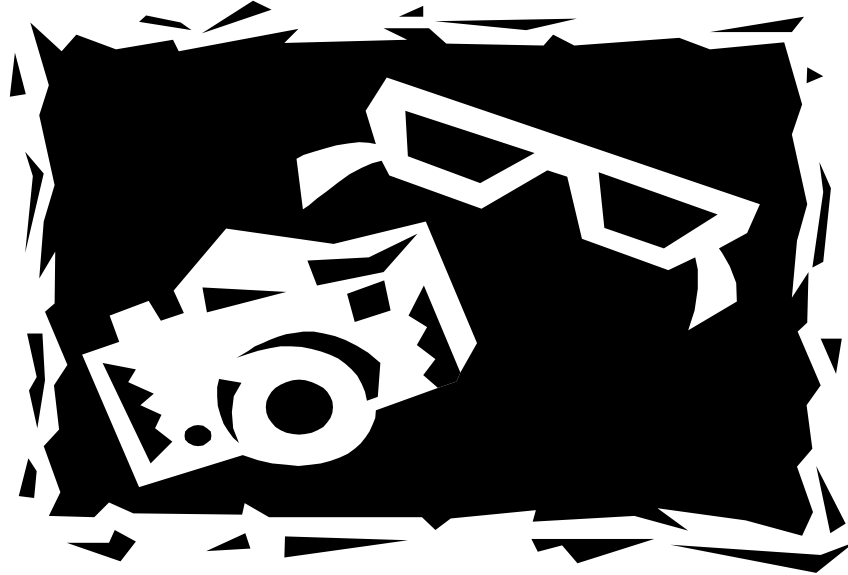


A NATIONAL SURVEY OF THE VERMONT VISITOR



*Prepared for
The Vermont Department of Tourism and Marketing*

*Prepared by
William Baker
School of Business, University of Vermont*

*Data Compilation by
William A. Valliere
School of Natural Resources, University of Vermont*

February 1999



TABLE OF CONTENTS

Introduction and Methodology	3
Executive Summary	4
Effect of Advertising on VT Tourism	5
The Travel Habits of Vermont Visitors	6
Trip Evaluation	10
Visit Profile	15
Trip Expenditures	19
Information Source and Advertising Analysis	26
Appendix A – Summary Questionnaire	32
Appendix B – Destination Visit Frequency	38

Introduction and Methodology

- This project is one of eight scheduled projects in 1998 - 1999 funded through the Vermont Department of Tourism and Marketing and conducted by the University of Vermont. The research was designed and analyzed by William Baker and James Sinkula from the University of Vermont School of Business Administration through a partnership with the School of Natural Resources and the Vermont Tourism Data Center.
- This is the companion report to the July 1998 report, “A Geo-Demographic Analysis of the Vermont Visitor.” Its purpose is threefold. First, it reports visitors’ estimates of their Vermont travel habits from approximately May 1997 to May 1998. Second, it reports visitors’ estimates of their Vermont travel expenditures. Third, it reports visitors’ perceptions of the influence of advertising on Vermont travel decisions, which can be used to estimate the impact of advertising on Vermont tourism revenue.
- A single question, “If you took a trip to or through Vermont anytime in the past year, please “x” the season(s) in which you visited,” was sent to a geo-demographically balanced sample of 225,000 U.S. households. The sample was limited to the domestic U.S. population. Foreign visitors are not represented in this report. 152,652 screening surveys were returned a response rate of 68%. A subset of the Vermont visitors identified by the screener, 2,940 households, were mailed the questionnaire included in Appendix A.
- The NPD Group, a full-service national marketing research firm, administered the fielding of this research. The data were compiled by William A. Valliere from the School of Natural Resources at the University of Vermont.
- Seventeen hundred and fifty three surveys were returned, a response rate of 59.6%. This universe of visitors, however, included 166 (9.5% of respondents) individuals that did not report visiting Vermont for recreation/relaxation. As a result, they were deleted from this analysis.
- The results of this survey were weighted to reflect the age, income and geographic distribution of Vermont visitors identified by “A Geo-Demographic Analysis of the Vermont Visitor.”
- Two other modifications were made to the survey results. First, individuals who were presumed to have reported an unreasonable number of visits to Vermont were excluded from the average visit calculations. Individuals reporting more than 45 trips to Vermont in the past year or more than 15-20 (depending on the season) trips in any given season were excluded from the mean calculations. This represented approximately 1% of the sample. Second, individuals who were presumed to have reported unreasonably high expenditures while in Vermont were excluded from the expenditure calculations. Approximately 2% of the expenditure reports were excluded. While it is impossible to know with any certainty whether these cases were truly “errors” in respondent reporting, we decided to error on the side of conservative estimates.

Executive Summary

- In the summer of 1998, a sample of 2,940 households was asked to describe and evaluate their trip(s) to Vermont between May 1997 and May 1998. Given the sample size, there is a 95% probability that the data reported in this study is accurate to within $\pm 1\%$ of the reported percentages.
- Fifty-five percent of Vermont visitors made more than one trip to Vermont in the past year; the median number of visits was two. Although the majority of visitors limited their visits to one season, approximately one in four came during at least three of the four seasons. Summer and fall were the two most visited seasons.
- About two thirds of visitors rated both value and satisfaction as “good” or “very good.” On average, about a quarter of visitors rated their experience as “excellent” or “perfect.” Repeat visitation intentions were high; almost two thirds of respondents definitely or probably plan to visit again within the next 12 months. Not surprisingly, return visit intentions are higher among households in New England and the Middle Atlantic States.
- On average, visitors came in a party of 2.4 people and stayed 3.5 nights; three quarters of visitors did not bring children. The most popular reasons for traveling to Vermont are visiting friends and relatives, downhill skiing, foliage tours, auto touring and shopping. Seventy percent of overnight visitors stayed at a private residence or at a hotel/motel, 30% at the former and 40% at the latter.
- The average per trip total expenditure of a visiting household was \$333.91. Among those visitors that spent in each of the queried categories (lodging, recreation, transportation, retail, restaurants, and groceries), the average per trip expenditure was \$639.85.
- By a very large margin, friends, co-workers and relatives were the largest source of Vermont information for visitor; 55% reported seeking information in this manner. About 20% of visitors reported both advertising and magazine articles to be sources of Vermont information. Approximately 12% of visitors reported that advertising was not only a source of information, but a significant influence in their decision to visit Vermont. Both the Internet and the 1-800-Vermont information number were relatively minor information sources.

