\$73.00	+3.89%
Campers			
December – February	\$4.47	\$7.85	+75.58%
March – May	\$25.56	\$25.77	+0.82%
June – August	\$123.79	\$128.61	+3.89%
September – November	\$42.86	\$33.61	-21.59%
Total	\$196.68	\$195.84	-0.43%
Visiting Friends/Relatives			
December – February	\$70.22	\$72.40	+3.11%
March – May	\$67.24	\$69.30	+3.06%
June – August	\$129.61	\$130.84	+0.95%
September – November	\$93.25	\$92.49	-0.81%
Total	\$360.33	\$365.04	+1.31%
Day Trippers/Passing Through			
December – February	\$9.84	\$11.62	+18.09%
March – May	\$14.82	\$16.24	+9.57%
June – August	\$35.78	\$38.92	+8.76%
September – November	\$16.97	\$15.67	-7.64%
Total	\$77.41	\$82.45	+6.51%
TOTAL	\$1,213.77	\$1,273.29	+4.90%

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

Wisconsin's Southwest - Central Rural Region

4

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	\$135.79	\$16.45	\$38.23	\$114.49	\$25.75	\$330.71	\$317.45
<u>Shopping</u>	<u>\$143.70</u>	<u>\$20.04</u>	<u>\$58.87</u>	<u>\$139.99</u>	<u>\$28.74</u>	\$391.34	\$377.86
General	61.60	7.92	28.04	73.16	10.22	180.95	171.07
Traveler	82.10	12.12	30.82	66.83	18.52	210.39	206.80
<u>Recreation</u>	<u>\$124.48</u>	<u>\$12.74</u>	<u>\$48.23</u>	<u>\$77.34</u>	<u>\$21.75</u>	\$284.55	\$271.93
Liquor	13.87	2.42	8.23	14.70	1.21	40.42	40.14
Historic	11.36	1.13	6.68	5.85	3.68	28.69	21.54
Sightseeing	7.74	1.33	5.31	5.00	1.91	21.29	20.24
Event fees	19.49	0.85	11.85	10.77	4.33	47.30	45.44
Sport fees	16.04	3.43	6.76	12.77	5.93	44.93	41.23
Cultural event fees	2.78	0.23	0.94	2.96	2.09	9.01	7.49
Evening entertainment	5.90	0.42	2.62	8.62	0.49	18.05	18.89
Licenses	1.39	1.15	2.88	1.74	0.11	7.27	7.50
Lottery	0.39	0.07	0.39	1.01	0.09	1.95	2.09
Wagering	40.32	1.01	2.08	9.60	1.76	54.76	54.76
Other	5.18	0.71	0.51	4.33	0.15	10.88	12.60
Lodging	\$111.84	\$18.22	\$25.09	--	--	\$155.15	\$145.99
Ground Transportation	\$41.16	\$5.55	\$25.42	\$33.21	\$6.21	\$111.55	\$100.54
Total 2008	\$556.97	\$73.00	\$195.84	\$365.04	\$82.45	\$1,273.29	--
2007 Total	\$509.09	\$70.26	\$196.68	\$360.33	\$77.41	--	\$1,213.77

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

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

**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	\$71.18	\$15.35	\$38.23	\$114.49	\$25.75	\$264.99	\$255.81
<u>Shopping</u>	<u>\$75.32</u>	<u>\$18.69</u>	<u>\$58.87</u>	<u>\$139.99</u>	<u>\$28.74</u>	<u>\$321.62</u>	<u>\$312.03</u>
General	32.29	7.39	28.04	73.16	10.22	151.11	143.08
Traveler	43.03	11.30	30.82	66.83	18.52	170.51	168.95
<u>Recreation</u>	<u>\$65.25</u>	<u>\$11.88</u>	<u>\$48.23</u>	<u>\$77.34</u>	<u>\$21.75</u>	<u>\$224.46</u>	<u>\$214.89</u>
Liquor	7.27	2.25	8.23	14.70	1.21	33.66	33.58
Historic	5.96	1.06	6.68	5.85	3.68	23.21	17.40
Sightseeing	4.06	1.24	5.31	5.00	1.91	17.52	16.70
Event fees	10.22	0.80	11.85	10.77	4.33	37.97	37.15
Sport fees	8.41	3.20	6.76	12.77	5.93	37.06	34.00
Cultural event fees	1.46	0.22	0.94	2.96	2.09	7.67	6.35
Evening entertainment	3.09	0.39	2.62	8.62	0.49	15.22	16.18
Licenses	0.73	1.07	2.88	1.74	0.11	6.53	6.75
Lottery	0.20	0.06	0.39	1.01	0.09	1.76	1.86
Wagering	21.14	0.94	2.08	9.60	1.76	35.51	35.12
Other	2.72	0.66	0.51	4.33	0.15	8.36	9.80
Lodging	\$58.62	\$17.00	\$25.09	--	--	\$100.71	\$94.26
Ground Transportation	\$21.57	\$5.18	\$25.42	\$33.21	\$6.21	\$91.59	\$82.99
Total 2008	\$291.95	\$68.10	\$195.84	\$365.04	\$82.45	\$1,003.36	--
2007 Total	\$261.37	\$64.20	\$196.68	\$360.33	\$77.41	--	\$959.98

