Profile of the Annual Fall Foliage Tourist in Vermont: Travel Year 2001

This report, a companion report to “A National Survey of the Vermont Visitor 2001”, provides demographic insights into the fall foliage tourism market. The primary groups studied were those respondents who reported making fall foliage viewing trips every year, and those who reported never having made a trip to view foliage. Demographics analyzed include age, mean income, home location, and level of education. Other factors studied include the purchase of Vermont made goods, visitation of friends and relatives, visitation of historic Vermont sites, and frequency of visitors going downhill skiing.