Sightseeing, food & drink experiences, and shopping were popular with visitors of all ages. Visitors under the age of 50 were more likely to hike and backpack, while visitors over the age of 50 were more likely to visit historic sites and museums.

Most visitors expected to vacation again within a year. The primary barrier to visiting more often was lack of time, especially for visitors under the age of 50.

Over three quarters (79%) of visitors planned to spend at least one night in Vermont. More than half (53%) of overnight visitors stayed in commercial lodging, while 31% stayed in parks or campgrounds, 15% stayed with friends and family, 8% stayed in rental homes, and 3% stayed in second homes. On average, visitors reserved their accommodations 6 to 9 weeks in advance. However, about 20% of visitors reserved their accommodations less than one week in advance.