

Profile of Wisconsin's Campers Executive Summary June – October 2004

Wisconsin is home to a wide variety of campgrounds that would satisfy every type of camper. From the wilderness and rustic-style campgrounds that offer the quiet serenity from the hustle and bustle of daily living, to those that resemble small communities with all the conveniences of home, Wisconsin's campgrounds can satisfy the appetites of any camping enthusiast.

Wisconsin's private campgrounds and State Parks have established Wisconsin as a premiere camping destination. To better understand this market segment and ensure that marketing dollars are being spent wisely to reach them effectively, the Department of Tourism partnered with the Wisconsin Association of Campground Owners and the WI Department of Natural Resources to gather information from campers during the summer and fall of 2004.

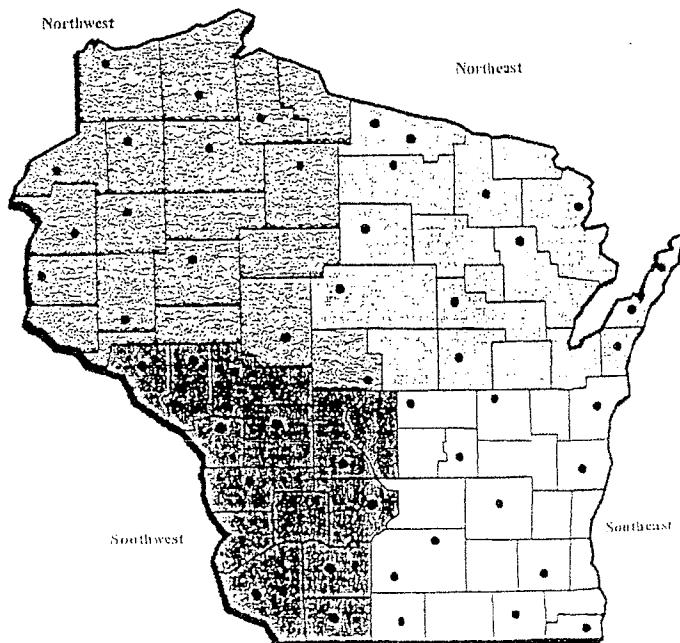
The objectives of this research were: 1) profile Wisconsin's campers (age, income levels, residence) 2) to describe trip characteristics (length of camping trip, method of camping, party size and composition and, participation in area activities) 3) assess satisfaction with Wisconsin camping experience 4) measure visitor spending.

Participating Campgrounds & State Parks

Research Methods

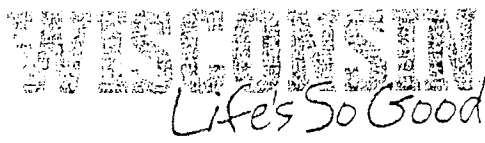
Self-addressed, postage paid surveys were randomly handed out as campers registered for their site. The state was segmented into four regions; surveys were color-coded so that data could be analyzed regionally. The map at the left shows the counties by region as well as the location of the campgrounds and state parks that participated in this study. There were 28 WACO-affiliated campgrounds, 6 state parks, and the remaining campgrounds were either private or county-owned.

To entice campers to complete the survey, their names were included in a drawing for weekend camping getaways. A total of 783 camping parties participated in this study, representing 3,132 campers.



Demographics

Overall, campers originated from four Midwestern states, the majority being Wisconsin residents (72%). Illinois residents had the second highest percentage (11%) followed by Minnesota (10%), and Michigan (1%). Looking at the campers origin by their respective media market areas, the highest percentage came from the Milwaukee market (19%) followed by Madison (14%), Green Bay (14%), Twin Cities (14%), Wausau-Rhineland (11%), Chicago (8%), and La Crosse-Eau Claire (7%).



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2004 Profile of Wisconsin's Campers

In conjunction with

Wisconsin Association of Campground Owners
WI Department of Natural Resources

Highlights of Campers By Primary Market Areas

Madison	Milwaukee	Green Bay	Twin Cities
14.3%	19.2%	14.3%	13.8%

Demographic Highlights

Age				
22 or younger	0.0%	0.0%	0.0%	0.0%
23-38 years old	19.0	20.9	26.5	20.0
39-57 years old	58.7	49.5	60.3	53.3
58 or older	22.2	29.7	13.2	26.7
Average age	49	51	45	49

(Note: Those aged 22 or younger came from non-Midwestern market areas except for one who originated from the Wausau-Rhineland market area.)

Children Under 18 Living in Household

No	63.6%	54.2%	40.0%	55.2%
Yes	36.4	45.8	60.0	45.7

Annual Household Income

Less than \$10,000	0.0%	0.0%	0.0%	1.9%
\$10,000 - \$20,000	0.0	4.0	0.0	0.0
\$21,000 - \$40,000	15.7	16.0	23.6	9.6
\$41,000 - \$60,000	31.4	28.0	38.2	32.7
\$61,000 - \$80,000	29.4	22.7	12.7	26.9
\$81,000 - \$100,000	7.8	24.0	14.5	15.4
\$100,000 or more	15.7	5.3	10.9	13.5

Favored leisure activities

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Bicycling	7.5%	10.4%	11.1%	6.0%
Camping	38.8	31.3	20.9	16.4
Fishing	6.0	6.3	5.6	3.0
Golfing	4.5	1.0	2.8	3.0
Hiking	6.0	6.3	5.6	7.5
Reading	1.5	4.2	5.6	4.5
Relaxing	1.5	5.2	11.1	3.0
Sightseeing	4.5	4.2	1.4	1.5
Swimming	1.5	5.2	6.9	7.5
Walking	3.0	2.1	4.2	4.5

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Profile of Tent & RV Campers

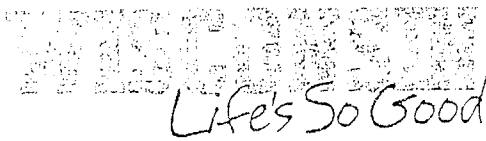
	Tent 32.5%	RV 67.5%
Annual Household Income		
Less than \$10,000	4.5%	.5%
\$10,000 - \$20,000	4.0	2.6
\$21,000 - \$40,000	18.4	22.4
\$41,000 - \$60,000	32.8	30.9
\$61,000 - \$80,000	22.4	20.6
\$81,000 - \$100,000	11.4	13.9
\$100,000 or more	6.5	9.0
Consider Yourself a Snowbird		
No		95.0%
Yes		5.0
Major Destinations To Winter		
Florida		1.6%
Arizona		1.3
Texas		.3
Percent of RVers Who Belong to an RV Club		
National club		12.6%
Regional club		1.7
Local club		2.0
Other type of RV club		4.3

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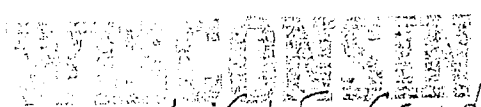
Profile of Tent & RV Campers

	Tent 32.5%	RV 67.5%
Age		
22 or younger	7.9%	.8%
23-38 years	31.0	20.1
39-57 years	54.1	50.8
58 or older	7.0	28.2
Average age	41	50
Gender		
Female	66.9%	59.1%
Male	33.1	40.9
Kids Under 18 Living in Household		
No	56.6%	55.9%
Yes	43.4	44.1
Favored Leisure Activities		
<i>(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)</i>		
Camping	16.2%	23.9%
Hiking	13.0	5.9
Biking	8.5	6.7
Fishing	8.9	6.7
Swimming	6.5	4.5
Reading	4.5	3.7
Relaxation	4.5	5.7
Sightseeing	1.2	2.9
Boating	2.8	1.8
Golfing	2.0	3.1
Walking	.8	4.1



