



## IMPACT OF TRAVELERS IN WISCONSIN'S NORTHWOODS



*Wisconsin's Northwoods* includes the counties of Ashland, Barron, Bayfield, Burnett, Clark, Florence, Forest, Iron, Langlade, Lincoln, Oneida, Pierce, Polk, Price, Rusk, St. Croix, Sawyer, Taylor, Vilas and Washburn.

At the direction of the WI Department of Tourism, Davidson-Peterson & Associates provides economic impact information of travelers on regions of Wisconsin.

### All Travelers

Eighty-five percent of the visitors in the Wisconsin's Northwoods were on a leisure trip, 13% were on individual business trips, and 2% were attending meetings or conventions. All travelers spent \$1.5 billion in this region in 2002.

- Summer travelers spent \$796 million
- Winter/spring travelers spent \$360 million
- Fall travelers spent \$364 million

Traveler Expenditures (*in millions*) by category:

Lodging Type	Food	Shopping	Recreation	Lodging	Transportation	Total
Hotels, Motels, Resorts, B&Bs	\$105	\$130	\$139	\$100	\$27	\$501
Cabins	\$92	\$50	\$55	\$76	\$33	\$306
Campgrounds	\$25	\$30	\$38	\$16	\$9	\$119
Family & Friends	\$134	\$176	\$153	--	\$38	\$501
Day Visitors	\$30	\$39	\$17	--	\$5	\$92

### Leisure Travelers

In 2002, leisure travelers spent \$1.3 billion in Wisconsin's Northwoods.

- Summer leisure travelers spent \$698 million
- Winter/spring leisure travelers spent \$288 million
- Fall leisure travelers spent \$297 million

The table below examines *leisure* traveler expenditures (*in millions*) by category:

Lodging Type	Food	Shopping	Recreation	Lodging	Transportation	Total
Hotels, Motels, Resorts, B&Bs	\$58	\$72	\$77	\$56	\$15	\$278
Cabins	\$88	\$48	\$53	\$73	\$32	\$293
Campgrounds	\$25	\$30	\$38	\$16	\$10	\$119
Family & Friends	\$134	\$176	\$153	--	\$38	\$501
Day Visitors	\$30	\$39	\$17	--	\$5	\$92