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

Wisconsin's Southwest - Central Rural Region

6

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	\$54.25	\$64.93	\$141.21	\$70.32	\$330.71	\$317.45
<u>Shopping</u>	<u>\$62.12</u>	<u>\$75.44</u>	<u>\$170.66</u>	<u>\$83.12</u>	<u>\$391.34</u>	<u>\$377.86</u>
General	28.90	34.73	78.35	38.98	180.95	171.07
Traveler	33.22	40.71	92.32	44.14	210.39	206.80
<u>Recreation</u>	<u>\$44.43</u>	<u>\$55.29</u>	<u>\$125.85</u>	<u>\$58.97</u>	<u>\$284.55</u>	<u>\$271.93</u>
Liquor	6.18	7.59	18.12	8.53	40.42	40.14
Historic	4.18	5.43	13.31	5.77	28.69	21.54
Sightseeing	3.00	3.97	10.01	4.31	21.29	20.24
Event fees	6.99	8.96	21.75	9.60	47.30	45.44
Sport fees	6.82	8.62	20.18	9.30	44.93	41.23
Cultural event fees	1.49	1.75	3.88	1.89	9.01	7.49
Evening entertainment	3.02	3.47	7.59	3.97	18.05	18.89
Licenses	0.77	1.22	3.83	1.44	7.27	7.50
Lottery	0.30	0.36	0.86	0.43	1.95	2.09
Wagering	9.67	11.75	21.94	11.40	54.76	54.76
Other	2.00	2.17	4.38	2.33	10.88	12.60
Lodging	\$23.04	\$31.24	\$71.20	\$29.66	\$155.15	\$145.99
Transportation	\$16.35	\$21.04	\$51.00	\$23.16	\$111.55	\$100.54
Total 2008	\$200.19	\$247.94	\$559.92	\$265.23	\$1,273.29	--
2007 Total	\$178.49	\$230.48	\$524.49	\$280.31	--	\$1,213.77

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

Wisconsin's Southwest - Central Rural Region

7

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	\$39.99	\$48.82	\$120.28	\$55.91	\$264.99	\$255.81
<u>Shopping</u>	<u>\$46.97</u>	<u>\$58.33</u>	<u>\$148.46</u>	<u>\$67.86</u>	<u>\$321.62</u>	<u>\$312.03</u>
General	22.42	27.41	68.84	32.44	151.11	143.08
Traveler	24.55	30.92	79.62	35.42	170.51	168.95
<u>Recreation</u>	<u>\$31.41</u>	<u>\$40.56</u>	<u>\$106.72</u>	<u>\$45.77</u>	<u>\$224.46</u>	<u>\$214.89</u>
Liquor	4.71	5.93	15.96	7.05	33.66	33.58
Historic	3.00	4.09	11.57	4.56	23.21	17.40
Sightseeing	2.18	3.04	8.81	3.49	17.52	16.70
Event fees	4.97	6.68	18.78	7.53	37.97	37.15
Sport fees	5.11	6.69	17.68	7.60	37.06	34.00
Cultural event fees	1.20	1.42	3.45	1.60	7.67	6.35
Evening entertainment	2.41	2.78	6.69	3.35	15.22	16.18
Licenses	0.61	1.04	3.60	1.29	6.53	6.75
Lottery	0.26	0.31	0.79	0.39	1.76	1.86
Wagering	5.52	7.04	15.81	7.13	35.51	35.12
Other	1.45	1.55	3.58	1.78	8.36	9.80
Lodging	\$11.18	\$17.88	\$53.86	\$17.78	\$100.71	\$94.26
Transportation	\$12.02	\$16.14	\$44.64	\$18.79	\$91.59	\$82.99
Total 2008	\$141.56	\$181.74	\$473.97	\$206.09	\$1,003.36	--
2007 Total	\$126.49	\$169.57	\$447.01	\$216.92	--	\$959.98

