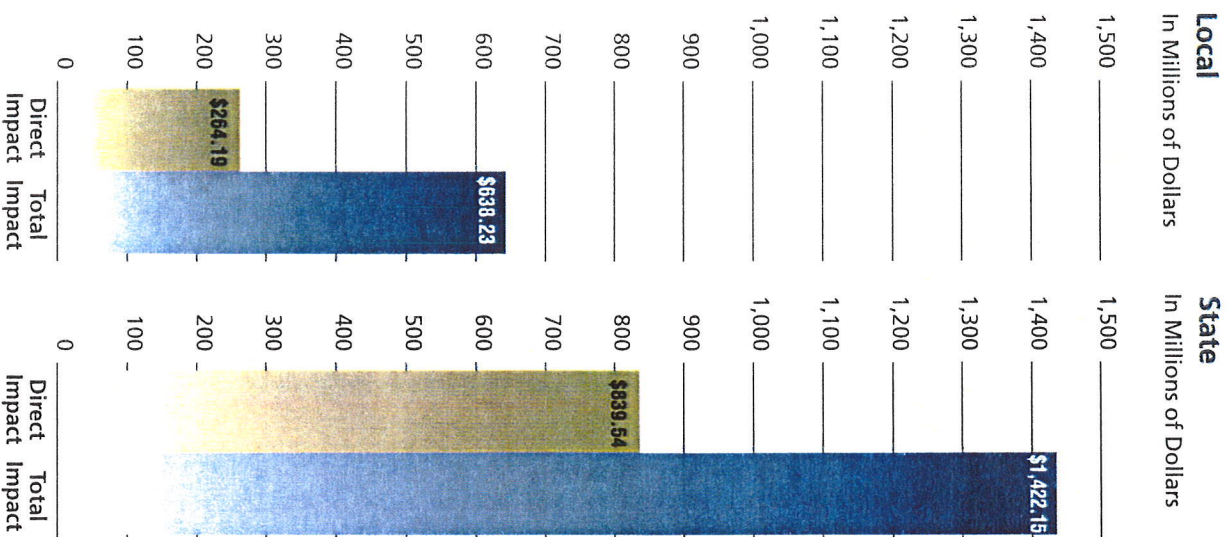


Tourism Pays Taxes

Travel spending in Wisconsin generated a total impact of \$2.06 billion in taxes and other fees for state and local governments.



*Direct impact results from the initial expenditure of dollars by travelers. Total impact results from initial traveler expenditures plus the re-circulation of the expenditures throughout the economy.

Wisconsin's Commitment to Tourism

Tourism is vital to the economic growth of Wisconsin and is the state's third largest industry. It is a clean industry and a source of stable employment for thousands of Wisconsin residents. In support of this, the Department of Tourism aggressively promotes Wisconsin as a premier four-season travel and tourism destination.

The Department of Tourism's mission is to inspire people to love the Wisconsin experience. The Department's annual promotional budget is spent on marketing Wisconsin to all categories of travelers including leisure, meeting and convention, group, sports and international. The Department stimulates the development of private, commercial tourism facilities and assists with cooperative projects between for-profit and nonprofit firms. It also encourages local tourism development programs.

The economic impact statistics contained in this booklet are prepared by Davidson-Peterson Associates, Inc. for the Wisconsin Department of Tourism. For more detailed data visit the Department's web site agency.travelwisconsin.com under Research & Travel Trends.

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Wisconsin Originals:

The photos used in this report showcase just a few of the many original people, attractions and events that make Wisconsin such a popular travel destination. In the Badger state, we value originality – especially when it's so much fun.

How Traveler Spending in Wisconsin is Calculated

A survey research company, Davidson-Peterson Associates, Inc., conducts Wisconsin's annual survey of traveler spending in the state. The company has used essentially the same survey methodology since 1989. The survey includes the following components:

- Nearly 2,000 face-to-face interviews with travelers are conducted throughout the state and in all seasons at events, attractions, meetings and other travel destinations. Interviewees are screened by asking whether they are traveling "outside their normal routine." Interview questions focus on the amount spent and the activities engaged in by travelers in the last 24 hours in order to establish average daily traveler spending as well as how that money was spent.

- Nearly 3,000 telephone interviews with lodging properties including motels, hotels, resorts, bed and breakfasts, campgrounds and other paid accommodations. Interview questions focus on room rates and occupancy rates in order to determine how much was spent by travelers on overnight stays.

- Just over 1,000 telephone interviews with Wisconsin households which hosted traveling family and friends or other guests. Interview questions focus on the frequency and duration of guest stays in order to determine how many travelers stayed at no cost lodging.

Statistics gathered by all three survey components are analyzed, averaged, and applied county-by-county using standard economic modeling in order to develop the information provided in this booklet.

