The Vermont Tourism Industry
2000

• U.S. tourists’ direct spending of $2.6 billion had a total impact of $4.2 billion on the Vermont economy, up 2 percent from 1999
• Tourists’ expenditures contributed to 75,241 jobs
• Tourism generated $1.4 billion in personal income for Vermonter

Visitation & Expenditures
• Domestic tourists made 3.84 million trips, with an average party size of 3.2 people, equivalent to 12.2 million person trips.
• Average expenditure was $210.64 per person trip.
• Of these expenditures 26% was for lodging, 20% for eating and drinking, 19% for retail/shopping.
• Summer and fall were the heaviest travel seasons.
• Winter visitors came more frequently and spent significantly more per trip.
• 22% of all visits were day-trips.
• 33% of visitors were repeat visitors.
• 41% of all overnight visitors stayed in a hotel/motel, 28% in a private residence of a friend or relative, and fewer than 10% in a bed & breakfast or country inn.
• 66.4% of visitors are likely to visit again in the next 12 months.

Seasonal Economic Impact

Spring
• The total economic impact for Vermont of spring tourism is estimated to be $416 million.

Summer
• The total economic impact for Vermont of summer tourism is estimated to be $1.4 billion.

Fall
• The total economic impact for Vermont of fall tourism is estimated to be $1.14 billion.

Winter
• The total economic impact for Vermont of winter tourism is estimated to be $1.15 billion.

Activities
• 40.5% Vermont visitors reported visiting a historic site or attending a cultural event.
• 22.0% of Vermont visitors participated in outdoor activities.
• 36.7% of Vermont visitors purchased maple syrup.