## The Outdoor Recreation Vermont Visitor 2000

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<th>Outdoor Recreation Visitor Profile</th>
<th>Travel Patterns</th>
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<td>• 22% of Vermont visitors participated in outdoor activities</td>
<td>• 33.3% of visitation occurred in the summer, 25.2% in the fall, 20.5% in the winter, and 21.0% in the spring.</td>
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<td>• Of these outdoor participants, 50% participated in wildlife watching, 33.5% hiking, 27.5% in water recreation, 23.3% in fishing, 14% in canoeing/kayaking, 11% in biking, and 10.2% in hunting</td>
<td>• Almost 50% of outdoor recreation visitors come to Vermont in at least two seasons, 20% came in all seasons.</td>
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<td>• On average the outdoor visitor visited 2.5 times and stayed 8.1 nights throughout the year</td>
<td>• Outdoor recreation visitors had primary destinations in the following Regional Marketing Organization regions, <em>Southern Vermont, Northeast Kingdom, and Vermont’s Islands and Farms.</em></td>
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<td>• About 50% of outdoor visitors are repeat Vermont visitors</td>
<td>• 65% of outdoor recreation participants listed “visiting friends and family” or “family get-a-way” as their primary purpose for visiting.</td>
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</tbody>
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### Outdoor Recreation Visitor Profile

- A majority of outdoor recreation visitors (62.7%) participated in one activity while 16% participated in three or more.
- 60% of outdoor recreation visitors were from the New England and Middle Atlantic census regions.
- 51% of outdoor recreation visitors had an annual household income of $50,000 or greater versus 44% of all visitors.
- 42.6% of visitors had a college degree, of which 22.6% had post college graduate degrees.
- Outdoor recreation visitors typically have a party size of 3.3 persons and visit 2.5 times a year, compared with 2.0 for other visitors.
- On average, outdoor recreation visitors stay 8.1 nights compared with 4.7 nights for other visitors.
- Outdoor recreation visitors spend more than other visitors, with an average expenditure of $971 over the year.

### Travel Patterns

- 33.3% of visitation occurred in the summer, 25.2% in the fall, 20.5% in the winter, and 21.0% in the spring.
- Almost 50% of outdoor recreation visitors come to Vermont in at least two seasons, 20% came in all seasons.
- Outdoor recreation visitors had primary destinations in the following Regional Marketing Organization regions, *Southern Vermont, Northeast Kingdom, and Vermont’s Islands and Farms.*
- 65% of outdoor recreation participants listed “visiting friends and family” or “family get-a-way” as their primary purpose for visiting.
- Outdoor recreation visitors are more likely to buy Vermont products, visit historic sites, engage in cultural activities, enjoy romantic get-a-ways and attend sporting events than other visitors.
- Outdoor recreation visitors stayed with friends on 34% of their visits and are more likely to stay at a campground, RV park or cabin than other visitors.