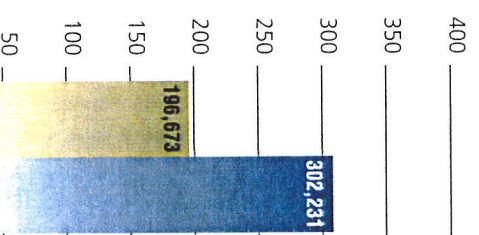


NATIONAL FRESHWATER FISHING HALL OF FAME, HAYWARD.

Tourism Provides Jobs

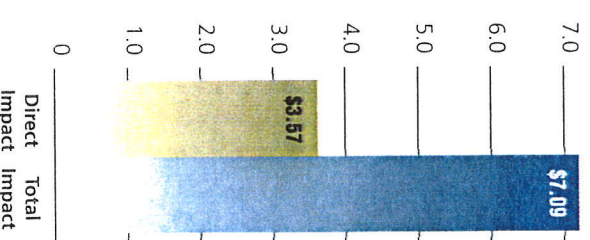
Full-Time Job Equivalents

In Thousands



Resident Income

In Billions of Dollars



WORLD CHAMPIONSHIP SNOWMOBILE DERBY, EAGLE RIVER.

In 2007, tourism spending directly supported 200,000 full-time equivalent travel industry jobs and generated \$3.6 billion in wages and salaries. The tourism industry provides work across the spectrum of employment, from entry level and part time jobs to management and executive level positions.

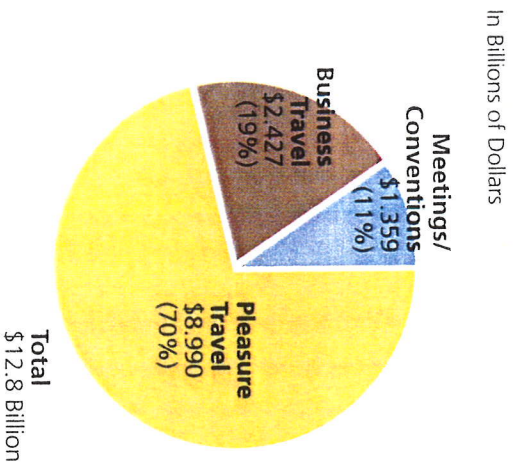
If jobs indirectly reliant on tourism are included, the totals climb to nearly 302,000 jobs and \$7.09 billion in payroll.

Harley-Davidson

TOP: HOUSE ON THE ROCK, SPRING GREEN
MIDDLE: DUCK RIDES, WISCONSIN DELLS
BOTTOM: HARLEY-DAVIDSON, MILWAUKEE

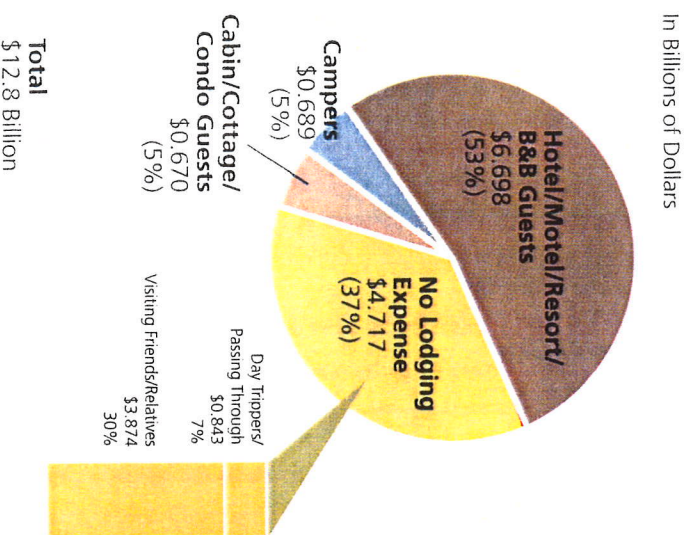
Travel Purpose

Most people traveling in Wisconsin during 2007 were enjoying leisure time. This broad category includes those enjoying sporting events, casino gaming, group tours, attending festivals or attractions, visiting friends or family and other recreational pastimes.