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

Wisconsin's Southwest - Central Rural Region

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8

Overnight Person-Visits By Type of Accommodation

2007 vs. 2008

	<u>2007</u>	<u>2008</u>	<u>% Change</u>
Hotels/motels/resorts/B&Bs	1,393,959	1,398,154	+0.30%
Cabins/cottages/condominiums	379,702	362,904	-4.42%
Campgrounds	1,383,532	1,302,705	-5.84%
Private homes (staying with friends and relatives)	1,592,841	1,558,209	-2.17%
Total	4,750,033	4,621,972	-2.70%

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Wisconsin's Southwest - Central Rural Region

9

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
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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	285	271	-4.91%
Rooms	7,946	7,913	-0.42%
Available room-nights	2,631,336	2,641,048	+0.37%
<i>Cabins/Cottages/Condominiums</i>			
Properties	132	130	-1.52%
Units	1,780	1,770	-0.56%
Available unit-nights	452,215	457,132	+1.09%
<i>Campgrounds</i>			
Properties	185	185	--
Sites	18,879	18,734	-0.77%
Available site-nights	3,003,796	2,946,417	-1.91%

Wisconsin's Southwest - Central Rural Region

10

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	611,123	617,775	+1.09%
March - May	654,533	659,186	+0.71%
June - August	711,244	714,624	+0.48%
September - November	654,436	649,463	-0.76%
Total	2,631,336	2,641,048	+0.37%
<i>Occupied rooms/units:</i>			
December - February	229,523	246,264	+7.29%
March - May	293,523	302,884	+3.19%
June - August	456,576	443,580	-2.85%
September - November	290,146	273,415	-5.77%
Total	1,269,768	1,266,142	-0.29%
Cabins/Cottages/Condominiums			
<i>Available units:</i>			
December - February	73,408	82,293	+12.10%
March - May	105,399	108,966	+3.38%
June - August	147,483	152,713	+3.55%
September - November	125,925	113,160	-10.14%
Total	452,215	457,132	+1.09%
<i>Occupied units:</i>			
December - February	19,402	12,201	-37.11%
March - May	26,149	26,980	+3.18%
June - August	84,055	87,876	+4.55%
September - November	27,272	20,505	-24.81%
Total	156,878	147,562	-5.94%
Campgrounds			
<i>Available sites:</i>			
December - February	384,114	379,936	-1.09%
March - May	670,817	657,460	-1.99%
June - August	1,090,194	1,061,233	-2.66%
September - November	858,671	847,788	-1.27%
Total	3,003,796	2,946,417	-1.91%
<i>Occupied sites:</i>			
December - February	17,781	51,336	+188.71%
March - May	145,159	133,097	-8.31%
June - August	573,514	571,187	-0.41%
September - November	217,356	173,690	-20.09%
Total	953,811	929,310	-2.57%

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	65%	49%	57%	76%	60%	65%
Business	23%	35%	27%	17%	25%	23%
Meetings/conventions	12%	17%	16%	8%	15%	12%
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	\$100.71	\$11.18	\$17.88	\$53.86	\$17.78	\$94.26
Business	\$35.54	\$8.02	\$8.34	\$11.87	\$7.31	\$34.27
Meetings/conventions	\$18.76	\$3.81	\$4.99	\$5.42	\$4.55	\$17.35
Total	\$155.01	\$23.01	\$31.21	\$71.15	\$29.64	\$145.88

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Wisconsin's Southwest - Central Rural Region

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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*	\$86.11	\$96.18	\$86.65	\$80.51	\$73.40	\$78.01
Average occupancy*	48%	40%	46%	62%	42%	48%
Total available room-nights	2,641,048	617,775	659,186	714,624	649,463	2,631,336
Total occupied room-nights	1,266,142	246,264	302,884	443,580	273,415	1,269,768

