

VERMONT MONTHLY OCCUPANCY STUDY REPORT
Vermont Tourism Data Center-University of Vermont
Calendar Year 2002

Lodging Statistics	Jan-02	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02	Sep-02	Oct-02
OCCUPANCY RATES										
<i>State-wide</i>	32.6%	51.7%	35.5%	25.6%	25.7%	43.3%	50.5%	54.8%	50.4%	56.1%
<i>By Region</i>										
Addison (Mid VT for All Seasons)	22.6%	48.8%	24.3%	31.5%	30.3%	49.0%	62.5%	58.6%	65.4%	66.6%
Bennington (SoVermont)	20.1%	36.2%	16.6%	15.0%	21.8%	35.6%	48.2%	58.6%	43.5%	59.0%
Central Vermont	42.9%	53.0%	37.2%	8.2%	28.4%	31.0%	39.0%	45.5%	35.4%	44.3%
Chittenden (Lake Champlain Valley)	52.2%	61.6%	71.9%	65.7%	N/A	80.3%	77.9%	85.6%	78.9%	85.4%
Lamoille (Stowe/Smuggler's Notch)	42.4%	69.1%	58.3%	33.8%	22.7%	37.1%	49.2%	60.2%	49.4%	54.9%
Northeastern VT (Northeast Kingdom)	38.3%	56.9%	29.8%	12.6%	15.6%	46.4%	73.6%	57.1%	53.7%	46.6%
(1) Northwest VT (VT's Islands & Farms)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Rutland (Crossroads of VT)	46.8%	66.2%	76.9%	41.5%	61.5%	55.6%	49.8%	56.0%	43.2%	51.8%
South Windsor (Southern Windsor)	33.6%	48.0%	22.9%	24.9%	20.1%	35.2%	31.5%	37.1%	25.6%	33.1%
Eastern Vermont Gateway	21.6%	32.0%	31.6%	8.6%	18.3%	65.3%	52.5%	41.3%	44.0%	76.7%
Windham (Southern Vermont)	30.3%	48.1%	25.5%	17.7%	24.8%	23.4%	24.9%	49.6%	15.4%	50.4%
<i>Size of Establishment</i>										
1 to 4 rooms	17.4%	34.8%	15.8%	14.3%	15.4%	41.8%	42.1%	44.8%	40.6%	51.4%
5 to 10 rooms	22.1%	39.7%	25.1%	15.5%	23.0%	37.3%	41.7%	46.8%	48.7%	58.0%
11 to 19 rooms	32.4%	59.8%	27.8%	19.2%	30.0%	35.1%	58.5%	60.8%	57.0%	63.8%
20 to 49 rooms	51.2%	66.6%	54.5%	19.4%	29.1%	38.5%	47.4%	56.9%	47.8%	52.8%
50 to 99 rooms	59.1%	73.5%	55.7%	53.9%	39.6%	73.4%	70.3%	71.1%	71.9%	53.3%
100 or more rooms	35.3%	56.6%	46.2%	39.9%	32.5%	45.8%	63.6%	71.9%	45.8%	59.6%

(1) constantly small sample size

AVERAGE NIGHTLY ROOM RATES (\$)										
<i>State-wide</i>	\$114.10	\$120.33	\$106.17	\$88.30	\$89.74	\$96.32	\$104.01	\$103.84	\$107.58	\$123.68
<i>By Region</i>										
Addison (Mid VT for All Seasons)	\$107.63	\$108.66	\$103.02	\$102.84	\$101.47	\$115.18	\$106.12	\$112.47	\$114.67	\$120.78
Bennington (SoVermont)	\$127.79	\$143.37	\$121.25	\$107.91	\$77.94	\$89.82	\$95.21	\$101.50	\$137.08	\$140.69
Central Vermont	\$146.06	\$113.56	\$109.01	\$79.18	\$75.40	\$73.06	\$94.42	\$96.08	\$83.62	\$99.85
Chittenden (Lake Champlain Valley)	\$91.83	\$101.01	\$64.68	\$83.09	N/A	\$109.32	\$105.81	\$135.66	\$109.57	\$118.98
Lamoille (Stowe/Smuggler's Notch)	\$115.36	\$201.36	\$145.32	\$106.41	\$84.23	\$103.77	\$136.03	\$136.51	\$117.49	\$149.99
Northeastern VT (Northeast Kingdom)	\$54.79	\$75.25	\$54.09	\$57.54	\$66.91	\$65.75	\$52.79	\$59.08	\$58.32	\$61.35
Northwest VT (VT's Islands & Farms)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Rutland (Crossroads of VT)	\$79.95	\$98.05	\$102.61	\$55.23	\$56.90	\$96.28	\$102.44	\$101.16	\$119.24	\$140.98

