VISITOR SPENDING & VERMONT’S ECONOMY 2013

VISITORS MADE AN ESTIMATED 12.8 mil (12.8 MILLION) PERSON TRIPS* TO VERMONT FOR LEISURE, BUSINESS OR PERSONAL TRAVEL.

DOMESTIC PERSON TRIPS BY ORIGIN (% OF TOTAL DOMESTIC VISITOR/HOME OWNER SAMPLES)

- VISITOR’S HOME STATE (OVERNIGHT)
  - NY: 25%
  - MA: 14%
  - NJ: 08%
  - VT: 07%
  - FL: 07%
  - CT: 06%
  - OS: 34%

- 2ND HOME OWNER’S PRIMARY RESIDENCE
  - CT: 21%
  - OS: 18%
  - MA: 17%
  - VT: 15%
  - NY: 13%
  - NJ: 09%
  - FL: 07%

WHERE VISITORS STAY
OUT-OF-STATE (OVERNIGHT - SAMPLE OF 5.5mil)

- FRIENDS & FAMILY: 34.55%
- SECOND HOMES: 30.91%
- COMMERCIAL LODGING: 29.09%
- CAMPGROUNDS: 5.45%

PERSON TRIPS BY TYPE
(12.8mil TOTAL PERSON TRIPS)

- OUT-OF-STATE (OVERNIGHT): 5.5
- DRIVE THROUGH (DAY): 5.0
- OUT-OF-STATE (DAY): 2.3

SECTORS OF THE VERMONT TOURISM ECONOMY, LIKE RETAIL AND DINING, ARE 1–2 TIMES MORE DEPENDENT ON VISITOR SPENDING THAN THE NATIONAL AVERAGE.

VISITOR SPENDING CONTRIBUTED $318 MILLION IN TAX AND FEE REVENUES TO THE STATE OF VERMONT.

VISITOR SPENDING SUPPORTS AN ESTIMATED 30,000 JOBS FOR VERMONTERS (APPROXIMATELY 8.0% OF ALL VERMONT JOBS).**

VISITOR SPENDING TOOK PLACE IN WINTER (DEC – MAR), SPRING (APRIL – MAY), SUMMER (JUNE – AUG)*, AND FALL (SEP – NOV) WITH $110.1, $156.91, $116.77, AND $47.08 MILLION RECEIPTS, RESPECTIVELY.

VISITOR SPENDING SUPPORTS 30,350 JOBS (8.0% OF ALL VERMONT JOBS) *

23,300 DIRECT WAGE & SALARY JOBS
3,800 PROPRIETORS IN THE INDUSTRY
3,250 INDIRECT WAGE & SALARY JOBS

* DOES NOT INCLUDE CAMPING.
** ALL VERMONT JOBS REFER TO THE QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW) JOB COUNTS.

Quick Facts

- Visitor spending contributed $318 million in tax and fee revenues to the state of Vermont.
- Visitor spending supports an estimated 30,000 jobs for Vermonters (approximately 8.0% of all Vermont jobs).
- Visitor spending took place in winter (Dec – Mar), spring (April – May), summer (June – Aug), and fall (Sep – Nov) with $110.1, $156.91, $116.77, and $47.08 million receipts, respectively.
- Visitor spending supported 30,350 jobs (8.0% of all Vermont jobs).