An Estimate of the Effect of Advertising on Vermont Tourism

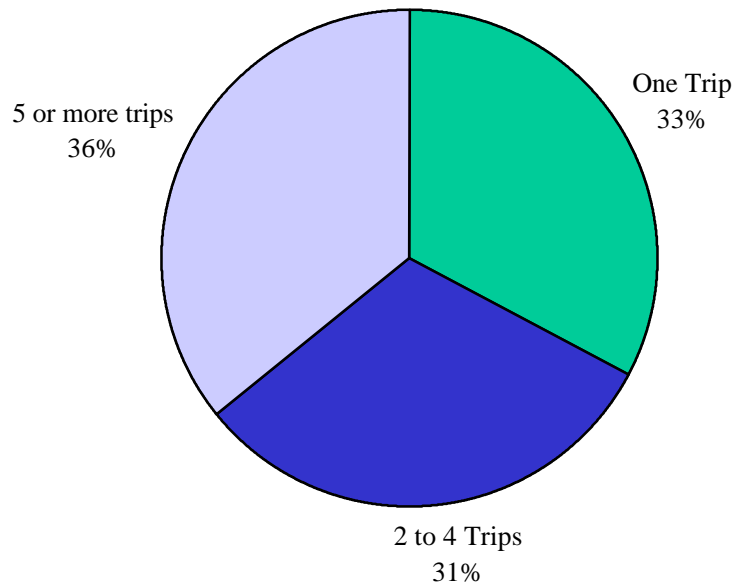
- According to the 1998 economic impact analysis conducted by the University of Vermont Department of Community Development and Economics, Vermont visitors spent approximately \$2.2 billion in Vermont during the time frame of this study.
- The results of this study suggests that about 12.2% of Vermont visitors' decision to visit Vermont was influenced significantly by advertising. Given this, one may estimate that about \$280 million in Vermont tourism revenue can be attributed to the effects of advertising.

The Travel Habits of Vermont Visitors

TABLE 1
Vermont 1997-8 Visitor 5 Year Visitation Pattern

How many times in the past 5 years have you visited Vermont?	
“Percent of Total Visits”	
One trip	32.8%
Two to four trips	31.3%
Five or more trips	35.9%
Mean trips	5.9

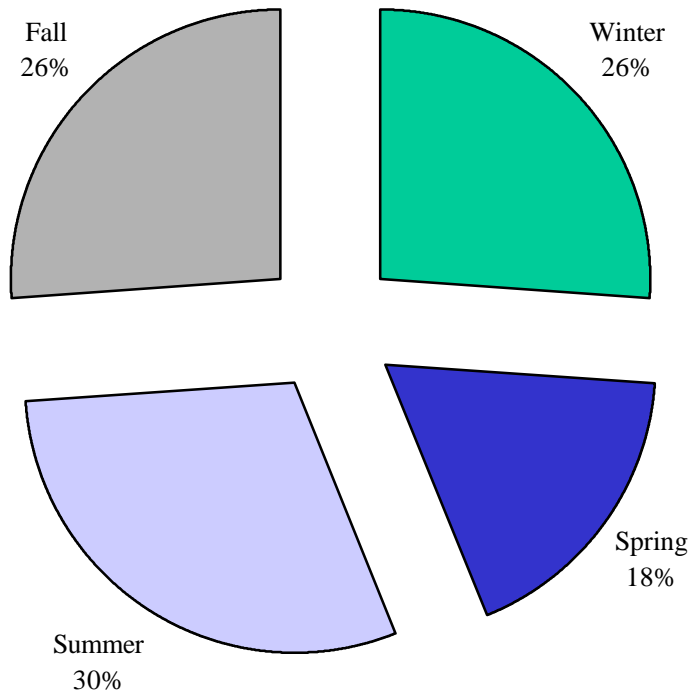
* Open-ended question. Categories created for clarity.



- Two thirds of Vermont visitors came to Vermont more than once in the past five years. More than a third of these visitors, 35.9%, have visited more than five times in the past five years.
- The mean number of trips in the past five years, 5.9, reflects the fact that a relatively small percentage of visitors visit very frequently (e.g., about 7% of visitors report visiting Vermont 20 or more times). This means that a relatively small core of households comprise a large percentage of the total cross-year customer base.

TABLE 2
Vermont Visitation Pattern Across Seasons

Seasonal Breakdown of Visits	
“Percent of Total Number of Visits”	
Summer	30.0 %
Fall	26.0 %
Winter	26.0 %
Spring	18.0 %
Mean Trips	



- Summer and fall account for approximately 6 in 10 Vermont visits. However, since winter sports take place in the fall, winter and spring, caution, should be made interpreting the seasonal (i.e., calendar defined) pattern of visitation as a guide for the relative importance of seasonal (weather defined) activities.

TABLE 3
Travel Habits of the 1997-98 Visitor

Indicate the number of trips you made to Vermont during each season over the past year?					
	“Visits by Household”				Mean
	One Trip	Two Trips	3-5 Trips	6+ Trips	
Summer*	30.6%	9.5%	9.4%	2.7%	2.03
Fall	36.9%	7.7%	7.8%	1.6%	1.72
Spring	16.9%	7.1%	5.8%	.9%	1.92
Winter	19.9%	7.5%	7.0%	1.5%	2.06
All Seasons	47.4%	17.0%	19.9%	15.7%	3.32

*Reads, for example, the people that visited Vermont in the Summer made an average of 2.03 visits. Note that the four columns preceding the summer mean add to 52.2%. This is because 47.8% of all Vermont visitors did not visit Vermont in the summer. The four columns in the “All Seasons” row do add to 100%.

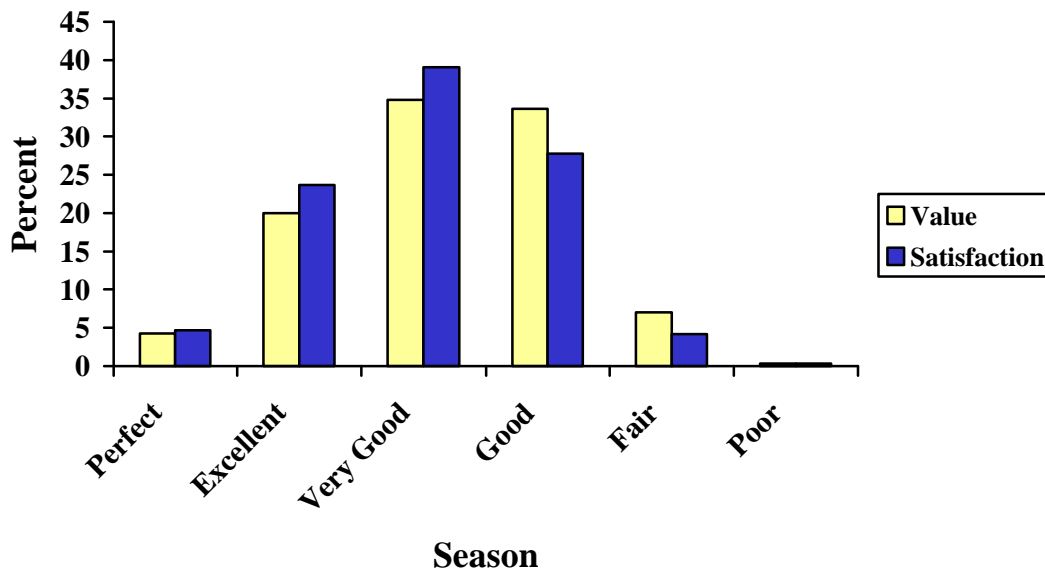
- More than half of Vermont visitors in the past year visited Vermont more than once; about a third of them visited more than three times.
- The mean number of trips in the past year, 3.32, reflects the fact that a relatively small percentage of visitors visit very frequently (e.g., 6% of visitors report visiting Vermont 10 or more times in the past year).
- There is no major variation in the mean number of visits made by season. That is, on average, summer visitors tend to visit about as often as winter visitors.
- Of the households visiting Vermont, approximately 54% visited in only one season, 22% visited in two seasons, 13% visited in three seasons and 11% visited all four seasons.

