The Vermont Visitor
2001

Visitor Profile

- 55% of visitors hailed from the New England and Middle Atlantic census regions including ME, NH, MA, CT, RI, NY, PA & NJ.
- Peak times for visitation were August-October. September 2001 showed no increase from the previous year.
- 45% of visitors had an annual household income of $50,000 or greater.
- 43% 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.
- 68.3% of visitor households had no children under the age of 18.
- 11.8% take trips to view fall foliage every year, while 33.1% have been more than once, 17.8% only once, and 37.3% have never taken a trip to view.
- 67.6% of visitors are likely to visit again in the next 12 months.
- 48.3% of visitors used the internet as source of information about their visit.

Travel Patterns

- 32% of visitation occurred in the summer, 33% in the fall, 20% in the winter, and 15% in the spring.
- 77.7% of all overnight visitors traveled to Vermont in their own automobile and 9% traveled via commercial airline.
- 19.0% of all households listed the primary purpose of visiting relatives, 9.4% of visiting friends & 8.6% downhill skiing.
- More than 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
- 19.6% of all Vermont trips had primary destinations in the Southern Vermont region.
- Burlington was the primary destination for 12.1% of all trips to Vermont.
- 50.9% of all households bought Vermont made products, 41.0% relaxed in beauty, 39.9% shopped, 27.9% visited historic sites, 22.1% took a fall foliage tour.
- 31.0% of all visitors stayed in a private residence of a friend or relative.

Domestic tourist parties made 4.65 million trips, with an average party size of 3.0 people, equivalent to 13.8 million person trips
The average (mean) length of stay (per trip) was 3.2 nights
The average household expenditure per trip was $445
The average household expenditure on VT products was $52

1 Average length of stay among households staying at least one night