Profile of Tent & RV Campers

	Tent 32.5%	RV 67.5%
Party Characteristics		
Average Party Size	4.2	4.1
Travel Companions		
Family only	58.6%	66.8%
Both family and friends	20.5	22.3
Friends only	14.8	5.6
Alone	4.9	4.4
Club outing	.8	.6
Organized group	.4	.4
Traveling with Kids Under 18		
No	51.8%	50.2%
Yes	48.2	49.8
Demographics		
State of Residence		
Wisconsin	73.2%	72.2%
Minnesota	9.3	9.4
Illinois	12.6	8.8
Michigan	.4	1.6
All other states	4.5	8.0
Residence by Market Area		
Madison	17.1%	13.2%
Milwaukee	18.8	19.0
Wausau-Rhineland	8.6	11.7
Green Bay	15.5	14.2
Rockford	3.3	1.4
La Crosse-Eau Claire	6.5	7.1
Twin Cities	14.7	13.2
Chicago	9.4	6.9
Non-Midwestern DMAs	4.5	8.9
Duluth-Superior	.8	2.4



Profile of Tent & RV Campers

Tent
32.5%

RV
67.5%

Participation in Area Activities

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Hiking/walking	73.2%	50.3%
Shopping	38.1	54.0
Area attractions	38.1	43.4
Dining	37.5	41.4
Water sports	33.9	21.2
Bicycling	28.0	32.1
Visiting family and friends	16.7	32.5
Museums/historic sites	16.7	20.2
Other activities	13.7	11.3
Festivals/events	11.9	19.5
Fishing	7.7	5.6
Golf	7.1	11.3
Casino	4.2	8.6
ATV riding	1.2	6.0
Auto races	1.2	2.6

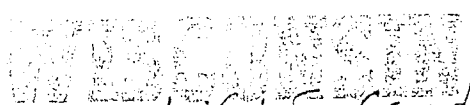
Average Total Travel Budget

\$267.14

\$368.58

Satisfaction Scale (5 – Highest Rating)

Scenery	4.2	4.7
Peace & quiet	4.3	4.4
Relaxation	4.6	4.6
Biking trails	2.9	2.9
ATV trails	1.9	2.1
Campground playground	3.0	3.5
Campground service	4.2	4.4
Campground store	3.2	3.7
Campground amenities	4.1	4.2
Proximity of campground to home	4.2	4.2
Area shopping opportunities	3.3	3.7
Area attractions	3.6	3.8



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Profile of Tent & RV Campers

	Tent 32.5%	RV 67.5%
Information Sources Used to Plan Trip		
<i>(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)</i>		
Internet	68.3%	59.1%
Word-of-mouth	47.2	44.0
State Park Guide	22.0	15.7
State Tourism Publications	11.0	10.4
WACO Directory	2.4	14.5
Local tourism information	8.5	9.4
Other types of information	8.1	7.6
Brochure	6.5	10.6
Chambers/CVB	3.7	1.6
Magazines	1.6	3.1
Billboards	1.6	1.2
Newspaper	1.2	.6
TV	.4	.2
Travel show	.8	.6
Radio	.4	.8
RV directory	0.0	18.8

Internet Users – What Websites Did You Use?

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Department of Natural Resources	59.5%	37.5%
Department of Tourism	17.9	16.9
Other sites	17.3	19.5
Local Internet site	14.9	22.5
WACO	8.9	21.5
Chamber/CVB	7.7	7.0



Profile of Tent & RV Campers

	Tent 32.5%	RV 67.5%
Trip Characteristics		
Purpose of Trip		
Leisure camping trip	80.7%	80.7%
Visiting family/friends	7.2	7.2
Annual event	5.8	3.9
Other	5.8	6.5
Business/meeting	.4	1.7
Method of Camping-Regionally		
Northwest	34.9%	65.1%
Northeast	20.2	79.8
Southwest	42.3	57.7
Southeast	30.4	69.6
Average Nights Spent Camping	2.7	3.7
Advance Trip Planning		
Day of trip	3.6%	2.3%
Day before trip	3.6	2.7
Within a week	16.8	12.3
Within a month	29.9	25.9
1-3 months	26.3	32.2
4-6 months	10.8	8.6
Six months or more	9.0	15.9

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

	Total 100.0%	Northwest 25.2%	Northeast 22.3%	Southwest 28.4%	Southeast 24.2%
<hr/>					
Consider Yourself a Snowbird					
No	92.4%	93.4%	88.9%	91.6%	96.1%
Yes	7.6	6.6	11.1	8.4	3.9
 Major Destinations Where Wisconsin's RV Campers Winter					
Arizona	27.3	44.4	18.8	27.3	25.0
Florida	22.7	22.2	25.2	18.2	25.0
Texas	11.4	11.1	18.8	0.0	12.5
 Percent of RVers Who Belong to A Club					
National club	10.4%	10.2%	13.8%	6.3%	12.2%
Other type of RV club	3.1	4.1	5.7	.5	2.6
Local club	1.9	3.0	2.9	.5	1.6
Regional club	1.0	1.0	1.1	1.4	.5

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

	Total 100.0%	Northwest 25.2%	Northeast 22.3%	Southwest 28.4%	Southeast 24.2%
Age					
22 or younger	3.2	3.3	2.4	4.0	2.8
23-38 years	23.4	24.3	24.2	23.9	21.3
39-57 years	52.1	49.2	51.5	53.7	53.9
58 or older	21.1	23.2	21.8	18.4	21.9
Average age	47	47	47	46	48
Gender					
Male	38.4%	35.9%	35.7%	38.0%	43.8%
Female	61.6	64.1	64.3	62.0	56.2
Kids Under 18 Living in Household					
No	55.5%	58.5%	48.6%	53.4%	61.2%
Yes	44.5	41.5	51.4	46.6	38.8
Favored Leisure Activities (Multiple choice - percentages indicate the frequency of mentions. Totals will not add up to 100%.)					
Golfing	2.8	4.1	2.9	1.8	2.6
Hiking	8.4	9.6	5.2	11.7	6.3
Reading	4.0	4.6	4.6	2.7	4.2
Relaxation	5.1	4.6	5.7	4.1	6.3
Sightseeing	2.6	.5	4.6	2.3	3.2
Swimming	5.1	4.1	8.0	3.2	5.8
Walking	2.9	2.5	3.4	1.8	4.2
Annual Household Income					
Less than \$10,000	1.8%	4.8%	.7%	.6%	1.4%
\$10,000 - \$20,000	3.0	1.4	2.2	2.8	5.4
\$21,000 - \$40,000	20.8	21.8	20.4	20.7	20.4
\$41,000 - \$60,000	31.3	32.0	32.8	27.4	34.0
\$61,000 - \$80,000	21.1	21.1	18.2	25.1	19.0
\$81,000 - \$100,000	13.1	10.9	15.3	13.4	12.9
\$100,000 or more	8.9	8.2	10.2	10.1	6.8

