

**TRAVELER EXPENDITURES
IN WISCONSIN**

SOUTHEASTERN RURAL REGION

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	70%	72%	67%	74%	65%	70%
Business	19%	19%	21%	15%	22%	19%
Meetings/conventions	12%	9%	12%	11%	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>
Purpose of guests' trip:						
Pleasure	\$565.03	\$97.06	\$114.50	\$234.67	\$118.81	\$577.18
Business	\$150.26	\$25.64	\$35.50	\$49.01	\$40.11	\$157.78
Meetings/conventions	\$92.97	\$12.29	\$21.05	\$35.57	\$24.06	\$93.33
Total	\$808.26	\$134.98	\$171.05	\$319.25	\$182.98	\$828.29

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	\$67.28	\$71.68	+6.55%
March – May	\$98.49	\$104.89	+6.50%
June – August	\$182.43	\$180.90	-0.84%
September – November	\$109.11	\$98.73	-9.51%
Total	\$457.31	\$456.20	-0.24%
Cabin/Cottage/Condominium Guests			
December – February	\$4.39	\$0.56	-87.34%
March – May	\$9.37	\$1.72	-81.64%
June – August	\$2.95	\$4.47	+51.46%
September – November	\$7.59	\$1.69	-77.72%
Total	\$24.31	\$8.43	-65.30%
Campers			
December – February	\$0.75	\$0.17	-76.93%
March – May	\$4.93	\$3.91	-20.78%
June – August	\$23.00	\$19.36	-15.82%
September – November	\$5.01	\$5.83	16.28%
Total	\$33.68	\$29.27	-13.10%
Visiting Friends/Relatives			
December – February	\$53.00	\$55.15	+4.05%
March – May	\$47.45	\$49.26	+3.82%
June – August	\$92.99	\$93.76	+0.83%
September – November	\$67.10	\$65.91	-1.78%
Total	\$260.54	\$264.08	+1.36%
Day Trippers/Passing Through			
December – February	\$7.42	\$7.42	-0.01%
March – May	\$11.50	\$11.27	-1.97%
June – August	\$21.12	\$20.76	-1.71%
September – November	\$12.40	\$10.83	-12.67%
Total	\$52.45	\$50.28	-4.14%
TOTAL	\$828.29	\$808.26	-2.42%

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	\$111.22	\$1.90	\$5.71	\$83.12	\$15.70	\$217.66	\$223.04
<u>Shopping</u>	<u>\$117.70</u>	<u>\$2.32</u>	<u>\$8.80</u>	<u>\$100.91</u>	<u>\$17.53</u>	<u>\$247.25</u>	<u>\$253.84</u>
General	50.46	0.92	4.19	52.37	6.23	114.17	113.97
Traveler	67.24	1.40	4.61	48.54	11.29	133.08	139.87
<u>Recreation</u>	<u>\$101.96</u>	<u>\$1.47</u>	<u>\$7.21</u>	<u>\$56.58</u>	<u>\$13.26</u>	<u>\$180.48</u>	<u>\$185.58</u>
Liquor	11.36	0.28	1.23	10.71	0.74	24.32	25.64
Historic	9.31	0.13	1.00	4.45	2.24	17.13	14.05
Sightseeing	6.34	0.15	0.79	3.59	1.17	12.05	12.39
Event fees	15.97	0.10	1.77	8.20	2.64	28.68	28.98
Sport fees	13.14	0.40	1.01	9.09	3.62	27.25	27.18
Cultural event fees	2.28	0.03	0.14	2.27	1.28	6.00	5.30
Evening entertainment	4.84	0.05	0.39	6.30	0.30	11.88	12.84
Licenses	1.14	0.13	0.43	1.08	0.07	2.84	3.33
Lottery	0.32	0.01	0.06	0.72	0.06	1.16	1.32
Wagering	33.03	0.12	0.31	6.69	1.07	41.22	44.68
Other	4.24	0.08	0.08	3.47	0.09	7.96	9.86
Lodging	\$91.61	\$2.11	\$3.75	--	--	\$97.46	\$103.09
Ground Transportation	\$33.71	\$0.64	\$3.80	\$23.47	\$3.79	\$65.41	\$62.74
Total 2008	\$456.20	\$8.43	\$29.27	\$264.08	\$50.28	\$808.26	--
2007 Total	\$457.31	\$24.31	\$33.68	\$260.54	\$52.45	--	\$828.29