Trip Evaluation

TABLE 4
Vermont Vacation Value and Satisfaction Ratings

Value and Satisfaction		
	Value	Satisfaction
Perfect	4.3%	4.7%
Excellent	20.0%	23.7%
Very Good	34.8%	39.1%
Good	33.6%	27.8%
Fair	7.0%	4.2%
Poor	.3%	.3%
Mean Rating	3.80	3.96

* Satisfaction and value ratings were both reported on a six point scale with the headings reported in the table. Since vacation experiences are almost always positive, an unbalanced scales was used (more positive categories than negative) to better capture the degree of liking. This scale is an industry standard and permits comparisons with related research



- About two thirds of visitors assigned “good” or “very good” levels of value and satisfaction to their Vermont experience(s). Overall, satisfaction ratings were slightly higher than value perceptions.
- The ratings did not vary appreciably by purpose of the trip or along lines of gender, age, number of children, income, education, or residence (Northeast versus other).

TABLE 5
Elements of Trip that Exceeded (Fell Short) of Expectations

What exceeded (fell short) of your expectations?		
	Exceed	Fell Short
Reported Nothing	66.6%	90.1%
General Beauty	9.2%	
Fall Foliage	3.1%	
Friendly People	2.9%	
Lodging	2.0%	
Specific Sights (historic, arts, commercial)	1.8%	
Snow/Ski Conditions	1.6%	

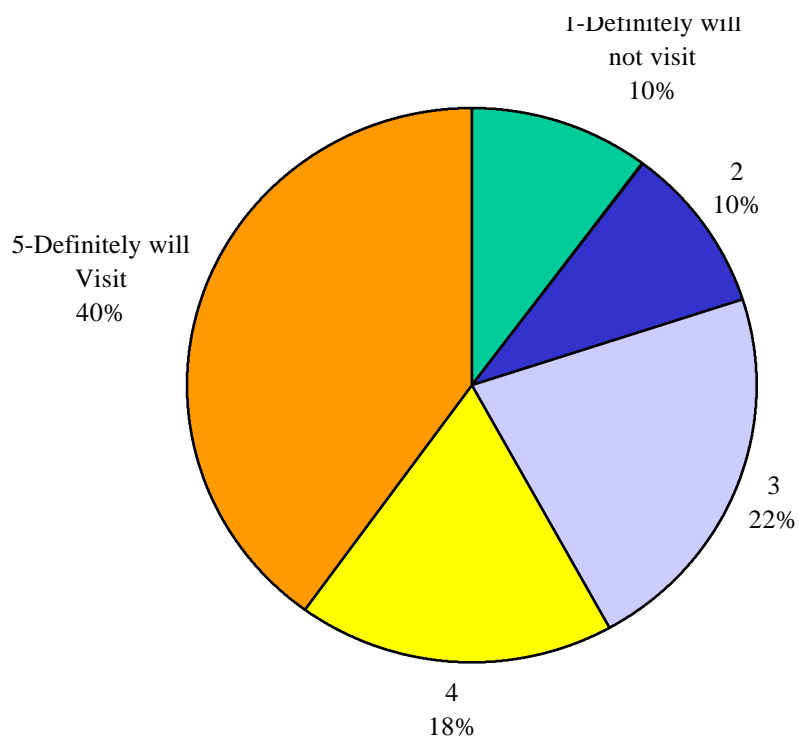
* Open-ended questions aggregated into the categories listed above.

- Very few people, just 9% of visitors, specifically mentioned an element of their trip that fell short of their expectations. Weather, road quality, and prices were among the most frequently mentioned, but fewer than 1% of respondents mentioned any single aspect of their trip.
- A third of visitors mentioned one or more things that exceeded their expectations. The overall beauty of Vermont and more specifically, the fall foliage, was the most pleasant surprise to visitors.

TABLE 6
Intent to Revisit in the Next 12 Months

Intent to visit Vermont in the next 12 months	
“Percent of Total Visits”	
“5” (Definitely will visit)	40.3%
“4”	18.0%
“3”	21.7%
“2”	9.8%
“1” (Definitely will not visit)	10.2%
Mean Rating	3.68

* Five point scale anchored by “definitely will visit” and “definitely will not visit.”



- The repeat visit intentions are high. About 60% of those who visited in the past year definitely or probably plan to return in the next year.
- Mean return visit intentions are higher among households who described the primary purpose of their trip to be shopping (4.3), a visit to friends or relatives (4.1), or downhill skiing (4.1), but significantly lower for fall foliage viewing (3.1) and auto touring (3.0).
- Not surprisingly, return visit intentions are significantly higher among households in New England and the Middle Atlantic States (4.1) than households outside of this region (3.1).

VISIT PROFILE

TABLE 7
Primary Destination

What town in Vermont was your primary destination?		
	Percent that Visited*	Percent of Total Visits**
Burlington	21.6%	11.9%
Stowe	11.1%	6.1
Bennington	10.3%	5.7%
Manchester	10.1%	5.6%
Rutland	8.2%	4.5%
Sherburne Center/Killington	8.0%	4.4%
Brattleboro	7.6%	4.2%
Montpelier	4.1%	2.2%
Ludlow	3.6%	2.0%
Woodstock	3.3%	1.8%

* Reads, 11.1% of all Vermont visitors reported Stowe to be their primary destination at least once.

** Reads, 6.1% of all Vermont primary destinations was Stowe.

- By a large margin, Burlington is the most visited primary destination in Vermont. About one in five households, 21.6%, visited Burlington as a primary destination. Burlington accounts for 11.9% of all visits.
- The ten most visited primary destinations account for 48.6% of all Vermont visits. The top five destinations account for 33.8% of all Vermont visits. So, although a small number of destinations account for a large percentage of visits, dozens of smaller destinations account for more than half of all visits.

