

We're still about four weeks away from Labor Day...but for some people in the tourism business, the peak travel season only lasts for another week-and-a-half.

After about the 20th of August, long family trips are scarce in some parts of the country...especially in areas where school starts before Labor Day. Dave Clements from the La Crosse Convention and Visitor Bureau has seen that trend happen. He believes schools and industry are still following patterns that existed when the country was more rural, decades ago.

A University of Minnesota tourism study says the number of overnight family trips, even early in the summer, drops off sharply in communities where school starts in late August.