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	\$52.21	\$1.63	\$5.71	\$83.12	\$15.70	\$158.38	\$162.06
<u>Shopping</u>	<u>\$55.25</u>	<u>\$1.99</u>	<u>\$8.80</u>	<u>\$100.91</u>	<u>\$17.53</u>	\$184.48	\$188.68
General	23.69	0.79	4.19	52.37	6.23	87.27	86.28
Traveler	31.57	1.20	4.61	48.54	11.29	97.21	102.40
<u>Recreation</u>	<u>\$47.86</u>	<u>\$1.26</u>	<u>\$7.21</u>	<u>\$56.58</u>	<u>\$13.26</u>	\$126.18	\$129.19
Liquor	5.33	0.24	1.23	10.71	0.74	18.25	19.15
Historic	4.37	0.11	1.00	4.45	2.24	12.17	9.96
Sightseeing	2.98	0.13	0.79	3.59	1.17	8.66	8.88
Event fees	7.50	0.08	1.77	8.20	2.64	20.19	20.79
Sport fees	6.17	0.34	1.01	9.09	3.62	20.22	20.03
Cultural event fees	1.07	0.02	0.14	2.27	1.28	4.78	4.18
Evening entertainment	2.27	0.04	0.39	6.30	0.30	9.30	10.16
Licenses	0.54	0.11	0.43	1.08	0.07	2.22	2.57
Lottery	0.15	0.01	0.06	0.72	0.06	0.99	1.10
Wagering	15.51	0.10	0.31	6.69	1.07	23.68	25.30
Other	1.99	0.07	0.08	3.47	0.09	5.70	7.09
Lodging	\$43.00	\$1.81	\$3.75	--	--	\$48.56	\$51.87
Ground Transportation	\$15.83	\$0.55	\$3.80	\$23.47	\$3.79	\$47.44	\$45.38
Total 2008	\$214.16	\$7.25	\$29.27	\$264.08	\$50.28	\$565.03	--
2007 Total	\$213.02	\$17.49	\$33.68	\$260.54	\$52.45	--	\$577.18

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	\$37.35	\$45.74	\$84.87	\$49.70	\$217.66	\$223.04
<u>Shopping</u>	<u>\$42.31</u>	<u>\$51.48</u>	<u>\$96.80</u>	<u>\$56.66</u>	\$247.25	\$253.84
General	19.80	23.54	44.46	26.38	114.17	113.97
Traveler	22.51	27.94	52.34	30.29	133.08	139.87
<u>Recreation</u>	<u>\$30.01</u>	<u>\$38.21</u>	<u>\$71.52</u>	<u>\$40.74</u>	\$180.48	\$185.58
Liquor	4.17	4.99	9.57	5.59	24.32	25.64
Historic	2.76	3.62	6.92	3.82	17.13	14.05
Sightseeing	1.93	2.53	4.88	2.71	12.05	12.39
Event fees	4.68	6.03	11.54	6.42	28.68	28.98
Sport fees	4.51	5.75	10.81	6.18	27.25	27.18
Cultural event fees	1.04	1.25	2.34	1.36	6.00	5.30
Evening entertainment	2.13	2.41	4.56	2.77	11.88	12.84
Licenses	0.40	0.57	1.22	0.65	2.84	3.33
Lottery	0.21	0.23	0.45	0.28	1.16	1.32
Wagering	6.72	9.16	16.19	9.14	41.22	44.68
Other	1.45	1.66	3.03	1.82	7.96	9.86
Lodging	\$14.56	\$21.99	\$39.92	\$20.99	\$97.46	\$103.09
Transportation	\$10.75	\$13.64	\$26.14	\$14.88	\$65.41	\$62.74
Total 2008	\$134.98	\$171.05	\$319.25	\$182.98	\$808.26	--
2007 Total	\$132.84	\$171.74	\$322.49	\$201.22	--	\$828.29

