National Survey of the Vermont Visitor

This report, a companion report to the GeoDemographic Analysis of the Vermont Visitor, utilizes a follow-up survey of the visitors who reported making at least one pleasure trip to Vermont in the previous year. It summarizes the information obtained from a geographically and demographically balanced sample of Vermont visitors. Information collected includes: visitation pattern by season, intent to re-visit Vermont in the next 12 months, primary destination by regional marketing organization and by season, activities while in Vermont, primary purpose of trips, travel party size, motor coach group tours, downhill skiing days, number of children on trip, transportation, overnight trips and accommodations, household expenditures, trips to view fall foliage, and importance of information sources influencing trips.