

# **The Economic Impact of Expenditures By Travelers On Wisconsin**

## **Calendar Year 2007**

*Prepared for:*



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## Table of Contents

<b>1.0 Introduction</b> .....	4
<b>2.0 Executive Summary</b> .....	6
2.1 Summary for Wisconsin 2007 .....	6
2.2 Wisconsin Industry Highlights .....	7
2.3 Wisconsin Comparison Summary: 2006 vs. 2007 .....	8
2.4 Wisconsin Total Estimated Traveler Expenditures By Quarter: 2006 vs. 2007 .....	9
<b>3.0 Estimates of Traveler Expenditures in Wisconsin</b> .....	10
3.1 Overall Expenditures .....	10
3.2 Estimated Traveler Expenditures By Accommodation Type.....	10
3.3 Estimated Traveler Expenditures By Category of Expenditure.....	11
3.4 Estimated Traveler Expenditures By Season .....	13
3.5 Interim Summary .....	14
<b>4.0 The Impact of Traveler Expenditures on Wisconsin</b> .....	15
4.1 Impact on Employment Income .....	15
4.2 Impact on Resident Income.....	16
4.3 Impact on State and Local Government Revenues .....	17
4.4 Interim Summary .....	18
<b>5.0 The Wisconsin Lodging Industry</b> .....	19
5.1 2006/07 Inventory Changes .....	19
5.2 Hotel/Motels/Resorts/B&B's: Rates and Occupancy .....	21
5.3 Hotel/Motels/Resorts/B&B's: Guest Party Description.....	22
5.4 Cabins/Cottages/Condominiums: Rates and Occupancy .....	24
5.5 Cabins/Cottages/Condominiums: Guest Party Description .....	25
5.6 Campgrounds: Rates and Occupancy.....	27
5.7 Campgrounds: Guest Party Description .....	28
<b>6.0 Overnight Person Visits to Wisconsin in 2007</b> .....	30

**Appendix A: Procedures**

**Appendix B: Supporting Tables**

## Figures and Tables

### **Figures:**

<b>Figure 3.2:</b>	Estimated Wisconsin Traveler Expenditures By Accommodation Type	11
<b>Figure 3.3:</b>	Estimated Wisconsin Traveler Expenditures By Category of Expenditure	12
<b>Figure 3.4:</b>	Estimated Traveler Expenditures By Season	13
<b>Figure 4.1:</b>	Employment Impact of 2007 Traveler Expenditures in Wisconsin	15
<b>Figure 4.2:</b>	Resident Income Impact of 2007 Traveler Expenditures in Wisconsin	16
<b>Figure 4.3:</b>	Impact of 2007 Traveler Expenditures on State and Local Government Revenues	17
<b>Figure 6.0:</b>	Wisconsin Overnight Person-Visits	30

### **Tables:**

<b>Table 2.2:</b>	Wisconsin Industry Highlights	7
<b>Table 2.3:</b>	Wisconsin Comparison Summary: 2006 vs. 2007	8
<b>Table 2.4:</b>	Wisconsin Total Estimated Traveler Expenditures By Quarter: 2006 vs. 2007	9
<b>Table 5.1:</b>	Available Roomnights/Unit Nights/Site Nights	20
<b>Table 5.2:</b>	Hotels/Motels/Resorts/B&B's: Room Rates and Occupancy by Quarter	21
<b>Table 5.3:</b>	Hotels/Motels/Resorts/B&B's: Management's Estimate: Average Guest Party Size and Length of Stay by Quarter	22
<b>Table 5.3.1:</b>	Hotels/Motels/Resorts/B&B's: Management's Estimate: Trip Purpose and Guest Origin by Quarter	23
<b>Table 5.4:</b>	Cabins/Cottages/Condominiums: Unit Rates and Occupancy by Quarter	24
<b>Table 5.5:</b>	Cabins/Cottages/Condominiums: Management's Estimate: Average Guest Party Size and Length of Stay by Quarter	25
<b>Table 5.5.1:</b>	Cabins/Cottages/Condominiums: Trip Purpose and Guest Origin by Quarter	26
<b>Table 5.6:</b>	Campgrounds: Site Rates and Occupancy by Quarter	27
<b>Table 5.7:</b>	Campgrounds: Management's Estimate: Average Guest Party Size and Length of Stay by Quarter	28
<b>Table 5.7.1:</b>	Campgrounds: Management's Estimate: Guest Origin by Quarter	29

## 1.0 Introduction

This is the 18<sup>th</sup> annual report of the Economic Impact of Traveler Expenditures on Wisconsin prepared by *Davidson-Peterson Associates*. This report covers traveler expenditures made in Wisconsin from December 2006 through November 2007.

The purpose of this study is to measure the economic benefits Wisconsin residents and governments derive from the dollars spent by travelers.

These economic benefits include:

- **Total expenditures** made by visitors;
- Number of **full-time equivalent jobs** supported by these expenditures;
- **Wages, salaries and proprietary income** earned by area residents; and
- **State and local government revenues** generated.

The economic impact estimates in this report may be used to document the importance of tourism as a key segment of Wisconsin's economy; to underscore the need to continue to support the expenditure of time, effort and dollars to promote tourism growth; and to track the results of Wisconsin's tourism marketing efforts.

### Revised Numbers

Beginning with 2004, at the request of the Wisconsin Department of Tourism, revised numbers are no longer shown in the report. When comparisons are made, they are between reported figures of the previous year (2006) and the current year (2007).

### Four Quarters

To understand traveler impacts on Wisconsin as a four-season destination, the Wisconsin Department of Tourism converted from a three-season study to a quarterly study in 2003. The quarters are defined as follows:

- Quarter 1 – Winter: December – February
- Quarter 2 – Spring: March – May
- Quarter 3 – Summer: June – August
- Quarter 4 – Fall: September – November

### **Inclusion of Second Homeowners**

Once again, 2007 expenditures include recreational trip expenditures of second homeowners and their guests. This information was made possible with updated and more accurate information available from the 2000 U.S. Census on the number of seasonal housing units in Wisconsin. The estimates include trip expenditures for non-routine visits only (once a month or less). Costs of ownership and capital improvements are not included in these estimates.

Now let's turn to the 2007 results.

## 2.0 Executive Summary

### 2.1 Summary for Wisconsin, 2007

<b>2007 ESTIMATED TRAVELER EXPENDITURES:</b>	<b>\$12.776 billion</b>
December - February .....	\$2.186 billion
March - May .....	\$2.637 billion
June – August .....	\$4.885 billion
September - November .....	\$3.068 billion

### 2007 ECONOMIC IMPACT (Annual)

Total jobs created (full-time job equivalents) .....	<b>302,231</b>
Total resident income generated .....	<b>\$7.086 billion</b>
(wages, salaries and proprietary income)	
Total government revenues generated	
State .....	<b>\$1.422 billion</b>
Local .....	<b>\$0.638 billion</b>

\*Once again, 2007 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.

## 2.2 Wisconsin Industry Highlights

Table 2.2  
**Wisconsin Industry Highlights**  
**Calendar Year 2007**

	<b><u>Hotels/ Motels/ Resorts /B&amp;Bs</u></b>	<b><u>Cabins/ Cottages/ Condos</u></b>	<b><u>Campgrounds</u></b>
Number of properties	1,755	1,079	781
Number of rooms/units/sites	81,166	11,011	67,607
Total available roomnights/site-nights (millions)	27.08	2.64	10.01
Total occupied roomnights/site-nights (millions)	14.75	1.17	3.54
Average occupancy rate	54%	44%	35%
Average daily rate	\$90.62	--	--
Average unit rate	--	\$123.79	--
Average site rate	--	--	\$21.93
<i>Management's Estimate:</i>			
Average party size	2.04	3.91	3.86
Average length of stay	2.03	3.84	2.74
Guest Origin			
<u>Out of State</u>	<u>46%</u>	<u>45%</u>	<u>26%</u>
U.S.	42%	45%	25%
Canada	2%	*	1%
Other foreign	2%	*	*
Wisconsin	54%	55%	74%
Trip Purpose <sup>1</sup>			
Pleasure	44%	93%	100%
Business	36%	5%	N/A
Meetings/conventions	20%	2%	N/A

Note: Length of stay as noted throughout this document represents the average number of nights spent in a single property. It does not necessarily reflect the total number of nights spent in Wisconsin.

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

\* Less than 0.5%

<sup>1</sup> These statistics not collected for campers

## 2.3 Wisconsin Comparison Summary: 2006 vs. 2007

Table 2.3  
Wisconsin Comparison Summary  
 2006 vs. 2007

	<u>2006</u>	<u>2007</u>	<u>Change</u>
<b>Estimated Traveler Expenditures</b>	\$12,825,549,906	\$12,775,536,291	-0.39%
<b>Estimated Economic Impact:</b>			
Total full-time job equivalents supported	327,759	302,231	-7.8%
Total resident income	\$7,252,659,000	\$7,086,467,000	-2.3%
Total government revenues generated:			
State	\$1,479,880,000	\$1,422,148,000	-3.9%
Local	\$586,374,000	\$638,226,000	+8.8%
<b>Accommodations:</b>			
<b><i>Hotels/Motels/Resorts/B&amp;Bs:</i></b>			
Number of properties	1,779	1,755	-1.3%
Number of rooms	80,825	81,166	+0.4%
Total available roomnights (millions)	27.37	27.08	-1.1%
Total occupied roomnights (millions)	15.26	14.75	-3.3%
Average daily rate	\$87.40	\$90.62	+3.7%
Average occupancy rate	56%	54%	-2.2%
<b><i>Cabins/Cottages/Condominiums:</i></b>			
Number of properties	1,074	1,079	+0.5%
Number of units	10,775	11,011	+2.2%
Total available unit-nights (millions)	2.61	2.64	+1.1%
Total occupied unit-nights (millions)	1.20	1.17	-2.5%
Average unit rate	\$119.37	\$123.79	+3.7%
Average occupancy rate	46%	44%	-3.8%
<b><i>Campgrounds:</i></b>			
Number of properties	752	781	+3.9%
Number of sites	64,543	67,607	+4.7%
Total available site-nights (millions)	9.94	10.01	+0.7%
Total occupied site-nights (millions)	3.77	3.54	-6.1%
Average site rate	\$22.12	\$21.93	-0.9%
Average occupancy rate	38%	35%	-6.5%

## 2.4 Wisconsin Total Estimated Traveler Expenditures By Quarter: 2006 vs. 2007

Table 2.4  
Wisconsin Total Estimated Traveler Expenditures  
 By Quarter  
 2006 vs. 2007

	<u>2006</u>	<u>2007</u>	<u>% Change</u>
December - February	\$2,273,398,070	\$2,185,685,885	-3.9%
March – May	\$2,652,379,239	\$2,637,159,767	-0.6%
June - August	\$4,875,499,843	\$4,884,978,375	+0.2%
September - November	\$3,024,272,753	\$3,067,712,263	+1.4%
<b>Total</b>	<b>\$12,825,549,906</b>	<b>\$12,775,536,291</b>	<b>-0.39%</b>

### 3.0 Estimates of Traveler Expenditures in Wisconsin

The purpose of this chapter is to review our findings concerning estimated traveler expenditures in Wisconsin in 2007. In so doing, we'll look at:

- Overall expenditures;
- Estimates by accommodation type and by category of expenditure; and
- Seasonal differences.

