

A Further Examination of the Vermont Visitor: The 1999 Phase Three National Reports:
Report #1: Advertising Influence on Vermont Visitors

This report is one of three follow-up reports to the Jan. 2000 report “A National Survey of the Vermont Visitor 1999.” Respondents of the 1999 National Survey were asked if advertising influenced their trip to Vermont. Those that responded with a 3 or higher (on a five point scale) received a follow-up survey for this report. The primary considerations of this report include: the relative influence of advertising on various vacation decisions including decision to visit, activities pursued, destination and lodging; the relative impact of various advertising media including magazines, newspapers, television, internet and radio; information source importance in selecting activities pursued while in Vermont; Vermont experience perceptions; and unexpected Vermont observations.