Impact of Tourism on the Vermont Economy

As companion reports to the “Geodemographic Analysis of the Vermont Visitor” and the “National Survey of the Vermont Visitor,” the primary objective of these reports is to evaluate the annual economic impacts of Vermont tourists’ expenditures. To do this, IMPLAN software, an input/output economic model, was used to trace the flow of goods and services, and income and employment among related sectors of the economy (for a full explanation of methodology, see “IMPLAN Methodology for the Study of the Impact of Tourism on the Vermont Economy”). The primary factors considered in these reports include: number of trips made; percent of trips per season; party size; primary destination; primary purpose of trip; activities participated in; spending; and economic impact (direct, indirect, induced and total).