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

	Total 100.0%	Northwest 25.2%	Northeast 22.3%	Southwest 28.4%	Southeast 24.2%
Party Characteristics					
Average Party Size	4.2	4.0	4.7	4.3	3.8
Travel Companions					
Family only	63.3%	67.2%	66.1%	58.4%	62.4%
Family & friends	22.6	17.9	27.5	23.7	21.5
Friends only	8.3	8.2	4.7	10.0	9.7
Alone	4.5	5.6	.6	5.9	5.4
Club outing	.9	.5	.6	1.4	1.1
Organized group	.4	.5	.6	.5	0.0
Traveling with Kids Under 18					
Yes	50.3%	49.0%	60.1%	48.9%	44.1%
No	49.7	51.0	39.9	51.1	55.9
Demographics					
State of Residence					
Wisconsin	72.3%	70.1%	73.0%	72.5%	73.5%
Minnesota	9.5	18.3	11.5	6.3	2.1
Illinois	10.5	3.6	9.2	13.5	15.3
Michigan	1.2	1.0	1.7	1.4	.5
All other states	6.5	7.6	4.6	6.3	8.2
Residence by Market Area					
Madison	14.3%	8.3%	5.2%	27.5%	13.4%
Milwaukee	19.2	7.8	14.9	20.7	33.2
Wausau-Rhineland	10.6	20.2	12.1	5.4	5.3
Green Bay	14.3	5.7	28.2	5.4	20.9
La Crosse-Eau Claire	7.1	10.4	5.2	10.8	1.1
Twin Cities	13.8	33.2	11.5	9.0	1.6
Chicago	8.0	4.1	6.9	7.2	13.9

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

Total	Northwest	Northeast	Southwest	Southeast
100.0%	25.2%	22.3%	28.4%	24.2%

Participation in Area Activities

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Hiking/walking	63.9%	68.0%	58.6%	56.8%	73.0%
Shopping	49.2	48.7	67.8	44.6	38.1
Area attractions	39.5	34.0	52.3	43.7	28.6
Dining	38.7	36.5	54.6	36.5	29.1
Bicycling	28.3	28.4	27.0	25.2	32.8
Visiting family and friends	27.0	27.9	33.3	21.6	26.5
Water sports	26.0	23.9	40.8	22.5	18.5
Museums/historic sites	19.4	16.2	25.3	18.5	18.5
Festivals/events	15.1	13.7	20.7	8.1	19.6
Other activities	12.0	9.6	8.6	17.1	11.6
Golf	9.1	6.6	17.8	4.5	9.0
Casino	8.6	7.6	17.2	5.0	5.8
Fishing	6.5	6.6	9.8	6.3	3.7
ATV riding	3.2	2.0	4.6	4.5	1.6
Auto races	2.3	.5	4.0	3.2	1.6

Average Total Travel Budget	\$335.12	\$285.96	\$511.82	\$299.00	\$269.46
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Satisfaction Scale (5 – Highest Rating)

Scenery	4.7	4.8	4.7	4.7	4.6
Peace & quiet	4.4	4.4	4.8	4.4	4.3
Relaxation	4.6	4.6	4.6	4.6	4.6
Proximity to biking trails	2.9	3.0	2.8	2.7	3.1
Proximity to ATV trails	2.0	2.2	2.1	1.9	2.0
Campground playground	3.4	3.5	5.7	3.2	3.1
Campground service	4.3	4.3	4.5	4.4	4.2
Campground store	3.5	3.0	4.4	3.4	3.3
Campground amenities	4.2	4.2	4.4	4.2	4.0
Proximity of campground to home	4.2	4.2	4.1	4.1	4.3
Area shopping opportunities	3.6	3.5	4.0	3.4	3.4
Area attractions	3.8	3.6	4.1	3.9	3.5

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

Total	Northwest	Northeast	Southwest	Southeast
100.0%	25.2%	22.3%	28.4%	24.2%

Informational Sources Used to Plan Trip

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Internet	61.8%	59.9%	55.2%	68.5%	61.9%
Word-of-mouth recommendations	45.7	44.7	53.4	40.5	45.5
State Park Guide	17.6	17.3	4.0	20.3	27.5
RV Directory	12.3	12.7	16.1	9.5	11.6
WACO Directory	10.4	9.6	12.1	11.3	8.5
State Tourism Publications	10.9	13.7	10.3	9.9	9.5
Local tourism information	9.3	11.2	9.8	6.8	10.1
Brochures	9.0	5.6	14.9	9.5	6.3
Other types of information	7.5	11.2	6.9	5.9	6.3
Magazines	2.6	3.6	2.9	1.4	2.6
Chambers/CVBs	2.2	2.5	5.2	.9	.5
Billboards	1.3	1.0	1.1	2.3	.5
Newspaper	.9	.5	.6	.9	1.6
Travel show	.8	.5	1.1	0.0	1.6
Radio	.6	.5	.6	.9	.5
TV	.4	.5	0.0	0.0	1.1

Internet Users – What Websites Did You Use?

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Department of Natural Resources	45.1%	48.3%	18.8%	49.4%	58.1%
Local Internet site	20.3	11.0	33.3	23.0	15.4
Other types of Internet sites	19.0	19.5	30.2	15.1	14.5
WACO	17.0	19.5	27.1	10.5	14.5
Department of Tourism	17.2	21.2	15.6	19.1	12.0
Chamber/CVB	7.5	10.2	6.3	8.6	4.3

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REGIONAL PROFILE OF WISCONSIN'S CAMPERS

	Total 100.0%	Northwest 25.2%	Northeast 22.3%	Southwest 28.4%	Southeast 24.2%
Trip Characteristics					
Purpose of Trip					
Leisure camping trip	80.1%	82.5%	77.2%	78.5%	82.0%
Visiting family/friends	7.1	8.7	7.6	4.7	7.6
Business/meeting	1.3	1.6	.6	1.6	1.2
Annual event	5.0	3.8	9.5	4.2	2.9
Other	6.5	3.3	5.1	11.0	6.4
Method of Camping					
Class A Motorhome	7.9%	8.9%	9.8%	5.3%	8.1%
Class C Motorhome	4.0	4.7	3.5	3.8	3.8
Travel Trailer	24.8	18.2	33.5	20.2	28.6
Fifth-Wheel	10.4	14.1	9.2	10.6	7.6
Popup Camper	17.3	16.7	20.2	14.9	17.8
Truck Camper	2.1	1.6	2.9	1.9	2.2
Tent	31.7	33.9	20.2	41.3	29.2
Van	.9	1.0	.6	1.0	1.1
Multiple methods	.9	1.0	0.0	1.0	1.6
Average Nights Spent Camping	3.4	3.4	4.3	3.0	3.0
Advance Trip Planning					
Day of trip	4.0%	5.1%	4.0%	2.7%	4.3%
Day before trip	4.1	4.1	2.9	4.5	4.8
Within a week	16.8	16.2	10.3	19.5	20.2
Within a month	22.8	27.4	18.4	22.2	22.9
1-3 months	27.7	27.9	30.5	29.0	23.4
4-6 months	9.6	8.1	9.8	12.2	8.0
Six months or more	15.0	11.2	24.1	10.0	16.5

Marketing Recommendations

The majority of campers (72%) are from Wisconsin with most of the residual from our core markets of Chicago and the Twin Cities. In order to grow the camping segment of the tourism industry, reaching new potential travelers is important.

