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Benchmark Study of the Economic Impact of Visitor Spending on the Vermont Economy - 2011

The Travel and Tourism Industry in Vermont

This report contains analysis of the economic impact of tourism spending in the state of Vermont in the 2011 calendar year; it is the fifth in a series of biennial reports dating back to 2003.

Prepared for

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CHMURA ECONOMICS & ANALYTICS

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1. Executive Summary

- ***In 2011, an estimated 13.95 million visitors collectively spent $1.7 billion in Vermont.***

The average visitor spent 2.3 days in the state and spent $123.20 per person, per trip. Compared with 2009 estimates, the total figures represent a 2.0% increase in the number of visitors and a 20.7% increase in spending (even though visitation in 2011 was reduced due to Hurricane Irene).

By category, the largest portion of visitor spending in 2011 went to prepared meals and beverages, accounting for $393.8 million or 23% of all tourism spending. This was followed by spending for lodging (21%), gas (17%), and shopping (12%).

Non-Vermont travelers accounted for approximately 73% of visitors and 79% of travel spending in the state in 2011. Canadians accounted for 18% of Vermont visitors in 2011 and 12% of spending.

- ***Taxable room receipts in Vermont reached $381 million in 2011, a new peak.***

Room receipts in 2011 rebounded with 16.0% growth from 2009, which represented a trough due to the recession. Northwest counties in the state posted the fastest growth over this period. Meals receipts in Vermont expanded 6.0% from 2009 to 2011.

- ***The direct impact of visitor spending supported 26,277 jobs in Vermont in 2011.***

Including economic ripple effects, the impact of visitor spending in Vermont was even larger, supporting 37,910 total jobs through nearly $2.5 billion in spending. The wage and salaried jobs supported by tourism account for 7.2% of employment in the state, including 10,054 jobs in lodging, 6,543 jobs in food services and drinking places, 1,633 jobs in recreation and entertainment, and 1,613 jobs in retail.

- ***In 2011, visitor spending contributed an estimated $274.5 million in tax revenue to the state.***

Of total visitor spending tax revenue, $113.7 million went to the General Fund (with the biggest portion coming from the rooms and meals taxes), $134.3 million went to the Education Fund (largely from property taxes), and $26.4 million was contributed to the Transportation Fund. Of the total tax revenue, approximately 89% was due to out-of-state visitors.

- ***The overall occupancy rate was 57.9% for Vermont lodging establishments in 2011 and the average daily room rate was $117.57.***

By season, occupancy rates peaked in summer at 69.1%, falling off a bit to 64.0% in autumn. Occupancy rates were lowest in the winter (49.2%) and spring (48.4%). The average daily room rate, however, peaked at $122.30 in the winter months (December through March), making winter the most lucrative season for some areas of the state.

- ***Accommodations reported an average length of stay of 2.53 nights in 2011.***

Per survey results, Vermont lodging establishments indicated the length of stay was longest in the summer season (3.06 nights) and shortest in spring (2.18 nights). Accommodations also reported an average 1.92 guests per room night.

- ***The tourism outlook for 2012 calls for continued growth.***

Generally, Vermont lodging establishments were cautiously optimistic for the 2012 tourism season. Preliminary Vermont data for the first half of 2012 showed hotel stays were up 6.3% compared to the prior year and receipts were up 10.2%. In the United States, total travel expenditures are expected to rise 5.2% for the year with person trips up 1.9% among domestic travelers and 5.0% among international visitors.

- ***Tourism could still face headwinds nationwide from the slow recovery to the economic recession.***

Job growth in Vermont's leisure sector has been virtually flat over the last five years. The potential fiscal cliff obscures the travel outlook for 2013.

- ***Vermont's tourism rebound in 2011 was on par with national trends. The national tourism industry partially rebounded in 2010 and 2011.***

Tourism-related spending in the nation bounced back with 15.5% growth from 2009 to 2011. While hotel occupancy rates improved over the same period, 2011 occupancy rates still lagged behind average rates from 2000 to 2007.

2. Background and Methodology

This report represents the fifth installment of a biennial assessment of the travel and tourism sector's impact on the Vermont economy. The first "Benchmark Study of the Economic Impact of Visitor Spending on the Vermont Economy" was produced in 2003 by Economic & Policy Resources, Inc. (EPR). This firm utilized a variety of national and Vermont-specific survey results to estimate the various travel and tourism submarkets that comprise the full travel and tourism industry in Vermont. In this version of the report, Chmura Economics & Analytics (Chmura) has largely continued with and built upon the methodological approach established in the prior benchmark studies.

This 2011 study drew on several established national and Vermont-specific data sources to determine the trends in the travel and tourism sector in Vermont. Vermont-specific data for this study was generated by the TNS national survey on tourism trends along with a Vermont module of follow-up questions in and around the 2011 period. Additional Vermont-specific travel data was procured from STR Global for the year 2011. The state of Vermont also conducted several surveys that were utilized throughout this report. These included a "Lodging Establishment Survey" in 2010 and 2011, a "Vermont Second Home Owner Survey" in 2010, a "Friends and Family Survey" in 2009, and detailed tax records relating to meals and lodging receipts, property tax information, and data from the Vermont Department of Labor. Other Vermont-specific data relating to travel and tourism came from Statistics Canada which provided estimates of the number of Canadians visiting Vermont, their spending dynamics, and their mode of travel. Border crossings into Vermont are provided by the U.S. Department of Transportation, Bureau of Transportation Statistics, as well as Statistics Canada. Additional national-level travel and tourism data was provided by the U.S. Department of Commerce-International Trade Administration, Office of Travel and Tourism Industries, U.S. Travel Association, and the U.S. National Restaurant Association.

The vast majority of key data points for this study were derived directly from one of the various surveys, but a select few data points were imputed because some surveys utilized in the past—such as the Vermont "Friends and Family Survey"—were not conducted in either 2010 or 2011. The appendix contains descriptions of various calculations and methodology notes to serve as a reference source for future replications. The Vermont Department of Marketing and Tourism can be contacted for templates of the actual survey questionnaires for any of the various Vermont-specific surveys employed in this study.

This report utilizes several definitions for travel and tourism-related concepts that are consistent with past reports on Vermont' travel and tourism sector:

> A **visitor** is a person traveling to a place outside his or her normal commuting pattern for the primary purpose of leisure, business, or personal business. This includes domestic visitors from other states and international visitors from Canada and other foreign countries, as well as Vermont residents when visiting other areas of the state.
>
> The term **tourist** has traditionally been applied to persons traveling to a place for leisure. Because the analysis reported here also measures business and personal business travelers, which is a broader concept of traveler, we use the term visitor to refer to all travelers.
>
> A **person trip** accounts for each individual in a travel party; two people on a trip equals two person trips. If an individual makes multiple trips, that person is counted as a visitor on each trip.
>
> In economic terms, the Vermont travel industry is an **export** industry. When a visitor spends money in Vermont for activities, services, or goods, the economic impact is comparable to exporting maple syrup, cheese, granite, furniture, or high tech goods to out-of-state markets. One advantage of exporting travel

and recreation services is that much of the sales are retail, rather than wholesale, and the customer pays for the transportation.

