

**The Economic Impact
of Expenditures by Travelers
on Door County**

Calendar Year 2008

Prepared for:



Door County Visitor Bureau

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1.0 Introduction

This is a report of the economic impact of traveler expenditures on Door County prepared by *Davidson-Peterson Associates*. This report covers traveler expenditures made in Door County from December 2007 through November 2008.

The purpose of this study is to measure the economic benefits Door County 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 Door County'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 Door County's tourism marketing efforts.

Note: Door County purchased an in-depth "special area" study for the first time in 2008. In prior years, estimates of traveler expenditures and their direct and total impacts on Door County's economy were generated as part of the State study and based on a statewide modeling approach. For the 2008 study, a more comprehensive research methodology was utilized, including the development of an "input-output" model specific to Door County's economy. Therefore, the 2008 estimates for Door County have a greater level of accuracy than in prior years.

2.0 Executive Summary

2.1 Summary for Door County, 2008

2008 ESTIMATED TRAVELER EXPENDITURES:	\$483.9 million
December – February	\$35.5 million
March – May	\$76.2 million
June – August	\$250.3 million
September – November	\$121.8 million

2008 ECONOMIC IMPACT (Annual)

Total jobs created (full-time job equivalents)	8,471
Total resident income generated (wages, salaries and proprietary income)	\$179.2 million
Total government revenues generated	
State.....	\$43.9 million
Local.....	\$21.9 million

2.2 Door County Industry Highlights

Table 2.2
Door County Industry Highlights
Calendar Year 2008

	<u>Hotels/Motels/ Resorts/B&Bs</u>	<u>Cabins/Cottages/ Condominiums</u>	<u>Campgrounds</u>
Number of properties	130	94	23
Number of rooms/units/sites	2,719	1,426	3,272
Total available room/unit/site-nights	788,900	437,267	549,675
Total occupied room/unit/site-nights	376,550	174,510	252,079
Average daily room rate	\$111.40	--	--
Average daily unit rate	--	\$150.74	--
Average daily site rate	--	--	\$27.33
Average occupancy rate	48%	40%	46%
Management's Estimate:			
Average party size	2.35	3.61	3.53
Average length of stay	2.52	3.32	2.92
Guest Origin:			
<u>Out of State</u>	<u>43%</u>	<u>46%</u>	<u>25%</u>
U.S.	42%	46%	24%
Canada	*%	*	*
Other foreign	1%	*	*
Wisconsin	57%	54%	75%
<u>Trip Purpose¹</u>			
Pleasure	88%	91%	100%
Business	9%	9%	N/A
Meetings/conventions	3%	*	N/A

Note: Length of stay as noted throughout this document represents the average number of nights spent in a hotel/motel/resort/B&B, cabins/cottages/condominium or campground. It does not necessarily reflect the total number of nights spent in Door County during the year.

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

* Less than 1%.

¹These statistics not collected for campers

3.0 Estimates of Traveler Expenditures in Door County

The purpose of this chapter is to review our findings concerning estimated traveler expenditures in Door County in 2008. In so doing, we'll look at:

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

We'll begin with the estimates by accommodation type and by category of expenditure in Door County.

3.1 Estimated Traveler Expenditures By Accommodation Type

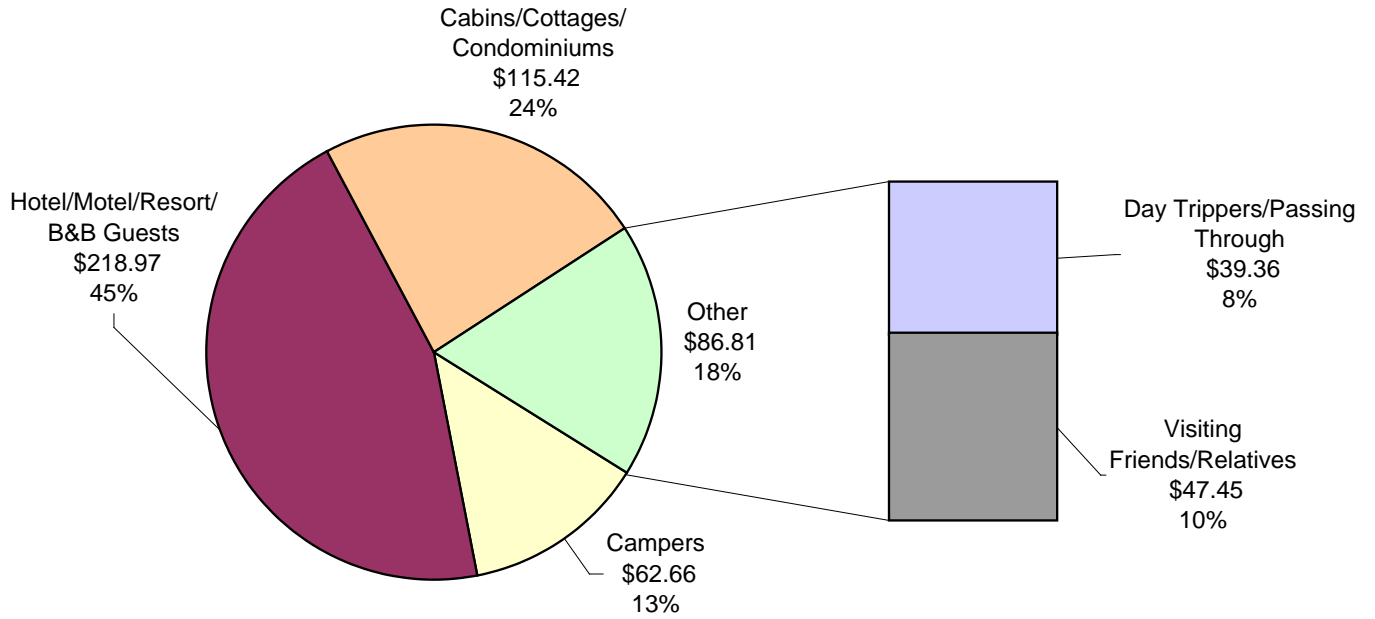
Door County travelers spent an estimated total of \$483.86 million in 2008.

