The Vermont Ski Industry
1999

Vermont had 18 ski areas, with 984 trails and 5,175 acres of skiable terrain.
On average a ski area had revenues of $18 million in the winter season and $4.5 million in summer/fall seasons.
87% of Vermont ski visitors live in the eastern United States.
The per-trip average expenditure for ski visitors was $876.

Vermont Ski Area Profile
- 18 ski areas, 984 trails, and 5,175 acres of skiable terrain.
- Open from November to April or May.
- 38% have restaurants, 67% have condominium rental and retail stores, 50% have hotels & 42% have real estate sales.

Ski Visitors
- 35.9% of winter visitors said skiing was their primary purpose for visiting Vermont.
- 87% of ski visitors live in the eastern United States.
- 18% of ski visitors hailed from New York, 13% from Massachusetts & 13% from Connecticut.
- 4% of skiers hailed from Canada & 5% from the UK.
- 88.6% of all ski visitors traveled to Vermont in their own automobile.
- 45.2% of all ski visitors had a primary destination in Southern Vermont RMO.

Killington was the primary destination of 19.2% of Vermont skiers.
The per-trip average expenditure for ski visitors was $876.

Employment
- Employed 13,248 individuals.
- On average each ski area employed 736 people; 115 full-time, 621 part time or seasonal.
- Average hourly wage was $7.68 per hour.
- Every $1 million in ski industry sales generated 40 jobs.

Economic Impact
- The total economic impact was $722 million including $428 million of direct impact and $294 indirect & induced impact.
- Ski areas contributed $226 million to the personal income of ski industry proprietors and employees and $43 million to business taxes.

Vermont Tourism Data Center, UVM & Vermont Department of Tourism and Marketing
University of Vermont sources: The Impact of the Tourism Sector on the Vermont Economy: 1999