Purchasing Vermont Products
1999

- 36.7% of visitors to Vermont purchased maple syrup, 20.5% dairy products, 12.6% fresh fruit & 11.7% specialty food products
- Average spending per visitor on arts and crafts and clothing dominated the top spending categories
- Folk art, clothing, and furniture generate the largest amount spent per customer

Top 10 Vermont Products purchased
1. Maple Syrup (36.7%)
2. Dairy (20.5%)
3. Clothing/Accessories (18.0%)
4. Prints/Cards/Photos (16.4%)
5. Candles (14.8%)
6. Fresh Fruit (12.6%)
7. Specialty Foods (11.7%)
8. Folk Art (8.0%)
9. Pottery (7.4%)
10. Books (6.8%)

Expenditures
- Average annual expenditures per visitor were: clothing and accessories ($10.61), maple syrup ($5.53), folk art ($5.40), pottery ($2.99), and furniture ($2.57).
- Clothing and arts and crafts are relatively important as revenue generators in Vermont.
- Visitors who made a purchase in a particular category, spent on average $58.92 for clothing and accessories, $15.06 for maple syrup, $67.27 for folk art, $40.47 for pottery and $187.25 for furniture.

Product Quality Ratings
- The quality of Vermont's maple syrup and dairy products were rated higher than found elsewhere and exceeded visitor expectations.
- 33% of visitors rated Vermont arts and crafts higher in quality than they could find elsewhere.

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.