### The Vermont Visitor 2000

- Domestic tourists made 3.84 million trips, with an average party size of 3.2 people, equivalent to 12.2 million person trips
- 33% of Vermont visitors were repeat customers
- The average length of stay (per trip) was 3.37 nights\(^1\)
- The average household expenditure per trip was $508

#### Visitor Profile
- 60% of visitors hailed from the New England and Middle Atlantic census regions including ME, VT, NH, MA, CT, RI, NY, PA & NJ.
- 76% of winter visitors were from the New England and Middle Atlantic census regions.
- 45% of visitors had an annual household income of $50,000 or greater.
- 39% of visitors had a college degree, of which 17% had post college graduate degrees.
- Single and two person households constitute almost two-thirds of visitors.
- 72% of visitor households had no children under the age of 18.
- 60.1% of visitors rated their satisfaction level with their Vermont experience at “very good” or “better”.
- 66.4% of visitors are likely to visit again in the next 12 months.
- 36.1% of visitors used the internet as source of information about their visit.

#### Travel Patterns
- 33.3% of visitation occurred in the summer, 29% in the fall, 19.9% in the winter, and 17.8% in the spring.
- 76.4% of all overnight visitors traveled to Vermont in their own automobile.
- 17.5% of all households listed the primary purpose of visiting relatives, 15% of visiting friends & 11.7% of taking automobile tours.
- About 60% of all Vermont trips had primary destinations in the following Regional Marketing Organization regions, *Southern Vermont, SoVermont, Lake Champlain Valley and Crossroads of VT*
- 17.5% of all Vermont trips had primary destinations in the *Lake Champlain Valley* region.
- Burlington was the primary destination for 11.4% of all trips to Vermont.
- 52.5% of all households bought Vermont made products, 45.4% relaxed in beauty, 31% took automobile tours, 29.8% visited historic sites, 24.9% took a fall foliage tour.
- 28.0% of all visitors stayed in a private residence of a friend or relative.

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\(^1\)Average length of stay among households staying at least one night

Vermont Tourism Data Center, UVM & Vermont Department of Tourism and Marketing

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