- Targeting the in-state audience will reach over 72 percent of the people who camp in Wisconsin. Because word-of-mouth is very important as a resource for campers, utilizing a public relations approach will establish the brand you are selling and reach the consumer effectively. Following are some ideas that could engage state-wide news media:
 1. Offer packages as trade out for on-air mentions.
 2. Create something to generate talk value and let the media know about it. This could be a charitable event, celebrity appearances or a unique demonstration or give-away.
 3. If there is something of news-worthy interest, write press releases and send a photo along with it.
- While the Internet is among the most popular ways campers find information to decide on a destination and make arrangements, in order to create awareness and attract new potential visitors to your website, advertising and public relations are keys to creating new demand for information whether it is via the Internet or publications.
- Additional ways to increase awareness of Wisconsin's wealth of camping opportunities is to seek out publications, travel stories and links to other websites such as general newspaper sites or regional websites dedicated to nature based recreation campers find of interest. Other Department of Tourism research indicates that campers frequently engage in hiking, fishing, biking, boating, hunting and enjoying parks and forests.
- The most important source of information for campers is the Internet. Fifty-five percent of the respondents to the survey indicated that is their primary source of information. You must have a website that is full of useful information for planning and is updated with new information regularly. And, it is not enough to have a site, you must have a marketing plan that makes people aware of the address so they will visit it.
 1. Establish links with complimentary websites.
 2. Make your site exciting and useful so people will visit it often.
 3. Place photos of people having fun so that it is visually appealing.
 4. Gather people's names and addresses so you can build your own database.

The Department has complete in-state media lists that they will share free-of-charge.

While camping is their primary activity, they do participate in a variety of other activities. Create a partnership with those other businesses or entities and cross promote each other. Utilize the Departments activity sets to ensure that you are presenting a menu of opportunities. Make it easy for the visitors to participate and note that the survey results indicated that campground service was one of the satisfaction benchmarks.

Profile of Wisconsin's Campers By Age

	22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
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Do You Consider Yourself a Snowbird?

No	100.0%	98.9%	96.2%	81.8%
Yes	0.0	1.1	3.8	18.2

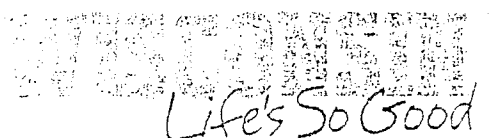
Major Destinations Where Wisconsin's RV Travelers Winter

Arizona	0.0%	0.0%	22.2%	25.0%
Florida	0.0	0.0	22.0	20.9
Texas	0.0	0.0	0.0	20.9

Percent of RVers Who Belong to An RV Club

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

National club	0.0%	4.2%	10.0%	33.8%
Regional club	0.0	1.1	0.0	5.3
Local club	0.0	1.1	1.3	6.0
Other type of RV club	0.0	1.1	1.3	9.8



Profile of Wisconsin's Campers By Age

22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
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Favored Leisure Activities

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

ATV riding	8.7%	1.2%	.5%	0.0%
Biking	13.0	10.0	6.9	5.2
Boating	0.0	3.5	2.1	.6
Camping	4.3	20.0	23.1	16.9
Canoeing	8.7	1.2	.5	1.3
Crafting	4.3	0.0	.3	0.0
Fishing	4.3	1.8	9.8	6.5
Golfing	0.0	1.2	3.4	3.9
Hiking	0.0	9.4	9.3	8.4
Hunting	4.3	1.2	1.1	1.9
Pool	13.0	0.0	.3	0.0
Rafting	4.3	0.0	0.0	0.0
Reading	4.3	5.3	4.2	3.2
Relaxing	8.7	4.1	5.0	6.5
Sightseeing	0.0	.6	2.1	7.1
Sports	4.3	1.8	.5	0.0
Swimming	4.3	9.4	4.2	2.6
Walking	4.3	4.7	1.9	3.2

Annual Household Income

Less than \$10,000	12.5%	2.1%	.7%	.9%
\$10,000 - \$20,000	18.8	2.8	1.0	7.3
\$21,000 - \$40,000	31.3	20.7	16.0	33.0
\$41,000 - \$60,000	18.8	29.7	34.2	29.4
\$61,000 - \$80,000	6.3	24.1	23.5	10.1
\$81,000 - \$100,000	6.3	15.9	14.0	10.1
\$100,000 or more	6.3	4.8	10.7	9.2

Profile of Wisconsin's Campers By Age

22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
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Residence by Market Area

Madison	8.7%	14.7%	15.4%	11.8%
Milwaukee	13.0	17.6	20.4	19.7
Wausau-Rhineland	8.7	11.8	11.1	8.6
Green Bay	13.0	16.5	16.4	7.9
Marquette	0.0	0.0	.8	0.0
Rockford	4.3	2.9	1.9	2.0
La Crosse-Eau Claire	8.7	6.5	6.6	7.9
Twin Cities	17.4	17.6	12.5	11.8
Duluth-Superior	8.7	.6	1.6	2.6
Chicago	0.0	8.8	6.9	10.5
Cedar Rapids-Waterloo-Dubuque	0.0	0.0	1.1	.7
Davenport-Rock Island-Moline	0.0	.6	.5	0.0
Non-Midwestern DMAs	17.4	2.4	4.8	16.4

Average Age	21	32	47	65
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Gender

Female	78.3%	77.5%	61.4%	41.5%
Male	21.7	22.5	38.6	58.5

Kids Under 18 Living In Household

No	65.2%	30.0%	49.3%	97.4%
Yes	34.8	70.0	50.7	2.6

Life's So Good

RESEARCH

Profile of Wisconsin's Campers By Age

	22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
Party Characteristics				
Average Party Size	3.2	2.6	2.6	2.3
Travel Companions				
Friends only	33.3%	10.1%	8.5%	1.3%
Both family & friends	42.9	24.9	25.2	13.3
Family only	23.8	62.7	60.5	75.3
Club outing	0.0	.6	.8	2.0
Organized group	0.0	0.0	.3	1.3
Alone	0.0	1.8	4.8	6.7

Traveling with Kids Under 18

No	60.9%	29.6%	45.4%	81.0%
Yes	39.1	70.4	54.6	19.0

Demographics

State Residence

Wisconsin	69.6%	74.7%	76.2%	61.7%
Minnesota	17.4	11.8	8.2	9.7
Illinois	4.3	11.2	9.3	13.0
Michigan	0.0	.6	1.1	1.9
All other states	6.7	1.7	5.2	13.7

Profile of Wisconsin's Campers By Age

	22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
Participation in Area Activities				
<i>(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)</i>				
Hiking/walking	60.9%	63.5%	66.7%	62.3%
Water sports	43.5	31.2	29.6	11.0
Area attractions	34.8	37.6	37.8	45.5
Shopping	30.4	40.0	51.3	61.0
Visiting family/friends	21.7	26.5	24.3	37.0
Auto races	0.0	3.5	2.6	1.3
Museums/historic sites	13.0	11.2	18.3	33.8
Bicycling	17.4	29.4	32.0	18.8
Festivals/events	4.3	12.4	17.2	15.6
Golf	13.0	8.8	11.1	5.8
Dining	34.8	36.5	35.7	48.1
Casino	17.4	5.9	8.7	11.7
ATV riding	8.7	3.5	3.4	1.3
Fishing	0.0	4.7	8.2	5.2
Other types of activities	21.7	8.8	12.4	11.0

Average Travel Budget	\$254.57	\$316.02	\$335.70	\$382.78
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Satisfaction Scale (5 = Highest Rating)

Scenery	4.6	4.7	4.7	4.7
Peace & quiet	4.3	4.4	4.4	4.4
Relaxation	4.5	4.6	4.7	4.5
Proximity to biking trails	3.7	2.9	3.0	2.4
Proximity to ATV trails	2.8	2.1	2.0	1.7
Campground playground	3.1	3.5	3.4	3.2
Campground service	4.5	4.3	4.4	4.2
Campground store	3.3	3.4	3.6	3.7
Campground amenities	4.0	4.3	4.2	4.2
Proximity to home	4.2	4.3	4.2	3.9
Area shopping opportunities	3.1	3.3	3.7	3.6
Area attractions	3.9	3.5	3.9	3.7