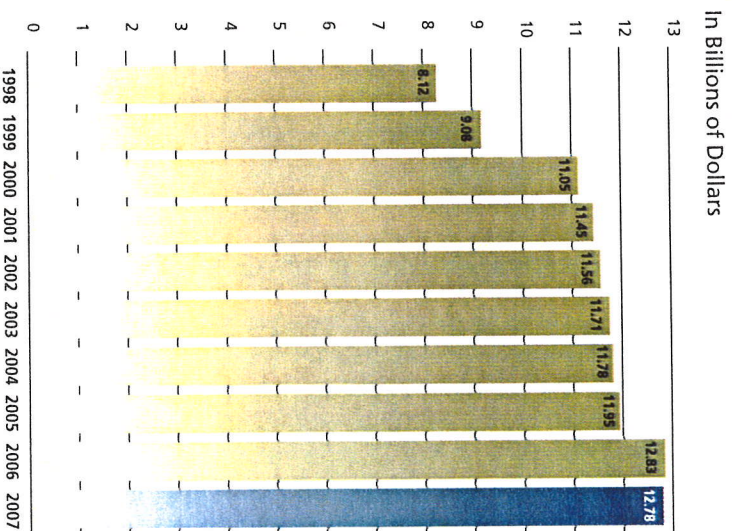


Total Spending by Traveler Type

More than half of the total estimated traveler expenditures, \$6.7 billion (53%), was spent by travelers staying overnight in Wisconsin at hotels, motels, resorts, and B&Bs.

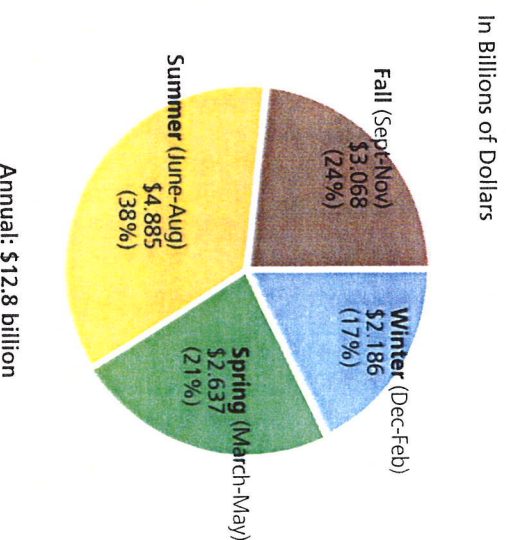


Travel Expenditures 1998-2007



From 1994 to 2007, Wisconsin has enjoyed a 122 percent increase in travel expenditures. In 2007, travelers spent \$12.78 billion in the state. The estimates are based on expenditures made by all travelers who are visiting an area of the state, traveling outside of their normal routine, and spending money. Travelers include Wisconsin residents and out-of-state visitors traveling for pleasure, business or a combination of reasons.

2007 Seasonal Traveler Expenditures



Summer continues to be Wisconsin's top tourism season with travelers spending \$4.9 billion. Travelers spent \$2.2 billion in the winter, \$2.6 billion in the spring, and \$3.1 billion in the fall. The figures demonstrate that Wisconsin is a year-round tourism destination.

CAMPING

Camping is a unique American tradition that has evolved from a primarily back-to-nature pastime for passionate outdoor enthusiasts to a standard holiday for vast numbers of families and individuals. Today, the camping experience can fit any lifestyle and accommodate any preference, from

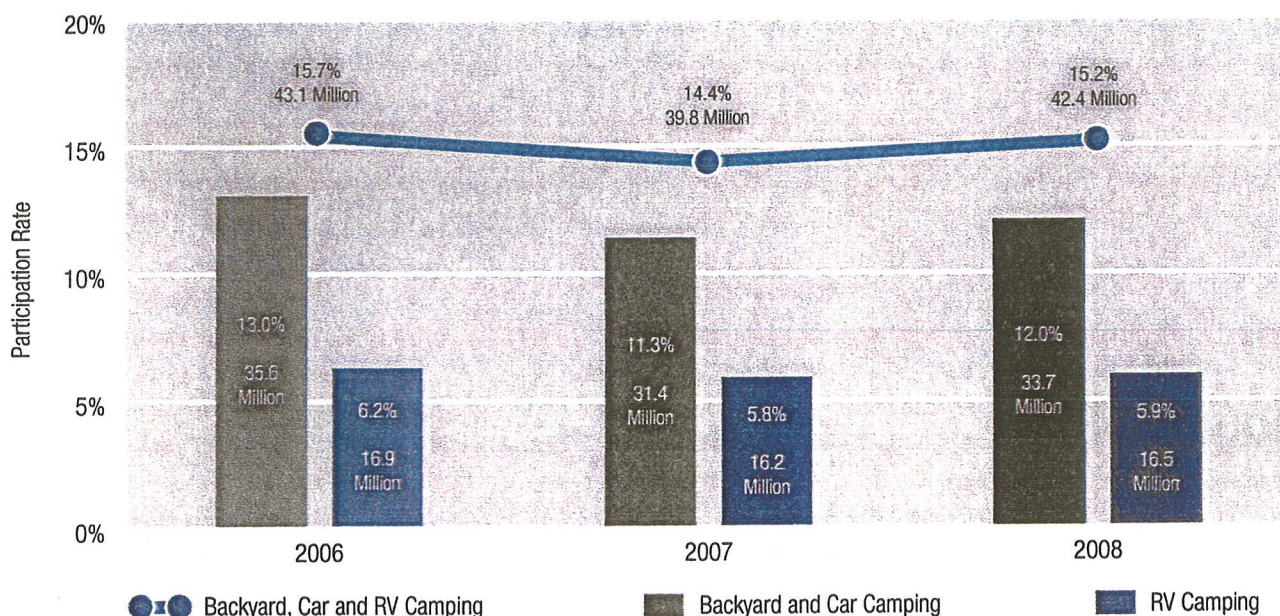
close-to-home comforts to backcountry wilderness and everything in between.

