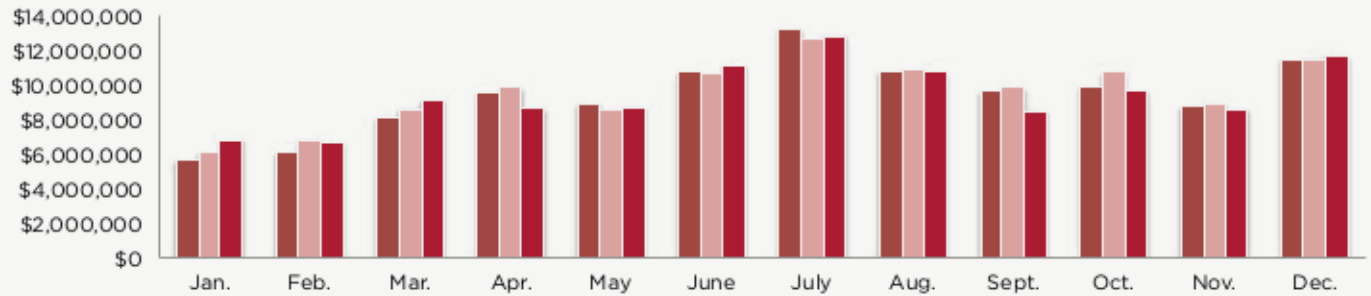




In recent years, gas prices have fluctuated dramatically, and are in general much higher than the early and mid-2000's. Visitors with pre-determined budgets are impacted by gas prices, as less money is available for other activities. In 2013, the average gas price was \$3.50. As with other destinations, visitors looking for ways to save are not dining out every meal, instead utilizing the local grocery stores. Visitors staying in condos or cabins are more likely to utilize the area's grocery stores.



Legend █ 2013 █ 2012 █ 2011

2013		
Month	Gross Business	% Change
Jan.	\$6,827,536	13
Feb.	\$6,675,014	-2
Mar.	\$9,129,416	6
Apr.	\$8,647,163	-12
May	\$8,692,794	2
June	\$11,141,752	5
July	\$12,834,907	1
Aug.	\$10,720,199	-2
Sept.	\$8,494,049	-14
Oct.	\$9,660,186	-10
Nov.	\$8,596,680	-3
Dec.	\$11,711,090	1
Total	\$113,130,786	-2

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

PRIOR YEARS		
Year	Gross Business	% Change
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
2010	\$100,895,480	10