

**TRAVELER EXPENDITURES
IN WISCONSIN**

**South East Urban: Milwaukee, Waukesha,
Racine, and Kenosha**

CALENDAR YEAR 2008

April 2009

Prepared for:

Wisconsin Department of Tourism
201 West Washington Avenue
Madison, Wisconsin 53703

Prepared by:

Davidson-Peterson Associates
A Division of Digital Research, Inc.
201 Lafayette Center
Kennebunk, Maine 04043

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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 South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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	60%	60%	54%	64%	58%	60%
Business	25%	26%	29%	22%	25%	25%
Meetings/conventions	15%	14%	17%	14%	17%	15%
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	\$1,722.37	\$343.64	\$339.82	\$632.82	\$406.09	\$1,673.22
Business	\$720.46	\$148.34	\$180.80	\$217.07	\$174.25	\$707.74
Meetings/conventions	\$438.96	\$77.03	\$109.43	\$135.12	\$117.38	\$418.80
Total	\$2,881.80	\$569.01	\$630.05	\$985.02	\$697.72	\$2,799.76

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	\$292.58	\$310.04	+5.97%
March – May	\$376.59	\$398.27	+5.76%
June – August	\$519.71	\$552.43	+6.30%
September – November	\$404.14	\$400.63	-0.87%
Total	\$1,593.03	\$1,661.35	+4.29%
<i>Campers</i>			
December – February	\$0.04	\$0.05	+26.58%
March – May	\$3.77	\$2.61	-30.65%
June – August	\$14.91	\$14.48	-2.86%
September – November	\$3.39	\$3.98	+17.29%
Total	\$22.11	\$21.12	-4.46%
<i>Visiting Friends/Relatives</i>			
December – February	\$215.87	\$225.43	+4.43%
March – May	\$178.74	\$186.15	+4.15%
June – August	\$357.43	\$357.79	+0.10%
September – November	\$258.86	\$249.76	-3.52%
Total	\$1,010.91	\$1,019.13	+0.81%
<i>Day Trippers/Passing Through</i>			
December – February	\$31.75	\$33.49	+5.47%
March – May	\$40.98	\$43.02	+4.97%
June – August	\$57.11	\$60.32	+5.63%
September – November	\$43.87	\$43.37	-1.15%
Total	\$173.71	\$180.19	+3.73%
TOTAL	\$2,799.76	\$2,881.80	+2.93%

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

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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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	\$402.56	--	\$4.04	\$315.44	\$55.90	\$777.93	\$760.81
Shopping	\$436.13	--	\$6.66	\$400.87	\$63.59	\$907.25	\$886.30
General	192.72	--	3.40	216.59	23.39	436.10	416.73
Traveler	243.42	--	3.26	184.28	40.20	471.16	469.57
Recreation	\$369.00	--	\$5.09	\$216.60	\$47.22	\$637.92	\$625.41
Liquor	41.13	--	0.87	40.86	2.63	85.48	85.56
Historic	33.68	--	0.71	17.80	7.98	60.17	47.05
Sightseeing	22.96	--	0.56	13.49	4.15	41.16	39.97
Event fees	57.77	--	1.25	32.84	9.40	101.25	97.46
Sport fees	47.58	--	0.71	33.64	12.87	94.80	90.06
Cultural event fees	8.25	--	0.10	9.19	4.55	22.09	18.74
Evening entertainment	17.50	--	0.28	24.10	1.07	42.95	44.90
Licenses	4.14	--	0.30	3.23	0.23	7.91	8.27
Lottery	1.16	--	0.04	2.70	0.20	4.09	4.46
Wagering	119.49	--	0.22	24.13	3.81	147.65	152.76
Other	15.36	--	0.05	14.63	0.32	30.36	36.17
Lodging	\$331.63	--	\$2.65	--	--	\$334.28	\$323.81
Ground Transportation	\$122.03	--	\$2.69	\$86.22	\$13.48	\$224.42	\$203.42
Total 2008	\$1,661.35	--	\$21.12	\$1,019.13	\$180.19	\$2,881.80	--
2007 Total	\$1,593.03	--	\$22.11	\$1,010.91	\$173.71	--	\$2,799.76