In this study, Chmura utilized the IMPLAN Version 3.0 input-output (IO) model, which is designed to show the interconnection of industries, government, and households in a specified region—in this case the state of Vermont. The factor of change that occurs in a region's industries as a result of economic activity in another industry is most commonly known as the multiplier. The IO model allows Chmura to estimate the additional tax revenue to Vermont generated by the activity in the travel and tourism sector.

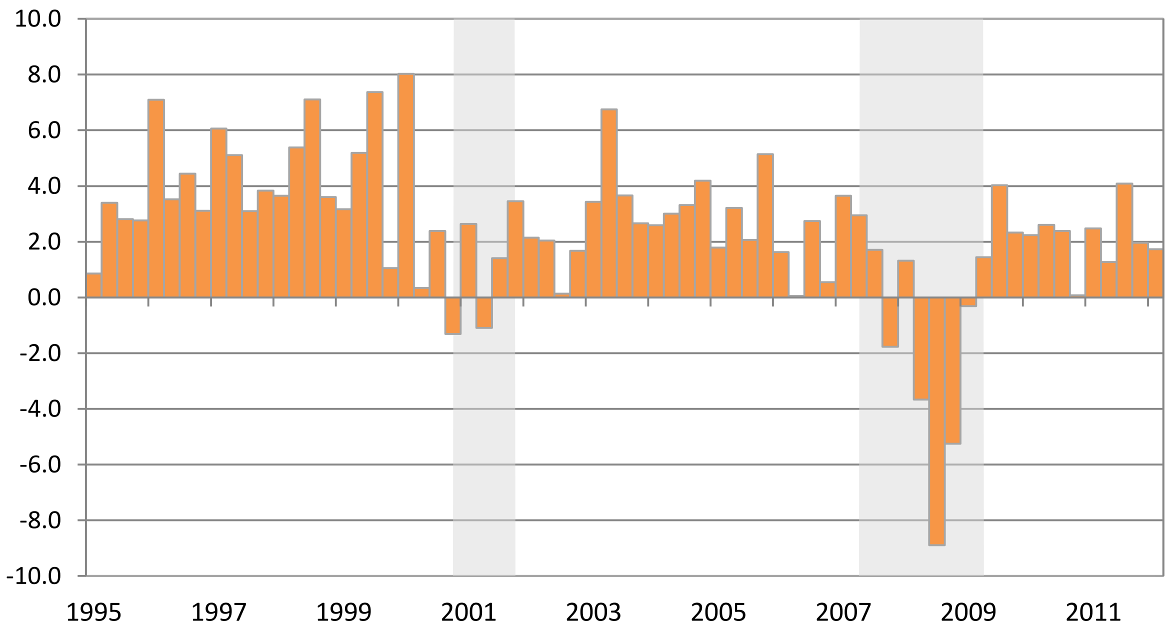
3. Industry Overview

The two years that have passed since the previous benchmark study of the economic impact of the tourism industry in Vermont have seen the beginnings of a long and slow recovery from the 2007-2009 Great Recession. The U.S. economy officially exited the Great Recession in mid-2009, but since then, in contrast to previous post-World War II recessions, the overall growth rate of the national economy and the employment landscape have been weak relative to the historic norm. This anemic recovery, not unprecedented for recessions following financial crises,[1] has left lasting scars on consumer spending—particularly on discretionary items such as travel and recreation—as nearly one in five Americans struggles with unemployment or underemployment and most Americans are attempting to reduce their debt load.

3.1. National Economic Context: The Long, Slow Recovery

Since the official end of the 2007-2009 Great Recession at the end of Q2 2009, the U.S. economy has expanded by roughly 2.3 percent on average for the ten quarters through the end of 2011. Unfortunately, these low growth rates have produced only very modest growth in employment and wages. The economy produced about 86,000 jobs per month in 2010 and roughly 153,000 per month in 2011, though not enough to lower the nation's unemployment rate much below 8%. Meanwhile, real disposable income peaked in May 2008 and then fell steadily through October 2009 before largely stagnating throughout 2010 and 2011. The U.S. housing market remained depressed through 2010 and 2011. These data points paint the picture of an economy which is solidly on the mend, but moving forward at a very slow pace; and for many Americans, particularly those who had lost a job recently, the economic recovery seems barely noticeable.

Figure 3.1: U.S. Real GDP Quarterly Annualized Percent Change

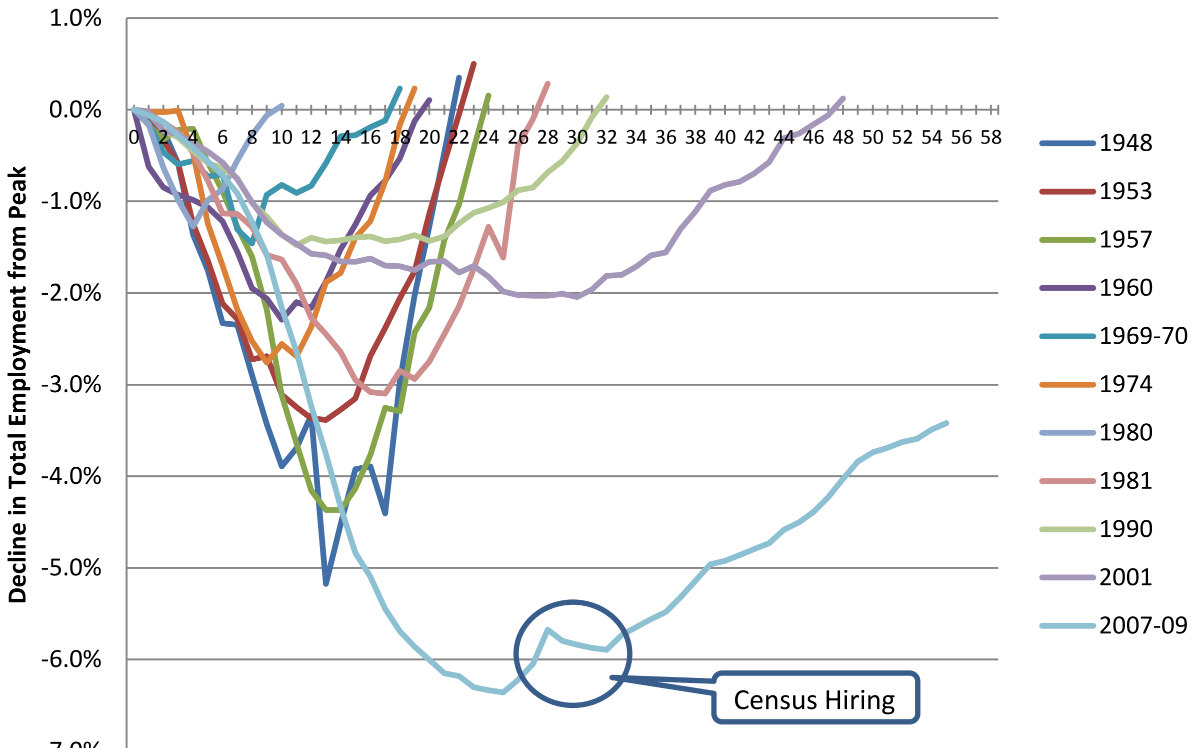


Source: NBER & Chmura Economics & Analytics

[1] "The Aftermath of Financial Crises," Reinhart & Rogoff, AEA Conference Presentation, January 2009.