Profile of Wisconsin's Campers By Age

22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
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Informational Sources Used to Plan Trip

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Family/friends	65.2%	48.2%	47.1%	37.7%
Internet	52.2	68.8	66.4	46.1
Brochure	8.7	5.9	11.1	7.8
WACO Directory	0.0	8.8	14.6	5.2
Chamber/CVB	0.0	1.8	2.6	2.6
State tourism publications	0.0	5.9	11.4	17.5
Local tourism information	4.3	8.2	11.1	7.8
TV	0.0	0.0	.8	0.0
Travel show	0.0	.6	1.3	0.0
Magazines	0.0	1.8	1.9	5.8
Newspapers	0.0	.6	1.3	0.0
Radio	0.0	1.2	.8	0.0
Billboards	0.0	1.8	1.3	0.0
State Park Guide	4.3	12.9	16.7	25.3
RV Directory	4.3	4.1	8.7	31.2
Other types of information	4.3	6.5	7.7	9.1

Internet Users – What Websites Did You Use?

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Department of Natural Resources	50.0%	44.5%	47.8%	32.4%
Local Internet site	25.0	25.6	18.3	19.7
Other types of Internet sites	25.0	14.5	21.5	22.5
WACO	8.3	17.9	17.1	15.5
Department of Tourism	0.0	16.2	17.1	19.7
Chamber/CVB	0.0	7.7	8.4	5.6

Profile of Wisconsin's Campers By Age

	22 or Younger 3.2%	23-38 Years 23.4%	39-57 Years 52.1%	58 or Older 21.2%
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Trip Characteristics

Purpose of Trip

Leisure camping trip	70.0%	83.2%	81.4%	75.0%
Visiting family and friends	10.0	6.2	7.4	7.6
Business/meeting	5.0	0.0	.9	3.0
Annual event	10.0	5.0	5.0	4.5
Other	5.0	5.6	5.3	9.8

Method of Camping

Tent	81.8%	42.2%	32.9%	10.7%
Popup Camper	9.1	18.7	18.6	13.4
Travel Trailer	9.1	25.9	24.4	26.8
Class A Motorhome	0.0	1.2	5.2	22.8
Class C Motorhome	0.0	3.6	3.3	6.0
Van	0.0	0.0	1.1	2.0
5 th Wheel	0.0	7.2	10.1	15.4
Truck Camper	0.0	.6	3.0	2.7
Multiple Methods	0.0	.6	1.4	0.0

Average Nights Camping

Tent	2.8	2.4	3.0	3.0
RV	3.0	3.5	3.5	4.3

Advance Trip Planning

Day of trip	21.7%	4.1%	3.7%	2.0%
Day before trip	4.3	4.7	3.7	5.2
Within a week	17.4	15.3	15.6	21.6
Within a month	17.4	25.9	23.3	17.6
1-3 months	17.4	31.2	26.3	30.1
4-6 months	4.3	8.8	10.3	9.8
Six months or more	17.4	10.0	17.0	13.7

Highlights of Campers By Primary Market Areas

	Madison 14.3%	Milwaukee 19.2%	Green Bay 14.3%	Twin Cities 13.8%
Travel Party Characteristics				
Travel Companions				
Alone	3.0%	1.1%	2.9%	10.4%
Family only	59.1	71.6	71.4	59.7
Friends only	9.1	9.5	1.4	6.0
Both family and friends	28.8	16.8	24.3	20.9
Club outing	0.0	1.1	0.0	0.0
Organized group	0.0	0.0	0.0	3.0
Average Party Size				
	4.3	3.7	4.4	4.1
Traveling with Kids Under 18				
No	51.5%	60.4%	35.2%	48.5%
Yes	48.5	39.6	64.8	51.5



Highlights of Campers By Primary Market Areas

	Madison 14.3%	Milwaukee 19.2%	Green Bay 14.3%	Twin Cities 13.8%
Advance Planning				
Day of trip	3.6%	5.4%	1.8%	5.6%
Day before trip	2.7	6.8	7.2	1.9
Within a week	16.4	16.2	13.5	17.8
Within a month	27.3	13.5	26.1	26.2
1-3 months	26.4	31.8	22.5	29.9
4-6 months	7.3	9.5	9.9	10.3
Six months or more	16.4	16.9	18.9	8.4
Method of Camping				
Class A Motorhome	3.7	4.2	5.5	8.7
Class C Motorhome	2.8	8.5	1.8	1.9
Travel trailer	22.0	27.5	30.0	21.4
Tent	37.6	30.3	34.5	35.0
Van	.9	1.4	0.0	0.0
5 th wheel	12.8	8.5	7.3	14.6
Popup camper	17.4	16.9	20.0	16.5
Truck camper	1.8	.7	.9	1.9
Multiple methods	.9	2.1	0.0	
RV	61.5%	67.6%	65.5%	65.0%
Tent	38.5	32.4	34.5	35.0
Average Nights Camped	3.2	3.0	3.4	3.1
Participation in Area Activities				
<i>(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)</i>				
Shopping	58.2	53.1	50.0	47.8
Museums/historic sites	19.4	17.7	22.2	17.9
Bicycling	25.4	27.1	41.7	28.4
Festivals/events	16.4	13.5	13.9	22.4
Golf	7.5	7.3	11.1	6.0
Dining	43.3	38.5	33.3	38.8
Casinos	3.0	13.5	12.5	11.9
Attractions	38.8	38.5	48.6	37.3
Water sports	19.4	18.8	27.8	22.4
Atv'ing	4.5	4.2	1.4	6.0
Hiking/walking	65.7	69.8	59.7	58.2
Fishing	10.4	8.3	8.3	3.0

Highlights of Campers By Primary Market Areas

	Madison 14.3%	Milwaukee 19.2%	Green Bay 14.3%	Twin Cities 13.8%
Trip Characteristics				
Informational Sources Used To Plan Camping Trip				
<i>(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)</i>				
Word-of-mouth recommendations	46.8%	40.3%	45.0%	43.0%
WACO Directory	13.5	16.1	14.4	10.3
Chamber/CVB	2.7	1.3	4.5	.9
State tourism publication	11.7	8.7	9.9	11.2
Local tourism information	14.4	9.4	9.0	7.5
Internet	67.6	61.7	56.8	67.3
TV	0.0	.7	.9	0.0
Brochure	9.9	12.1	7.2	6.5
Travel show	0.0	.7	3.6	.9
Magazines	3.6	2.7	.9	1.9
Newspaper	.9	1.3	1.8	.9
Radio	1.8	0.0	.9	0.0
Billboards	0.0	2.0	1.8	.9
State Park Guide	24.3	20.8	26.1	15.9
RV Directory	7.2	13.4	11.7	11.2
Other types of information	8.1	3.4	5.4	10.3

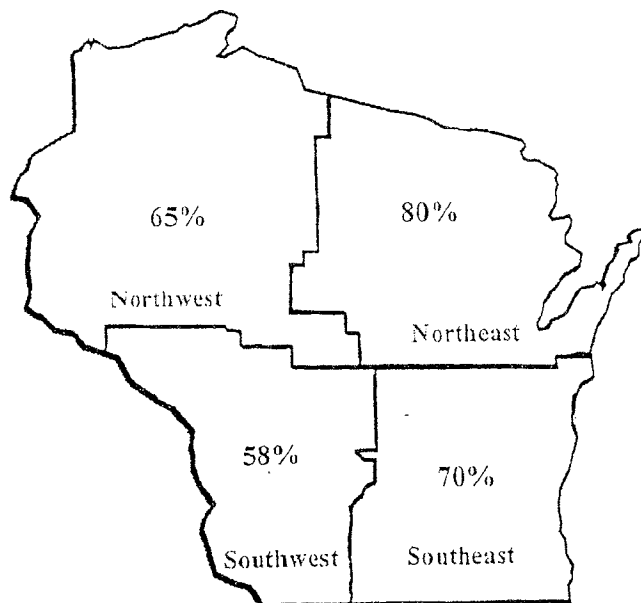
Internet Users – What Websites Did You Use?