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	\$28.10	\$31.95	\$64.27	\$34.06	\$158.38	\$162.06
<u>Shopping</u>	<u>\$32.53</u>	<u>\$36.88</u>	<u>\$74.97</u>	<u>\$40.10</u>	<u>\$184.48</u>	<u>\$188.68</u>
General	15.61	17.28	35.10	19.28	87.27	86.28
Traveler	16.92	19.60	39.86	20.83	97.21	102.40
<u>Recreation</u>	<u>\$21.54</u>	<u>\$25.58</u>	<u>\$52.65</u>	<u>\$26.41</u>	<u>\$126.18</u>	<u>\$129.19</u>
Liquor	3.22	3.58	7.46	3.99	18.25	19.15
Historic	1.99	2.47	5.19	2.51	12.17	9.96
Sightseeing	1.40	1.74	3.70	1.82	8.66	8.88
Event fees	3.35	4.06	8.60	4.18	20.19	20.79
Sport fees	3.41	4.11	8.36	4.33	20.22	20.03
Cultural event fees	0.85	0.97	1.92	1.04	4.78	4.18
Evening entertainment	1.73	1.82	3.67	2.09	9.30	10.16
Licenses	0.31	0.42	1.00	0.49	2.22	2.57
Lottery	0.18	0.19	0.39	0.23	0.99	1.10
Wagering	3.98	5.08	10.11	4.50	23.68	25.30
Other	1.10	1.13	2.24	1.22	5.70	7.09
Lodging	\$6.93	\$10.62	\$22.90	\$8.10	\$48.56	\$51.87
Transportation	\$7.95	\$9.46	\$19.89	\$10.14	\$47.44	\$45.38
Total 2008	\$97.06	\$114.50	\$234.67	\$118.81	\$565.03	--
2007 Total	\$93.94	\$118.08	\$233.28	\$131.88	--	\$577.18

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	864,304	828,280	-4.17%
Cabins/cottages/condominiums	22,072	19,827	-10.17%
Campgrounds	221,288	197,186	-10.89%
Private homes (staying with friends and relatives)	1,140,861	1,113,777	-2.37%
Total	2,248,525	2,159,069	-3.98%

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

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	107	108	+0.93%
Rooms	4,937	4,908	-0.59%
Available room-nights	1,647,643	1,685,664	+2.31%
<i>Cabins/Cottages/Condominiums</i>			
Properties	23	22	-4.35%
Units	346	227	-34.39%
Available unit-nights	50,421	42,222	-16.26%
<i>Campgrounds</i>			
Properties	20	21	+5.00%
Sites	3,099	3,126	+0.87%
Available site-nights	439,142	392,447	-10.63%

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	396,482	416,040	+4.93%
March - May	410,319	421,704	+2.77%
June - August	424,798	429,855	+1.19%
September - November	416,043	418,065	+0.49%
Total	1,647,643	1,685,664	+2.31%
<i>Occupied rooms/units:</i>			
December - February	157,887	160,692	+1.78%
March - May	197,687	201,592	+1.98%
June - August	298,342	289,330	-3.02%
September - November	215,709	193,561	-10.27%
Total	869,624	845,175	-2.81%
Cabins/Cottages/Condominiums			
<i>Available units:</i>			
December - February	11,714	10,216	-12.79%
March - May	16,377	11,283	-31.11%
June - August	9,810	12,529	27.72%
September - November	12,521	8,196	-34.55%
Total	50,421	42,222	-16.26%
<i>Occupied units:</i>			
December - February	3,638	1,333	-63.36%
March - May	6,560	3,606	-45.04%
June - August	5,866	8,176	+39.39%
September - November	5,735	3,674	-35.94%
Total	21,800	16,789	-22.99%
Campgrounds			
<i>Available sites:</i>			
December - February	73,259	34,436	-52.99%
March - May	76,257	74,502	-2.30%
June - August	165,979	157,656	-5.01%
September - November	123,648	125,853	+1.78%
Total	439,142	392,447	-10.63%
<i>Occupied sites:</i>			
December - February	4,938	1,015	-79.45%
March - May	25,092	19,556	-22.06%
June - August	99,882	89,536	-10.36%
September - November	29,850	30,630	+2.61%
Total	159,761	140,737	-11.91%

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	50%	48%	48%	58%	39%	50%
Business	31%	36%	33%	25%	39%	31%
Meetings/conventions	19%	17%	19%	18%	23%	18%
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	\$48.56	\$6.93	\$10.62	\$22.90	\$8.10	\$51.87
Business	\$30.21	\$5.15	\$7.14	\$9.86	\$8.06	\$32.20
Meetings/conventions	\$18.39	\$2.41	\$4.16	\$7.05	\$4.76	\$18.71
Total	\$97.16	\$14.50	\$21.92	\$39.82	\$20.93	\$102.78