The employment picture depicted in Figure 3.2 shows just how dramatic the jobs losses have been in the Great Recession compared to previous post-WWII recessions and how far the U.S. economy has to go to simply recover the jobs lost since employment peaked in early 2008. Given the rate of recent monthly job creation, approximately 150,000 monthly new jobs, Chmura estimates that the U.S. economy will not recover all the jobs lost in the past recession until roughly March 2015.

Figure 3.2: Length of Time (Months) for Employment Recovery, Post-WWII Recessions

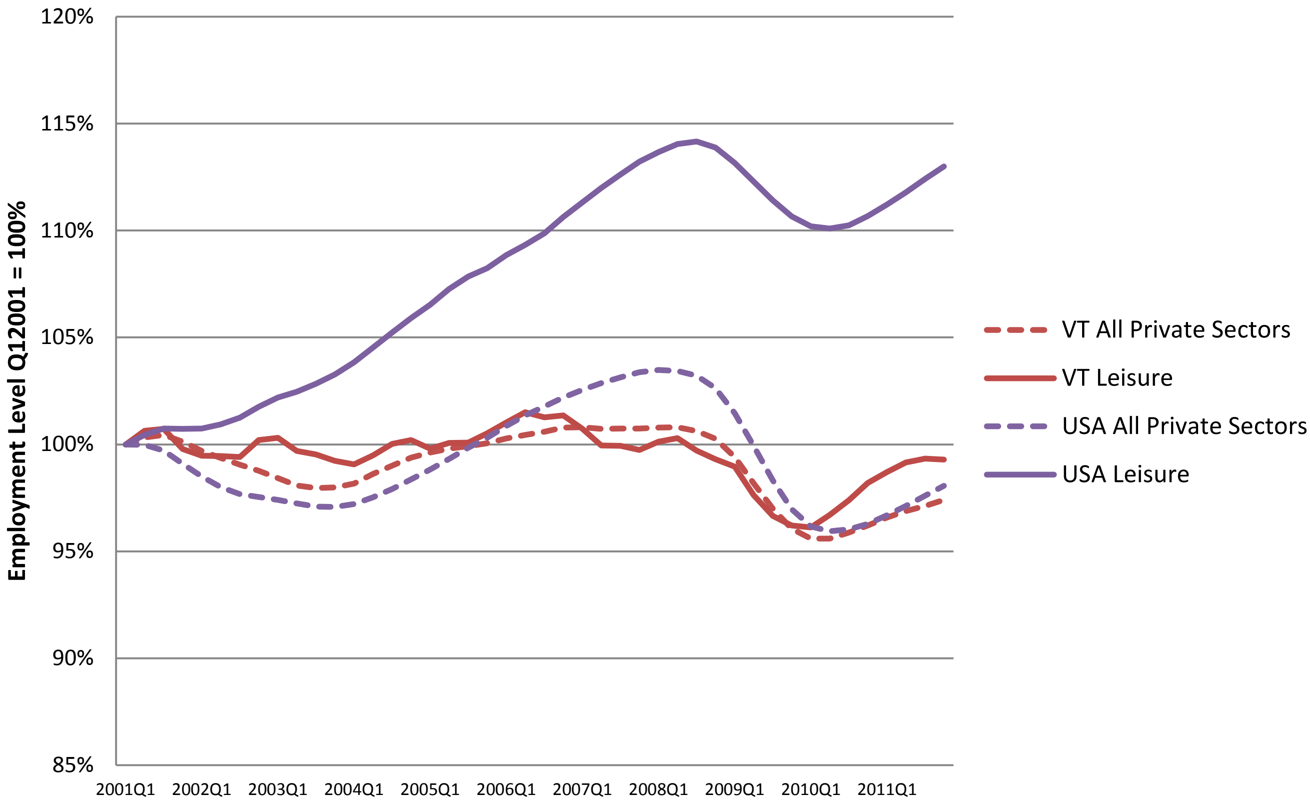


Source: BLS and JobsEQ®

The Vermont economy has not been able to buck these national trends, but its labor market has been less volatile than the U.S. labor market overall. Employment in Vermont's private sector fell about five percentage points—shedding about 13,000 jobs—and bottomed out in the first half of 2010, compared to a nearly seven percentage point drop nationwide. Since then, Vermont's businesses have added back about 4,500 jobs, which is on par with the national norm. Vermont's leisure sector employment[2] fell only about four percentage points during this period, but since mid-2010 has rebounded slightly faster than the remainder of the Vermont and U.S. economies. In general, Vermont's leisure employment has remained fairly stable throughout the previous business cycle and has been between 32,000 and 33,000 for most of the past decade.

[2] The leisure sector is defined as NAICS 71 (Arts, Entertainment, and Recreation) and 72 (Accommodation and Food Services). This can serve as an a proxy for tourism-related employment, though note that not all leisure sector jobs exclusively serve the tourism market—for example, non-tourists also utilize restaurants.

Figure 3.3: Employment Growth for Select Sectors



Source: BLS & JobsEQ®

Vermont's two largest leisure industries, traveler accommodations (NAICS 7211) and restaurants and other eating places (NAICS 7225) have fared very differently over the past five years. The traveler accommodations[3] industry employs roughly 11,000 workers and has added over 800 jobs during the past five years; it represents a competitive advantage[4] industry for Vermont based upon the location quotient—which is a measure of intensity of a given sector in the economy. This industry has grown faster over the past five years than it has in the nation overall. In contrast, Vermont's restaurant industry, which employs about 15,000 workers, has shed about 800 jobs over the past five years and the location quotient indicates that Vermont is underweight in this industry given the overall size of the Vermont economy. This industry has underperformed in Vermont compared to the national trend. The next

[3] This industry comprises establishments primarily engaged in providing short-term lodging in facilities such as hotels, motor hotels, resorts, motels, casino hotels, bed & breakfast homes, and housekeeping cottages and cabins.