About half of the total estimated traveler expenditures, \$218.97 million (45%), were spent by travelers staying overnight in Door County at hotels/motels/resorts/B&Bs. Those staying in cabins/cottages/condominiums spent \$115.42 (24%) and those camping spent \$62.66 million (13%) in Door County.

Visitors with no lodging expenses spent \$86.81 million, or 18% of the Door County 2008 traveler expenditures.

- Travelers who stayed at the homes of family and/or friends spent \$47.45 million (10%) while visiting Door County. Expenditures for second home owners are included in the visiting friends/relatives category.
- Those visiting Door County just for the day spent \$39.36 million (8%).

Figure 3.1
**Estimated Door County Traveler Expenditures
By Accommodation Type**
Calendar Year 2008
(\$ Millions)



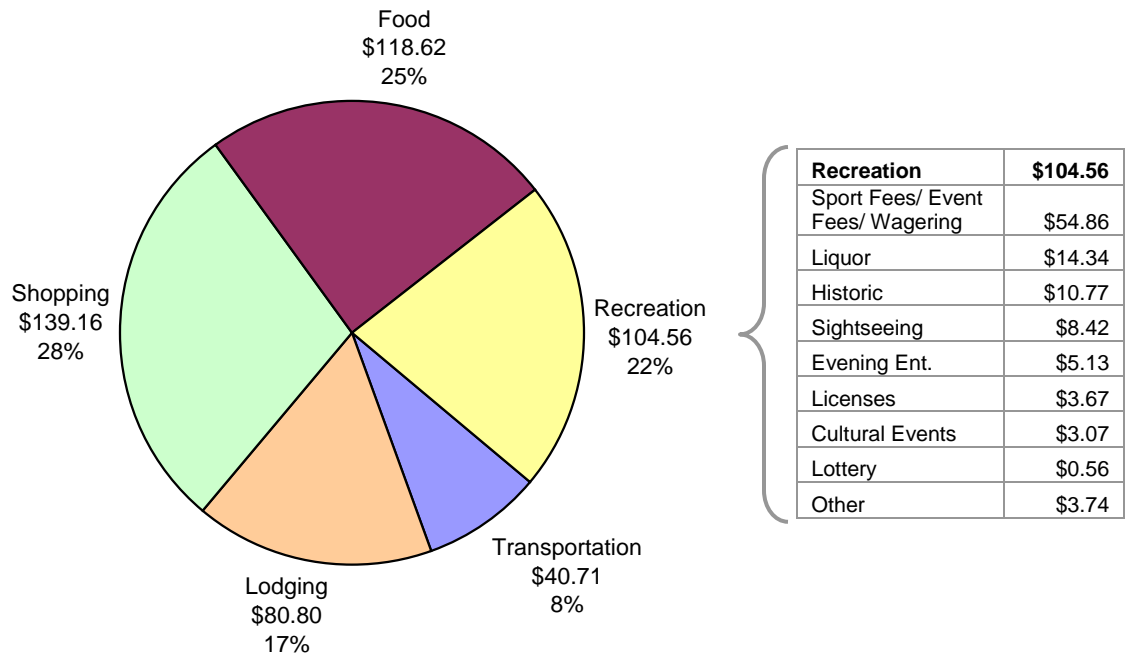
Total: \$483.86 Million

3.2 Estimated Traveler Expenditures by Category of Expenditure

About half of Door County total estimated travel expenditures were for shopping and food (\$139.16 million and \$118.62 million, respectively).

Recreation expenditures represent 22% (\$104.56 million) and lodging expenses represent 17% of the total estimated traveler expenditures (\$80.80 million). Eight percent of Door County traveler expenditures (\$40.71 million) were spent on ground transportation.