(Multiple choice – percentages indicate the frequency of mentions. Totals will not add up to 100%.)

Department of Natural Resources	54.6%	48.9%	42.9%	38.9%
Local Internet site	20.0	22.8	15.9	16.7
Other types of Internet sites	12.0	17.4	20.6	23.6
WACO	20.0	10.9	23.8	19.4
Department of Tourism	20.0	18.5	14.3	20.8

Wisconsin's RV Campers

Statewide almost more than two-thirds (68%) of all campers surveyed during the summer and fall of 2004 were camping in their RVs. The map at the right shows the percentage of RVcampers by the region in which they were surveyed.



Demographics

State Residence

Wisconsin	72%
Minnesota	9
Illinois	9
Michigan	2
Other states	8

Age

22 or younger	1%
23-38 years old	20
39-57 years old	51
58 or older	28
Average age	50

Annual HH Income

Less than \$40,000	26%
\$41,000 - \$81,000	52
\$81,000 or more	23

Trip Characteristics

Average Nights Camping 3.7

Travel Companions

Family	67%
Family & friends	22
Friends	6
Alone	4

Average Party Size 4.1

Traveling with Kids <18

Yes	50%
No	50

Trip Planning

Within 7 day	17%
Within 4 weeks	26
Between 1 and 3 months	32
4 months or more	25

Average Travel Budget \$369

Top Mentions—Informational Planning Sources

Internet	59%
Word-of-mouth	44
RV Directory	19
State Park Guide	16
WACO Directory	15
Brochure	11
State Tourism Pubs	10
Local tourism information	9

Websites Used for Planning Trip

DNR	38%
Local Internet site	23
WACO	22
Other sites	20
Dept. of Tourism	17

Trip-Related Activities

Shopping	54%
Hiking/walking	50
Area attractions	43
Dining	41
Family/friends	3

Wisconsin's Tent Campers

Statewide almost one-third (32%) of all campers surveyed during the summer and fall of 2004 were tent camping. The map at the right shows the percentage of tent campers by the region in which they were surveyed.

Demographics

State Residence

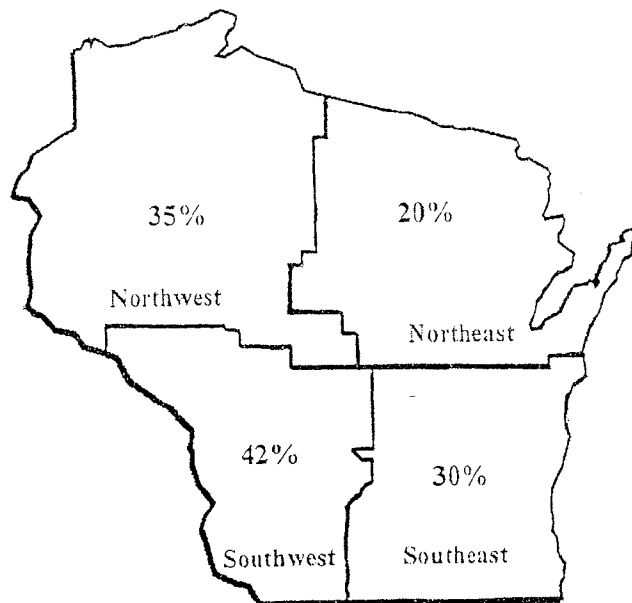
Wisconsin	73%
Illinois	13
Minnesota	9
Other states	5

Age

22 or younger	8%
23-38 years old	31
39-57 years old	54
58 or older	7
Average age	41

Annual HH Income

Less than \$40,000	27%
\$41,000 - \$81,000	55
\$81,000 or more	18



Trip Characteristics

Average Nights Camping 2.7

Travel Companions

Family	59%
Family & friends	21
Friends	15
Alone	5

Average Party Size 4.2

Traveling with Kids <18

Yes	48%
No	52

Trip Planning

Within 7 day	24%
Within 4 weeks	30
Between 1 and 3 months	26
4 months or more	20

Average Travel Budget \$267

Top Mentions—Informational Planning Sources

Internet	68%
Word-of-mouth	47
State Park Guide	22
State Tourism Pubs	11
Local tourism information	9
Other types of information	8
Brochures	7

Websites Used for Planning Trip

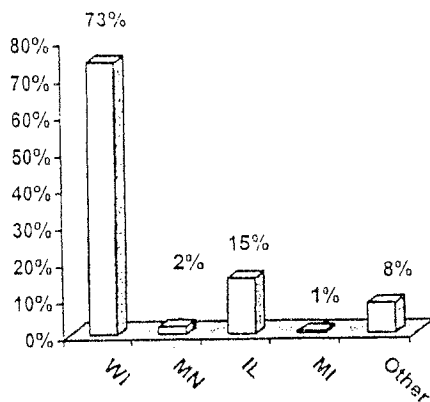
DNR	60%
Department of Tourism	18
Other sites	17
Local Internet site	15
WACO	9
Chamber/CVB	8

Trip-Related Activities

Hiking/walking	73%
Shopping	38
Area attractions	38
Dining	38
Water sports	34

Southeast Wisconsin Campers

DEMOGRAPHICS

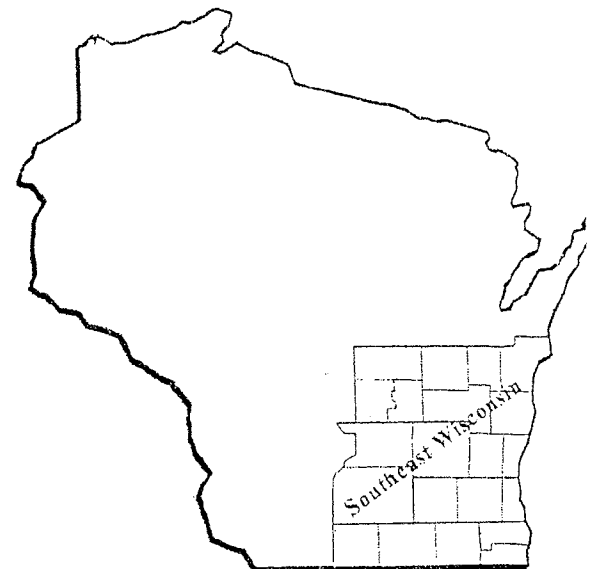


State Residence

Age	
22 or younger	3%
23-38 years old	21
39-57 years old	54
58 or older	22

Average age 48

Annual HH Income	
Less than \$41,000	27%
\$41,000 - \$81,000	53
\$81,000 or more	20



Trip Characteristic

Method of Camping

Tent	29%
Travel trailer	29
Popup camper	18
Class A motorhomes	9
5 th wheel	8
Class C motorhomes	4