*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	2.45	2.70	2.49	2.53	1.81	2.52
Average length of stay	2.25	2.44	2.42	1.96	1.95	2.07

Wisconsin's Southwest - Central Rural Region

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Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	52%	44%	49%	61%	47%	51%
Business	31%	37%	32%	27%	32%	32%
Meetings/conventions	16%	18%	19%	12%	20%	17%
Guest Origin:						
<u>Out of State</u>	<u>41%</u>	<u>38%</u>	<u>38%</u>	<u>49%</u>	<u>38%</u>	<u>41%</u>
U.S.	39%	38%	38%	45%	35%	40%
Canada	1%	*	*	1%	3%	1%
Other Foreign	1%	--	*	3%	*	--
Wisconsin	59%	62%	62%	51%	62%	59%

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

* Less than 0.5%

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	52%	44%	49%	61%	47%	51%
Business	31%	37%	32%	27%	32%	32%
Meetings/conventions	16%	18%	19%	12%	20%	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	\$58.62	\$9.15	\$12.34	\$26.51	\$10.62	\$52.98
Business	\$34.71	\$7.63	\$8.21	\$11.61	\$7.27	\$33.02
Meetings/conventions	\$18.37	\$3.79	\$4.78	\$5.26	\$4.55	\$17.08
Total	\$111.71	\$20.57	\$25.33	\$43.38	\$22.43	\$103.08

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

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

CABINS/COTTAGES/CONDOMINIUMS

Unit 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 unit rates*	\$96.19	\$106.90	\$89.60	\$102.89	\$89.61	\$89.95
Average occupancy*	32%	15%	25%	58%	18%	35%
Total available unit nights	457,132	82,293	108,966	152,713	113,160	452,215
Total occupied unit nights	147,562	12,201	26,980	87,876	20,505	156,878

*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*****					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	4.08	5.38	3.84	4.13	3.99	4.46
Average length of stay	3.12	2.00	3.18	3.17	3.20	3.30

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	93%	71%	87%	96%	98%	91%
Business	5%	27%	5%	2%	2%	7%
Meetings/conventions	2%	2%	8%	1%	--	2%
Guest Origin:						
<u>Out of State</u>	<u>32%</u>	<u>22%</u>	<u>37%</u>	<u>29%</u>	<u>34%</u>	<u>37%</u>
U.S.	32%	22%	37%	29%	34%	37%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	68%	78%	63%	71%	66%	63%

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

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	93%	71%	87%	96%	98%	91%
Business	5%	27%	5%	2%	2%	7%
Meetings/conventions	2%	2%	8%	1%	--	2%
Total	100%	100%	100%	100%	100%	100%

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

**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	\$17.00	\$1.03	\$2.24	\$10.88	\$2.85	\$16.04
Business	\$0.83	\$0.39	\$0.12	\$0.27	\$0.05	\$1.25
Meetings/conventions	\$0.39	\$0.02	\$0.22	\$0.15	--	\$0.27
Total	\$18.22	\$1.44	\$2.58	\$11.30	\$2.90	\$17.56

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

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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*	\$22.15	\$6.61	\$19.29	\$29.00	\$24.92	\$24.54
Average occupancy*	32%	14%	20%	54%	20%	32%
Total available site nights	2,946,417	379,936	657,460	1,061,233	847,788	3,003,796
Total occupied site nights	929,310	51,336	133,097	571,187	173,690	953,811

*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	4.29	1.42	5.60	3.94	4.86	4.70
Average length of stay	2.63	1.08	2.98	3.15	2.44	2.69

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa, Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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>	35%	43%	36%	34%	30%	32%
U.S.	35%	43%	36%	34%	30%	32%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	65%	57%	64%	66%	70%	68%

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

Wisconsin's Southwest - Central Rural Region

Buffalo, Pepin, Trempealeau, Jackson, Monroe, Vernon, Crawford, Richland, Grant, Iowa,
Lafayette, Green, Columbia, Green Lake, Adams, Juneau, Marquette, Waushara

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	\$25.09	\$1.01	\$3.30	\$16.47	\$4.31	\$25.23
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$25.09	\$1.01	\$3.30	\$16.47	\$4.31	\$25.23