Figure 3.2
**Estimated Door County Traveler Expenditures
 By Category of Expenditure**
 (\$ Millions)



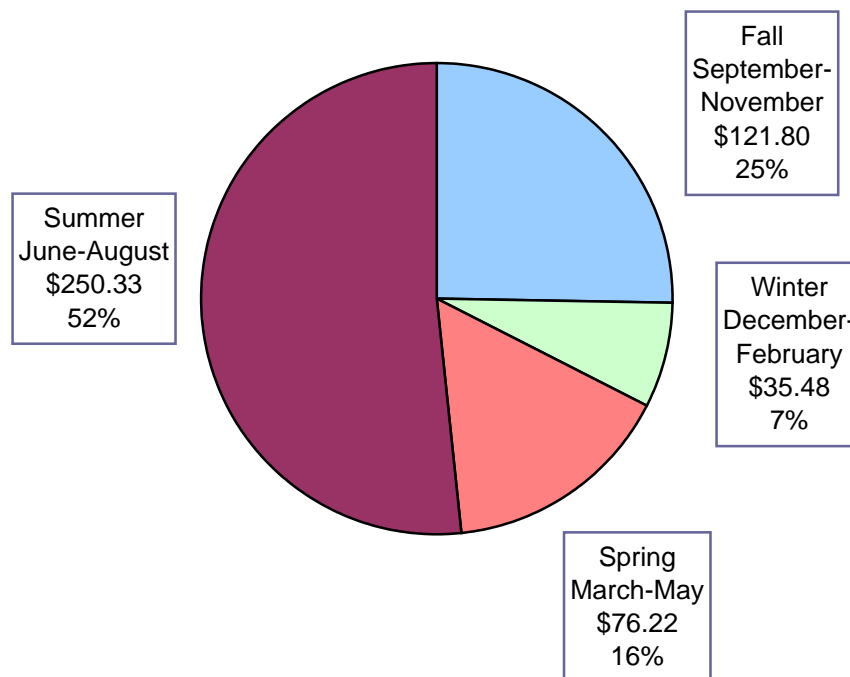
Total: \$483.86 Million

3.3 Estimated Traveler Expenditures By Season

Travelers spent \$250.33 million (52%) in the summer season (June through August). They spent \$121.84 million, or 25% of all traveler expenditures, in the fall season (September through November). Travelers spent \$76.22 million (16%) in the spring season (March through May) and \$35.48 million (7%) in the winter season (December through February).

Figure 3.3
Estimated Door County Traveler Expenditures
By Season

2008
(\$ Millions)



Total: \$483.86 Million

3.4 Interim Summary

The findings of this chapter may be summarized as follows:

- Total estimated traveler expenditures in Door County during 2008 were \$483.86 million.
- About half of this money was spent by travelers staying overnight in hotels/motels/resorts/B&Bs while visiting.
- Food and shopping accounted for about half of all dollars spent by travelers in Door County during 2008.
- The highest percentage of expenditures was in the summer quarter (June through August).

Now let's turn to a look at the impact these traveler expenditures had on the economy of Door County in 2008.

4.0 The 2008 Economic Impact of Tourism on Door County

The purpose of this chapter is to review our findings on the impact of 2008 traveler expenditures on Door County's economy. In so doing, we'll look at:

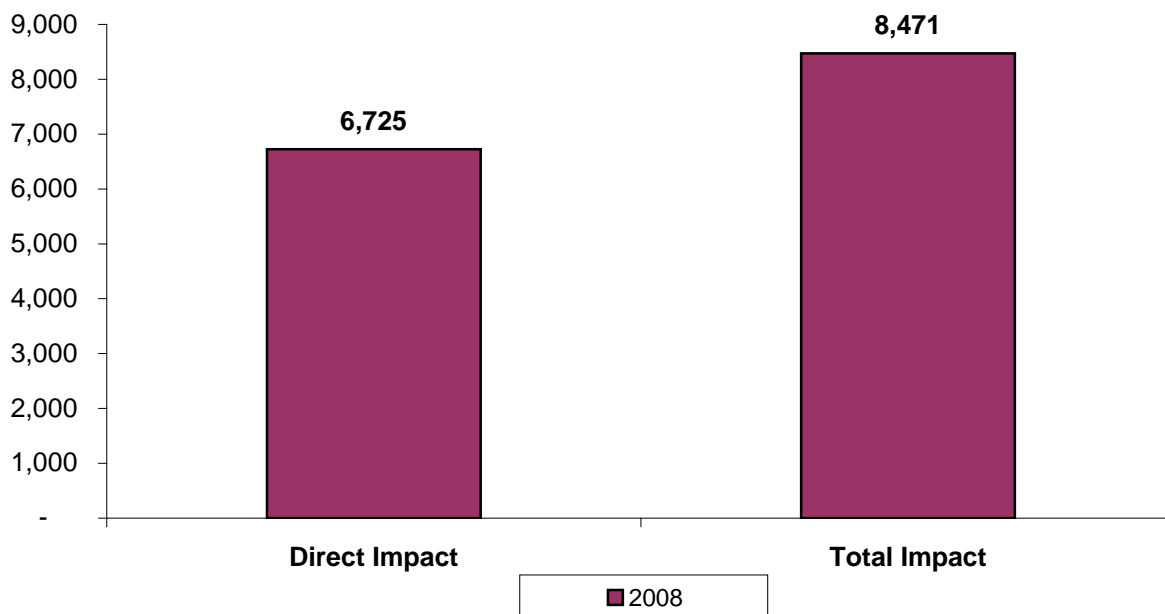
- Employment and income supported by traveler expenditures; and
- State and local government revenues generated by traveler expenditures.