We'll begin with the overall conclusions about 2007 traveler expenditures in Wisconsin.

#### 3.1 Overall Expenditures

Wisconsin travelers spent an estimated total of \$12.776 billion in 2007, a 0.39% decrease from 2006.

#### 3.2 Estimated Traveler Expenditures By Accommodation Type

More than half of the total estimated traveler expenditures, \$6.698 billion (53%), were spent by travelers staying overnight in Wisconsin at hotels/motels/resorts/B&Bs.

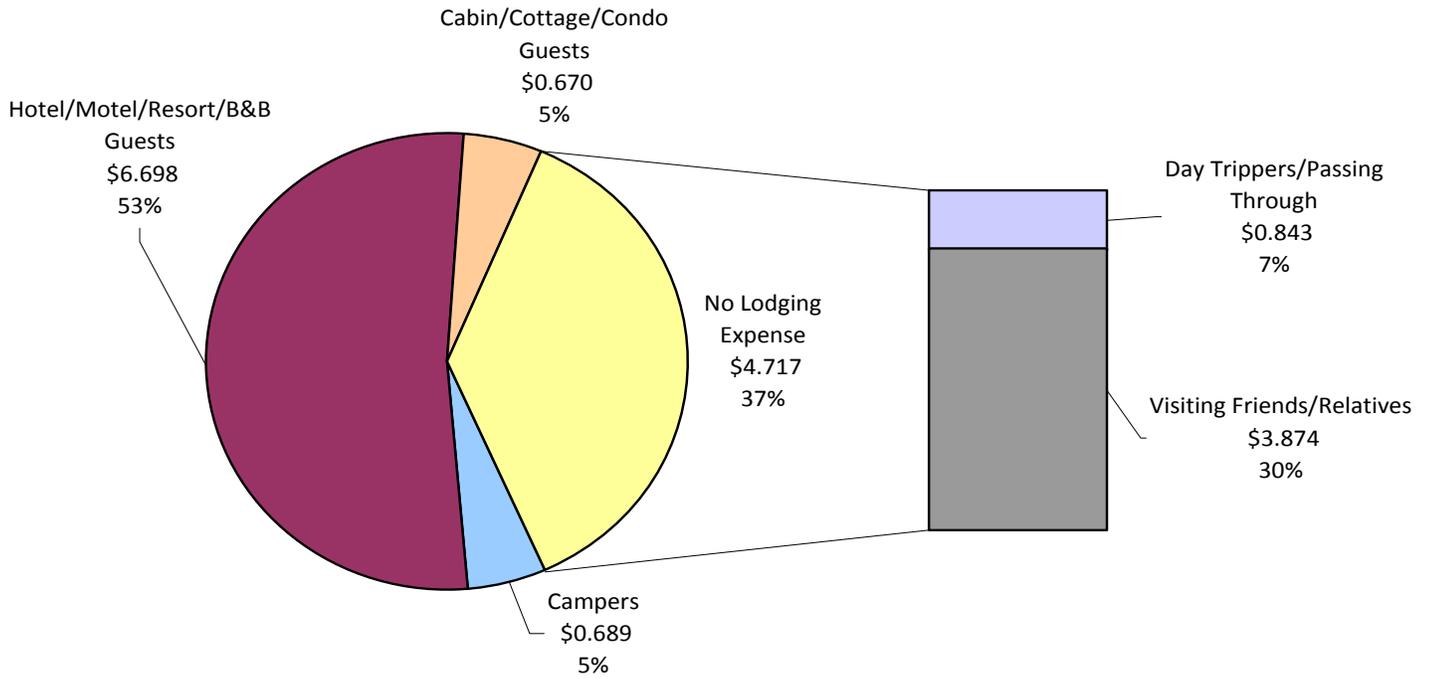
Those camping in Wisconsin spent \$689 million (5%), and those staying in cabins/cottages/condominiums spent \$670 million (5%).

Visitors with no lodging expenses spent \$4.717 billion, or 37% of Wisconsin's 2007 traveler expenditures.

- Travelers who stayed at the homes of family and/or friends spent \$3.874 billion (30%) while visiting Wisconsin. Travelers who visited second homes in Wisconsin spent \$563 million (4%) in expenditures related to their trip, which are included in the expenditures reported for those visiting friends and relatives.\*
- Those visiting just for the day or passing through Wisconsin spent \$843 million (7%).

\* Note: 2001 was the first year that the expenditures of second homeowners were included in the VFR category. This data was made possible due to updated and more accurate estimates on second homes in Wisconsin from the 2000 Census. Only recreational trip expenditures from non-routine visits (once a month or less often) are included in these estimates. Costs of ownership and capital improvements are not included in these estimates.

Figure 3.2  
**Estimated Wisconsin Traveler Expenditures  
 By Accommodation Type**  
**Calendar Year 2007**  
**(\$Billions)**



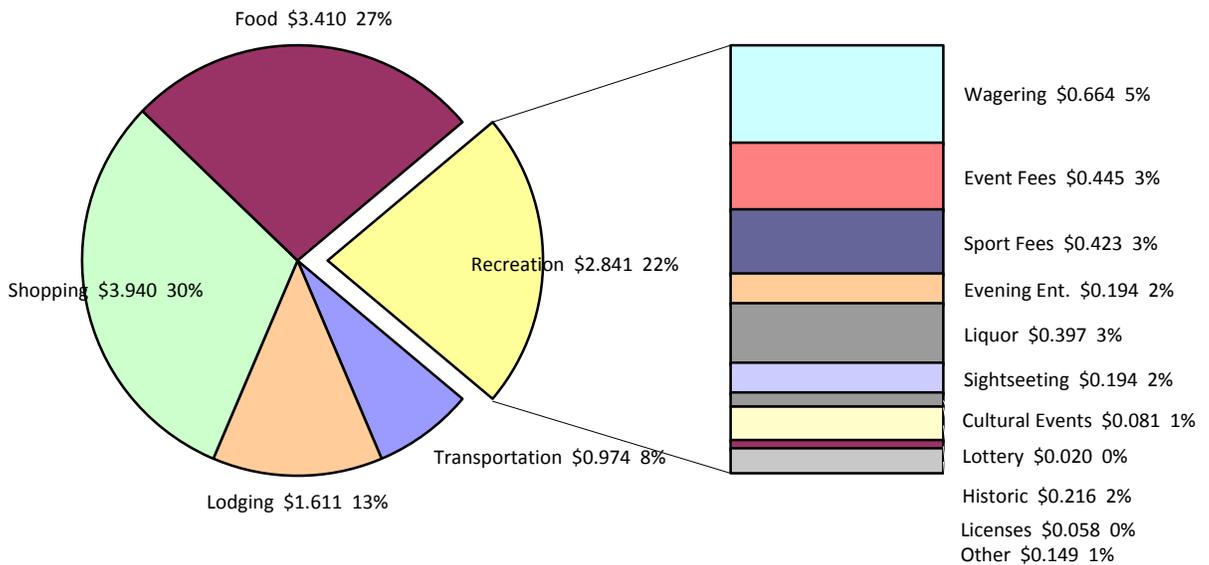
**Total: \$12.776 Billion**

### 3.3 Estimated Traveler Expenditures By Category of Expenditure

More than half of Wisconsin's total estimated traveler expenditures were shopping and food expenditures (\$3.94 billion and \$3.41 billion, respectively).

Recreation expenditures represent 22% of traveler expenditures (\$2.84 billion), and lodging expenses represent 13% of the traveler expenditures (\$1.61 billion). Eight percent of Wisconsin traveler expenditures (\$974 million) were spent on transportation.