Average Nights Camping 3.0

Travel Companions

Family	62%
Family & friends	22
Friends	10
Alone	5

Average Party Size 3.8

Traveling with Kids <18

Yes	44%
No	56

Trip Planning

Within 7 day	29%
Within 4 weeks	23
Between 1 and 3 months	23
4 months or more	25

Top Mentions—Informational Planning Sources

Internet	62%
Word-of-mouth	46
State Park Guide	28
RV Directory	12
Local tourism information	10
State Tourism Pubs	10
WACO Directory	9

Websites Used for Planning Trip

DNR	58%
Local Internet Site	15
Other Internet sites	15
WACO	15
Department of Tourism	12

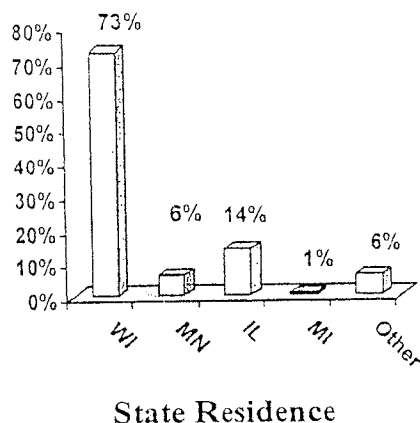
Trip-Related Activities

Hiking/walking	73%
Shopping	38
Bicycling	33
Dining	29
Area attractions	29

Average Travel Budget \$269

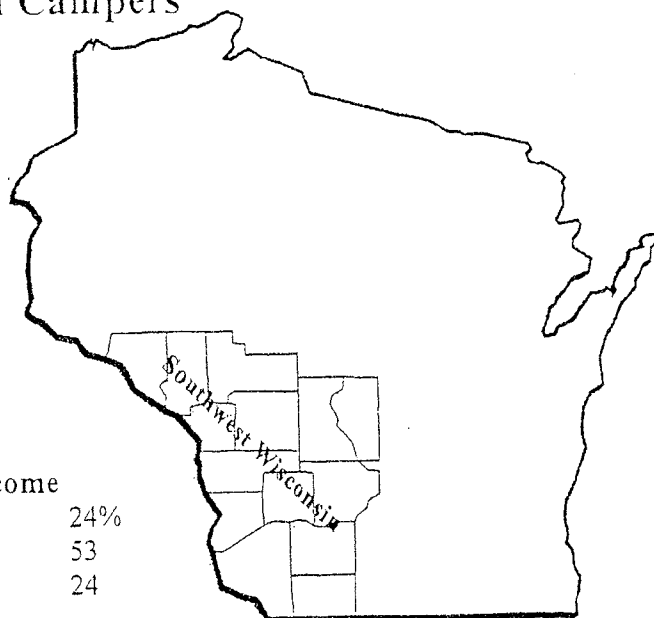
Southwest Wisconsin Campers

DEMOGRAPHICS



Age	
22 or younger	4%
23-38 years old	24
39-57 years old	54
58 or older	18
Average age	46

Annual HH Income	
Less than \$41,000	24%
\$41,000 - \$81,000	53
\$81,000 or more	24



TRIP CHARACTERISTICS

Method of Camping

Tent	41%
Travel trailer	20
Popup camper	15
5 th wheel	11
Class A motorhomes	5
Class C motorhomes	4

Average Nights Camping 3.0

Travel Companions

Family	58%
Family & friends	24
Friends	10
Alone	6

Average Party Size 4.3

Traveling with Kids <18

Yes	49%
No	51

Trip Planning

Within 7 day	27%
Within 4 weeks	22
Between 1 and 3 months	29
4 months or more	22

Top Mentions—Informational Planning Sources

Internet	69%
Word-of-mouth	41
State Park Guide	20
WACO Directory	11
State Tourism Pubs	10
RV directory	10
Brochures	10

Websites Used for Planning Trip

DNR	49%
Local Internet Site	23
Dept. of Tourism	19
Other Internet sites	15
WACO	11

Trip-Related Activities

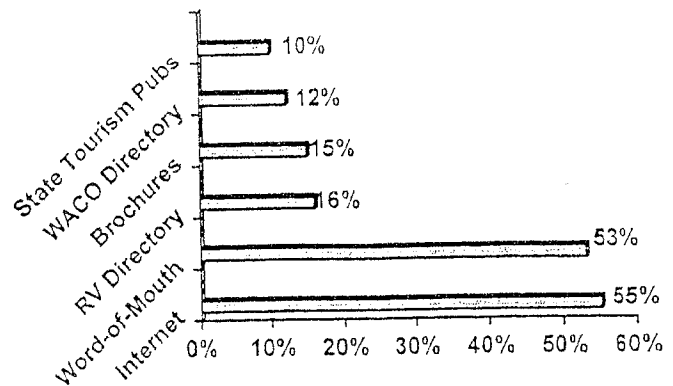
Hiking/walking	57%
Shopping	45
Area attractions	44
Dining	37
Bicycling	25

Average Travel Budget \$299

Twenty-five percent of the campers planned their trip within a seven-day period, 23% within four weeks, 28% planned it one to three months in advance and 25% were planning their trip four or more months out.

Campers were given a listing of various informational sources typically used for leisure trip planning and asked to check all the sources they used to plan their trip. From previous research conducted by the Department, word-of-mouth recommendations typically receive the highest number of mentions. However, Wisconsin's campers cited the Internet most often (62%) with word-of-mouth coming in second (46%).

When asked to list the Internet sites they used, the DNR and Reserve America websites were mentioned frequently (48%). Reserve America is the reservation system used by the DNR. Local Internet sites (20%) followed as did miscellaneous Internet sites (19%), WACO (17%) and the Department of Tourism website (17%). Chamber of Commerce and Convention and Visitors Bureaus accounted for 8% of the mentions. Following the Internet and word-of-mouth were State Parks Guide (18%), RV Directory (12%), State Tourism Publications (11%) and WACO Directory (10%).



Trip Planning Sources

Camping has been a favorite Wisconsin pastime for many years. Participation levels in area activities fluctuated from auto racing (2%), to hiking and walking (64%). Various other activities included shopping (49%), area attractions (40%), dining (39%), bicycling (28%), visiting family and friends (27%), water sports (26%), museums/historic sites (19%), festivals and events (15%), and other area activities (12%).

The overall travel budget for Wisconsin's campers averaged \$335 per group per trip.

Asked to rate their level of satisfaction with a variety of amenities, those receiving the highest ratings were scenery, peace and quiet, relaxation, campground service, campground amenities and proximity of campground to home.

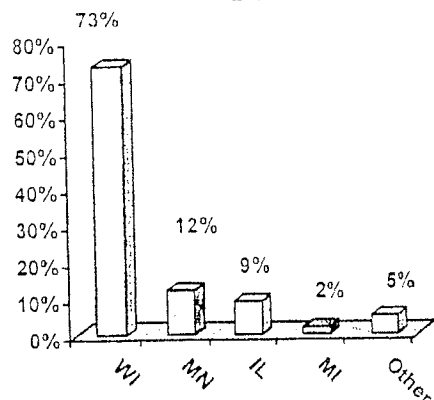
Party Characteristics

Six out of ten camping parties (63%) were traveling with family members; 23% were traveling with a combination of family and friends, and 8% were traveling with friends. Overall, the average party consisted of four people. Campers were also asked if they were traveling with any children under the age of 18. Of those who responded, it was an even mix – 50% were traveling with kids and 50% were not.