We'll begin with employment and resident income impact.

4.1 Impact on Employment

During 2008, the total estimated expenditures made by travelers in Door County supported 8,471 full-time equivalent jobs. More than three-quarters of these jobs were *directly* supported by traveler expenditures (6,725).

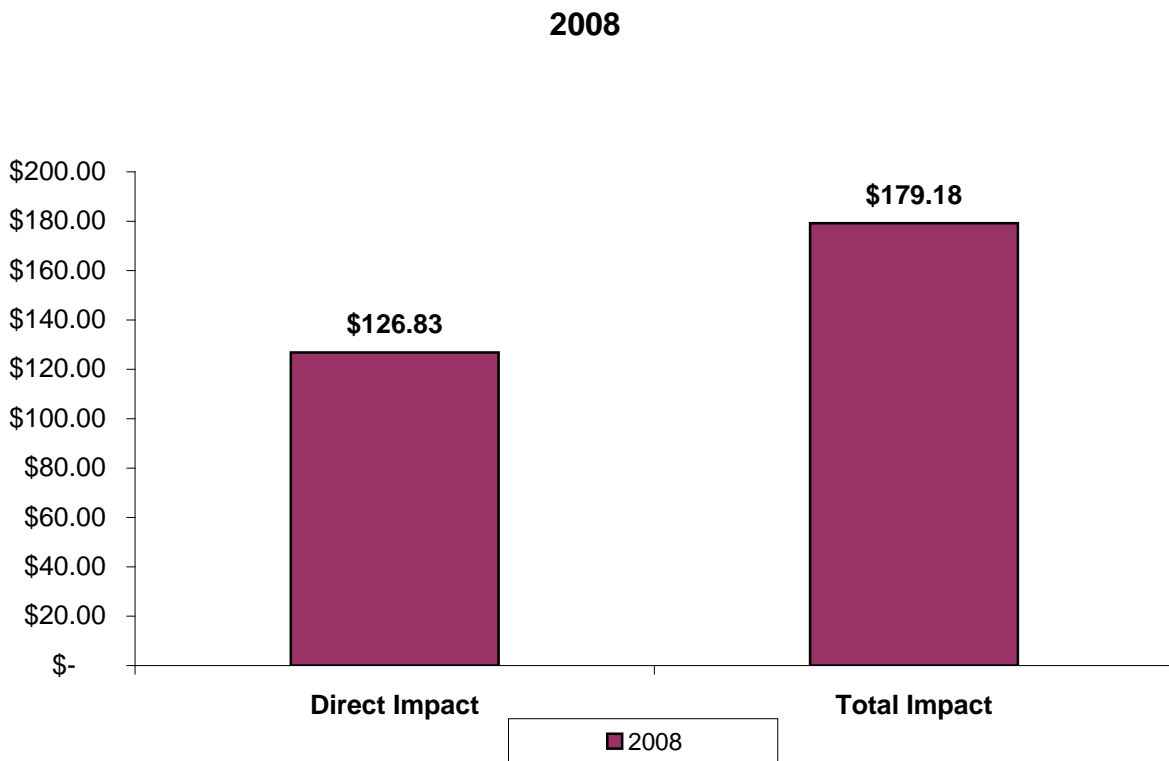
Figure 4.1
Impact of 2008 Door County Traveler Expenditures on Employment
(Number of Full-Time Equivalent Jobs)
2008



4.2 Impact on Resident Income

Traveler expenditures in Door County during 2008 also generated \$179.18 million in resident wages and proprietary income. Most of this resident income was *directly* generated by traveler expenditures (\$126.83 million).

