The Vermont Lodging Industry
1999-2000

1999
- The lodging industry economic impact was $1.4 billion
- There were 1,019 lodging businesses in operation
- There were an estimated 26,098 rooms/units available
- The industry employed 18,587 individuals

Lodging Profile (1999)
- There were 1,019 lodging businesses.
- Estimated 26,098 rooms/units.
- 38% of lodging businesses are bed and breakfasts, 21% country inns, 19% motels, 9% hotels, 4% resorts.
- 70% of lodging establishments have 20 or fewer rooms/units.
- 48% of lodging establishments have 10 or fewer rooms/units.
- 90% are open for more than 10 months.

Lodging Guests (1999)
- 84% were pleasure travelers.
- 70% of rooms were rented to two people, 15% to three to five people and 11% to one person.
- 51% stayed for two nights, 30% for one night and 12% for three to four nights.

Financial Performance (1999)
- The average yearly sales receipts for a small business (1-10 rooms) was $61,203.
- The average yearly sales receipts for a large business (more than 50 rooms) was $3.4 million.

Economic Impact (1999)
- Of the 18,587 individuals employed in the lodging industry 13% were year round managers, 34% were support staff, 25% were part-time & 28% were seasonal employees.
- Sales receipts were $645 million.
- Total economic impact was $1.4 billion, including $703 million of direct impact and $704 million of indirect & induced impact.

Occupancy Rates (2000)
- The annual statewide average occupancy rate was 40.5%.
- Occupancy rates in August and September were over 50%.
- Occupancy rates in April and November were below 30%.
- Regionally, the average occupancy rate was 68% in Lake Champlain Valley, 40% in So Vermont, 45% in Stowe/Smugglers Notch.