For this report, a geo-demographically balanced sample of visitors to Vermont who participated in wildlife watching, hiking, fishing, water recreation, canoeing, kayaking, biking or hunting in the period from March ’99 to April ’00 were surveyed. The purpose of this study was to compare the Vermont vacation profile of outdoor recreation participants with all Vermont visitors. Factors considered include: geo-demographic profiles, vacation patterns by season, primary purpose for visiting Vermont, activities pursued, visitor estimates of travel expenditures, and visitors’ perceptions of the influence of various sources of information.