Figure 4.2
Impact of 2008 Door County Traveler Expenditures on Resident Income

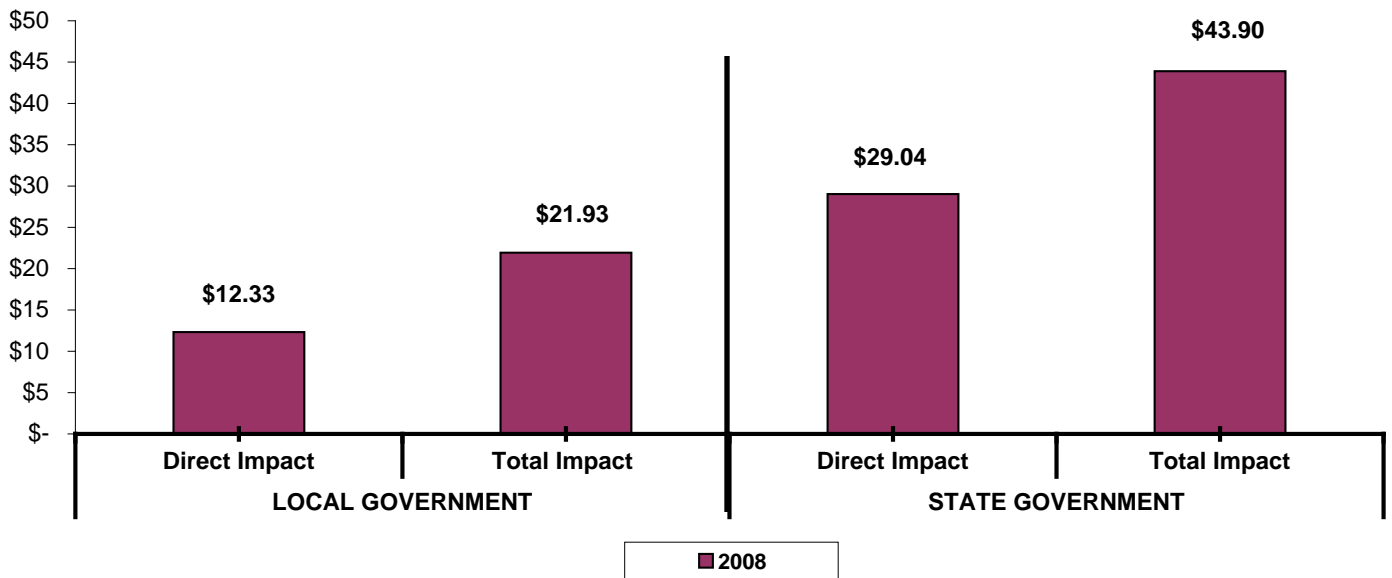


4.3 Impact on State and Local Government Revenues

In total, state government revenues of \$43.90 million and local government revenues of \$21.93 million were generated in 2008 as a result of traveler expenditures in Door County. Two-thirds of the estimated state government revenues are the *direct* result of traveler expenditures. Over half of the local government revenues are the *direct* result of traveler expenditures.

Figure 4.3
**Impact of 2008 Door County Traveler Expenditures on
State and Local Government Revenues**

2008



4.4 Interim Summary

The findings of this chapter may be summarized as follows:

- Total estimated traveler expenditures supported 8,471 full-time equivalent jobs in Door County during 2008.
- Traveler expenditures generated \$179.18 million in resident income.
- During 2008, traveler expenditures in Door County also led to the receipt of \$43.90 million in state government revenues and \$21.93 million in local government revenues.

Now let's turn to look at the lodging industry in Door County during 2008.

5.0 The 2008 Door County Lodging Industry

The purpose of this chapter is to review our findings concerning the lodging industry in Door County in 2008. In so doing, we'll look at:

- The 2008 Door County lodging inventory;
- Hotels/motels/resorts/B&Bs;
- Cabins/cottages/condominiums; and
- Campgrounds.

We'll begin with the 2008 inventory.

5.1 2008 Inventory

In Door County, there are 130 hotel/motel/resort properties, providing 2,719 rooms for travelers; 94 cabin/cottage/condominium properties, providing 1,426 units for travelers; and 23 campgrounds, providing 3,272 sites for campers.

Table 5.1
Available Room-nights

	<u>2008</u>
<i>Hotels/Motels/Resorts/B&Bs</i>	
Properties	130
Rooms	2,719
Total available room-nights	788,900
<i>Cabins/Cottages/Condominiums</i>	
Properties	94
Units	1,426
Total available unit-nights	437,267
<i>Campgrounds</i>	
Properties	23
Sites	3,272
Total available site-nights	549,675

Note: Available room-nights/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 Hotels/Motels/Resorts/B&B's: Rates and Occupancy

The overall average daily room rate in Door County hotels/motels/resorts/B&Bs was \$111.40 during 2008. Hotels/motels/resorts/B&Bs had an average occupancy rate of 48%.

Average daily room rates (\$124.17) 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)

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Average daily room rates*	\$111.40	\$101.19	\$100.62	\$124.17	\$113.37
Average occupancy*	48%	24%	37%	68%	51%
Total available room-nights	788,900	148,950	180,530	247,300	212,120
Total occupied room-nights	376,550	35,470	66,100	167,430	107,550

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

Note: Available room-nights equals the number of rooms made available times the number of nights open, on a property basis.

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

Door County hotel/motel/resort/B&B property managers report that their 2008 guests typically traveled in parties of two and stayed an average of two to three nights.

The average party size and average length of stay figures are modestly higher in the summer quarter (June through August) and winter (December – February) quarters than the spring and fall.

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Average travel party size	2.35	2.41	2.26	2.46	2.26
Average length of stay	2.52	2.71	2.30	2.62	2.45

Hotel/motel/resort/B&B property managers report that the majority of their guests were traveling for pleasure (88%). The remaining Door County guests were traveling for business (9%) or meetings and conventions (3%), according to hotel/motel/resort/B&B property managers' estimates.