[4] The location quotient (LQ) is a relative measure of size of an industry (in terms of jobs) in a region compared to the nation. An industry with an LQ of 1.00 has the same number of jobs in that industry as in the nation; an industry with an LQ of 2.00 has twice as many jobs and an industry with an LQ of 0.50 has half as many jobs as the national norm. Any industry with an LQ of 1.25 is said to have a "competitive advantage" in a region, meaning that it is flourishing especially strongly in a region. Reasons for a competitive advantage range from location, to natural resources, to historical precedents.

largest leisure industry is other amusement and recreation industries[5]— including Vermont's ski resorts—which has lost about 100 jobs over the past five years, a slightly larger loss (-0.7% per year) than the national norm (-0.1%).

Figure 3.4: Snapshot of Leisure in Vermont

		Current			Historical			Forecast		
		Four Quarters Ending with 2012Q2			Total Change, Last 5 Yrs	Annual Percent Change		Over the Next 10 Years		
NAICS	Industry	Employ-ment	Average Annual Wages[6]	Location Quotient	Employ-ment	VT	U.S.	Est. Total Replace-ments	Total Empl. Change	Avg. Annual Growth Percent
7111	Performing Arts Companies	239	$21,853	0.93	37	3.4%	-0.8%	68	17	0.7%
7112	Spectator Sports	131	$93,373	0.45	32	5.7%	-1.2%	39	15	1.1%
7113	Promoters of Performing Arts, Sports, and Similar Events	210	$24,392	0.86	-13	-1.2%	3.1%	72	49	2.1%
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	4	$84,286	0.09	-50	-39.8%	1.6%	1	1	2.3%
7115	Independent Artists, Writers, and Performers	158	$106,105	1.45	16	2.2%	-0.3%	39	21	1.2%
7121	Museums, Historical Sites, and Similar Institutions	511	$26,604	1.02	71	3.0%	1.0%	135	70	1.3%
7131	Amusement Parks and Arcades	30	$20,370	0.08	8	5.9%	1.9%	11	1	0.3%
7132	Gambling Industries	8	$26,582	0.01	5	24.5%	-1.1%	3	1	0.9%
7139	Other Amusement and Recreation Industries	2,924	$19,555	1.03	-97	-0.7%	-0.1%	892	429	1.4%
7211	Traveler Accommodation	10,995	$22,491	2.7	819	1.6%	-0.4%	2,983	362	0.3%
7212	RV (Recreational Vehicle) Parks and Recreational Camps	460	$25,889	3.54	79	3.8%	1.0%	113	130	2.5%
7213	Rooming and Boarding Houses	19	$18,287	0.54	6	7.5%	0.3%	5	1	0.3%
7223	Special Food Services	1,767	$19,187	1.39	-45	-0.5%	0.4%	579	71	0.4%
7224	Drinking Places (Alcoholic Beverages)	718	$12,548	0.9	-50	-1.3%	-0.3%	233	-8	-0.1%
7225	Restaurants and Other Eating Places	15,023	$16,187	0.75	-832	-1.1%	0.7%	5,229	704	0.5%
71-72	Leisure Sector	33,198	$19,762	1.05	-16			10,403	1,863	0.5%
	Total All Industries	297,357	$40,897	1	-5,983	-0.4%	-0.7%	70,637	34,418	1.1%

Note: Figures may not sum due to rounding
Source: JobsEQ®

[5] This industry includes establishments in the following sub-industries: Golf Courses and Country Clubs, Skiing Facilities, Marinas, Fitness and Recreational Sports Centers, Bowling Centers, and All Other Amusement and Recreation Industries.
[6] Average wages per worker data include part-time workers, thus pulling down the annual average wage in industries with significant part-time employment.

Vermont's unemployment has remained well below that of the nation's throughout the past decade, including during the Great Recession. Vermont's unemployment rate peaked at over 7% in 2009, but has since fallen steadily throughout 2010 and 2011, reaching close to 5% in the final months of 2011. However, the employment picture in Vermont, like the nation, is less robust than the headline unemployment rate would suggest. A broader measure of unemployment, the so called U-6 measure[7] that takes into account employees working part-time but wanting to work full-time, as well as other job seekers, indicates that Vermont's unemployment rate was 12.5% in 2010 and 11.6% in 2011. Additionally, Chmura estimates that roughly 6,000 workers across Vermont are working in a job that is below their level of educational attainment, such as a college graduate working as a bartender. The weak employment picture and elevated unemployment rates in Vermont and in many of its neighboring states provides a tangible headwind to robust growth in Vermont's tourism sector.

Figure 3.5: Alternative Measures of Labor Underutilization for Select States, 2011 Annual Averages (percent)

	U-1	U-2	**U-3**	U-4	U-5	U-6	Long-Term Unemployed (Share of Total)
Vermont	2.5	3.6	**5.8**	6.1	6.8	11.6	17.9
Connecticut	5.6	5.7	**8.9**	9.6	10.4	15.4	32.3
Maine	4.1	4.6	**8.0**	8.5	9.5	15.1	24.7
Massachusetts	4.0	4.2	**7.0**	7.7	8.6	12.6	29.4
New Hampshire	2.6	3.2	**5.4**	5.8	6.5	11.3	27.2
New York	5.0	4.9	**8.1**	9.0	9.9	14.3	27.7
Rhode Island	7.0	6.9	**11.1**	11.7	12.7	18.6	30.8

U-1, persons unemployed 15 weeks or longer, as a percent of the civilian labor force;

