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.

PERSON TRIPS BY TYPE
(12.8 MILLION TOTAL PERSON TRIPS)
- OUT-OF-STATE (OVERNIGHT)
- DRIVE THROUGH (DAY)
- OUT-OF-STATE (DAY)

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
  - 1.9
  - 34.55%
- SECOND HOMES
  - 1.7
  - 30.91%
- COMMERCIAL LODGING
  - 1.6
  - 29.09%
- CAMPGROUNDS
  - .3
  - 5.45%

VISITOR SPENDING BY SEASON
LODGING RECEIPTS ($MILLIONS)
- WINTER (DEC – MAR)
  - 110.1
- SPRING (APRIL – MAY)
  - 156.91
- SUMMER (JUNE – AUG)*
  - 116.77
- FALL (SEP – NOV)
  - 47.08

VISITOR SPENDING CONTRIBUTED $318 million in tax and fee revenues to the state of Vermont.

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

AN ADDITIONAL $670mil FROM 2ND HOME OWNERS.

FOR GOODS AND SERVICES TOOKED ($1.82 BILLION).

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

DIRECT SPENDING BY VISITORS
$1.82 bil

+ $318 mil

VISITOR SPENDING CONTRIBUTED $318 million in tax and fee revenues to the state of Vermont.

VERMONT JOBS SUPPORTED BY VISITOR SPENDING
(30,350 TOTAL OR 8.0% OF ALL VERMONT JOBS)**
- DIRECT WAGE & SALARY JOBS
  - 23,300
- PROPRIETORS IN THE INDUSTRY
  - 3,800
- INDIRECT WAGE & SALARY JOBS
  - 3,250

* 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 TRAVEL TRAFFIC.

** ALL VERMONT JOBS’ REFER TO THE QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW) JOB COUNTS.