In fact, this activity is one of the most popular outdoor pursuits, attracting 42.4 million participants in 2008. These participants averaged 14 camping days

each for a total of over 597.8 million days. This Special Report gives an overview of camping in the United States, presenting detailed information on participation by gender, age, ethnicity, income, education and geographic region. Data is also provided on common barriers to entry as well as popular "crossover" sports for this important group.

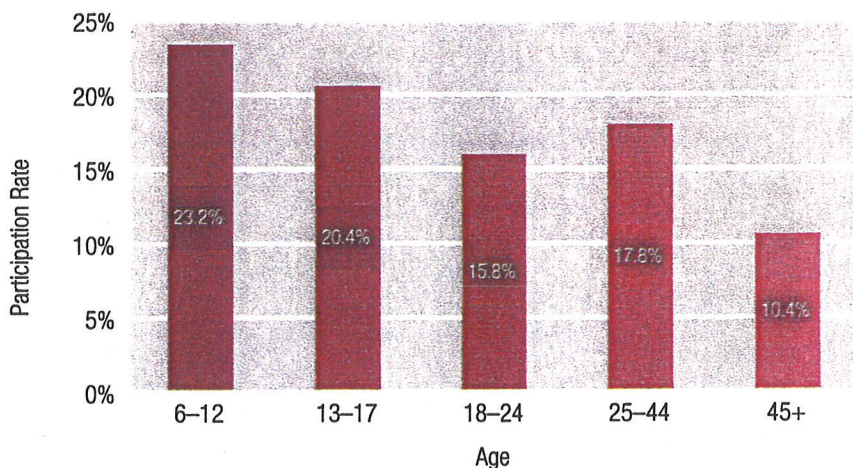
Participation in Camping by Year

All Participants Ages 6+



Participation in Camping Among All Americans by Age

Backyard, Car and RV Camping in 2008



Participation in camping varies by age. A one-year snapshot of camping participation reveals the popularity of the activity among specific age groups and suggests the life cycle of participation.

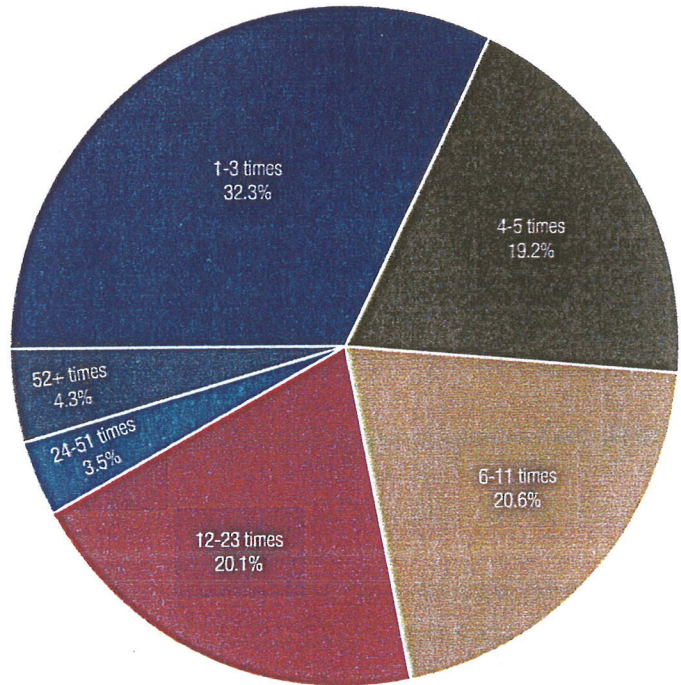
The life cycle of camping participation is very similar to the life cycles of other outdoor activities. Although youth participation is initially high, it declines sharply in adolescence and young adulthood, recovering slightly among adults ages 25 to 44.

Annual Outings

In 2008, camping participants made 597.8 million annual outings. For some participants, this meant getting out once a season and for others, once a month or week.

14.1 days

The average camper went camping 14.1 days in 2008.



Demographics

Division of Camping Participants by Demographic