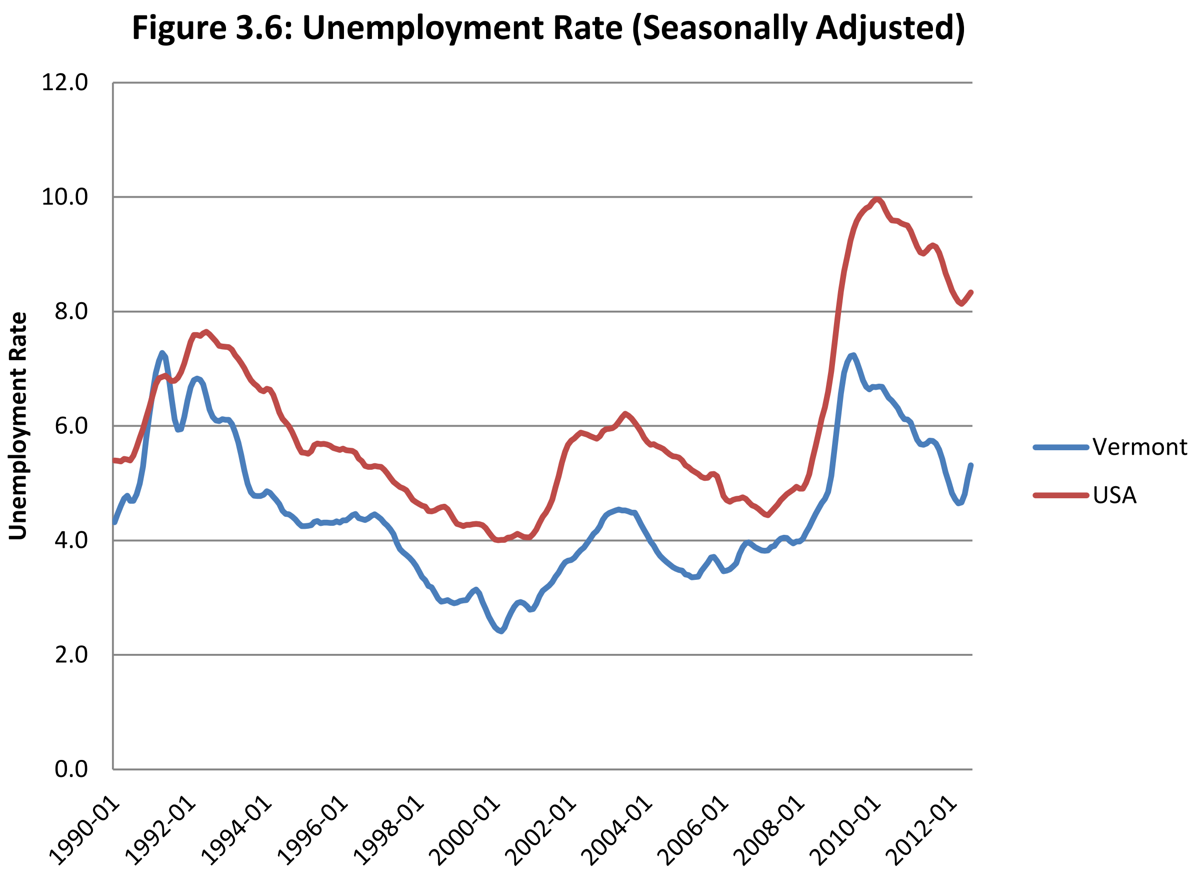
U-2, job losers and persons who completed temporary jobs, as a percent of the civilian labor force;

U-3, total unemployed, as a percent of the civilian labor force (this is the definition used for the official unemployment rate);

U-4, total unemployed plus discouraged workers, as a percent of the civilian labor force plus discouraged workers;
U-5, total unemployed, plus discouraged workers, plus all other marginally attached workers, as a percent of the civilian labor force plus all marginally attached workers; and
U-6, total unemployed, plus all marginally attached workers, plus total employed part-time for economic reasons, as a percent of the civilian labor force plus all marginally attached workers.
Long-term Unemployed, estimate of the share of those receiving unemployment benefits for more than 52 weeks, as of December 2011

Source: BLS & Chmura Economics & Analytics

[7] BLS defines the U-6 measure as the "Total unemployed, plus all persons marginally attached to the labor force, plus total employed part time for economic reasons, as a percent of the civilian labor force plus all persons marginally attached to the labor force."



3.2. National Trends in the Travel & Tourism Sector

In general, the tourism sector rebounded in 2010 and 2011 in the same magnitude of the decline it experienced during the Great Recession, both in terms of the number of person trips and in terms of tourism-related spending. In 2010, nominal tourism-related spending in the nation grew by 6.4% in 2010 (compared to the prior year) and by 8.5% in 2011, combining for a 15.5% increase from 2009 to 2011.[8] The especially strong growth in spending in 2011 was partially due to an increase in the price of gasoline in 2011 as the number of trips grew by only 2.1% from the previous year, indicating that spending on a per-trip basis grew rapidly in 2011—moreover, the largest component of this increase in spending was in the transportation component. Indeed, airline fuel costs on a per-gallon basis increased 18% for domestic flights and 18.5% for international flights in 2010, whereas the price per gallon increased another 28.8% in 2011 for both domestic and international flights according to the Bureau of Transportation Statistics.

There was a greater increase in tourism-related spending by foreign visitors than by U.S. residents in both 2010 and 2011. This may partially have been the result of mildly favorable exchange rate shifts in 2010 and the first half of 2011 in terms of the U.S. dollar to several key foreign currencies including the Euro, Yen, Canadian Dollar, and

[8] In real terms, tourism-related spending in the nation grew by 3.5% in 2010 and 5.1% in 2011.

Mexican Peso. It is also possible that the Travel Promotion Act, passed in 2010, had begun to pay dividends in terms of attracting foreign visitors—total arrivals were up by 8.7% in 2010 and 4.2% in 2011. This act created a public-private partnership, now called Brand USA, which was charged with producing the first-ever national travel promotion and communications program to attract more international travelers to the United States.

Figure 3.7: Total Domestic & International Trips to the U.S. (in billions of person trips) & Tourism Spending ($Billions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Total Trips	1.94	1.92	1.96	1.93	2.00	2.04	2.00	2.00	1.96	1.90	1.96	2.01
% Change	--	-1.0%	2.1%	-1.5%	3.6%	2.0%	-2.0%	0.0%	-2.0%	-3.1%	3.4%	2.1%
Total Travel Spending ($Billions)	574.3	548.7	549.6	590.5	647.3	701.5	762.2	804.6	804.5	705.1	750.3	814.3
U.S. Residents ($Billions)	491.4	476.1	482.3	525.4	571.9	619.4	676.0	707.3	694.1	610.9	646.8	698.2
International Visitors ($Billions)	82.9	72.6	67.4	65.2	75.5	82.2	86.2	97.4	110.4	94.2	103.5	116.1

Source: U.S. Travel Association, Bureau of Labor Statistics, Department of Commerce, Bureau of Economic Analysis, Office of Travel and Tourism Industries

Without question, 2009 stands out as the worst year for the tourism sector in the past decade and it represents the worst point on a variety of fronts within the Great Recession. Indeed, another sign that the tourism sector has largely rebounded from the 2009 low is the national vacancy rates for hotels across the nation. This data indicates that about half of the ten percentage point gap between the 2000-2007 average vacancy rates and the 2009 vacancy rate was closed in 2010 (see Figure 3.8). Similarly, the industry further improved in 2011 with roughly three-quarters of the 2009 gap having been closed. Another business sector that is greatly impacted by tourism spending is restaurants, which showed modest signs of growth and expansion in 2010 and 2011 (see Figure 3.9). The performance index for this sector is measured by the National Restaurant Association and is based on responses to the Association's Restaurant Industry Tracking Survey, a monthly survey of restaurateurs nationwide on key indicators, including same-store sales, traffic, labor, and capital expenditures.[9]