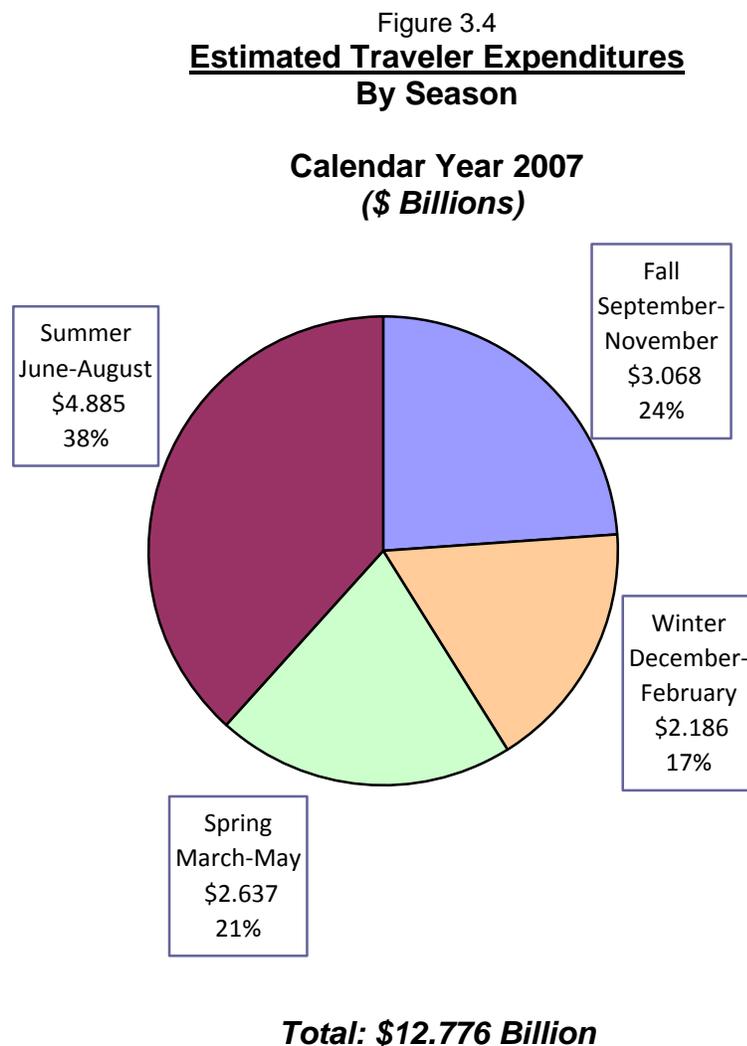
Figure 3.3  
**Estimated Wisconsin Traveler Expenditures**  
**By Category of Expenditure**  
**Calendar Year 2007**  
**(\$ Billions)**



**Total: \$12.776 Billion**

### 3.4 Estimated Traveler Expenditures By Season

Travelers spent \$4.88 billion, or 38% of all traveler expenditures, in the summer season (June through August). They spent \$3.07 billion, or 24% of all traveler expenditures, in the fall season (September through November). Finally, travelers spent \$2.64 billion, or 21% of all traveler expenditures, in the spring season (March through May) and \$2.19 billion, or 17% of total traveler expenditures, in the winter season (December through February).



### 3.5 Interim Summary

The findings of this chapter may be summarized as follows:

- Total estimated traveler expenditures in Wisconsin during 2007 were \$12.776 billion. This is a **0.39% decrease** from 2006.
- More than half of this money was spent by travelers staying overnight in hotels/motels/resorts/B&Bs while visiting.
- Food and shopping accounted for more than half of all dollars spent by travelers in Wisconsin during 2007.
- More than a third of all traveler expenditures were spent in the summer months (June through August).

Now let's turn to a look at the impact these traveler expenditures had on the economy of Wisconsin in 2007.

## 4.0 The Impact of Traveler Expenditures On Wisconsin

The purpose of this chapter is to review our findings on the impact of 2007 traveler expenditures on the Wisconsin economy. In so doing, we'll look at:

- Employment and resident income supported by traveler expenditures; and
- State and local government revenues generated by traveler expenditures.

We'll begin with employment and resident income impact.

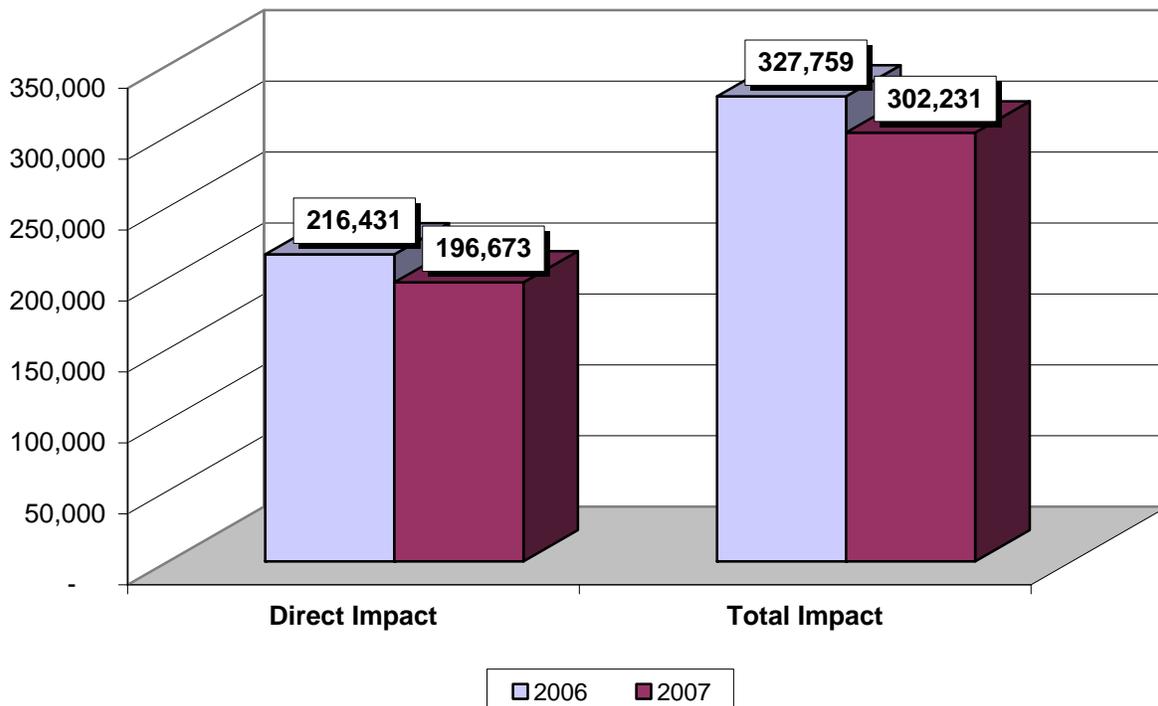
### 4.1 Impact on Employment Income

During 2007, traveler expenditures in the State of Wisconsin supported 302,231 full-time equivalent jobs. This is a 8% decrease from the number of jobs supported by traveler expenditures in 2006. Two-thirds of these jobs (65%) were *directly* supported by the total estimated traveler expenditures in Wisconsin (196,673).

Figure 4.1

#### Employment Impact of 2007 Traveler Expenditures in Wisconsin (Number of Full-Time Equivalent Jobs)

2006 vs. 2007

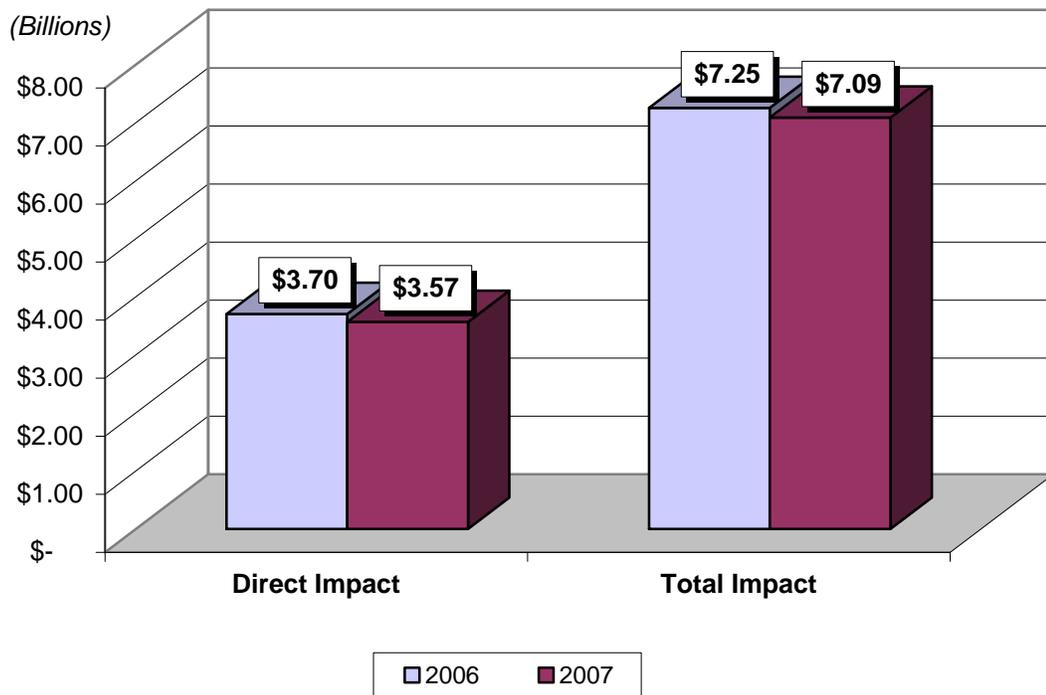


### 4.2 Impact on Resident Income

Traveler expenditures in Wisconsin during 2007 also generated \$7.09 billion in resident wages and proprietary income. Half of this resident income was *directly* generated by traveler expenditures (\$3.57 billion). Total resident income decreased 2% from the 2006 estimate (\$7.09 billion vs. \$7.25 billion).

