The Vermont Tourism Industry

1999

- U.S. tourists’ direct spending of $2.5 billion had a total impact of $4.0 billion on the Vermont economy, up 8 percent from 1998
- The lodging industry economic impact was $1.4 billion
- The ski industry economic impact was $722 million
- The eating & drinking industry economic impact was $1.6 billion
- Tourists’ expenditures contributed to 85,933 jobs
- Tourism generated $1.5 billion in personal income for Vermonters

Visitation & Expenditures
- Domestic tourists made 4.34 million trips, with an average party size of 3.0 people, equivalent to 13.0 million person trips.
- Average expenditure was $194.78 per person trip.
- Of these expenditures 27% was for lodging, 21% for eating and drinking, 21% for retail/shopping.
- Summer and fall were the heaviest travel seasons.
- Winter visitors came more frequently and spent significantly more per trip.
- 31.8% of all winter visits occurred in the Southern Vermont RMO region, including Brattleboro, Stratton and Mount Snow.
- 23% of all visits were day-trips.
- 36.3% of visitors were repeat visitors.
- 40% of all overnight visitors stayed in a hotel, 30% in a private residence, and fewer than 10% in a bed & breakfast or country inn.

- 68.6% of visitors are likely to visit again in the next 12 months.

VT Ski Industry
- Employed 13,248 individuals.
- Each ski area employed an average 736 people; 115 full-time and 621 part-time/seasonal.
- Total economic impact was $722 million.
- The direct impact of the ski industry was $428 million, while the indirect and induced impact was $294 million.

VT Lodging Industry
- Employed 18,587 individuals.
- 13% year round managers, 34% support staff, 25% part-time & 28% seasonal employees.
- Sales receipts were $645 million.
- Economic impact was $1.4 billion, including $703 million of direct impact and $704 million of indirect and induced impact.