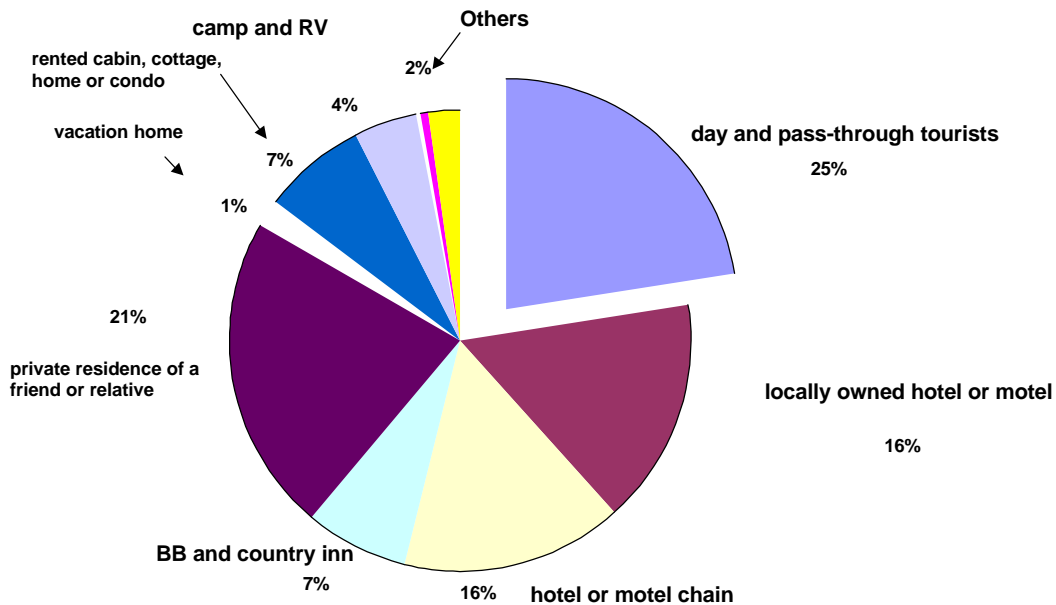
TABLE 8
Primary Purpose of Tourists' Trips and Expenditures

What was the primary purpose of your trip?		
	Percent of Total Trips By Purpose	Percent of Expenditures By Purpose
Visiting Friends or Relatives	26.0 %	23.0 %
Shopping	14.0 %	12.0 %
Downhill Skiing	11.0 %	17.0 %
Fall Foliage Touring	8.0 %	7.0 %
Family Get-Away	8.0 %	10.0 %
Auto Touring	6.0 %	5.0 %
Attending Specific Event	6.0 %	5.0 %
Romantic Get-Away	5.0 %	8.0 %
Camping	2.0 %	2.0 %
Cross Country Skiing	1.0 %	1.0 %
Snowmobile Touring	1.0 %	1.0 %
Hiking	1.0 %	1.0 %
Biking	1.0 %	1.0 %
Water Sports	0.0 %	0.0 %
Other	9.0 %	7.0 %
Total	100%	100%

- Five of the top six primary reasons for a trip to Vermont were not related to the pursuit of a specific outdoor recreational activity. These were visiting friends or relatives, shopping, fall foliage touring, family get-a-way, and auto touring. They accounted for 62.0% of all trips to Vermont.
- Visiting Vermont for the primary purpose of pursuing one of the listed specific outdoor recreational activities (e.g., downhill skiing, camping, etc.) accounted for only 17.0% of all Vermont visits.
- It is important to note that the relative popularity of each of the listed primary trip purposes does not necessarily correlate to their economic importance to Vermont tourism. For example, as noted earlier, skiers are much more likely to stay overnight than shoppers. Also, evidence suggests that winter visitors spend about 30% more per trip than visitors in other seasons.
- This report portrays current popularity not future potential.

TABLE 9
Primary Accommodation

What was your primary type of accommodation on your trip?		
	Without Pass Through & Day Visitors	With Pass Through & Day Visitors
Private residence of friend or relative	29.8%	24.0%
Locally owned hotel/motel	20.1%	16.0%
Hotel or motel chain	20.7%	16.0%
Bed and breakfast/country inn	9.2%	7.0%
Rented cabin, cottage, home or condo	8.4%	7.0%
Vacation home that you own	1.9%	2.0%
Other (Camping/Campgrounds)	9.9%	8.0%
<i>Day Trip or Pass Through Visitors</i>		<i>21.0%</i>
Total	100.0%	100.0%



- About forty percent of all overnight visitors listed a hotel or motel as their primary accommodation. Visits were split equally among local establishments and chains.
- A significant percentage of all overnight visitors, 30%, reported a friend's or relative's home to be their primary accommodation. Although the majority of these trips (51.3%) were for the purpose of "visiting a friend or relative," they often came for other reasons including skiing, fall foliage touring and attending events.

TABLE 10
Mean Expenditures by Category
(ranked by contribution to trip)

Approximately how much money would you estimate was spent by your household while in Vermont in each of the following categories for your trip?*		
	Mean value of those who spent in each category	Mean value for entire sample
Lodging	\$198.03	\$89.99
Recreation/Entertainment	100.71	49.92
Transportation	56.35	31.25
Retail purchases	103.75	63.81
Restaurant	90.93	69.09
Grocery store	41.08	19.17
Other	49.00	10.68
Total	\$639.85	\$333.91

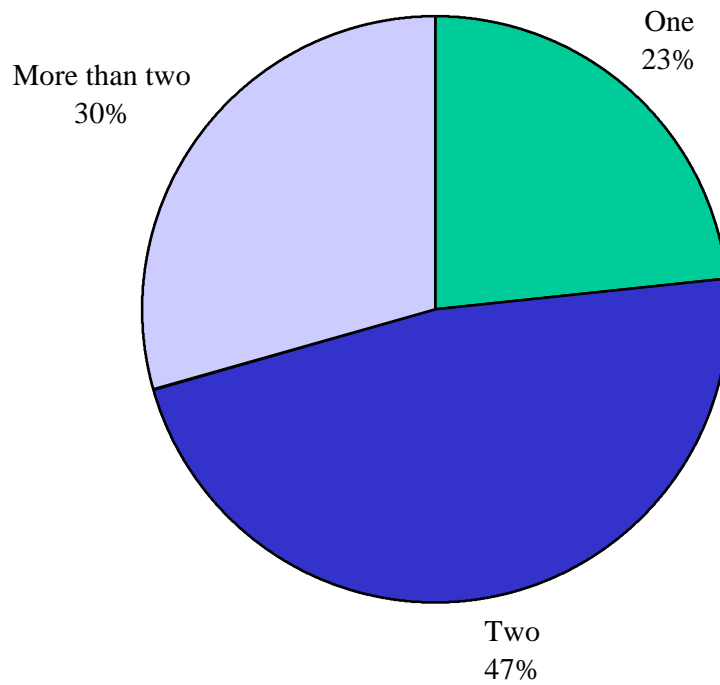
* Respondents were instructed to report the average amount if they made more than one trip.

- On average, the per visit household expenditure in Vermont was \$333.91. Of this, 47.9% or \$162.32 was spent on lodging and restaurants.
- It is important to note that the methodology of the study did not permit precise measures of how expenditures varied by season or by purpose of trip. This is because people reported their average per trip expenditure across all of their trips. As previously reported, a large percentage of visitors came during multiple seasons and for multiple primary purposes. Extracting more precise information by season and purpose is a priority for future research.
- Given this qualification, the pattern of results suggests that there was no significant difference in expenditures among spring, summer and fall visitors. Winter visitors, on average, however, spent about 45% more than other visitors.

TABLE 11
Party Size

How many people from your household went on this trip?	
“Percent of Total Visits”	
One	23.4%
Two	47.1%
More than two	29.5%
Mean people from household	2.38

* Open-ended question aggregated into listed categories.

