The purpose of this study is to provide an in-depth socio-demographic profile of cultural heritage tourists to Vermont and explore their travel behavior, comparing both to that of non-heritage tourists. To do this, a detailed survey was conducted, followed by an analysis of those respondents who indicated that they included cultural or historic activities as part of at least one of their trips to Vermont. Factors analyzed include: number of visitors, group composition, visitor activities, mode of transportation, length of stay, expenditures, value and satisfaction, return intentions, advertising use and influence, lodging, and a socio-demographic profile.