[9] National Restaurant Association: Research and Insights (http://www.restaurant.org/research/economy/rpi/)

Figure 3.8: National Hotel Occupancy Rates by Week

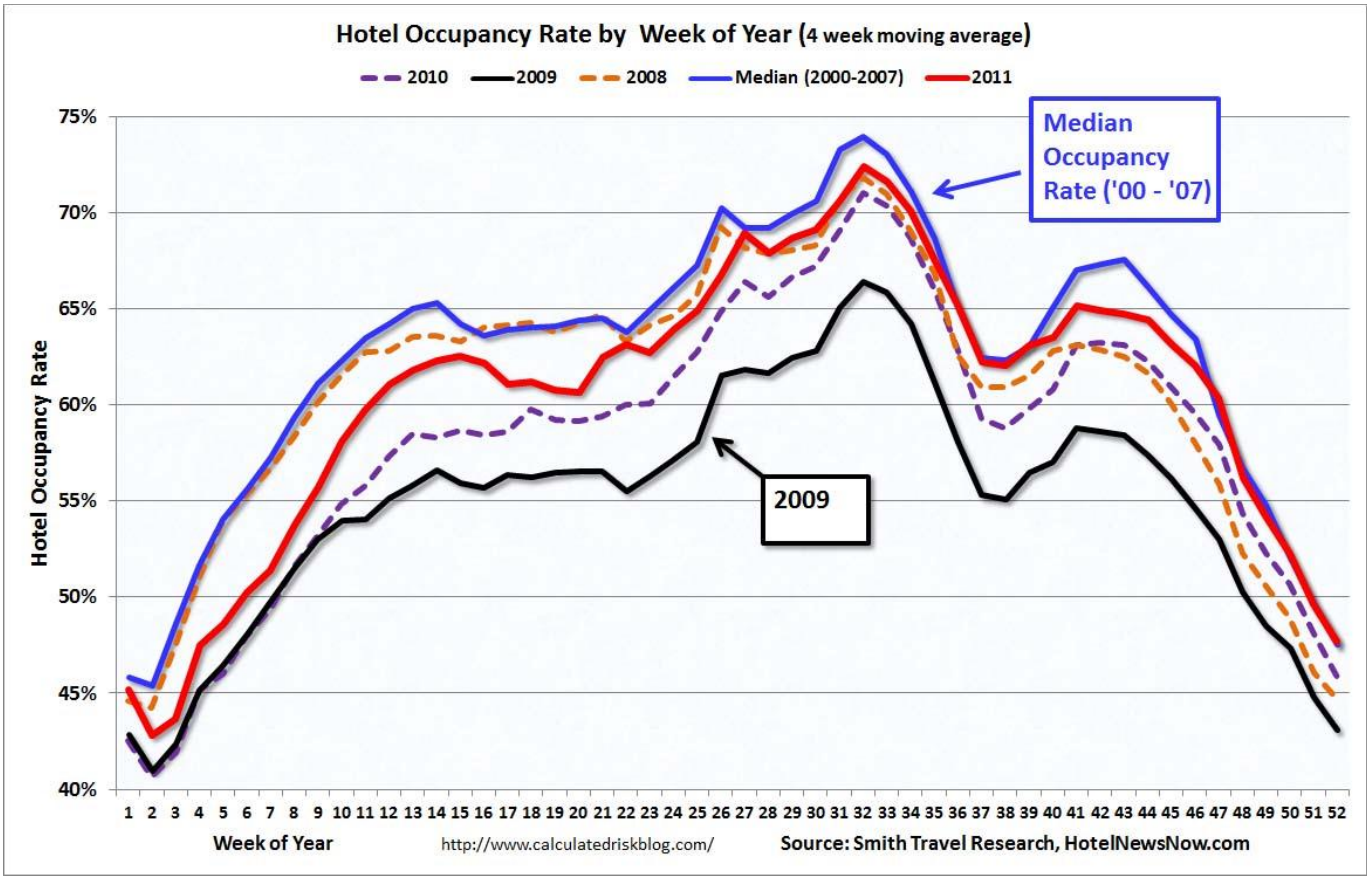
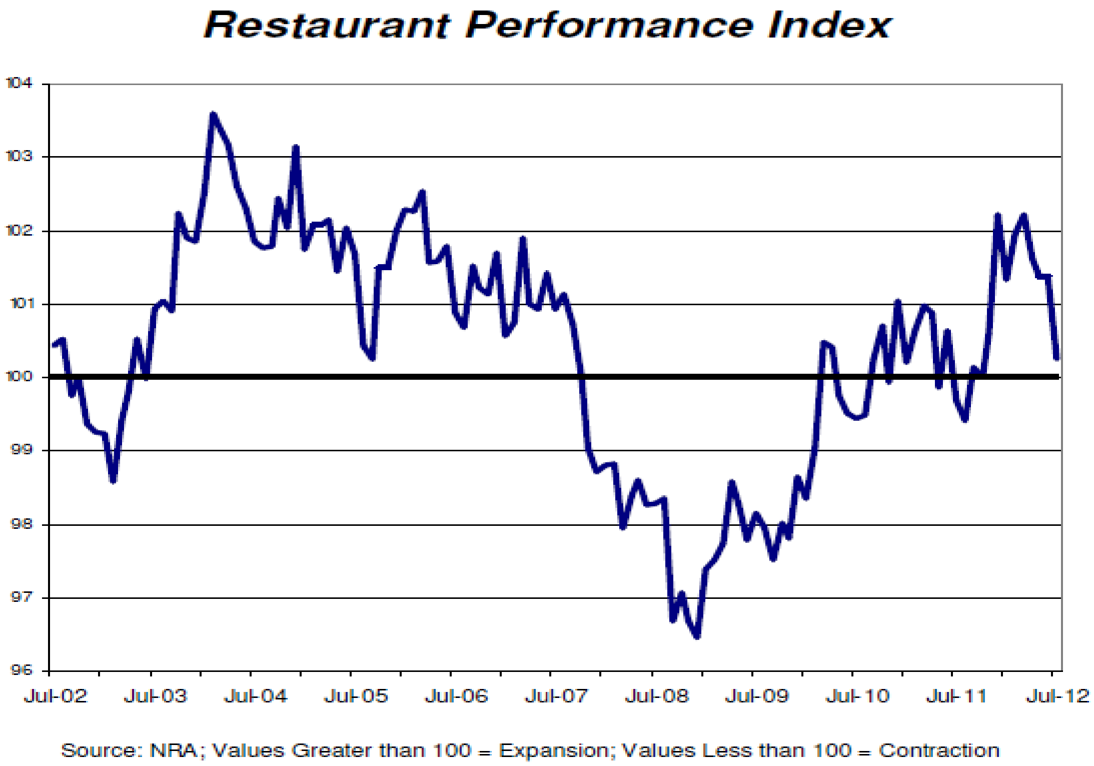


Figure 3.9: National Restaurant Performance



3.3 International Trends in the Travel & Tourism Sector

As was previously noted, international visitors and foreign tourism-related spending rebounded strongly in 2010 and 2011. This was partially a result of some favorable movement in the dollar exchange rate vis-à-vis some select currencies, a concerted effort to rebrand travel to America, and as a result of a general rebound in the global economy. However, while 2010 and 2011 represented better years for the global economy than 2008 and 2009, there is decidedly more economic activity and growing prosperity in Asia which favors travel to the U.S. West Coast than in Western Europe which favors the tourism sector along the eastern seaboard. Going forward, the economic fragility of Western Europe remains an economic headwind to Vermont's tourism sector. Correspondingly, the rapidly growing middle class in China, India, and other parts of Asia will continue to boost the number of tourists and business travelers from these countries. Visitors from Latin American and the Caribbean nations are also likely to grow faster than those from Western Europe.