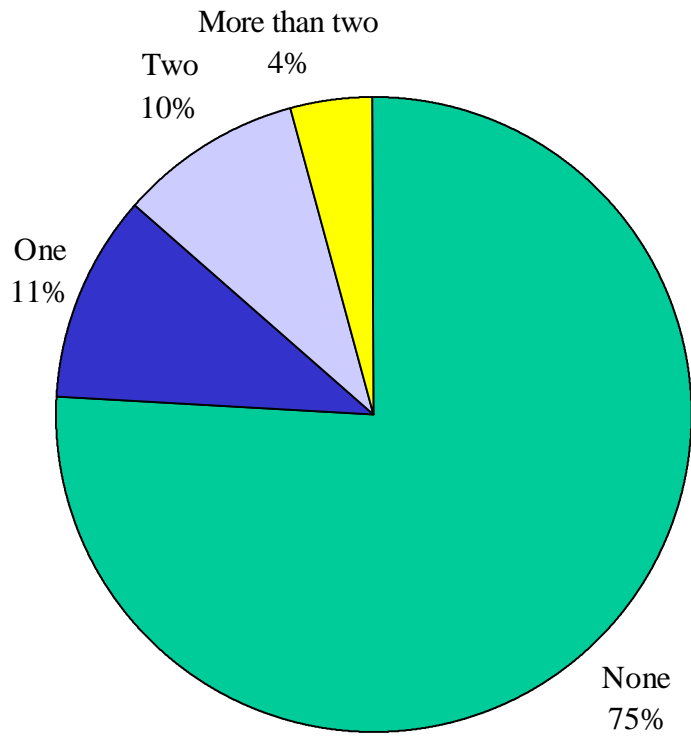


- Couples comprise a near majority of Vermont visitors.
- Interestingly, almost a quarter of all visitors reported traveling alone. These visitors, however, may have been traveling with friends or groups rather than other household members. Future research needs to establish not only household information, but general party size information.
- It is rare for more than four members of a household to visit (5.5% of visits).

TABLE 12
Number of Children

How many children (under 18) from your household went on this trip?	
“Children on Trip”	
None	75.8%
One	10.6%
Two	9.5%
More than two	4.1%
Mean number of children	.45

- Open-ended question aggregated into listed categories.

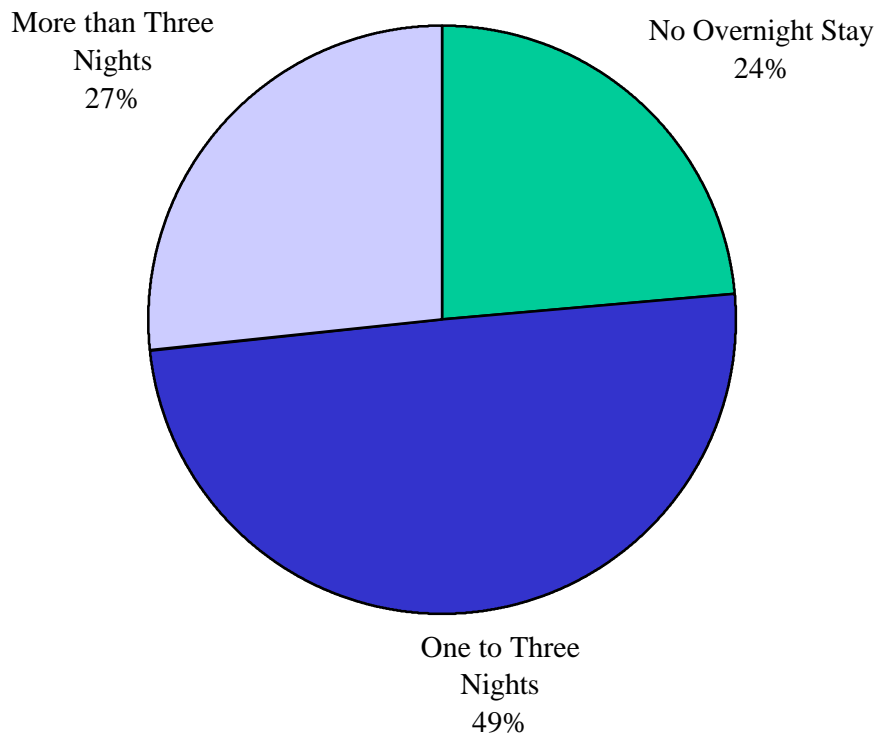


- Only one in four visiting households came with children. However, only 35% of U.S. have children under the age of 18 living at home. So while there is a visitor skew towards households without children, it is not huge relative to the population at large.
- Almost 85% of the visiting households with children came with one or two children. Relatively few large families visited.
- Not surprisingly, children are least likely to visit in the fall.

TABLE 13
Length of Trip

How many nights did you spent in Vermont?	
“Percent of Total Visits”	
No overnight stay	23.6%
One to three nights	49.7%
More than three nights	26.7%
Mean nights	3.5

* Open-ended question. Responses were aggregated into the two categories listed above.

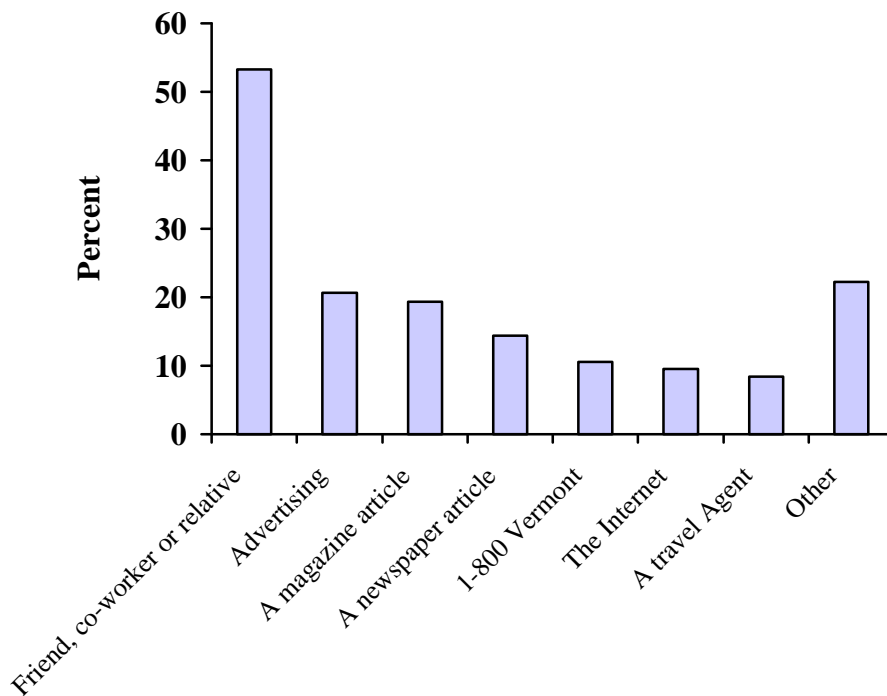


- Almost three in four trips were three days or less in length. Only 6% of visitors stayed longer than one week. Just under half of all trips, 49.3%, included a Friday or Saturday night stay-over.
- Visitors whose primary reason for coming to Vermont was to participate in winter sports or in a romantic getaway were significantly more likely to stay at least one night (91%). Visitors who reported that they came primarily to shop were least likely to stay overnight (47.8%).