According to property managers, more than half of Door County hotel/motel/resort/B&B guests were residents of Wisconsin (57%).

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Purpose of guests' trip:					
Pleasure	88%	78%	85%	96%	80%
Business	9%	22%	15%	4%	10%
Meetings/conventions	3%	--	--	*	10%
Guest Origin:					
<u>Out of State</u>	<u>43%</u>	<u>40%</u>	<u>40%</u>	<u>47%</u>	<u>45%</u>
U.S.	42%	40%	40%	46%	43%
Canada	*	*	*	*	*
Other Foreign	1%	*	*	1%	1%
Wisconsin	57%	60%	60%	53%	55%

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

* Less than 1%.

5.4 Cabins/Cottages/Condominiums: Rates and Occupancy

The average unit rate for a Door County cabin/cottage/condominium was \$150.74 in 2008. The summer quarter (June through August) had the highest unit rates at \$185.70, while the winter quarter (December through February) had the lowest unit rates (\$119.26).

Occupancy rates in 2008 for Door County cabins/cottages/condominiums were 40%. Occupancy rates were substantially higher in the summer (64%) than in other seasons.

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Average unit rates*	\$150.74	\$119.26	\$131.27	\$185.70	\$153.22
Average occupancy*	40%	17%	27%	64%	43%
Total available unit-nights	437,270	92,430	101,160	128,990	114,690
Total occupied unit-nights	174,510	15,340	27,260	83,160	48,750

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

5.5 Cabins/Cottages/Condominiums: Guest Party Description

Property managers of Door County cabins/cottages/condominiums report that, in 2008, guests at their locations usually traveled in groups of three or four and stayed four nights on average.

The average length of stay was longest during the summer quarter (June through August) – four days on average. Average length of stay was also longer in the summer.

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

	2008				
	<u>Total</u>	December - <u>February</u>	March - <u>May</u>	June - <u>August</u>	September - <u>November</u>
Average travel party size	3.61	3.49	3.46	3.97	3.39
Average length of stay	3.32	3.09	3.10	4.11	2.71

According to property managers' estimates, nearly all cabin/cottage/condominium guests (91%) in 2008 were traveling on a pleasure trip.

Managers report that half of their guests are Wisconsin residents (54%), while the remaining guests live outside the state of Wisconsin (46%) but within the United States.

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Purpose of guests' trip:					
Pleasure	91%	95%	92%	90%	90%
Business	9%	5%	7%	10%	10%
Meetings/conventions	*	*	1%	--	*
Guest Origin:					
<u>Out of State</u>	<u>46%</u>	<u>37%</u>	<u>46%</u>	<u>52%</u>	<u>47%</u>
U.S.	46%	37%	46%	52%	47%
Canada	*	--	--	*	*
Other Foreign	*	*	*	*	*
Wisconsin	54%	63%	54%	48%	53%

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

* Less than 1%.

5.6 Campgrounds: Rates and Occupancy

The average rate for a Door County campground site was \$27.33 in 2008. Occupancy rates for Door County campgrounds were 46% in 2008.

Site rates were highest in the spring (\$30.48) and summer (\$31.15) versus the winter and fall quarters. Not surprisingly, average occupancy rates were highest in the summer as well (68%).

Table 5.6
Site Rates and Occupancy By Quarter
(Campgrounds)

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Average site rate*	\$27.33	\$18.00	\$30.48	\$31.15	\$21.41
Average occupancy*	46%	1%	37%	68%	31%
Total available site-nights	549,680	55,470	86,900	252,970	154,340
Total occupied site-nights	252,080	550	31,860	171,840	47,820

*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

Door County campers typically travel in parties of three or four and spent an average of three nights while visiting, according to campground managers.

Travel party size was highest during the winter quarter, although winter travelers had the shortest length of stay as compared with travelers in other quarters.

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Average travel party size	3.53	3.80	3.36	3.57	3.42
Average length of stay	2.92	2.03	2.62	3.36	2.63

Campground managers report that three-fourths of Door County campers (75%) are Wisconsin residents.

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

	2008				
	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Guest Origin:					
<u>Out of State</u>	<u>25%</u>	<u>16%</u>	<u>27%</u>	<u>28%</u>	<u>25%</u>
U.S.	24%	16%	27%	27%	25%
Canada	*	--	--	*	*
Other Foreign	*	--	--	*	*
Wisconsin	75%	84%	73%	72%	75%

