Vermont Welcome Center Survey

University of Vermont students surveyed 222 visitors at Welcome Centers in St. Albans and Williston in February and March 2006. Regular commuters were not included in this sample.

**Demographics**
- 50% of respondents reported Vermont as their home state.
- 89% of out-of-state respondents had visited Vermont previously. These respondents reported a median of 4 trips per year. 37% of these respondents made their most recent previous trip in the winter of 2006.
- The most common travel party sizes are 1 and 2 adults, with 83% of respondents traveling with no children under the age of 18.
- The mean age of respondents to the visitor survey is 47 years old.
- The median household income range of respondents is $50,000 - $70,000.

**Activities and Purpose of Visit**
- Top reported activities that visitors will participate in included shopping (36%), sightseeing (25%), and skiing (19%).
- 53% of respondents intended to make fuel purchases; 49% intended to make dining purchases; 30% of respondents intended to make clothing purchases; and 24% of respondents intended to purchase Vermont-made products while in Vermont.
- When asked to rank the importance of five general types of activities from 1 to 5 with 1 being the most important when visiting Vermont, natural amenities received a mean rank of 2.1, seasonal outdoor recreation received a mean rank of 2.2, cultural activities received a mean rank of 3.1, Vermont made products a 3.5, and agricultural activities received a mean rank of 3.7.

**Transportation and Accommodations**
- 87% of out-of-state respondents traveled to Vermont in a private vehicle.
- 97% of in-state respondents traveled in a private vehicle.
- 39% of out-of-state respondents reported that they will not stay in Vermont overnight, while 38% will stay in commercial lodging, 18% will stay with friends and family, and 5% will stay in owned vacation homes.
- Only 31% of respondents planning to stay in Vermont overnight came with pre-arranged lodging reservations.
- 86% of respondents reported that their main reason for stopping at the Welcome Center was to use the bathroom, while only 8% of respondents reported that their main reason for stopping was to obtain information.
- No respondents intended to make lodging reservations while at the center.

**Satisfaction**
- 28% of respondents reported this to be their first stop at the given Welcome Center.
- 80% of respondents reported that their experience at the Welcome Center in Vermont was better or superior to others used in the past in other states.
- 50% reported that the information they obtained will influence the length of their stay or the activities they will pursue while in the state.
- 82% of out-of-state respondents reported the intention to revisit Vermont within one year.

Source: Vermont Welcome Center Survey 2006, a service-learning project conducted by Statistics 51A and 51B classes, taught by Sheila Weaver, Department of Mathematics and Statistics, University of Vermont

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