The Impact of Tourism on the Retail Economy in Vermont

The first part of this report describes the Vermont retail sector in 1997 (the most recent and complete information available from the Economic Census of the US Census Bureau). This is then supplemented with 1999 data on employment in the retail sector from the Vermont Department of Employment and Training. Retail sales are then estimated for 1999. From here, tourism’s share of retail was calculated. Then, the economic impact of tourist retail spending was analyzed, specifically looking at industry output, employee compensation, jobs, and indirect business taxes. The report concludes with a discussion of tourists’ purchase choices and estimates of the percentage of spending that is on Vermont made products.