Figure 3.10: Real GDP Growth (percentage change)

Locality	2005	2006	2007	2008	2009	2010	2011
World	4.5%	5.2%	5.4%	2.8%	-0.6%	5.3%	3.9%
European Union	2.2%	3.6%	3.4%	0.5%	-4.2%	2.0%	1.6%
Developing Asia	9.5%	10.3%	11.4%	7.8%	7.1%	9.7%	7.8%
ASEAN-5	5.5%	5.7%	6.3%	4.8%	1.7%	7.0%	4.5%
China	11.3%	12.7%	14.2%	9.6%	9.2%	10.4%	9.2%
India	9.0%	9.5%	10.0%	6.2%	6.6%	10.6%	7.2%
Japan	1.3%	1.7%	2.2%	-1.0%	-5.5%	4.4%	-0.7%
Latin America and the Caribbean	4.7%	5.7%	5.8%	4.2%	-1.6%	6.2%	4.5%

Regional definitions of localities are found in the appendix.
Source: IMF

Nonetheless, tourists from Western Europe made up roughly 43% of all foreign visitors to the United States in 2011 and remain the largest single group of visitors to the United States (besides Canadians and Mexicans). Foreign visitors from Asia represent another 26% of all international travelers to the United States, but their share of U.S. visitors has roughly doubled from a decade ago.

Figure 3.11: Top Ten Foreign Countries for the U.S. Tourism Industry

Country	2011 Spending ($Billions)	% Change from 2010	2011 Visits (Millions)	% Change from 2010
Canada	24.0	15%	21.34	7%
Japan	14.8	2%	3.25	-4%
United Kingdom	12.0	6%	3.84	0%
Mexico	9.2	6%	13.49	0%
Brazil	8.5	36%	1.51	26%
China	7.7	47%	1.09	36%
Germany	6.3	12%	1.82	6%
France	5.0	18%	1.5	12%
Australia	5.0	22%	1.04	15%
India	4.4	10%	0.66	2%

Source: International Trade Administration- Office of Travel & Tourism Industries

3.3.1. Canadian Tourism in the United States

Due to geography, a warmer and more varied climate, a common language, and minimal customs procedures, the United States remains a top destination choice for Canadian tourists. The importance of the Canadian visitor to the U.S. market cannot be overstated, they are our largest group of foreign visitors and they are the largest segment of foreign spenders. The number of Canadians visiting the United States in 2011 was a record 21.34 million. Visitors staying more than one day were up 6.9%, and the largest Canadian travel segment, a more than two-night stay arriving by auto, increased by 4.1% in 2011. Arrivals by air were up 8.1% in 2011 versus the previous year. Visits to the United States by Canadians were particularly strong in April and September of 2011 according to data from the U.S. Office of Travel and Tourism Industries.

Total Canadian spending in the United States—before adjusting for inflation—was up roughly 15% in 2011. About half of the increase in Canadian spending is attributable to the increase in visitors and the remainder of the increase was evenly split between changes in the exchange rate between Canadian and U.S. dollars and a per-visitor increase in spending. It is likely that the increase in spending partially reflects the relative strength of the overall Canadian economy—Canada's economy grew by 3.4% in 2011—but may also reflect some favorable movement in the Canadian dollar exchange rate with the U.S. dollar.

Figure 3.12: U.S.-Canadian Dollar Exchange Rate

Traveler spending has grown in eight of the past nine years, following two years of declines in 2001 and 2002 which may have been partially a result of the September 11 terrorist attacks. Most recently, a nearly 10% decline in Canadian spending in 2009 was followed up with impressive gains of 30% in 2010 and 15% in 2011. In the past two years, Canadian spending in the United States—excluding transportation fares—has grown faster than either the number of trips or the number of nights lodged in the United States, which indicates increased per person spending on tourism-related items such as meals, attractions, and lodging.

In the same light, automobile crossings into the United States from Canada were up robustly in 2010 and 2011. However, the numbers for border crossings for the New England States—New Hampshire, Vermont, and Maine—were up by less than all border crossings between the United States and Canada. Canadians crossing the border into Vermont via a car or other personal vehicle were only slightly off the national pace for 2010 and 2011. The pick-up in border crossings is a welcome reversal of a multi-year trend which had seen Canadian border crossings decline since 2004. In fact, the 31.6 million border crossings in 2011 marked the second-highest figure in the last decade and were only 3% lower than the 32.5 million crossings in 2002. However, this is still far short of the 36.9 million border crossings registered in the year 2000.

Figure 3.13 Overnight Canadian Visitors to the United States

	2008	2009	2010	2011**
Trips	18.91 million	17.98 million	19.96 million	21.34 million
% Change		-4.9%	11.0%	6.9%
Nights	146,602	142,627	160,943	172,000
% Change		-2.7%	12.8%	6.9%
Tourism Spending*	$12.16 billion	$11.01 billion	$14.32 billion	$16.47 billion
% Change		-9.5%	30.1%	15.0%
Passenger Vehicle Border Crossings into the U.S. (All Northern States)	28.7 million	26.7 million	28.9 million	31.6 million
% Change		-6.9%	8.2%	9.4%
Passenger Vehicle Border Crossings in the U.S. (New England States)	13.3 million	12.3 million	13.0 million	13.7 million
% Change		-7.6%	5.9%	5.8%
Passenger Vehicle Border Crossings in the U.S. (Vermont only)	1.41 million	1.25 million	1.33 million	1.45 million
% Change		-11.2%	6.7%	8.5%

*Excluding Transportation Fares
**2011 data are either estimates or preliminary figures
Source: International Trade Administration - Office of Travel & Tourism Industries & the U.S. Bureau of Transportation Statistics

3.4. Vermont Weather Analysis

Tourism-related spending is very dependent upon the weather. Vermont, with a large portion of its annual visitors driving personal vehicles into the state, is particularly susceptible to having day trips and long-weekend plans cancelled at the last minute due to adverse weather. With approximately 90% of Vermont visitors driving into the state—via car or bus—the general weather-induced road conditions for key arteries such as I-89, I-91, and I-93 make a non-trivial difference in the ability of the state to capture potential tourism dollars. Similarly, the four-month winter season—December, January, February, and March—is very sensitive both at the beginning and end for favorable weather—sub-30 degrees coupled with mild snowfall.

