2001 National Survey of the Vermont Visitor: An Examination of the Visiting Friends and Relatives’ (VFR) Traveler

This report examines the behavior of the “visiting friends and relatives’ travelers” (VFRs) relative to that of all visiting households (Vas). Factors analyzed include: the number of trips made, the time of year visited, the likelihood of making another trip within a year, regional destination, activities pursued while in Vermont, the number of nights stayed, mean household expenditures per trip, and the likelihood of recalling sources of information about Vermont. Due to the fact that visiting friends and relatives was found to be the primary purpose cited for Vermont visits (2001 National Survey of the Vermont Visitor), this report illustrates the significance of the VFR market.