The Vermont Travel & Tourism Industry - 2005

QUICK FACTS

- Visitors made an estimated 13.4 million person trips* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled $1.57 billion.
- Visitor spending supports an estimated 36,250 jobs for Vermonters (approximately 12% of all jobs).
- Visitor spending contributed $196.4 million in tax and fee revenues to the State of Vermont.
- Sectors of the Vermont tourism economy, like retail and dining, are 2-3 times more dependent on visitor spending than the national average.

*A 'person trip' accounts for each individual in a travel party. If an individual makes multiple trips, he or she is counted as a visitor on each trip. A person trip is a more accurate measure of overall visitor traffic.

Visitor Spending & Number of Person Trips
(By Season)

<table>
<thead>
<tr>
<th>Season</th>
<th>Spending (Million)</th>
<th>Est. Person Trips</th>
<th>% Of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter (Dec-Mar)</td>
<td>$570.2 million</td>
<td>(3.8 mil.)</td>
<td>28.3%</td>
</tr>
<tr>
<td>Summer (Jun-Aug)</td>
<td>$508.7 million</td>
<td>(5.0 mil.)</td>
<td>37.0%</td>
</tr>
<tr>
<td>Fall (Sep-Nov)</td>
<td>$363.8 million</td>
<td>(3.4 mil.)</td>
<td>25.6%</td>
</tr>
<tr>
<td>Spring (Apr-May)</td>
<td>$131.7 million</td>
<td>(1.2 mil.)</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

Person Trips By Type (13.4 million total person trips)

- Out-of-state Overnight: 53% (7.0 mil.)
- Out-of-state Day: 22% (2.9 mil.)
- In-state Day: 18% (2.4 mil.)
- In-state Overnight: 7% (1.0 mil.)

Person Trips By Origin (13.4 million person trips)

- Domestic (outside VT): 54.47% (7.3 mil.)
- Vermont: 25.37% (3.4 mil.)
- International (Canada): 18.65% (2.5 mil.)
- International (Other): 00.44% (0.06 mil.)

Visitors Spending By Activity ($1.57 Billion Total)

- Lodging: 23.7% ($372.9 million)
- Food & Beverage: 22.5% ($354.2 million)
- Shopping: 21.4% ($337.2 million)
- Gasoline: 14.3% ($225.0 million)
- Amusement/Recreation: 10.1% ($158.8 million)
- Groceries: 6.4% ($100.7 million)
- Auto Repair and Service: 1.6% ($25.6 million)

Tax & Fee Revenues From Visitor Spending ($181.7 Million Total)

- General Fund: $99.3 million
- Education Fund: $82.0 million
- Transportation Fund: $15.18 million

Average Visitor Spending* ($1.57 Billion Total)

- Day Visitor: $66.06
- Overnight Visitor*: $177.37

* Note: Overnight visitor spending may appear lower than expected because not all overnight visitors stay in commercial lodging establishments.

Vermont Jobs Supported By Visitor Spending
(36,470 total or approx. 1 in every 10)

- Direct Wage & Salary Jobs: 19,235
- Proprietors In The Industry: 7,513
- Indirect Wage & Salary Jobs: 9,502

Vermont Lodging Establishments By Size
(1,427 total with 23,984 total rooms)

<table>
<thead>
<tr>
<th>Size</th>
<th># Units</th>
<th>Est. % Of Total</th>
<th># Rooms</th>
<th>% Of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>872</td>
<td>61.3%</td>
<td>3,311</td>
<td>13.8%</td>
</tr>
<tr>
<td>11-20</td>
<td>245</td>
<td>17.2%</td>
<td>2,968</td>
<td>12.4%</td>
</tr>
<tr>
<td>21-49</td>
<td>146</td>
<td>10.2%</td>
<td>3,243</td>
<td>13.5%</td>
</tr>
<tr>
<td>49+</td>
<td>160</td>
<td>11.3%</td>
<td>14,462</td>
<td>60.3%</td>
</tr>
</tbody>
</table>

Where Domestic Visitors Stay and Average Length of Stay

<table>
<thead>
<tr>
<th>Description</th>
<th>% Of Total</th>
<th>Avg. Stay (Nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel, Inn, B&amp;B</td>
<td>49.2%</td>
<td>2.16</td>
</tr>
<tr>
<td>Rental Homes</td>
<td>7.5%</td>
<td>4.83</td>
</tr>
<tr>
<td>Friends &amp; Family or Private Home</td>
<td>18.3%</td>
<td>2.15</td>
</tr>
<tr>
<td>Owned 2nd Home</td>
<td>20.7%</td>
<td>4.0</td>
</tr>
<tr>
<td>Park/Campground</td>
<td>4.3%</td>
<td>3.09</td>
</tr>
</tbody>
</table>

More information online: www.uvm.edu/tourismresearch/
Press inquiries: Erica Houskeeper, Vermont Department of Tourism & Marketing (802) 828-0528 or erica.houskeeper@state vt.us