Information Source and Advertising Analysis

TABLE 14
Information Source Evaluation
(ranked by reported receipt of information)

Did you receive information about Vermont from?	
Friend, co-worker or relative	53.3%
Advertising	20.7%
A magazine article	19.3%
A newspaper article	14.4%
The 1-800 Vermont information number	10.6%
The internet	9.5%
A travel agent	8.4%
“Other”	22.2%



- By a very large margin, friends, co-workers and relatives was the largest source of Vermont information. More than half of all visitors, 53.3%, reported having received information from this source.
- 20.7% of respondents reported having received some information about Vermont through advertising.
- The Internet and the 1-800 Vermont telephone information number were information sources for only 9.5% and 10.6% of visitors, respectively. It should be noted that given the rapid increase in Internet usage, this percentage will undoubtedly increase.
- The most frequently mentioned “other” categories were AAA or a similar travel guide, prior experience and brochures. None of these, however, were offered by more than 2% of visitors.

TABLE 15
Information Source Evaluation
(ranked by reported influence)

How influential were each of the information sources?		
	“4” or “5”	Mean
Friend, co-worker or relative	88.9%	4.52
The 1-800 Vermont information number	71.2%	3.87
A travel agent	68.2%	3.96
A magazine article	60.2%	3.67
The internet	59.6%	3.66
Advertising	58.8%	3.67
A newspaper article	51.1%	3.52

* 5 = “it definitely influenced my desire to visit Vermont”; 1 = “it definitely did not influence my desire to visit Vermont.”

- Word-of-mouth from friends, co-workers and relatives was also the most persuasive information source. Almost nine out of ten of the visitors receiving word-of-mouth information reported it to be persuasive.
- More than two thirds of the small percentage of individuals that used the 1-800 Vermont information number or a travel agent reported these sources to be influential.
- All other sources of information were reported to be influential by a majority of the individuals that employed them.
- Given that 20.7% of individuals reported receiving advertising information and that 58.8% of these people reported it to be influential in their decision to visit Vermont, it may be estimated that 12.2% of Vermont visitors’ decision to visit Vermont was influenced by advertising.

TABLE 16
Source of Advertising

What types of Vermont advertising did you see/hear over the past year?	
	Percent
Magazine	48.6%
Newspaper	29.3%
Television	29.6%
Radio	12.9%
None	26.3%

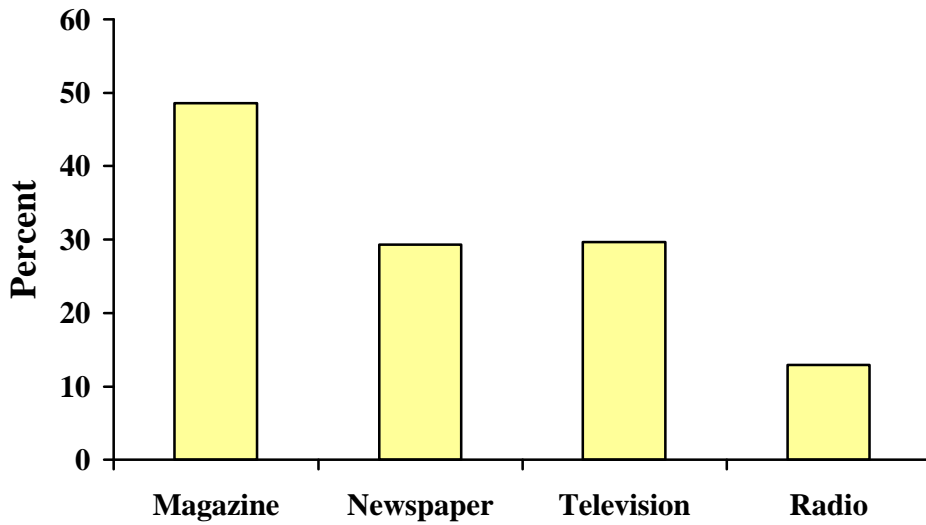
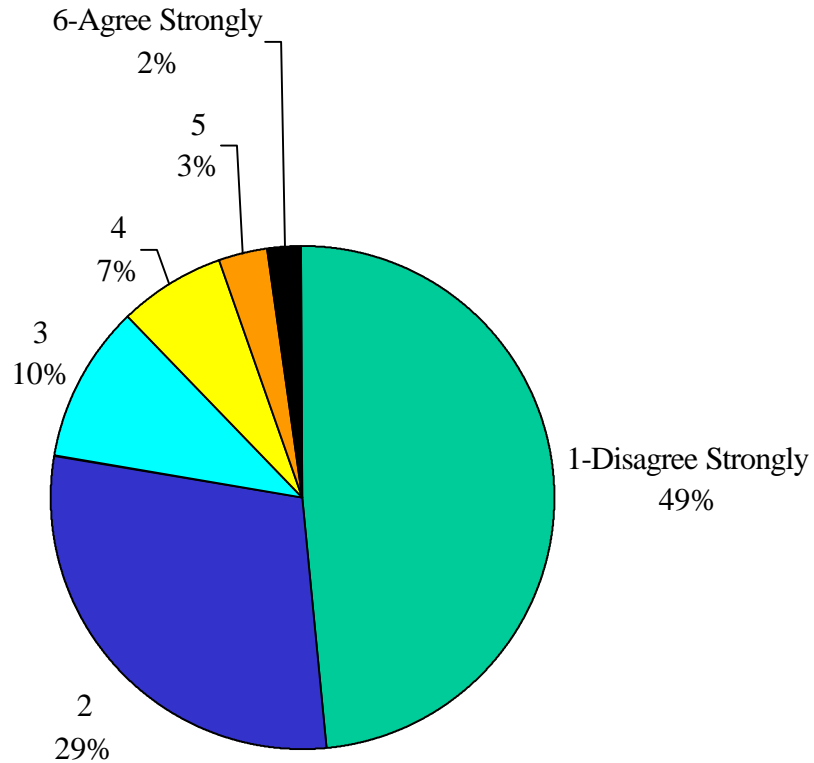


TABLE 17
Influence of Advertising
(Alternative Method to Measuring Advertising Impact)

“If I had not seen/heard advertising about Vermont, I would not have visited the state in the last year.”	
	Percent
“6” (Agree strongly)	2.1%
“5”	3.1%
“4”	6.9%
“3”	10.4%
“2”	29.1%
“1” (Disagree strongly)	48.4%
Mean	1.93



- The influence of advertising was measured by questions #15 and #16 (see questionnaire in Appendix A) and by questions #17 and #18. After respondents were asked to report what type of advertising they saw/heard about Vermont in the past year (#17), they were asked to rate the persuasiveness of the advertising on the five point scale reported in Table 16 above.
- Using this method to measure advertising influence, 12.1% of Vermont visitors reported that advertising played a significant role in their decision to visit Vermont. This corresponds closely to the 12.2% reported to be persuaded by advertising using the measurement approach in questions #15 and #16.
- Averaging the two approaches, it is estimated that 12.15% of Vermont visitors' decisions to visit Vermont were significantly influenced by advertising. Given this, one may estimate that about \$280 million in Vermont tourism revenue can be attributed to the effects of advertising (i.e., 12.15% of \$2.2 billion).