Figure 4.2  
**Resident Income Impact of 2007 Traveler Expenditures in Wisconsin**

**2006 vs. 2007  
 (\$ Billions)**



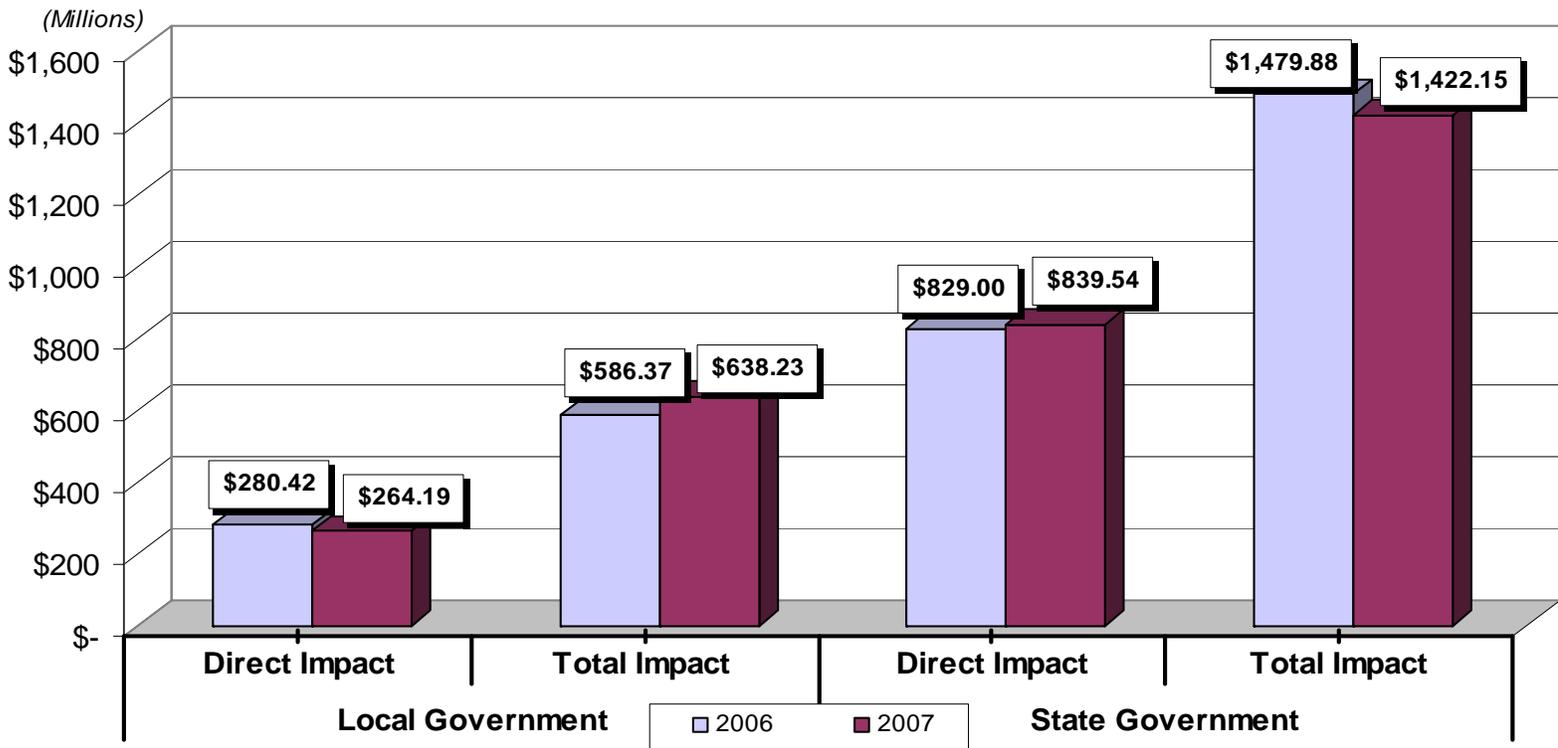
### 4.3 Impact on State and Local Government Revenues<sup>1</sup>

Traveler expenditures in Wisconsin led to the receipt of \$1.42 billion in state government revenues and \$638 million in local government revenues during 2007.

In 2007, the state government collected \$840 million and local governments collected \$264 million that were *directly* attributable to traveler expenditures.

Figure 4.3  
**Impact of 2007 Traveler Expenditures on State and Local Government Revenues**

2006 vs. 2007  
 (\$ Billions)



<sup>1</sup> The data used is always an estimate, but in this version of the model it is significantly improved over earlier versions. Previously, it was based on ratios gleaned from the working documents associated with the 1987 and 1992 National Inter-industry Tables, but without consideration of variations across states. Now, the tax ratios are adjusted to conform to data reported in *State and Local Government Finance* data (SLGF, available from the Bureau of the Census website). We make the tax totals (based on tax ratios and estimated industry outputs) in the model conform to totals reported in SLGF multiplied by the ratio of personal income in the area to personal income in the state. In addition, we account for imposition of local-option sales taxes and hotel occupancy taxes in the area.

#### 4.4 Interim Summary

The findings of this chapter may be summarized as follows:

- In 2007, Wisconsin travelers supported approximately 302,231 full-time equivalent jobs as a result of their expenditures while visiting the state.
- These full-time equivalent jobs, in turn, generated \$7.09 billion in resident wages and proprietary income.
- The state government collected \$1.42 billion as a result of traveler expenditures, and local governments collected \$638 million.

Now let's take a look at the 2007 Wisconsin lodging industry, beginning with the State's inventory.

## 5.0 The Wisconsin Lodging Industry

The purpose of this chapter is to review our findings concerning the lodging industry in Wisconsin in 2007. In so doing, we'll look at:

- The 2007 Wisconsin lodging inventory;
- Hotels/motels/resorts/B&Bs;
- Cabins/cottages/condominiums; and
- Campgrounds.

We'll begin with inventory changes during 2007.

### 5.1 2006/07 Inventory Changes

Twenty-eight hotels/motels/resorts/B&Bs were added to the inventory during this period, increasing the rooms in Wisconsin by 1,287. Sixty-nine properties made size adjustments or changes in 2006/07, resulting in an increase of 61 rooms. Two properties were re-classified as cabin/cottage/condominium units decreasing Wisconsin's hotel/motel/resort inventory by a total of 66 rooms. In addition, fifty-one hotels/motels/resorts/B&Bs either closed their businesses permanently or no longer accommodated guests for stays of fewer than 30 days, resulting in a loss of 941 rooms. **All of these changes resulted in a net increase of 341 rooms.**

During 2006/07, in addition to the changes mentioned above, fifty-seven cabin/cottage/condominium properties were added to the inventory, resulting in 374 additional units. Also, eighty-two properties made various size adjustments or changes, adding 172 units to the Wisconsin inventory. The two properties which were re-classified from hotels/motels/resorts/B&Bs added 66 units to the inventory. Finally, we learned in 2007 that fifty-four cabin/cottage/condominium properties ceased operations, resulting in a loss of 376 units. **All these changes increased the Wisconsin cabin/cottage/condominium units by 236.**

Fifty-eight campgrounds were added to the inventory in 2006/07, providing an additional 5,310 sites for Wisconsin travelers. (Note: This includes one campground with 2,900 sites open only for a 5-day period.) Sixty-nine campgrounds made size adjustments, removing 32 sites from the Wisconsin inventory, while twenty-nine campgrounds went out of business, decreasing available campground sites in Wisconsin by 2,214. **The net result of all these changes was an increase of 3,064 sites, nearly all in the temporary campground.**

Table 5.1

**Available Roomnights/Unit-Nights/Site-Nights**

	<b><u>2006</u></b>	<b><u>2007</u></b>	<b><u>% Change</u></b>
<i>Hotels/Motels/Resorts/B&amp;Bs</i>			
Properties	1,779	1,755	-1.3
Rooms	80,825	81,166	+0.4
Total available roomnights (millions)	27.37	27.08	-1.1
<i>Cabins/Cottages/Condominiums</i>			
Properties	1,074	1,079	+0.5
Units	10,775	11,011	+2.2
Total available unit-nights (millions)	2.61	2.64	+1.1
<i>Campgrounds</i>			
Properties	752	781	+3.9
Sites	64,543	67,607	+4.7
Total available site-nights (millions)	9.94	10.01	+0.7

**Note:** Available roomnights/unit-nights/site-nights equals the number of rooms/units/sites made available times the number of nights open during the year, on a property basis.

## 5.2 Hotel/Motels/Resorts/B&B's: Rates and Occupancy

The overall average daily room rate at Wisconsin hotels/motels/resorts/B&Bs was \$90.62 during 2007, a 4% increase from the 2006 rate of \$87.40.

In 2007, hotels/motels/resorts/B&Bs had an average occupancy rate of 54%, a 4% decrease from 2006. In addition, available roomnights and occupied roomnights both decreased with a 1% decline in available roomnights and a 3% decrease in occupied roomnights.

Average daily room rates (\$102.47) and occupancy rates (68%) were highest during the summer quarter (June through August).

Table 5.2  
**Room Rates and Occupancy by Quarter**  
*(Hotels/Motels/Resorts/B&Bs)*

	2007					2006 Total
	Total	December - February	March - May	June - August	September - November	
Average daily room rates*	\$90.62	\$82.46	\$86.90	\$102.47	\$91.81	\$87.40
Average occupancy*	54%	45%	51%	68%	52%	56%
Total available roomnights (in millions)	27.08	6.42	6.76	7.07	6.82	27.37
Total occupied roomnights (in millions)	14.75	2.87	3.48	4.84	3.56	15.26

\*The bases for these statistics are weighted by the number of rooms that are open in each quarter. Yearly averages are weighted by quarter.

### 5.3 Hotels/Motels/Resorts/B&B's: Guest Party Description

Hotel/motel/resort/B&B property managers report that their 2007 guests typically traveled in parties of two and stayed an average of two nights. The average party size is modestly larger in the summer quarter (June through August). Finally, the average length of stay is longer in the summer than in the fall, winter, and spring.

Table 5.3  
**Management's Estimate:**  
**Average Guest Party Size & Length of Stay**  
**By Quarter**  
*(Hotels/Motels/Resorts/B&Bs)*

	2007					2006 <u>Total</u>
	<u>Total</u>	December - <u>February</u>	March - <u>May</u>	June - <u>August</u>	September - <u>November</u>	
Average travel party size	2.04	1.95	2.05	2.24	1.90	2.10
Average length of stay	2.03	2.00	1.96	2.19	1.98	2.04

Hotel/motel/resort/B&B property managers report that half of their guests are traveling either for business (36%) or to attend meetings and conventions (20%). Nearly as many guests are traveling for pleasure (44%), according to hotel/motel/resort/B&B property managers' estimates. More leisure guests are reported in the summer quarter (53%) than at other times of the year.

Managers report that about half of their guests are Wisconsin residents (54%).