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South Windsor (Southern Windsor)	\$100.02	\$98.57	\$90.14	\$93.29	\$118.59	\$105.91	\$127.28	\$107.26	\$97.91	\$115.83
Eastern Vermont Gateway	\$118.52	\$81.87	\$144.29	\$81.15	\$77.83	\$85.30	\$113.63	\$90.46	\$106.28	\$168.47
Windham (Southern Vermont)	\$130.59	\$158.74	\$108.10	\$49.56	\$101.06	\$106.72	\$95.21	\$101.63	\$86.08	\$115.83

Size of Establishment										
1 to 4 rooms	\$77.46	\$81.42	\$81.24	\$74.50	\$89.79	\$86.29	\$88.88	\$81.87	\$87.27	\$93.90
5 to 10 rooms	\$142.47	\$121.54	\$123.11	\$116.50	\$101.07	\$112.45	\$115.66	\$106.79	\$114.59	\$152.90
11 to 19 rooms	\$120.07	\$120.99	\$114.01	\$109.00	\$96.40	\$84.30	\$100.89	\$108.08	\$126.37	\$134.21
20 to 49 rooms	\$122.46	\$130.09	\$107.52	\$74.51	\$78.83	\$83.50	\$89.48	\$88.85	\$95.61	\$102.65
50 to 99 rooms	\$90.86	\$107.21	\$92.09	\$74.72	\$99.34	\$98.58	\$158.32	\$143.67	\$92.77	\$73.85
100 or more rooms	\$98.48	\$174.40	\$132.61	\$71.92	\$37.81	\$89.43	\$116.79	\$126.09	\$104.00	\$121.60

(1) constantly small sample size

MARKET MIX

State-wide Percentage										
Business Travelers	12.8%	13.6%	13.2%	19.1%	12.9%	12.9%	9.9%	7.2%	16.0%	9.1%
Leisure Travelers	82.1%	83.1%	78.1%	73.9%	83.3%	73.1%	82.3%	85.5%	74.6%	76.5%
Bus or Tour Groups	5.1%	3.0%	9.0%	8.0%	3.7%	14.5%	8.0%	7.3%	22.3%	14.7%

VISITOR ORIGIN

State-wide Percentage										
Vermont Residents	7.4%	6.4%	8.9%	13.7%	8.8%	6.8%	8.98%	6.22%	7.98%	4.60%
International Visitors	2.0%	3.9%	8.2%	6.3%	2.7%	4.6%	3.54%	4.11%	6.02%	4.80%
Canadian Residents	1.5%	1.8%	5.0%	1.8%	3.3%	4.6%	3.83%	5.00%	4.82%	2.60%
Other U.S. Residents	89.0%	88.0%	80.3%	78.1%	85.4%	86.2%	85.65%	84.59%	84.57%	87.84%

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Lodging Statistics	Yearly				
	Nov-02	Dec-02	2002	2001	% Change