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

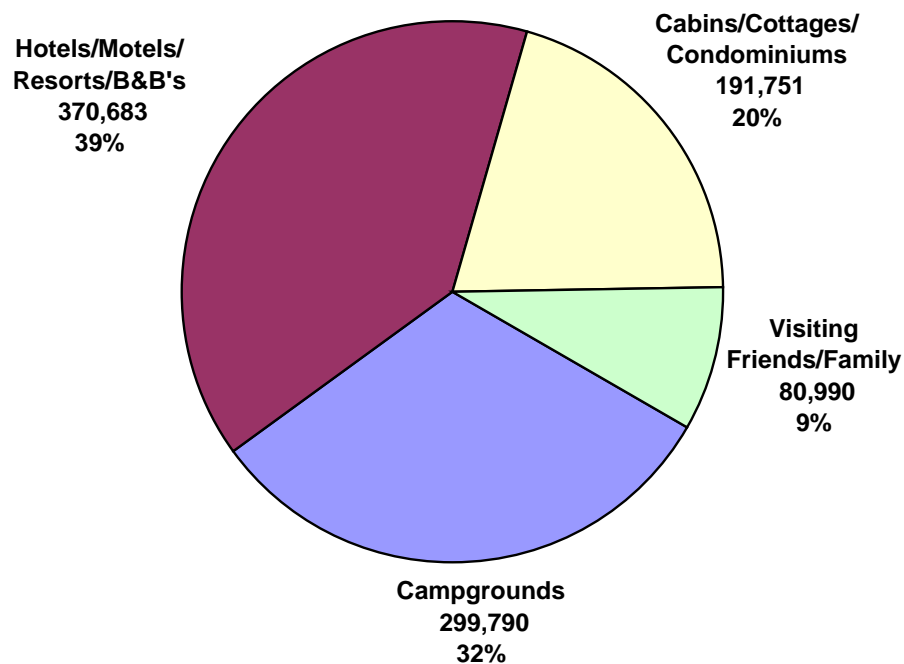
* Less than 1%.

6.0 Overnight Person-Visits to Door County in 2008

During 2008, overnight person-visits in Door County totaled 943,214.

Hotel/motel/resort/B&B guests represented the largest proportion of overnight person-visits in Door County at 39%, with campers following close behind at 32%. Those staying in cabins/cottages/condominiums accounted for 20% of overnight person-visits, and visitors staying with family and/or friends represented the remaining 9%.

Figure 6.0
Door County Overnight Person-Visits



TOTAL: 943,214 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 Door County travels to several locations in Door County, staying overnight in different accommodations, each overnight stay is considered a person-visit. Therefore, 943,214 person-visits should not be interpreted as 943,214 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 2008 Door County Effort

What follows is a brief description of the procedures for estimating economic impact as they were completed in 2008.

1. Inventory Update

At the beginning of 2008, the 2007 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 2008 inventory. In addition, the seasonal surveys of lodging business activity (see #2) allowed for further clarification.

2. Seasonal Surveys of paid lodging business activity

Each property included in the Door County lodging inventory was contacted by telephone and asked to complete a survey questionnaire in order to obtain information on lodging business activity. Those who did not participate by phone were asked to complete the survey via email, fax, or mail. Surveys were conducted seasonally to collect data for the entire year.

3. Resident (VFR) Survey

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

A total of 1,000 VFR surveys were completed in 2008. These surveys were combined with the VFR surveys from 2004 through 2007 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 1,978 Visitor Expenditure surveys were completed throughout 2008 at roughly 50 sites across Wisconsin.

5. Economic Impact Data Calculations

Rooms, units, 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 Door County utilizes the total tourism expenditures to determine estimates of employment, income, and government revenue impacts of expenditures on the area.

B. SUPPORTING TABLES

**Door County
2008 Total Traveler Expenditures
By Category of Expenditure and
Accommodation Used
(\$ Millions)**

	<u>Paid Accommodations</u>			<u>No Lodging Expense</u>		<u>2008 Total</u>
	<u>Hotels/ Motels/ Resorts/ B&Bs</u>	<u>Cabins/ Cottages/ Condos</u>	<u>Camp- Grounds</u>	<u>Visiting Friends/ Relatives</u>	<u>Other</u>	
Food	\$53.38	\$26.02	\$12.23	\$14.70	\$12.29	\$118.62
<u>Shopping</u>	<u>\$56.49</u>	<u>\$31.68</u>	<u>\$18.84</u>	<u>\$18.43</u>	<u>\$13.72</u>	<u>\$139.16</u>
General	24.22	12.52	8.97	9.86	4.88	60.45
Traveler	32.28	19.16	9.86	8.57	8.84	78.71
<u>Recreation</u>	<u>\$48.94</u>	<u>\$20.14</u>	<u>\$15.43</u>	<u>\$9.66</u>	<u>\$10.38</u>	<u>\$104.56</u>
Liquor	5.45	3.82	2.63	1.86	0.58	14.34
Historic Sites	4.47	1.79	2.14	0.62	1.76	10.77
Sightseeing	3.04	2.10	1.70	0.66	0.91	8.42
Cultural event fees	1.09	0.37	0.30	0.30	1.00	3.07
Evening entertainment	2.32	0.66	0.84	1.08	0.24	5.13
Licenses	0.55	1.81	0.92	0.34	0.05	3.67
Sweepstakes	0.15	0.10	0.13	0.14	0.04	0.56
Sport fees/ Event						
Fees/ Wagering	29.82	8.36	6.61	4.32	5.74	54.86
Other	2.04	1.12	0.16	0.35	0.07	3.74
Lodging	\$43.97	\$28.81	\$8.03	--	--	\$80.80
Ground Transportation	\$16.18	\$8.77	\$8.13	\$4.66	\$2.96	\$40.71
Total 2008	\$218.97	\$115.42	\$62.66	\$47.45	\$39.36	\$483.86