Table 5.3.1  
**Management's Estimate:**  
**Trip Purpose & Guest Origin by Quarter**  
***(Hotels/Motels/Resorts/B&Bs)***

	<b>2007</b>					
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
<b>Purpose of guests' trip:</b>						
Pleasure	44%	40%	43%	53%	37%	47%
Business	36%	41%	38%	31%	38%	35%
Meetings/conventions	20%	19%	19%	16%	25%	18%
<b>Guest Origin:</b>						
<u>Out of State</u>	<u>46%</u>	<u>44%</u>	<u>43%</u>	<u>49%</u>	<u>46%</u>	<u>47%</u>
U.S.	42%	41%	41%	46%	41%	43%
Canada	2%	2%	1%	2%	2%	2%
Other Foreign	2%	1%	2%	2%	3%	2%
Wisconsin	54%	56%	57%	51%	54%	53%

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

#### 5.4 Cabins/Cottages/Condominiums: Rates and Occupancy

The average unit rate for a cabin/cottage/condominium was \$123.79 in 2007, an increase of 4% from the 2006 average unit rate of \$119.37.

The summer quarter (June through August) had the highest unit rates at \$145.30, while the spring quarter (March through May) had the lowest unit rates (\$106.78). Occupancy rates in 2007 for cabins/cottages/condominiums were 44%, a 4% decrease from the 2006 occupancy rate of 46%.

The number of available unit-nights increased by 1% from 2006 to 2007 (2.61 million to 2.64 million), and the number of occupied unit-nights decreased by 2% during the same period (1.20 million to 1.17 million).

Table 5.4  
**Unit Rates and Occupancy by Quarter**  
***(Cabins/Cottages/Condominiums)***

	<b>2007</b>					<b><u>2006 Total</u></b>
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	
Average unit rates*	\$123.79	\$120.00	\$106.78	\$145.30	\$112.54	\$119.37
Average occupancy*	44%	25%	35%	70%	37%	46%
Total available unit-nights (in millions)	2.64	0.50	0.65	0.81	0.68	2.61
Total occupied unit-nights (in millions)	1.17	0.13	0.22	0.57	0.25	1.20

\*The bases for these statistics are weighted by the number of rooms that are open in each quarter. Yearly averages are weighted by quarter.

### 5.5 Cabins/Cottages/Condominiums: Guest Party Description

Property managers of Wisconsin cabins/cottages/condominiums report that, in 2007, guests at their locations usually traveled in groups of four and stayed four nights on average.

The average length of stay was longest during the summer quarter (June through August) – 5.10 days, and shortest in the winter quarter (December through February) – 2.65 days.

Table 5.5  
**Management's Estimate:**  
**Average Guest Party Size & Length of Stay By Quarter**  
*(Cabins/Cottages/Condominiums)*

	<b>2007</b>					<b>2006 Total</b>
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	
Average travel party size	3.91	3.87	3.46	4.38	3.74	3.99
Average length of stay	3.84	2.65	3.20	5.10	3.39	3.84

According to property managers' estimates, nearly all cabin/cottage/condominium guests (93%) in 2007 were traveling on a pleasure trip. Non-leisure visitors were more prevalent during the winter and spring quarters (16% and 11%) than at other times of the year.

Managers report that more than half their guests are Wisconsin residents (55%), while the remaining guests live outside the state of Wisconsin (45%).

Table 5.5.1  
**Management's Estimate:**  
**Trip Purpose and Guest Origin by Quarter**  
***(Cabins/Cottages/Condominiums)***

	<b>2007</b>					
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>2006 Total</u></b>
<b>Purpose of guests' trip:</b>						
Pleasure	93%	84%	89%	97%	94%	92%
Business	5%	14%	6%	2%	4%	6%
Meetings/conventions	2%	2%	5%	1%	2%	2%
<b>Guest Origin:</b>						
<u>Out of State</u>	<u>45%</u>	<u>47%</u>	<u>37%</u>	<u>47%</u>	<u>51%</u>	<u>44%</u>
U.S.	45%	47%	37%	47%	51%	44%
Canada	--	--	--	--	--	--
Other Foreign	--	--	--	--	--	--
Wisconsin	55%	53%	63%	53%	49%	56%

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

## 5.6 Campgrounds: Rates and Occupancy

The average rate for a campground site was \$21.93 in 2007, a 1% decrease from the 2006 average site rate of \$22.12.

Occupancy rates for Wisconsin campgrounds were 35% in 2007, an 8% decrease from 2006.

Not surprisingly, both site rates (\$25.51) and occupancy rates (55%) were highest for Wisconsin campgrounds in the summer quarter (June through August).

Available site-nights increased slightly from 2006 to 2007 (1%) but occupied site-nights decreased modestly (6%).

Table 5.6  
**Site Rates and Occupancy By Quarter**  
***(Campgrounds)***

	2007					2006 Total
	Total	December - February	March - May	June - August	September - November	
Average site rate*	\$21.93	\$17.93	\$18.82	\$25.51	\$21.44	\$22.12
Average occupancy*	35%	4%	26%	55%	26%	38%
Total available site-nights (in millions)	10.01	1.08	2.15	4.10	2.69	9.94
Total occupied site-nights (in millions)	3.54	0.05	0.55	2.25	0.69	3.77

\*The bases for these statistics are weighted by the number of sites that are open in each quarter. Yearly averages are weighted by quarter.

## 5.7 Campgrounds: Guest Party Description

Wisconsin campers typically travel in parties of four and spend an average of three nights while visiting, according to campground managers. The average length of stay is up 15% from the 2006 figures, and the average travel party size has increased 3% from 2006 to 2007 (3.75 to 3.86).

Table 5.7  
**Management's Estimate:**  
**Average Guest Party Size & Length of Stay By Quarter**  
**(Campgrounds)**

	2007					2006
	<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	3.86	2.83	4.31	3.81	4.04	3.75
Average length of stay	2.74	1.93	2.54	3.06	2.87	2.38

Wisconsin campground managers report that three fourths of Wisconsin campers (74%) are Wisconsin residents, a small (4%) increase from 2006.

Table 5.7.1  
**Management's Estimate:**  
**Guest Origin By Quarter**  
**(Campgrounds)**

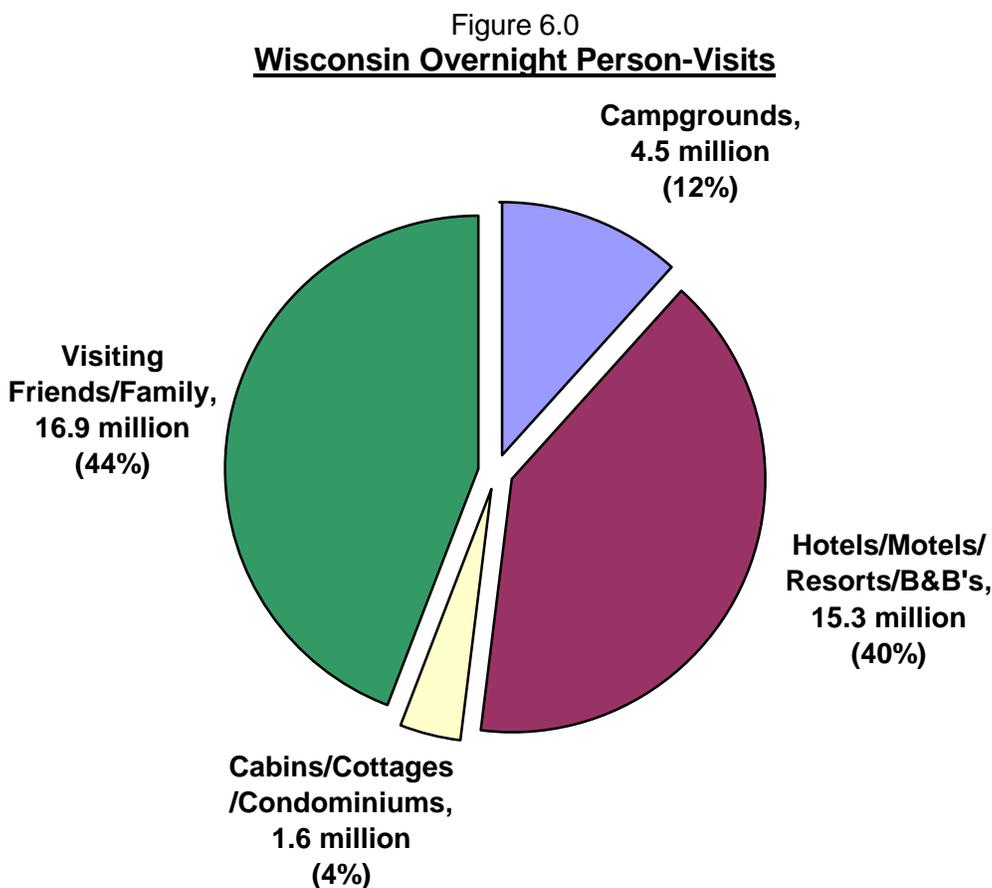
	2007					2006 Total
	Total	December - February	March - May	June - August	September - November	
<b>Guest Origin:</b>						
<u>Out of State</u>	<u>26%</u>	<u>9%</u>	<u>27%</u>	<u>31%</u>	<u>30%</u>	<u>29%</u>
U.S.	25%	9%	26%	30%	29%	28%
Canada	1%	--	1%	1%	1%	1%
Other Foreign	--	--	--	--	--	--
Wisconsin	74%	91%	73%	69%	70%	71%

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

## 6.0 Overnight Person-Visits to Wisconsin

During 2007, overnight person-visits in Wisconsin totaled 38.3 million, a decrease of 5% from the 2006 figure of 40.5 million.

Visitors staying with family and/or friends represented 44% of the Wisconsin overnight person-visits, and hotel/motel/resort/B&B guests represented 40% of overnight person-visits. Campers accounted for 12% of overnight person-visits while visitors staying in cabins/cottages/condominiums made up 4% of the overnight person-visits in Wisconsin in 2007.



**TOTAL: 38.3 Million Overnight Person-Visits**

**Note:** A **person-visit** is defined for this report as one person on one overnight visit to one accommodation. A couple on a one-night weekend stay is two person-visits. If a guest to Wisconsin travels to several locations in Wisconsin, staying overnight in different accommodations, each overnight stay is considered a person-visit. Therefore, 38.2 million person-visits should not be interpreted as 38.2 million visitors.