OCCUPANCY RATES

<i>State-wide</i>	25.3%	30.4%	40.2%	38.7%	3.6%
By Region					
Addison (Mid VT for All Seasons)	21.9%	19.3%	41.7%	38.8%	7.4%
Bennington (SoVermont)	27.5%	25.2%	34.0%	34.1%	-0.5%
Central Vermont	21.0%	30.8%	34.7%	35.7%	-2.7%
Chittenden (Lake Champlain Valley)	61.8%	33.3%	68.6%	61.3%	12.0%
Lamoille (Stowe/Smuggler's Notch)	42.2%	49.9%	47.4%	43.1%	10.0%
Northeastern VT (Northeast Kingdom)	14.4%	33.5%	39.9%	39.2%	1.7%
(1) Northwest VT (VT's Islands & Farms)	N/A	N/A	N/A	N/A	N/A
Rutland (Crossroads of VT)	9.5%	30.2%	49.1%	27.9%	76.0%
South Windsor (Southern Windsor)	20.5%	26.6%	29.9%	35.5%	-15.7%
Eastern Vermont Gateway	21.7%	32.9%	37.2%	35.8%	3.9%
Windham (Southern Vermont)	14.6%	31.1%	29.6%	34.9%	-15.1%
Size of Establishment					
1 to 4 rooms	18.9%	17.0%	29.5%	27.7%	6.5%
5 to 10 rooms	11.8%	25.5%	32.9%	32.7%	0.8%
11 to 19 rooms	26.2%	27.5%	41.5%	37.0%	12.1%
20 to 49 rooms	20.6%	37.3%	43.5%	43.7%	-0.6%
50 to 99 rooms	40.8%	49.5%	59.3%	59.8%	-0.7%
100 or more rooms	44.7%	43.6%	48.8%	49.7%	-1.8%

(1) constantly small sample size

AVERAGE NIGHTLY ROOM RATES (\$)

<i>State-wide</i>	\$99.38	\$126.59	\$106.67	\$106.95	-0.26%
By Region					
Addison (Mid VT for All Seasons)	\$80.60	\$107.45	\$106.74	\$98.51	8.36%
Bennington (SoVermont)	\$107.81	\$133.43	\$115.32	\$105.24	9.58%
Central Vermont	\$96.28	\$131.12	\$99.80	\$97.78	2.07%
Chittenden (Lake Champlain Valley)	\$92.14	\$134.61	\$104.25	\$107.21	-2.76%
Lamoille (Stowe/Smuggler's Notch)	\$135.83	\$135.26	\$130.63	\$123.56	5.72%
Northeastern VT (Northeast Kingdom)	\$37.10	\$77.50	\$60.04	\$62.85	-4.48%
Northwest VT (VT's Islands & Farms)	N/A	N/A	N/A	N/A	N/A
Rutland (Crossroads of VT)	\$106.33	\$133.03	\$99.35	\$91.11	9.05%

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Lodging Statistics	Yearly				
	Nov-02	Dec-02	2002	2001	% Change
South Windsor (Southern Windsor)	\$77.36	\$103.46	\$102.97	\$99.16	3.84%
Eastern Vermont Gateway	\$190.50	\$130.65	\$115.75	\$124.73	-7.20%
Windham (Southern Vermont)	\$163.68	\$141.96	\$113.26	\$115.92	-2.29%

Size of Establishment					
1 to 4 rooms	\$69.53	\$98.03	\$84.18	\$91.34	-7.84%
5 to 10 rooms	\$99.80	\$132.77	\$119.97	\$115.75	3.65%
11 to 19 rooms	\$157.94	\$100.75	\$114.42	\$98.84	15.76%
20 to 49 rooms	\$68.09	\$140.18	\$98.48	\$103.73	-5.06%
50 to 99 rooms	\$111.52	\$139.78	\$106.89	\$109.47	-2.36%
100 or more rooms	\$120.87	\$164.00	\$113.17	\$117.40	-3.61%

(1) constantly small sample size

MARKET MIX

State-wide Percentage					
Business Travelers	19.0%	10.1%	13.0%	10.6%	22.3%
Leisure Travelers	68.0%	87.9%	79.0%	82.7%	-4.4%
Bus or Tour Groups	13.2%	2.1%	9.2%	5.0%	85.5%

VISITOR ORIGIN

State-wide Percentage					
Vermont Residents	13.86%	8.6%	8.5%	8.3%	3.0%
International Visitors	7.30%	3.7%	4.8%	4.1%	15.0%
Canadian Residents	1.30%	1.0%	3.0%	3.1%	-1.4%
Other U.S. Residents	81.38%	86.7%	84.8%	84.0%	1.0%