Following are fact sheets pertaining campers and the regions they camped in. RV campers versus tent campers, and ages of campers.

Northeast Wisconsin Campers

DEMOGRAPHICS

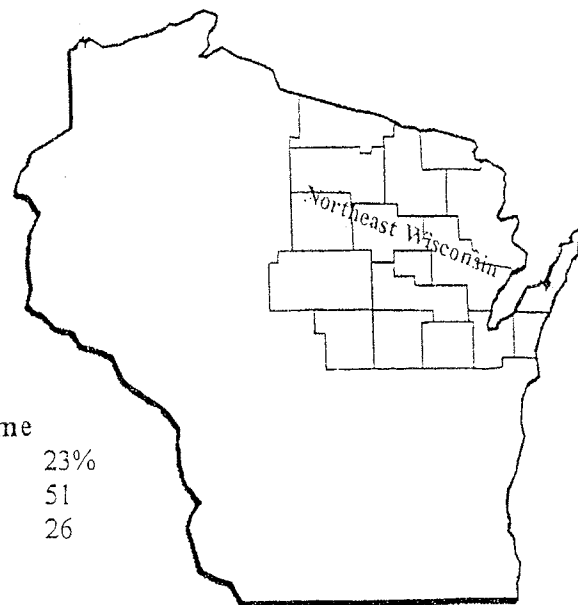


State Residence

Age	
22 or younger	2%
23-38 years old	24
39-57 years old	52
58 or older	22

Average age 47

Annual HH Income	
Less than \$41,000	23%
\$41,000 - \$81,000	51
\$81,000 or more	26



Trip Characteristics

Method of Camping	
Travel trailer	34%
Tents	20
Popup camper	20
Class A motorhomes	10
5 th wheel	9

Average Nights Camping 4.3

Travel Companions	
Family	66%
Family & friends	28
Friends	5

Average Party Size 4.7

Traveling with Kids <18	
Yes	60%
No	40

Trip Planning	
Within 7 day	17%
Within 4 weeks	18
Between 1 and 3 months	31
4 months or more	34

Top Mentions—Informational Planning Sources

Internet	55%
Word-of-mouth	53
RV directory	16
Brochures	15

Websites Used for Planning Trip

Local Internet	33%
Other Internet sites	30
WACO	27
DNR	19
Dept. of Tourism	16

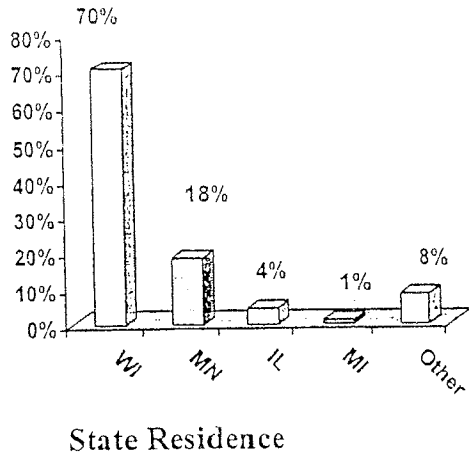
Trip-Related Activities

Shopping	68%
Hiking/walking	59
Dining	55
Area attractions	52
Water sports	41

Average Travel Budget \$512

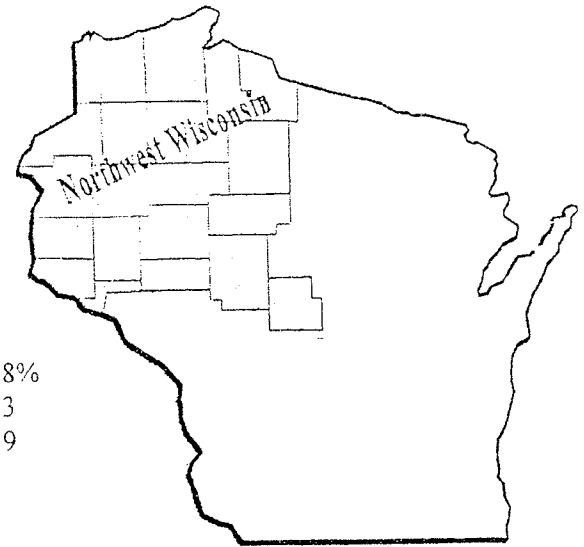
Northwest Wisconsin Campers

DEMOGRAPHICS



Age	
22 or younger	3%
23-38 years old	24
39-57 years old	49
58 or older	23
Average age	47

Annual HH Income	
Less than \$41,000	28%
\$41,000 - \$81,000	53
\$81,000 or more	19



TRIP CHARACTERISTICS

Method of Camping

Tent	34%
Travel trailer	18
Popup camper	17
5 th wheel	14
Class A motorhomes	9
Class C motorhomes	5

Average Nights Camping 3.4

Travel Companions

Family	67%
Family & friends	18
Friends	8
Alone	6

Average Party Size 4.0

Traveling with Kids <18

Yes	49%
No	51

Trip Planning

Within 7 day	25%
Within 4 weeks	27
Between 1 and 3 months	28
4 months or more	19

Top Mentions—Informational Planning Sources

Internet	60%
Word-of-mouth	45
State Park Guide	17
State Tourism Pubs	14
RV directory	13

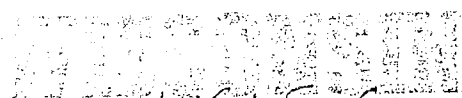
Websites Used for Planning Trip

DNR	48%
Dept. of Tourism	21
WACO	20
Other Internet sites	20
Local Internet site	11

Trip-Related Activities

Hiking/walking	68%
Shopping	49
Dining	37
Area attractions	34
Bicycling	28

Average Travel Budget \$286



Life's So Good

Department of Tourism

RESEARCH

Fifty-two percent of the respondents were between the ages of 39 and 57; one fifth (21%) were 58 years old or older; 23% were between the ages of 23 and 38 and the remaining 3% were 22 or younger. Sixty-two percent of the respondents were females.

Over half (56%) did not have children under the age of 18 living in their household and their annual household income was primarily in the middle-income brackets. Fifty-two percent had incomes between \$21,000 and \$60,000, 21% had incomes between \$61,000 and \$80,000, and 22% had incomes of \$81,000 or more.

Nine out of ten RV campers don't consider themselves snowbirds and those who do, flock to Arizona, Florida or Texas.

Campers were asked to list their three favorite leisure activities and those receiving the highest number of mentions included hiking, relaxation, swimming, reading, walking, golfing and sightseeing.

Trip Characteristics

The primary trip purpose for eight out of ten respondents was to camp; 7% combined their camping trip with a visit to family and friends, 5% indicated their trip was an annual event and 1% indicated they were in the area on business.

The graphic at the right shows the type of camping equipment respondents were using. Tent camping is still very popular; however, RV camping is increasing in popularity. Except for tents and multiple methods (multiple methods usually consisted of tents in addition to a popup camper or van), the majority of campers were using a type of RV. RVs are categorized into two types. *Towable* includes pop up camping trailers, truck campers, travel trailers and fifth-wheel travel trailers. *Motorized* RVs combines transportation and living quarters in one unit such as Class A motorhomes; Class B motorhomes and Class C motorhomes.

On average, RVers were on longer camping trips (3.7 nights) than tent campers (2.7 nights).

Method of Camping

Tent



31.7%

RV



Popup
Camper

17.3%



5th Wheel

10.4%



Travel
Trailer

24.8%



Class A

7.9%



Class B/Van

0.9%



Class C

4.0%



Truck
Camper

2.1%