## Appendix A: Procedures

## Technical Appendix: The Research Procedures

### ***Introduction***

The basic procedure employed in this project is the T-MAP-I economic impact model. *Davidson-Peterson Associates* first employed this procedure in 1985 for the State of Georgia. Since then, it has been used to estimate traveler expenditures in states and local areas throughout the United States.

### **A. What is Economic Impact?**

Economic impact begins when a visitor to an area spends any amount of money on any product or service in that area. The **direct** recipients of visitor expenditures use these dollars to earn income, pay wages, and pay taxes thus creating a **direct impact** on the local economy. But the benefits to the local economy extend beyond the direct impact of these dollars. Visitor expenditures create a chain effect. When businesses and their employees spend *their* income in the state, they create an **indirect impact** by supporting additional jobs, wages, salaries, proprietary income and tax revenues. The sum of the **direct** and **indirect impact** equals the total economic impact of traveler expenditures.

### **B. What is a Traveler?**

For purposes of this study, a traveler is anyone who visits an area while traveling outside of his or her normal routine and spends money. They may be motivated to travel by pleasure, personal, or business reasons or some combination of reasons. If they remain in the area for more than 30 days, they cease being a traveler. If they are staying in accommodations contracted for more than a 30-day period (construction workers or truck drivers, for example), they are not classified as travelers.

This report and the T-MAP-I procedure are based on the premise that economic impact begins with the expenditure of dollars by travelers (bottom-up measurement) rather than receipts of selected businesses (top-down measurement) – a more traditional tool of economic analysis.

*Davidson-Peterson Associates* does not use the traditional top-down or industry receipts-based methods. In this study:

- Sales tax data or industry receipts are not employed;
- Measurements begin with **every dollar** travelers spend;
- North American Industry Classification System (NAICS) codes are **not** used;
- **Travelers** define where they spend money.

### C. Additional Explanations

- Top-down or industry receipts-based measures assume that an industry is composed of a set of businesses that are clearly designated by customary NAICS codes. For most industries this works well. However, when applied to tourism, this method tends to underestimate the economic impact, in part because businesses are not able to separate traveler expenditures from resident expenditures.
- Tourism is not a typical industry, and cannot be represented in its entirety by a few NAICS-classified businesses. Tourism is the movement of people into an area for a brief period of time. Its economic impact begins with the sum of every dollar visitors spend on lodging, retail purchases, gas, food, entertainment or any other goods or services people buy.
- When travelers spend dollars, they spend them in many of the same “traditional industries” as local residents. While these businesses (such as retail stores, restaurants and gas stations) are identified by NAICS codes, there is simply no way to separate the purchases of travelers from those of local residents. The bottom-up procedure employed by *Davidson-Peterson Associates* is based on all traveler expenditures in all industries.

This procedure for assessing economic impact provides accurate estimates of current numbers as well as measurements of change from year to year. Methods and numbers are constantly being reviewed to generate the most accurate measures of change possible.

## D. The Basic Research Steps for the 2006-2007 Wisconsin Effort

What follows is a brief description of the procedures for estimating economic impact as they were completed in 2007.

### 1. Inventory Update

At the beginning of 2007, the 2006 inventory of lodging properties maintained by *Davidson-Peterson Associates* was compared to the list of all licensed lodging properties from the Wisconsin Division of Public Health (DPH). Any new information, additions, deletions, or size changes gathered from the comparison of the initial lodging inventory and the DPH list was incorporated into the final 2007 inventory. In addition, the seasonal surveys of lodging business activity (see #2) allowed for further clarification.

New properties in the final inventory are sampled so as to include new properties in each quarterly sample.

### 2. Seasonal Surveys of paid lodging business activity

Every property included in the state survey sample was contacted and asked to complete a survey questionnaire by phone. Those who did not participate by phone were asked to complete the survey via mail or fax. Additional properties in counties participating in special economic impact reports are added to the state sample. A total of 3,588 contacts were made with lodging properties during the course of the year resulting in 2,962 completed surveys as follows:

<u>Quarter</u>	<u># Contacted</u>	<u># Completed</u>
December - February	908	828
March - May	907	787
June - August	887	720
September - November	<u>886</u>	<u>627</u>
<b>Total</b>	<b>3,588</b>	<b>2,962</b>

A small sample of very large and/or high priced properties were asked to provide rates and occupancy for all four quarters. This procedure is employed to prevent skewing the data or understating the values for such important properties by imputing averages based on less expensive, smaller properties.

### 3. Resident (VFR) Survey

To determine the incidence of visiting friends and relatives (VFR) in the state, telephone interviews were conducted with a random sample of Wisconsin households. Data from these surveys was projected to the total state household population.

A total of 1,004 VFR surveys were completed in 2007. These surveys were combined with the VFR surveys from 2003 through 2006 to calculate 5-year rolling averages.

### 4. Visitor Expenditure Survey/Modeling

To represent the proportion of traveler expenditures spent on specific types of goods and services, visitors were surveyed on-site while in Wisconsin. The visitor expenditure ratios obtained from the on-site interviews were applied to derive the total expenditures by category.

A total of 1,989 Visitor Expenditure surveys were completed throughout 2007 at more than 100 sites across Wisconsin.

### 5. Economic Impact Data Calculations

Room, unit, and campsite rates and occupancy were used to estimate the total expenditures at accommodation facilities. The visitor expenditure ratios were applied to this figure to derive the total traveler expenditures by those staying in each accommodation category.

### 6. Input/Output (I/O) Modeling

A special inter-industry model constructed for Wisconsin utilizes the total tourism expenditures to determine estimates of employment, income, and government revenue impacts of expenditures on the state.

## E. A Note on Revisions

Although the Wisconsin Department of Tourism has decided not to show the revised numbers for 2006, it is still necessary for the expenditure modeling process to perform the revision procedure. The revised numbers for each county are available upon request from the Wisconsin Department of Tourism.

Part of the research process involves refining and revising the prior year's data. As additional data is collected during the course of each year's work and new information that was not available when the original estimates were made is

uncovered, revisions are made to the prior year's estimates. Previous year's data is updated if:

- Changes in the lodging inventory that were unidentifiable during the previous year (such as property expansion, closed properties, increased number of rooms) are discovered;
- A lodging manager was unable to participate or could not be reached after multiple attempts during the previous year; or
- A lodging manager provided more complete or more accurate information for the prior year.

## **B. SUPPORTING TABLES**

**Wisconsin**  
*Total*  
**2007 Traveler Expenditures**  
**By Category of Expenditure and**  
**Accommodation Used**  
*(\$ Millions)*

	<u>Paid Accommodations</u>			<u>No Lodging Expense</u>		<u>2007 Total</u>	<u>2006 Total</u>
	<u>Hotels/ Motels/ Resorts/ B&amp;Bs</u>	<u>Cabins/ Cottages/ Condos</u>	<u>Camp- Grounds</u>	<u>Visiting Friends/ Relatives</u>	<u>Other</u>		
Food	\$1,626.51	\$153.36	\$135.72	\$1,225.96	\$268.26	<b>\$3,409.81</b>	<b>\$3,315.68</b>
<u>Shopping</u>	<u>\$1,741.24</u>	<u>\$190.62</u>	<u>\$210.42</u>	<u>\$1,478.58</u>	<u>\$318.84</u>	<u><b>\$3,939.71</b></u>	<u><b>\$4,010.52</b></u>
General	748.75	70.49	99.03	749.61	111.71	<b>1,779.59</b>	<b>1,722.60</b>
Traveler	992.49	120.13	111.40	728.97	207.13	<b>2,160.12</b>	<b>2,287.91</b>
<u>Recreation</u>	<u>\$1,512.81</u>	<u>\$111.02</u>	<u>\$169.82</u>	<u>\$851.16</u>	<u>\$196.02</u>	<u><b>\$2,840.82</b></u>	<u><b>\$2,963.49</b></u>
Liquor	171.88	21.17	30.52	160.20	12.80	<b>396.57</b>	<b>403.24</b>
Historic	110.35	5.76	17.91	52.56	29.72	<b>216.31</b>	<b>171.86</b>
Sightseeing	92.96	10.79	18.95	54.89	16.08	<b>193.67</b>	<b>190.03</b>
Event fees	222.04	8.04	42.58	126.74	45.47	<b>444.86</b>	<b>438.34</b>
Sport fees	188.60	26.40	24.87	133.94	49.09	<b>422.89</b>	<b>436.86</b>
Cultural event fees	30.10	2.75	2.96	33.04	12.21	<b>81.05</b>	<b>88.65</b>
Evening entertainment	72.23	4.42	10.33	101.61	5.81	<b>194.41</b>	<b>222.75</b>
Licenses	17.39	11.72	10.75	16.59	1.26	<b>57.71</b>	<b>67.48</b>
Sweepstakes	6.02	0.74	1.38	11.18	1.01	<b>20.33</b>	<b>21.80</b>
Wagering	527.68	10.72	7.58	97.11	20.71	<b>663.80</b>	<b>751.81</b>
Other	73.57	8.51	2.00	63.3	1.85	<b>149.22</b>	<b>170.65</b>
Lodging	\$1,355.65	\$167.43	\$88.39	--	--	<b>\$1,611.46</b>	<b>\$1,603.95</b>
Ground Transportation	\$462.14	\$47.64	\$85.01	\$318.75	\$60.20	<b>\$973.74</b>	<b>\$931.92</b>
Total 2007	<b>\$6,698.34</b>	<b>\$670.06</b>	<b>\$689.36</b>	<b>\$3,874.45</b>	<b>\$843.31</b>	<b>\$12,775.54</b>	--
2006 Total	<b>\$6,763.22</b>	<b>\$657.34</b>	<b>\$703.27</b>	<b>\$3,850.32</b>	<b>\$851.41</b>	--	<b>\$12,825.55</b>

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

**Wisconsin**  
*Leisure*  
**2007 Traveler Expenditures**  
**By Category of Expenditure and**  
**Accommodation Used**  
*(\$ Millions)*