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

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

**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	\$121.27	--	\$4.04	\$315.44	\$55.90	\$496.65	\$488.31
Shopping	\$132.79	--	\$6.66	\$400.87	\$63.59	\$603.91	\$590.31
General	59.44	--	3.40	216.59	23.39	302.82	287.12
Traveler	73.35	--	3.26	184.28	40.20	301.09	303.19
Recreation	\$111.14	--	\$5.09	\$216.60	\$47.22	\$380.06	\$372.08
Liquor	12.40	--	0.87	40.86	2.63	56.75	56.75
Historic	10.14	--	0.71	17.80	7.98	36.64	28.58
Sightseeing	6.92	--	0.56	13.49	4.15	25.12	24.38
Event fees	17.39	--	1.25	32.84	9.40	60.87	60.31
Sport fees	14.35	--	0.71	33.64	12.87	61.57	58.43
Cultural event fees	2.49	--	0.10	9.19	4.55	16.32	13.70
Evening entertainment	5.27	--	0.28	24.10	1.07	30.72	32.80
Licenses	1.26	--	0.30	3.23	0.23	5.02	5.32
Lottery	0.35	--	0.04	2.70	0.20	3.29	3.45
Wagering	35.96	--	0.22	24.13	3.81	64.12	64.51
Other	4.63	--	0.05	14.63	0.32	19.63	23.84
Lodging	\$99.95	--	\$2.65	--	--	\$102.60	\$96.54
Ground Transportation	\$36.77	--	\$2.69	\$86.22	\$13.48	\$139.15	\$125.98
Total 2008	\$501.93	--	\$21.12	\$1,019.13	\$180.19	\$1,722.37	--
2007 Total	\$466.50	--	\$22.11	\$1,010.91	\$173.71	--	\$1,673.22

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

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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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	\$155.37	\$167.95	\$266.03	\$188.59	\$777.93	\$760.81
<u>Shopping</u>	<u>\$181.77</u>	<u>\$193.80</u>	<u>\$311.74</u>	<u>\$219.95</u>	<u>\$907.25</u>	<u>\$886.30</u>
General	88.06	91.80	150.44	105.80	436.10	416.73
Traveler	93.71	102.00	161.30	114.15	471.16	469.57
<u>Recreation</u>	<u>\$125.65</u>	<u>\$139.91</u>	<u>\$217.98</u>	<u>\$154.38</u>	<u>\$637.92</u>	<u>\$625.41</u>
Liquor	17.21	18.05	29.49	20.72	85.48	85.56
Historic	11.73	13.31	20.59	14.53	60.17	47.05
Sightseeing	8.04	9.03	14.14	9.95	41.16	39.97
Event fees	19.83	22.24	34.72	24.47	101.25	97.46
Sport fees	18.70	20.71	32.43	22.95	94.80	90.06
Cultural event fees	4.43	4.75	7.55	5.35	22.09	18.74
Evening entertainment	8.81	8.89	14.82	10.44	42.95	44.90
Licenses	1.52	1.68	2.80	1.91	7.91	8.27
Lottery	0.85	0.82	1.43	1.00	4.09	4.46
Wagering	28.34	34.00	49.61	35.70	147.65	152.76
Other	6.19	6.43	10.38	7.37	30.36	36.17
Lodging	\$61.89	\$79.82	\$112.08	\$80.48	\$334.28	\$323.81
Transportation	\$44.33	\$48.56	\$77.20	\$54.32	\$224.42	\$203.42
Total 2008	\$569.01	\$630.05	\$985.02	\$697.72	\$2,881.80	--
2007 Total	\$540.25	\$600.08	\$949.17	\$710.26	--	\$2,799.76

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	\$100.69	\$97.53	\$180.57	\$117.86	\$496.65	\$488.31
<u>Shopping</u>	<u>\$122.80</u>	<u>\$117.89</u>	<u>\$219.64</u>	<u>\$143.58</u>	<u>\$603.91</u>	<u>\$590.31</u>
General	62.15	58.46	110.01	72.20	302.82	287.12
Traveler	60.65	59.43	109.63	71.38	301.09	303.19
<u>Recreation</u>	<u>\$75.53</u>	<u>\$75.35</u>	<u>\$139.63</u>	<u>\$89.54</u>	<u>\$380.06</u>	<u>\$372.08</u>
Liquor	11.63	10.86	20.76	13.50	56.75	56.75
Historic	7.15	7.42	13.44	8.62	36.64	28.58
Sightseeing	4.92	5.01	9.27	5.92	25.12	24.38
Event fees	11.98	12.13	22.45	14.31	60.87	60.31
Sport fees	12.25	12.39	22.34	14.60	61.57	58.43
Cultural event fees	3.31	3.31	5.80	3.90	16.32	13.70
Evening entertainment	6.43	5.82	11.11	7.36	30.72	32.80
Licenses	0.96	0.96	1.93	1.18	5.02	5.32
Lottery	0.69	0.62	1.18	0.79	3.29	3.45
Wagering	12.11	13.09	24.24	14.70	64.12	64.51
Other	4.10	3.74	7.12	4.67	19.63	23.84
Lodging	\$16.86	\$21.82	\$41.69	\$22.22	\$102.60	\$96.54
Transportation	\$27.76	\$27.22	\$51.29	\$32.89	\$139.15	\$125.98
Total 2008	\$343.64	\$339.82	\$632.82	\$406.09	\$1,722.37	--
2007 Total	\$325.26	\$328.15	\$614.47	\$405.34	--	\$1,673.22

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	3,070,772	2,987,020	-2.73%
Campgrounds	120,214	120,327	+0.09%
Private homes (staying with friends and relatives)	4,287,016	4,148,189	-3.24%
Total	7,478,002	7,255,537	-2.97%

