## The Vermont Tourism Industry

### 2001

- U.S. tourists’ direct spending of $2.84 billion had a total impact of $4.24 billion on the Vermont economy (about 13% of total state output), up 2% from 1999-2000
- Tourists’ direct expenditures contributed to 63,279 jobs (about 21% of jobs in the state)
- Tourism generated $1.54 billion in personal income for Vermonters

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<th>Visitation &amp; Expenditures</th>
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| • Domestic tourists made 4.69 million trips, with an average party size of 3.0 people, equivalent to 13.9 million person trips. | Spring (Apr, May)  
• The total economic impact for Vermont of spring tourism is estimated to be $397 million. |
| • Average expenditure was $204.61 per person per trip. | Summer (Jun, Jul, Aug)  
• The total economic impact for Vermont of summer tourism is estimated to be $1.23 billion.  
• Highest number of household trips (1.9 million).  
• Highest total spending on camping ($19 million), recreation other than skiing ($62 million), groceries ($65 million), and shopping ($195 million). |
| • Of these expenditures 25% was for lodging and camping, 19% for eating and drinking, 22% for retail/shopping. | Fall (Sept, Oct, Nov)  
• The total economic impact for Vermont of fall tourism is estimated to be $1.06 billion.  
• The highest percentage of visitors purchasing made-in Vermont products (48%). |
| • Summer and fall were the heaviest travel seasons. | Winter (Dec, Jan, Feb, March)  
• The total economic impact for Vermont of winter tourism is estimated to be $1.56 billion.  
• Most trips per household (1.93)  
• Highest average spending per household ($636). |
| • Winter visitors came more frequently and spent significantly more per trip. |                       |
| • Greater than 30% of all visits were day-trips. |                       |
| • 40.5% of all overnight visitors stayed in a hotel/motel, 31% in a private residence of a friend or relative, and fewer than 10% in a bed & breakfast or country inn. |                       |
| • 67.6% of visitors are likely to visit again in the next 12 months. |                       |