APPENDIX A
SUMMARY QUESTIONNAIRE

Vermont Visitor Study Questionnaire

Directions: We want your input in order to better understand those who visit Vermont. Please think back about any visits you've made to Vermont (whether they be Winter, Spring, Summer or Fall) and answer the questions below. Think about each question and answer them as accurately as possible.

1. Please indicate the NUMBER OF TRIPS you made to Vermont during EACH SEASON over the PAST YEAR. (leave blank if you did not visit during a particular season)

a. Winter _____ trips.

b. Spring _____ trips.

c. Summer _____ trips.

d. Fall _____ trips.

2. About how many pleasure trips (day trip or longer) did you make to Vermont over the past FIVE years?

_____ trips.

3. In the spaces below, please indicate in Column A the primary Vermont destination. Indicate in Column B the number of times you traveled to each town and indicate in Column C the purpose of your trip(s) over the PAST YEAR.

- | | | |
|----------------------------------|----------------------|-----------------------------|
| 1. Downhill skiing | 6. Shopping | 11. Snowmobile Touring |
| 2. Cross-country skiing | 7. Fall Foliage Tour | 12. Attend a Specific Event |
| 3. Visit to friends or relatives | 8. Hiking | 13. Camping |
| 4. Romantic get-a-way | 9. Water Sports | 14. Biking |
| 5. Family get-a-way | 10. Auto-touring | 15. Other: _____ |

	A	B	C
Destination #1: _____		# of Visits: _____	Purpose _____
Destination #2: _____		# of Visits: _____	Purpose _____
Destination #3: _____		# of Visits: _____	Purpose _____
Destination #4: _____		# of Visits: _____	Purpose _____
Destination #5: _____		# of Visits: _____	Purpose _____

Now we'd like you to think about your PAST YEAR OF TRAVEL to Vermont (whether Winter, Spring, Summer, or Fall). Please answer the following questions as accurately as possible.

4. Including yourself, how many people from your household went on your trip(s)? (If you made more than one trip, ON AVERAGE how many people went?)

_____ people.

5. How many children from your household under the age of 18 went with you on your trip(s)? (If you made more than one trip, ON AVERAGE how many children went?)

_____ children under 18.

6. How many nights did you spend in Vermont on your trip(s)? (If you made more than one trip, ON AVERAGE how many nights did you spend in Vermont?)

_____ nights.

7. While in Vermont, in which of the following types of accommodations did you spend the most nights? (check only one)

- 1 [] A locally owned hotel or motel
2 [] A hotel or motel chain
3 [] A bed and breakfast or country inn
4 [] A private residence of a friend or relative
5 [] A vacation home that you own
6 [] A rented cabin, cottage, home or condominium
7 [] Other _____

- 7b. If you stayed in "1," "2," or "3" above, what was the name(s) of the establishment(s)?

8. Answer part 'a' below if you made one trip or part 'b' if you made more than one trip:

- a. If you only made one trip, did your trip include a Friday or Saturday night stay-over

- 1 [] Yes
2 [] No

- b. If you made more than one trip, how many trips included a Friday or Saturday night stay-over?

_____ trips.

9. Approximately how much money would you estimate was spent by your household while in Vermont in each of the following categories for your trip? If you made more than one trip, please indicate how much YOU SPENT ON AVERAGE in each category. Please do not consider costs incurred outside of the state such as airline tickets. All information is confidential and anonymous.

- a. Lodging \$ _____
- b. Recreation/Entertainment \$ _____
- c. Transportation \$ _____
- d. Retail Purchases \$ _____
- e. Food/Beverage:
 - Restaurant \$ _____
 - Grocery/Conv. Store \$ _____
- f. Other expense not covered \$ _____

1. Think about the amount of money you spent on your recent vacation(s). How would you rate the VALUE of a Vermont vacation relative to other recent vacation experiences? (please circle only one)

Poor	Fair	Good	Very Good	Excellent	Perfect
1	2	3	4	5	6

1. OVERALL, how would you rate your recent vacation experience(s) in Vermont relative to other recent vacation experiences? (please circle only one).

Poor	Fair	Good	Very Good	Excellent	Perfect
1	2	3	4	5	6

1. Was there any aspect of your trip(s) that significantly exceeded your expectations?

- 2 [] No
 - 1 [] Yes
- (indicate) _____

2. Was there any aspect of your trip(s) that fell significantly short of your expectations?

- 2 [] No
 - 1 [] Yes
- (indicate) _____

Finally, we would like to ask you some demographic questions. Your responses will be kept confidential.

1. AGE 49.1. Sex **73% Female 27% Male**

2. Which of the following categories contains your annual household income?

- 1 [] **22.6%** Less than \$25,000
- 2 [] **17.6%** \$25,000 to \$34,999
- 3 [] **17.8%** \$35,000 to \$49,999
- 4 [] **18.4%** \$50,000 to \$74,999
- 5 [] **12.5%** \$75,000 to \$99,999
- 6 [] **11.2%** \$100,000 Plus

21. In which state do you reside (use U.S. Postal abbreviation) _____.

22. Which of the following categories best describes the last level of education that you completed?

- 1 [] **29.8%** High School or Less
- 2 [] **28.4%** Some College
- 3 [] **19.2%** Undergraduate degree
- 4 [] **22.5%** Graduate work

23. How many children under the age of 18 live in your household? _____ children.

APPENDIX B

Destination Visit Frequency

Destination	Number	Percent of Responses	Percent of Cases
Burlington	284	12	21.6
Stowe	143	6	10.9
Bennington	133	5.6	10.1
Manchester	131	5.5	10
Sherburne Ctr/Killington	110	4.7	8.4
Rutland	105	4.4	8
Brattleboro	102	4.3	7.7
Anywhere/Nowhere in particular	92	3.9	7
Passing through VT	65	2.7	4.9
Dover/West Dover	53	2.2	4
Montpelier	52	2.2	3.9
Ludlow	46	1.9	3.5
Woodstock	46	2	3.5
Quechee	42	1.8	3.2
St. Johnsbury	41	1.7	3.1
Middlebury	30	1.3	2.3
Newport	28	1.2	2.1
Putney	28	1.2	2.1
Shelburne	28	1.2	2.1
White River Junction	26	1.1	2
Barre	24	1	1.9
Stratton/Stratton Mtn	24	1	1.9
Weston	23	1	1.8
New Hampshire	22	0.9	1.7
Arlington	21	0.9	1.6
Jeffersonville	21	0.9	1.6
Wilmington	21	0.9	1.6
Springfield	19	0.8	1.5
St. Albans	19	0.8	1.4
Warren	19	0.8	1.4
Essex/Essex Juncton	17	0.7	1.3
Waterbury/Ben and Jerrys	16	0.7	1.3
Green Mountains	14	0.6	1.1
Bellows Falls	12	0.5	0.9
Lake Champlain Region	12	0.5	0.9
Southern Vermont	12	0.5	0.9
Northfield	11	0.5	0.8
Poultney	11	0.5	0.8
Waitsfield	11	0.5	0.9
Brandon	9	0.4	0.7
Brownsville	9	0.4	0.7
Burke	8	0.3	0.6
Newfane	8	0.3	0.6
Northern Vermont	8	0.3	0.6
Windsor	8	0.4	0.6
Maine	7	0.3	0.5