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*****					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*	\$112.16	\$84.13	\$104.50	\$163.59	\$103.75	\$110.13
Average occupancy*	50%	39%	48%	67%	46%	53%
Total available room-nights	1,685,664	416,040	421,704	429,855	418,066	1,647,643
Total occupied room-nights	845,175	160,692	201,592	289,330	193,561	869,624

*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	2.13	1.86	2.22	2.31	2.15	2.15
Average length of stay	2.09	1.68	2.25	2.26	2.19	2.08

HOTELS/MOTELS/RESORTS/B&Bs

Trip Purpose & Guest Origin 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>
Purpose of guests' trip:						
Pleasure	47%	47%	47%	54%	35%	47%
Business	33%	36%	34%	27%	41%	34%
Meetings/conventions	20%	17%	20%	19%	24%	20%
Guest Origin:						
<u>Out of State</u>	<u>60%</u>	<u>52%</u>	<u>55%</u>	<u>72%</u>	<u>62%</u>	<u>55%</u>
U.S.	59%	51%	55%	70%	62%	53%
Canada	*%	1%	--	*%	--	1%
Other Foreign	1%	1%	1%	1%	1%	1%
Wisconsin	40%	48%	45%	28%	38%	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	47%	47%	47%	54%	35%	47%
Business	33%	36%	34%	27%	41%	34%
Meetings/conventions	20%	17%	20%	19%	24%	20%
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	\$43.00	\$6.80	\$9.76	\$19.48	\$6.96	\$43.18
Business	\$30.02	\$5.13	\$7.09	\$9.77	\$8.04	\$31.05
Meetings/conventions	\$18.28	\$2.41	\$4.14	\$6.97	\$4.76	\$18.16
Total	\$91.31	\$14.34	\$20.99	\$36.22	\$19.76	\$92.39

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

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*	\$115.13	\$114.07	\$122.30	\$86.65	\$120.75	\$112.27
Average occupancy*	40%	13%	32%	65%	45%	43%
Total available unit nights	42,222	10,216	11,283	12,529	8,196	50,421
Total occupied unit nights	16,789	1,333	3,606	8,176	3,674	21,800

*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	3.98	2.60	2.79	3.75	6.00	3.18
Average length of stay	2.55	2.40	2.58	4.50	2.00	2.90

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	86%	80%	83%	84%	95%	72%
Business	9%	18%	11%	8%	5%	19%
Meetings/conventions	5%	2%	5%	7%	*	9%
Guest Origin:						
<u>Out of State</u>	<u>53%</u>	<u>95%</u>	--	<u>40%</u>	<u>50%</u>	<u>54%</u>
U.S.	53%	95%	--	40%	50%	53%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	*
Wisconsin	47%	5%	--	60%	50%	46%

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

* Less than 0.5%

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	86%	80%	83%	84%	95%	72%
Business	9%	18%	11%	8%	5%	19%
Meetings/conventions	5%	2%	5%	7%	*	9%
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	\$1.81	\$0.11	\$0.36	\$0.94	\$0.40	\$4.37
Business	\$0.19	\$0.02	\$0.05	\$0.09	\$0.02	\$1.15
Meetings/conventions	\$0.11	--	\$0.02	\$0.08	--	\$0.55
Total	\$2.11	\$0.14	\$0.43	\$1.12	\$0.42	\$6.07

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*	\$23.37	\$23.88	\$22.40	\$22.02	\$23.99	\$21.66
Average occupancy*	36%	3%	26%	57%	24%	36%
Total available site nights	392,447	34,436	74,502	157,656	125,853	439,142
Total occupied site nights	140,737	1,015	19,556	89,536	30,630	159,761

*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	3.35	3.93	3.55	3.32	3.19	3.97
Average length of stay	2.00	2.07	1.97	2.15	1.96	2.39

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%	--	11%	40%	14%	18%
U.S.	16%	--	11%	40%	14%	18%
Canada	*	--	--	*	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	84%	100%	89%	60%	86%	82%

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*****					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	\$3.75	\$0.02	\$0.50	\$2.48	\$0.75	\$4.32
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
Total	\$3.75	\$0.02	\$0.50	\$2.48	\$0.75	\$4.32