

The Vermont Travel & Tourism Industry - 2005

QUICK FACTS

- Visitors made an estimated 13.4 million person trips* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled \$1.57 billion.
- Visitor spending supports an estimated 36,250 jobs for Vermonters (approximately 12% of all jobs).
- Visitor spending contributed \$196.4 million in tax and fee revenues to the State of Vermont.
- Sectors of the Vermont tourism economy, like retail and dining, are 2-3 times more dependent on visitor spending than the national average.

*A 'person trip' accounts for each individual in a travel party. If an individual makes multiple trips, he or she is counted as a visitor on each trip. A person trip is a more accurate measure of overall visitor traffic.

Visitor Spending & Number of Person Trips (By Season)

Winter (Dec-Mar)	\$570.2 million	(3.8 mil.)	28.3%
Summer (Jun-Aug)	\$508.7 million	(5.0 mil.)	37.0%
Fall (Sep-Nov)	\$363.8 million	(3.4 mil.)	25.6%
Spring (Apr-May)	\$131.7 million	(1.2 mil.)	9.0%

Person Trips By Type (13.4 million total person trips)

- Out-of-state Overnight 53% (7.0 mil.)
- Out-of-state Day 22% (2.9 mil.)
- In-state Day 18% (2.4 mil.)
- In-state Overnight 7% (1.0 mil.)

Person Trips By Origin (13.4 million person trips)

- Domestic (outside VT) 54.47% (7.3 mil.)
- Vermont 25.37% (3.4 mil.)
- International (Canada) 18.65% (2.5 mil.)
- International (Other) 00.44% (0.06 mil.)

Visitors Spending By Activity (\$1.57 Billion Total)

- Lodging 23.7% (\$372.9)
- Food & Beverage 22.5% (\$354.2)
- Shopping 21.4% (\$337.2)
- Gasoline 14.3% (\$225.0)
- Amusement/Recreation 10.1% (\$158.8)
- Groceries 6.4% (\$100.7)
- Auto Repair and Service 1.6% (\$25.6)

Tax & Fee Revenues From Visitor Spending (\$181.7 Million Total)

- General Fund \$99.3 million
- Education Fund \$82.0 million
- Transportation Fund \$15.18 million

Average Visitor Spending* (\$1.57 Billion Total)

- Day Visitor \$66.06
- Overnight Visitor* \$177.37

* Note: Overnight visitor spending may appear lower than expected because not all overnight visitors stay in commercial lodging establishments.

Vermont Jobs Supported By Visitor Spending (36,470 total or approx. 1 in every 10)

- Direct Wage & Salary Jobs 19,235
- Proprietors In The Industry 7,513
- Indirect Wage & Salary Jobs 9,502

Vermont Lodging Establishments By Size (1,427 total with 23,984 total rooms)

# Units	#Est.	% Of Total	# Rooms	% Of Total
1-10	872	61.3%	3,311	13.8%
11-20	245	17.2%	2,968	12.4%
21-49	146	10.2%	3,243	13.5%
49+	160	11.3%	14,462	60.3%

Where Domestic Visitors Stay and Average Length of Stay

Description	% Of Total	Avg. Stay (Nights)
Hotel, Motel, Inn, B&B	49.2%	2.16
Rental Homes	7.5%	4.83
Friends & Family or Private Home	18.3%	2.15
Owned 2 nd Home	20.7%	4.0
Park/Campground	4.3%	3.09

More information online: www.uvm.edu/tourismresearch/
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Source: Summary information adapted from: *A Benchmark Study of the Economic Impact of Visitor Expenditures on the Vermont Economy – 2005*. Prepared by Economic & Policy Resources (www.epreconomics.com) and published by the Vermont Department of Tourism & Marketing (www.VermontVacation.com) November 2006.