Destination	Number	Percent of Responses	Percent of Cases
Norwich	7	0.3	0.5
Vergennes	7	0.3	0.6
Williston	7	0.3	0.5
Chester	6	0.3	0.5
Derby	6	0.2	0.4
Grafton	6	0.3	0.5
Jay/Jay Peak	6	0.2	0.4
Plymouth Notch	6	0.3	0.5
Randolph	6	0.3	0.5
Wells	6	0.3	0.5
Alburg	5	0.2	0.4
Fair Haven	5	0.2	0.4
Lake Dunmore	5	0.2	0.4
Lyndonville	5	0.2	0.4
Milton	5	0.2	0.4
North Troy	5	0.2	0.3
Sharon	5	0.2	0.4
Townshend	5	0.2	0.4
Vermont	5	0.2	0.4
Barton	4	0.2	0.3
Bradford	4	0.2	0.3
Cabot	4	0.2	0.3
Central Vermont	4	0.2	0.3
Colchester	4	0.2	0.3
Concord	4	0.2	0.3
Dorset	4	0.2	0.3
Glover	4	0.2	0.3
Grand Isle	4	0.2	0.3
Groton	4	0.2	0.3
Hyde Park	4	0.2	0.3
Lake Bomaseen	4	0.2	0.3
Londonderry	4	0.2	0.3
Marlboro	4	0.1	0.3
Morrisville	4	0.2	0.3
Mount Holly	4	0.2	0.3
Pownal	4	0.2	0.3
Bethel	3	0.1	0.2
Bridgewater	3	0.1	0.3
Bristol	3	0.1	0.3
Cambridge	3	0.1	0.2
Corinth	3	0.1	0.2
Danby	3	0.1	0.2
Danville	3	0.1	0.2
Deerfield	3	0.1	0.2
Dummerston	3	0.1	0.2
Ferrisburg	3	0.1	0.2

Destination	Number	Percent of Responses	Percent of Cases
Hanover	3	0.1	0.3
Island Pond	3	0.1	0.2
Johnson	3	0.1	0.2
Lake Carmi	3	0.1	0.2
Mendon	3	0.1	0.2
Newbury	3	0.1	0.3
Orleans	3	0.1	0.2
Peru	3	0.1	0.2
Pinkham Notch	3	0.1	0.2
Portsmouth	3	0.1	0.2
Readsboro	3	0.1	0.2
Salisbury	3	0.1	0.2
South Hero	3	0.1	0.2
Stockbridge	3	0.1	0.2
Sturbridge	3	0.1	0.2
Swanton	3	0.1	0.2
Thetford	3	0.1	0.2
Underhill	3	0.1	0.2
Wallingford	3	0.1	0.2
Windham	3	0.1	0.2
Addison	2	0.1	0.1
Barnett	2	0.1	0.2
Benson	2	0.1	0.2
Bloomfield	2	0.1	0.1
Bolton	2	0.1	0.2
Brandon Gap	2	0.1	0.2
Button Bay State Park	2	0.1	0.1
Canaan	2	0.1	0.1
Canada	2	0.1	0.1
Charlotte	2	0.1	0.2
Claremont	2	0.1	0.1
Connecticut River Valley	2	0.1	0.1
Fairfield	2	0.1	0.2
Fairlee	2	0.1	0.2
Hancock	2	0.1	0.1
Hardwick	2	0.1	0.1
Hartland	2	0.1	0.2
Hinesburg	2	0.1	0.1
Isle LaMotte	2	0.1	0.1
Jericho	2	0.1	0.2
Lake Willoughby	2	0.1	0.2
Middlesex	2	0.1	0.2
Middletown Springs	2	0.1	0.2
Monkton	2	0.1	0.1
North Hero	2	0.1	0.2
Northeast Kingdom	2	0.1	0.1
Peacham	2	0.1	0.2

Destination	Number	Percent of Responses	Percent of Cases
Pittsford	2	0.1	0.1
Proctorsville	2	0.1	0.1
Richford	2	0.1	0.1
Rockingham	2	0.1	0.1
Sheldon/Sheldon Springs	2	0.1	0.1
Shoreham	2	0.1	0.1
Shrewsbury	2	0.1	0.1
Somerset	2	0.1	0.2
South Royalton	2	0.1	0.2
Tumbridge	2	0.1	0.2
Vernon	2	0.1	0.1
Waitriver	2	0.1	0.1
West Barnet	2	0.1	0.2
Adirondacks, NY	1	0	0.1
Appalachian Gap	1	0	0.1
Bakersfield	1	0	0.1
Ball Mountain Dam	1	0	0.1
Barnard	1	0	0
Barrington	1	0	0.1
Belvidere	1	0.1	0.1
Billings Farm	1	0	0.1
Calais	1	0	0.1
Camping	1	0	0.1
Carter	1	0	0.1
Castleton	1	0	0
Chittenden	1	0	0.1
Craftsbury	1	0	0.1
Derry	1	0	0.1
East Charlston	1	0.1	0.1
East Topsham	1	0	0.1
Emerald Lake	1	0	0.1
Fern Lake	1	0	0.1
Greensboro	1	0	0.1
Halifax	1	0.1	0.1
Harlow	1	0	0.1
Harriman	1	0	0.1
Hartford	1	0	0.1
Highgate	1	0	0
Hubberton	1	0	0.1
Jamaica	1	0	0.1
Lake Eden	1	0	0.1
Lake Farley	1	0	0.1
Lake Seymour	1	0	0.1
Lake St. Catherine	1	0	0.1
Landgrove	1	0	0.1
Mansfield	1	0.1	0.1
Montgomery	1	0	0.1

Destination	Number	Percent of Responses	Percent of Cases
Morgan	1	0	0.1
Mt. Equinox	1	0.1	0.1
North Andover	1	0	0.1
North Pomfret	1	0	0.1
Orange	1	0	0.1
Pawlet	1	0	0.1
Plainfield	1	0	0.1
Reading	1	0.1	0.1
Richmond	1	0	0.1
Rupert	1	0	0.1
Saxons River	1	0	0.1
Shaftsbury	1	0	0.1
South Rygate	1	0	0.1
Stamford	1	0	0.1
Starksboro	1	0	0.1
Stockham	1	0	0.1
Sutton	1	0	0.1
Thetford Center	1	0	0.1
Tyson	1	0	0.1
Wallis Pond	1	0	0.1
Wardsboro	1	0	0.1
Waterford	1	0	0.1
Westfield	1	0	0.1
Weybridge	1	0	0.1
Whitenham	1	0	0.1
Williamsville	1	0.1	0.1
Winchester	1	0	0.1
Woodford	1	0	0