	<u>Paid Accommodations</u>			<u>No Lodging Expense</u>		<u>2007 Total</u>	<u>2006 Total</u>
	<u>Hotels/ Motels/ Resorts/ B&amp;Bs</u>	<u>Cabins/ Cottages/ Condos</u>	<u>Camp- Grounds</u>	<u>Visiting Friends/ Relatives</u>	<u>Other</u>		
Food	\$717.89	\$143.35	\$135.72	\$1,225.96	\$268.26	\$2,491.18	\$2,450.78
<u>Shopping</u>	<u>\$768.43</u>	<u>\$178.19</u>	<u>\$210.42</u>	<u>\$1,478.58</u>	<u>\$318.84</u>	<u>\$2,954.46</u>	<u>\$3,017.22</u>
General	330.37	65.90	99.03	749.61	111.71	1,356.62	1,308.16
Traveler	438.05	112.29	111.40	728.97	207.13	1,597.84	1,709.06
<u>Recreation</u>	<u>\$667.71</u>	<u>\$103.77</u>	<u>\$169.82</u>	<u>\$851.16</u>	<u>\$196.02</u>	<u>\$1,988.47</u>	<u>\$2,099.59</u>
Liquor	75.86	19.79	30.52	160.20	12.80	299.17	308.00
Historic	48.71	5.39	17.91	52.56	29.72	154.28	124.88
Sightseeing	41.03	10.08	18.95	54.89	16.08	141.03	136.27
Event fees	98.00	7.52	42.58	126.74	45.47	320.30	326.73
Sport fees	83.24	24.67	24.87	133.94	49.09	315.81	328.10
Cultural event fees	13.28	2.57	2.96	33.04	12.21	64.06	71.29
Evening entertainment	31.88	4.13	10.33	101.61	5.81	153.77	177.49
Licenses	7.67	10.96	10.75	16.59	1.26	47.23	55.17
Sweepstakes	2.66	0.69	1.38	11.18	1.01	16.92	18.08
Wagering	232.90	10.02	7.58	97.11	20.71	368.33	429.86
Other	32.47	7.95	2.00	63.30	1.85	107.57	123.71
Lodging	\$598.34	\$156.50	\$88.39	--	--	\$843.23	\$864.14
Ground Transportation	\$203.97	\$44.53	\$85.01	\$318.75	\$60.20	\$712.46	\$691.52
<b>Total 2007</b>	<b>\$2,956.33</b>	<b>\$626.34</b>	<b>\$689.36</b>	<b>\$3,874.45</b>	<b>\$843.31</b>	<b>\$8,989.79</b>	<b>--</b>
<b>2006 Total</b>	<b>\$3,109.50</b>	<b>\$608.76</b>	<b>\$703.27</b>	<b>\$3,850.32</b>	<b>\$851.41</b>	<b>--</b>	<b>\$9,123.26</b>

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

**Wisconsin**  
*Total*  
**2007 Traveler Expenditures**  
**By Quarter**  
*(\$ Millions)*

	<b>2007</b>					<b>2006</b>
	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>Total</u></b>	<b><u>Total</u></b>
Food	\$597.81	\$699.72	\$1,286.52	\$825.77	<b>\$3,409.81</b>	<b>\$3,315.68</b>
<u>Shopping</u>	<u>\$681.13</u>	<u>\$801.15</u>	<u>\$1,506.48</u>	<u>\$950.94</u>	<b>\$3,939.71</b>	<b>\$4,010.52</b>
General	309.85	359.41	678.69	431.63	<b>1,779.59</b>	<b>1,722.60</b>
Traveler	371.28	441.74	827.79	519.31	<b>2,160.12</b>	<b>2,287.91</b>
<u>Recreation</u>	<u>\$486.41</u>	<u>\$586.58</u>	<u>\$1,085.57</u>	<u>\$682.26</u>	<b>\$2,840.82</b>	<b>\$2,963.49</b>
Liquor	67.65	79.35	154.25	95.32	<b>396.57</b>	<b>403.24</b>
Historic	35.99	44.68	84.25	51.38	<b>216.31</b>	<b>171.86</b>
Sightseeing	31.53	39.36	76.97	45.81	<b>193.67</b>	<b>190.03</b>
Event fees	74.12	90.87	174.01	105.86	<b>444.86</b>	<b>438.34</b>
Sport fees	71.58	86.42	163.77	101.13	<b>422.89</b>	<b>436.86</b>
Cultural event fees	14.48	16.38	30.53	19.67	<b>81.05</b>	<b>88.65</b>
Evening entertainment	34.96	38.51	73.27	47.67	<b>194.41</b>	<b>222.75</b>
Licenses	7.84	11.04	25.83	13.00	<b>57.71</b>	<b>67.48</b>
Sweepstakes	3.56	3.98	7.83	4.96	<b>20.33</b>	<b>21.80</b>
Wagering	116.92	145.81	240.08	160.99	<b>663.80</b>	<b>751.81</b>
Other	27.76	30.20	54.79	36.47	<b>149.22</b>	<b>170.65</b>
Lodging	\$259.10	\$351.88	\$624.02	\$376.46	<b>\$1,611.46</b>	<b>\$1,603.95</b>
Transportation	\$161.24	\$197.83	\$382.39	\$232.28	<b>\$973.74</b>	<b>\$931.92</b>
<b>Total 2007</b>	<b>\$2,185.69</b>	<b>\$2,637.16</b>	<b>\$4,884.98</b>	<b>\$3,067.71</b>	<b>\$12,775.54</b>	--
<b>2006 Total</b>	<b>\$2,273.40</b>	<b>\$2,652.38</b>	<b>\$4,875.50</b>	<b>\$3,024.27</b>	--	<b>\$12,825.55</b>

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

**2007 Seasonal Analysis**

	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>
Share of seasonal expenditures	17.11	20.64	38.24	24.01
Share of days in year	24.66	25.21	25.21	24.93
Ratio	0.69	0.82	1.52	0.96

**Wisconsin**  
*Leisure*  
**2007 Traveler Expenditures**  
**By Quarter**  
*(\$ Millions)*

	<b>2007</b>					<b>2006</b>
	<b>December - February</b>	<b>March - May</b>	<b>June - August</b>	<b>September - November</b>	<b>Total</b>	<b>Total</b>
Food	\$422.28	\$483.55	\$1,010.78	\$574.57	<b>\$2,491.18</b>	<b>\$2,450.78</b>
<u>Shopping</u>	<u>\$492.77</u>	<u>\$569.13</u>	<u>\$1,210.91</u>	<u>\$681.65</u>	<u><b>\$2,954.46</b></u>	<u><b>\$3,017.22</b></u>
General	229.10	259.82	551.75	315.95	<b>1,356.62</b>	<b>1,308.16</b>
Traveler	263.68	309.31	659.17	365.69	<b>1,597.84</b>	<b>1,709.06</b>
<u>Recreation</u>	<u>\$323.74</u>	<u>\$386.16</u>	<u>\$829.55</u>	<u>\$449.02</u>	<u><b>\$1,988.47</b></u>	<u><b>\$2,099.59</b></u>
Liquor	49.01	56.40	125.04	68.72	<b>299.17</b>	<b>308.00</b>
Historic	24.17	30.11	65.61	34.39	<b>154.28</b>	<b>124.88</b>
Sightseeing	21.46	26.97	61.18	31.43	<b>141.03</b>	<b>136.27</b>
Event fees	50.40	61.62	136.55	71.73	<b>320.30</b>	<b>326.73</b>
Sport fees	51.07	61.18	131.67	71.89	<b>315.81</b>	<b>328.10</b>
Cultural event fees	11.23	12.38	25.42	15.03	<b>64.06</b>	<b>71.29</b>
Evening entertainment	27.21	28.96	61.06	36.54	<b>153.77</b>	<b>177.49</b>
Licenses	5.78	8.52	22.74	10.19	<b>47.23</b>	<b>55.17</b>
Sweepstakes	2.91	3.17	6.80	4.03	<b>16.92</b>	<b>18.08</b>
Wagering	60.71	76.46	151.17	79.98	<b>368.33</b>	<b>429.86</b>
Other	19.79	20.39	42.30	25.09	<b>107.57</b>	<b>123.71</b>
Lodging	\$112.06	\$170.92	\$393.65	\$166.59	<b>\$843.23</b>	<b>\$864.14</b>
Transportation	\$111.29	\$136.32	\$303.99	\$160.86	<b>\$712.46</b>	<b>\$691.52</b>
<b>Total 2007</b>	<b>\$1,462.15</b>	<b>\$1,746.08</b>	<b>\$3,748.88</b>	<b>\$2,032.68</b>	<b>\$8,989.79</b>	--
<b>2006 Total</b>	<b>\$1,541.91</b>	<b>\$1,772.08</b>	<b>\$3,761.55</b>	<b>\$2,047.72</b>	--	<b>\$9,123.26</b>

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

**Wisconsin  
Traveler Expenditures  
By Quarter and Market Segment  
2007 vs. 2006  
(\$ Millions)**

	<u>2006</u>	<u>2007</u>	<u>% Change</u>
<i>Hotel/motel/resort/B&amp;B Guests</i>			
December - February	\$1,245.16	\$1,180.53	-5.19%
March - May	\$1,544.22	\$1,528.14	-1.04%
June - August	\$2,389.84	\$2,369.46	-0.85%
September - November	\$1,584.00	\$1,620.20	+2.29%
<b>Total</b>	<b>\$6,763.22</b>	<b>\$6,698.34</b>	<b>-0.96%</b>
<i>Cabin/Cottage/Condominium Guests</i>			
December - February	\$75.79	\$76.35	+0.74%
March - May	\$119.31	\$120.39	+0.91%
June - August	\$330.03	\$340.32	+3.12%
September - November	\$132.21	\$133.01	+0.61%
<b>Total</b>	<b>\$657.34</b>	<b>\$670.06</b>	<b>+1.94%</b>
<i>Campers</i>			
December - February	\$8.76	\$8.46	-3.42%
March - May	\$94.43	\$97.93	+3.71%
June - August	\$483.57	\$463.47	-4.16%
September - November	\$116.51	\$119.49	+2.56%
<b>Total</b>	<b>\$703.27</b>	<b>\$689.36</b>	<b>-1.98%</b>
<i>Visiting Friends/Relatives</i>			
December - February	\$802.28	\$785.97	-2.03%
March - May	\$708.95	\$706.79	-0.30%
June - August	\$1,340.43	\$1,383.51	+3.21%
September - November	\$998.66	\$998.19	-0.05%
<b>Total</b>	<b>\$3,850.32</b>	<b>\$3,874.45</b>	<b>+0.63%</b>
<i>Day Trippers/Passing Through</i>			
December - February	\$141.40	\$134.37	-4.97%
March - May	\$185.47	\$183.91	-0.84%
June - August	\$331.63	\$328.22	-1.03%
September - November	\$192.90	\$196.82	+2.03%
<b>Total</b>	<b>\$851.41</b>	<b>\$843.31</b>	<b>-0.95%</b>
<b>TOTAL</b>	<b>\$12,825.55</b>	<b>\$12,775.54</b>	<b>-0.39%</b>