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

Door County
2008 Total Traveler Expenditures
By Quarter
(\$ Millions)

2008					
	December - <u>February</u>	March - <u>May</u>	June - <u>August</u>	September - <u>November</u>	<u>Total</u>
Food	\$9.19	\$18.83	\$60.36	\$30.25	\$118.62
<u>Shopping</u>	<u>\$10.50</u>	<u>\$22.16</u>	<u>\$71.66</u>	<u>\$34.83</u>	<u>\$139.16</u>
General	4.66	9.74	30.98	15.07	60.45
Traveler	5.84	12.42	40.68	19.76	78.71
<u>Recreation</u>	<u>\$7.51</u>	<u>\$16.49</u>	<u>\$54.42</u>	<u>\$26.14</u>	<u>\$104.56</u>
Liquor	1.04	2.28	7.52	3.50	14.34
Historic	0.70	1.68	5.78	2.61	10.77
Sightseeing	0.55	1.32	4.52	2.03	8.42
Cultural event fees	0.23	0.48	1.58	0.77	3.07
Evening entertainment	0.42	0.84	2.59	1.28	5.13
Licenses	0.22	0.57	2.03	0.85	3.67
Sweepstakes	0.04	0.09	0.29	0.13	0.56
Sport fees/ Event					
Fees/ Wagering	3.99	8.64	28.22	14.00	54.86
Other	0.31	0.58	1.86	0.98	3.74
Lodging	\$5.47	\$12.26	\$42.35	\$20.73	\$80.80
Transportation	\$2.81	\$6.47	\$21.54	\$9.89	\$40.71
Total 2008	\$35.48	\$76.22	\$250.33	\$121.84	\$483.86

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

2008 Seasonal Analysis

	December - <u>February</u>	March - <u>May</u>	June - <u>August</u>	September - <u>November</u>
Share of seasonal expenditures	7%	16%	52%	25%
Share of days in year	25%	25%	25%	25%
Ratio	0.29	0.63	2.06	1.01

**Door County
Traveler Expenditures
By Traveler Type and Quarter
(\$ Millions)**

2008

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Pleasure*	\$447.45	\$31.29	\$69.66	\$239.78	\$106.73
Business	\$29.79	\$4.18	\$6.42	\$10.24	\$8.95
Meetings/conventions	\$6.62	\$0.02	\$0.14	\$0.31	\$6.15
Total	\$483.86	\$35.48	\$76.22	\$250.33	\$121.84

Expenditure Data for the State of Wisconsin

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

2008

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Pleasure*	\$9,252.86	\$1,587.77	\$1,788.39	\$3,871.62	\$2,005.08
Business	\$2,459.08	\$492.42	\$599.48	\$757.07	\$610.10
Meetings/conventions	\$1,403.68	\$261.31	\$349.51	\$407.09	\$385.76
Total	\$13,115.62	\$2,341.50	\$2,737.39	\$5,035.78	\$3,000.94

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

* Includes expenditures among travelers visiting friends and relatives.

**Door County
Traveler Expenditure Percentages
By Traveler Type and Quarter**

2008

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Pleasure*	92%	88%	91%	96%	88%
Business	6%	12%	8%	4%	7%
Meetings/conventions	1%	**	**	**	*5%
Total	100%	100%	100%	100%	100%

Expenditure Data for the State of Wisconsin

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

2008

	<u>Total</u>	<u>December - February</u>	<u>March - May</u>	<u>June - August</u>	<u>September - November</u>
Pleasure*	70%	68%	65%	77%	67%
Business	19%	21%	22%	15%	20%
Meetings/conventions	11%	11%	13%	8%	13%
Total	100%	100%	100%	100%	100%

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

* Includes expenditures among travelers visiting friends and relatives.

** Less than 1%.

**Estimated Impact of 2008 Traveler Expenditures
on the Economy of the Door County**

	<u>Direct Impact</u>	<u>Total Impact</u>
Employment (full-time job equivalents)	6,725	8,471
Resident Income (wages, salaries, and proprietary income) (in millions)	\$126,827,000	\$179,181,000
Government Revenues:		
State government revenues (in millions)	\$29,035,000	\$43,898,000
Local government revenues (in millions)	\$12,330,000	\$21,927,000

**Door County Overnight Person-Visits
By Type of Accommodation
2008**

	<u>2008</u>
Hotels/motels/resorts/B&Bs	370,683
Cabins/cottages/condominiums	191,751
Campgrounds	299,790
Private homes (staying with friends and relatives)	80,990
Total	943,214