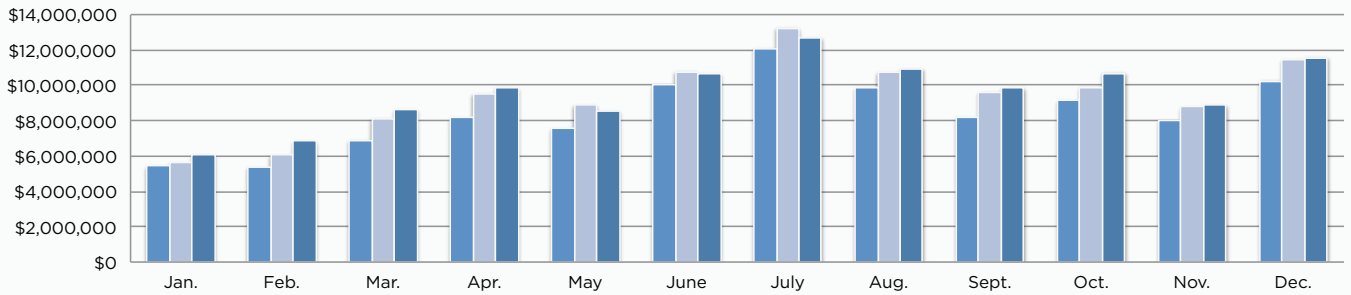




In recent years, gas prices have fluctuated dramatically, and are in general much higher than the early and mid-2000s. Visitors with predetermined budgets are impacted by gas prices, as less money is available for other activities. In 2012, the average gas price was \$3.62. As with other destinations, visitors looking for ways to save are not dining out for every meal, but instead are utilizing the local grocery stores. Visitors staying in condos or cabins are more likely to utilize the area's grocery stores.



Legend █ 2012 █ 2011 █ 2010

2012		
Month	Gross Business	% Change
Jan.	\$6,045,304	7
Feb.	\$6,828,716	13
Mar.	\$8,623,214	6
Apr.	\$9,837,170	3
May	\$8,546,886	-4
June	\$10,637,533	-1
July	\$12,646,479	-4
Aug.	\$10,924,566	2
Sept.	\$9,835,024	2
Oct.	\$10,694,273	8
Nov.	\$8,866,514	1
Dec.	\$11,552,291	1
Total	\$115,037,970	2

2011		
Month	Gross Business	% Change
Jan.	\$5,624,260	4
Feb.	\$6,050,671	13
Mar.	\$8,121,173	18
Apr.	\$9,527,987	17
May	\$8,892,507	18
June	\$10,777,083	7
July	\$13,230,890	10
Aug.	\$10,732,560	9
Sept.	\$9,615,309	17
Oct.	\$9,897,350	8
Nov.	\$8,766,772	9
Dec.	\$11,449,661	12
Total	\$112,686,223	12

2010		
Month	Gross Business	% Change
Jan.	\$5,416,753	12
Feb.	\$5,362,951	6
Mar.	\$6,892,820	8
Apr.	\$8,151,494	11
May	\$7,557,967	10
June	\$10,039,861	8
July	\$12,053,061	17
Aug.	\$9,825,187	10
Sept.	\$8,189,299	13
Oct.	\$9,132,813	14
Nov.	\$8,027,321	9
Dec.	\$10,245,953	5
Total	\$100,895,480	10

PRIOR YEARS		
Year	Gross Business	% Change
1995	\$34,213,741	N/A
1996	\$40,055,951	17
1997	\$41,533,340	4
1998	\$47,858,700	15
1999	\$54,594,236	14
2000	\$62,040,964	14
2001	\$65,007,834	5
2002	\$60,670,662	-7
2003	\$61,764,206	2
2004	\$69,835,390	13
2005	\$76,082,100	13
2006	\$613,657,124	9
2007	\$88,884,370	8
2008	\$100,098,493	13
2009	\$91,671,054	-8