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

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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	182	181	-0.55%
Rooms	15,981	16,246	+1.66%
Available room-nights	5,341,796	5,383,199	+0.78%
<i>Campgrounds</i>			
Properties	15	15	--
Sites	1,559	1,559	--
Available site-nights	265,603	260,228	-2.02%

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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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	1,310,699	1,333,143	+1.71%
March - May	1,325,277	1,330,910	+0.43%
June - August	1,350,832	1,360,904	+0.75%
September - November	1,354,988	1,358,241	+0.24%
Total	5,341,796	5,383,199	+0.78%
<i>Occupied rooms/units:</i>			
December - February	674,137	673,558	-0.09%
March - May	802,168	804,460	+0.29%
June - August	1,006,867	1,015,250	+0.83%
September - November	850,619	800,439	-5.90%
Total	3,333,791	3,293,707	-1.20%
Campgrounds			
<i>Available sites:</i>			
December - February	11,760	12,794	+8.79%
March - May	59,311	55,353	-6.67%
June - August	126,561	123,831	-2.16%
September - November	67,972	68,251	+0.41%
Total	265,603	260,228	-2.02%
<i>Occupied sites:</i>			
December - February	301	348	+15.51%
March - May	18,497	14,480	-21.72%
June - August	77,178	75,375	-2.34%
September - November	18,778	20,319	+8.21%
Total	114,753	110,522	-3.69%

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

Wisconsin's South East Urban

Milwaukee, Waukesha, Racine and Kenosha

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	31%	28%	28%	38%	28%	30%
Business	43%	48%	46%	39%	44%	44%
Meetings/conventions	26%	24%	27%	24%	29%	25%
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	\$102.60	\$16.86	\$21.82	\$41.69	\$22.22	\$96.54
Business	\$143.78	\$29.61	\$36.08	\$43.34	\$34.75	\$142.61
Meetings/conventions	\$84.90	\$14.81	\$21.19	\$26.13	\$22.78	\$81.62
Total	\$331.29	\$61.28	\$79.09	\$111.16	\$79.75	\$320.77

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

Wisconsin's South East Urban

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HOTELS/MOTELS/RESORTS/B&Bs

Room 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 room rates*	\$80.73	\$66.42	\$78.27	\$91.53	\$85.07		\$80.43
Average occupancy*	61%	51%	60%	75%	59%		62%
Total available room-nights	5,383,199	1,333,143	1,330,910	1,360,904	1,358,241		5,341,796
Total occupied room-nights	3,293,707	673,558	804,460	1,015,250	800,439		3,333,791

*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*****						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	1.64	1.52	1.57	1.82	1.67		1.72
Average length of stay	1.97	1.89	1.77	2.21	2.04		2.22

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	30%	28%	27%	36%	27%	29%
Business	44%	48%	46%	40%	44%	45%
Meetings/conventions	26%	24%	27%	24%	29%	26%
Guest Origin:						
<u>Out of State</u>	<u>47%</u>	<u>46%</u>	<u>42%</u>	<u>49%</u>	<u>50%</u>	<u>51%</u>
U.S.	42%	41%	36%	45%	46%	45%
Canada	2%	3%	2%	1%	2%	2%
Other Foreign	3%	2%	4%	3%	2%	4%
Wisconsin	53%	54%	58%	51%	50%	49%

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	30%	28%	27%	36%	27%	29%
Business	44%	48%	46%	40%	44%	45%
Meetings/conventions	26%	24%	27%	24%	29%	26%
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	\$99.95	\$16.85	\$21.49	\$39.88	\$21.72	\$93.76
Business	\$143.78	\$29.61	\$36.08	\$43.34	\$34.75	\$142.61
Meetings/conventions	\$84.90	\$14.81	\$21.19	\$26.13	\$22.78	\$81.62
Total	\$328.64	\$61.27	\$78.76	\$109.35	\$79.25	\$317.99

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

CAMPGROUNDS

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 site rates*	\$20.33	\$10.91	\$15.43	\$23.75	\$21.54	\$20.08
Average occupancy*	42%	3%	26%	61%	30%	43%
Total available site nights	260,228	12,794	55,353	123,831	68,251	265,603
Total occupied site nights	110,522	348	14,480	75,375	20,319	114,753

*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	3.21	2.47	3.24	3.35	3.15	3.24
Average length of stay	2.45	2.00	1.96	2.79	2.44	2.92

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>	31%	20%	20%	39%	33%	37%
U.S.	31%	20%	20%	38%	33%	36%
Canada	*	--	--	*	--	--
Other Foreign	*	--	--	*	--	--
Wisconsin	69%	80%	80%	61%	67%	63%

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

* Less than 0.5%

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	\$2.65	\$0.01	\$0.33	\$1.81	\$0.50	\$2.78
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$2.65	\$0.01	\$0.33	\$1.81	\$0.50	\$2.78