Tourism’s Impact on the Retail Sector
1999-2000

- U.S. tourists spent an estimated $810 million in the Vermont retail sector—31% of their total spending while vacationing in Vermont
- $810 million in retail spending represents 12% of total Vermont retail sales of $6.8 billion
- Tourists’ retail expenditures contributed to 16,000 jobs

Tourism Impact on Retail Sector
- $810 million tourist spending includes: $480 million shopping for merchandise, $171 million for food & beverages, $159 million for gasoline.

- More than half of tourist retail spending is on shopping for merchandise.

- Tourist spending accounts for 9.7% of total merchandise sales, 13.6% of total food and beverage sales, and 27.6% of total gasoline sales.

- Total impact of retail tourist spending on the Vermont economy is approximately $1.1 billion in industry output which includes $709 million of direct output and $405 million in indirect and induced output.

- Tourist spending accounted for $80.9 million in indirect business taxes (such as sales and use tax etc...). Of that, $9.5 million of tax dollars goes to the federal government and $71.4 million goes to Vermont state government.

- Tourist spending accounted for $18.8 million in state sales and use tax or 9% of the total in Vermont*.

VT Product Purchasing Patterns**
- Maple syrup, meat, and dairy products are more likely to be planned purchases.

- A vast majority of arts and crafts and clothing were unplanned purchases.

- People who purchased Vermont made food products while in Vermont were on average, four times more likely to buy them again at home.

- People who purchased Vermont made arts and crafts products while in Vermont were 10 times more likely to buy them again at home.

- Almost 50% of Vermont visitors who purchased products in Vermont use the internet.

- Clothing and arts and crafts are relatively important as revenue generators in Vermont.

*The Retail Impact report accounts for sales tax generated from retail spending, and does not include the additional taxes paid by tourists when purchasing ski tickets, lodging and meals.

**From Fact Sheet “Purchasing Vermont Products 1999”.

Vermont Tourism Data Center, UVM & Vermont Department of Tourism and Marketing
University of Vermont Sources: The Impact of Tourism on the Retail Economy in Vermont, report by the Community Development and Applied Economics Department, March 2002
A Further Examination of the Vermont Visitor- The Phase Three National Reports, November 2000
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