**Wisconsin  
Traveler Expenditures  
Managers' Estimates  
By Traveler Type and Quarter  
(\$ Millions)**

<b>2007</b>						
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>2006 Total</u></b>
Pleasure	\$8,989.79	\$1,462.15	\$1,746.08	\$3,748.88	\$2,032.68	\$9,123.26
Business	\$2,427.01	\$490.58	\$587.18	\$731.90	\$617.36	\$2,418.74
Meetings/conventions	\$1,358.73	\$232.96	\$303.91	\$404.20	\$417.67	\$1,283.55
<b>TOTAL</b>	<b>\$12,775.54</b>	<b>\$2,185.69</b>	<b>\$2,637.16</b>	<b>\$4,884.98</b>	<b>\$3,067.71</b>	<b>\$12,825.55</b>

**Wisconsin  
Traveler Expenditure Percentages  
By Traveler Type and Quarter**

<b>2007</b>						
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>2006 Total</u></b>
Pleasure	70%	67%	66%	77%	66%	71%
Business	19%	22%	22%	15%	20%	19%
Meetings/conventions	11%	11%	12%	8%	14%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

**Total Wisconsin  
Lodging Revenues  
Managers' Estimates  
By Traveler Type and Quarter  
(*\$ Millions*)**

<b>2007</b>						
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>2006 Total</u></b>
Pleasure	\$843.23	\$112.06	\$170.92	\$393.65	\$166.59	\$864.14
Business	\$492.45	\$99.78	\$119.15	\$148.40	\$125.13	\$483.47
Meetings/conventions	\$265.69	\$45.23	\$59.37	\$78.88	\$82.20	\$246.05
<b>TOTAL</b>	<b>\$1,601.37</b>	<b>\$257.07</b>	<b>\$349.44</b>	<b>\$620.93</b>	<b>\$373.93</b>	<b>\$1,593.67</b>

**Total Wisconsin  
Lodging Revenue Percentages  
By Traveler Type and Quarter**

<b>2007</b>						
	<b><u>Total</u></b>	<b><u>December - February</u></b>	<b><u>March - May</u></b>	<b><u>June - August</u></b>	<b><u>September - November</u></b>	<b><u>2006 Total</u></b>
Pleasure	53%	44%	49%	63%	45%	54%
Business	31%	39%	34%	24%	33%	30%
Meetings/conventions	17%	18%	17%	13%	22%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

**Note:** Only includes revenues from paid lodging.

**Wisconsin  
Lodging Revenues  
By Traveler Type and Quarter**  
*Hotels/Motels/Resorts/B&Bs*  
(\$ Millions)

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	\$598.34	\$95.04	\$131.63	\$251.53	\$120.14	\$619.40
Business	\$484.87	\$97.07	\$117.22	\$146.78	\$123.81	\$474.04
Meetings/conventions	\$262.34	\$44.81	\$57.95	\$78.17	\$81.42	\$243.38
<b>TOTAL</b>	<b>\$1,345.55</b>	<b>\$236.91</b>	<b>\$306.80</b>	<b>\$476.48</b>	<b>\$325.36</b>	<b>\$1,336.81</b>

**Wisconsin  
Lodging Revenue Percentages  
By Traveler Type and Quarter**  
*Hotels/Motels/Resorts/B&Bs*

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	44%	40%	43%	53%	37%	47%
Business	36%	41%	38%	31%	38%	35%
Meetings/conventions	20%	19%	19%	16%	25%	18%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

**Note:** Only includes revenues from paid lodging.

**Wisconsin  
Lodging Revenues  
By Traveler Type and Quarter  
Cabins/Cottages/Condominiums  
(\$ Millions)**

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	\$156.50	\$15.94	\$26.73	\$82.70	\$31.13	\$151.76
Business	\$7.59	\$2.71	\$1.93	\$1.62	\$1.32	\$9.44
Meetings/conventions	\$3.34	\$0.42	\$1.42	\$0.72	\$0.78	\$2.67
<b>TOTAL</b>	<b>\$167.43</b>	<b>\$19.08</b>	<b>\$30.08</b>	<b>\$85.04</b>	<b>\$33.24</b>	<b>\$163.87</b>

**Wisconsin  
Lodging Revenue Percentages  
By Traveler Type and Quarter  
Cabins/Cottages/Condominiums**

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	93%	84%	89%	97%	94%	92%
Business	5%	14%	6%	2%	4%	6%
Meetings/conventions	2%	2%	5%	1%	2%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

**Note:** Only includes revenues from paid lodging.

**Wisconsin  
Lodging Revenues  
By Traveler Type and Quarter  
Campgrounds  
(\$ Millions)**

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	\$88.39	\$1.09	\$12.56	\$59.42	\$15.33	\$92.98
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
<b>TOTAL</b>	<b>\$88.39</b>	<b>\$1.09</b>	<b>\$12.56</b>	<b>\$59.42</b>	<b>\$15.33</b>	<b>\$92.98</b>

**Wisconsin  
Lodging Revenue Percentages  
By Traveler Type and Quarter  
Campgrounds**

**2007**

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>	<u>2006 Total</u>
Pleasure	100%	100%	100%	100%	100%	100%
Business	--	--	--	--	--	--
Meetings/conventions	--	--	--	--	--	--
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Note:** Only includes revenues from paid lodging.

\* Campground managers were not asked the trip purpose of their campers as it was presumed to be pleasure.

**Estimated Impact of 2007 Traveler Expenditures  
on the Economy of Wisconsin**

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	<u>Direct Impact</u>	<u>Total Impact</u>
<b>Employment</b> (full-time job equivalents)	196,673	302,231
<b>Resident Income</b> (wages, salaries, and proprietary income)	\$3,565,882,000	\$7,086,467,000
<b>Government Revenues:</b>		
State government revenues	\$839,541,000	\$1,422,148,000
Local government revenues	\$264,185,000	\$638,226,000

**Estimated Impact of Traveler Expenditures  
on the Economy of Wisconsin**

*2006 vs. 2007*

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	<u>TOTAL IMPACT</u>	
	<u>2006</u>	<u>2007</u>
<b>Employment</b> (full-time job equivalents)	327,759	302,231
<b>Resident Income</b> (wages, salaries, and proprietary income)	\$7,252,659,000	\$7,086,467,000
<b>Government Revenues</b>		
State Government revenues	\$1,479,880,000	\$1,422,148,000
Local government revenues	\$586,374,000	\$638,226,000

**Wisconsin  
Roomnights/Unit-Nights//Site-Nights  
2006 vs. 2007 Comparison Summary**

	<u>2006</u>	<u>2007</u>	<u>% Change</u>
<b>Hotels/Motels/Resorts/B&amp;Bs</b>			
<i>December - February</i>			
Available	6,544,200	6,422,568	-1.86%
Occupied	3,035,163	2,865,921	-5.58%
<i>March - May</i>			
Available	6,852,772	6,762,594	-1.32%
Occupied	3,603,677	3,478,121	-3.48%
<i>June - August</i>			
Available	7,149,368	7,074,448	-1.05%
Occupied	4,978,742	4,844,351	-2.70%
<i>September - November</i>			
Available	6,827,956	6,816,038	-0.17%
Occupied	3,638,671	3,562,412	-2.10%
<b>Cabins/Cottages/Condominiums</b>			
<i>December - February</i>			
Available	504,550	500,652	-0.77%
Occupied	142,218	125,137	-12.01%
<i>March - May</i>			
Available	653,669	646,390	-1.11%
Occupied	238,586	224,382	-5.95%
<i>June - August</i>			
Available	803,029	814,712	+1.45%
Occupied	566,240	568,416	+0.38%
<i>September - November</i>			
Available	652,046	675,909	+3.66%
Occupied	252,694	247,347	-2.12%
<b>Campgrounds</b>			
<i>December - February</i>			
Available	1,093,839	1,077,138	-1.53%
Occupied	62,421	47,138	-24.48%
<i>March - May</i>			
Available	2,175,784	2,146,619	-1.34%
Occupied	560,236	550,975	-1.65%
<i>June - August</i>			
Available	4,050,554	4,095,021	+1.10%
Occupied	2,413,172	2,252,264	-6.67%
<i>September - November</i>			
Available	2,624,816	2,693,080	+2.60%
Occupied	729,324	692,347	-5.07%

**Wisconsin Overnight Person-Visits  
By Type of Accommodation  
2006 vs. 2007**

	<u>2006</u>	<u>2007</u>	<u>% Change</u>
Hotels/motels/resorts/B&Bs	16,117,309.96	15,326,004.96	-4.91%
Cabins/cottages/condominiums	1,342,450.81	1,552,454.37	+15.64%
Campgrounds	5,863,475.85	4,508,317.18	-23.11%
Private homes (staying with friends and relatives)	17,180,037.75	16,886,683.99	-1.71%
<b>Total</b>	<b>40,503,274.37</b>	<b>38,273,460.50</b>	<b>-5.51%</b>