3.4.1. Winter Season 2010-11

Overall, Vermont's 2010-11 winter season was beneficial, in that particular weather conditions are needed to boost the receipts of both ski resorts and winter sport-related tourist offerings. This winter season featured consistent cold weather and deep snow persisting well into April. It compared favorably with the 2009-10 winter season that also provided positive conditions for most winter sports.

3.4.2. Winter Season 2011-12

Overall, Vermont's 2011-12 winter season was very poor in terms of weather conditions. Relatively warm temperatures and a lack of snow in the final months of 2011—a trend that continued well into the first three months of 2012—put tremendous stress on the ski resort industry. Several prominent Vermont-based ski blogs lamented the disastrous season and reported that several ski resorts, both large and small, were experiencing reduced business activity.[10] The unseasonably high average temperatures for November and December 2011 and February and March 2012, along with sub-par precipitation and a very high arctic oscillation index—a measure of the degree to which Arctic air penetrates into middle latitudes—combined to sharply limit the duration of the winter sports season.

[10] The Single Chair Weather Blog (http://madriverglenweather.blogspot.com/) and The No Bull Ski Report (http://www.nobullski-vermont.com/)

Figure 3.14: Monthly Average Temperatures & Precipitation in Vermont, 2008-2012

Average Monthly Temperature (Fahrenheit)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008	21.6	21.0	25.4	45.5	50.5	64.6	67.8	63.8	58.8	44.0	35.1	23.2
2009	10.9	20.7	29.6	43.5	52.9	60.8	64.9	66.6	55.9	42.4	40.0	22.0
2010	20.1	23.1	36.0	46.8	57.0	62.7	70.4	66.2	59.9	45.4	35.2	20.8
2011	16.4	17.8	27.6	41.9	56.4	62.6	69.1	66.4	61.5	47.6	40.5	27.9
2012	20.9	25.3	38.9									

Monthly Precipitation (inches)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008	2.28	5.58	4.62	3.15	1.45	6.48	7.13	5.77	2.62	5.21	2.65	5.17
2009	2.71	2.35	2.41	2.38	5.46	4.66	6.82	3.93	2.67	4.57	4.03	3.89
2010	2.47	3.02	3.71	3.60	2.26	5.65	3.99	4.46	3.10	9.30	2.94	4.02
2011	2.10	3.29	4.41	5.91	6.82	4.59	3.36	9.73	5.99	4.14	1.98	3.22
2012	2.81	1.13	1.82									

Source: National Oceanic & Atmospheric Administration- National Climatic Data Center

Figure 3.15: Arctic Oscillation Index

	Nov	Dec	Jan	Feb	Mar
Season 2009-10	0.4424	-3.2915	-2.4948	-4.1141	-0.4468
Season 2010-11	-0.3625	-2.5375	-1.6233	1.5193	1.2948
Season 2011-12	1.4072	2.1418	-0.2120	-0.0008	1.0000

3.4.3. Hurricane Irene & Tropical Storm Nicole

Hurricane Irene pounded Vermont in the last few days of August 2011 and led to more than nine inches of rain falling in the state for the month. The slow-moving storm system caused widespread flooding and damaged many of Vermont's historic covered bridges and washed out several major roadways, leaving several small towns and resort areas isolated for several weeks in September. The inclement weather and widespread damage to Vermont's infrastructure certainly deterred visitors in the month of September at the very least. The most recent Vermont Lodging Surveys bear this out with bookings falling off in the third quarter of 2011 for bed and breakfasts (establishments with less than 10 rooms), inns (establishments with 10-20 rooms), and hotels (establishments with 20-49 rooms).

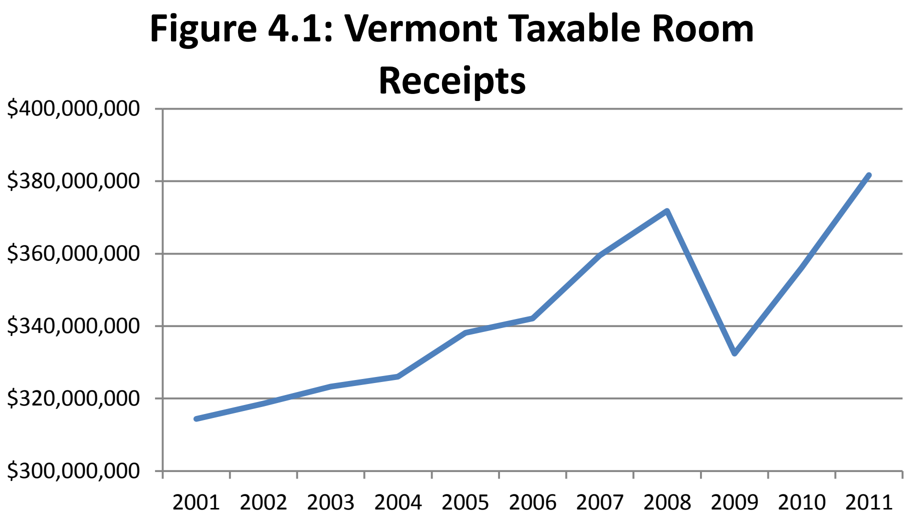
Similarly, tropical storm Nicole dropped heavy rain over several days in late September/early October 2010. These heavy rainfalls caused some localized flooding and most likely deterred potential tourists interested in viewing the fall foliage throughout the Vermont scenic by-ways. Peak foliage varies year to year but typically occurs around Columbus Day—the second Monday in October.

4. The Vermont Tourism Industry

Between 2009 and 2011, Vermont saw the tourism industry bounce back from the recession lull, with gains more so in spending than necessarily in the number of visitors. An estimated 13.95 million visitor trips were taken in and to Vermont in 2011, resulting in spending of $1.7 billion for meals, lodging, and other tourism-related expenses.

4.1. Meals and Rooms Receipts

Taxable room receipts from Vermont lodging establishments rose to reach $381 million in 2011, eclipsing the previous peak of $372 million in 2008. Room receipts plummeted in 2009 and have since risen quickly. Room receipts in 2011 improved 7.2% from 2010 and were up 14.7% from the trough experienced in 2009. From 2001 to 2011, Vermont room receipts grew an average annualized 1.9%, on par with the average annualized 1.9% expansion in the consumer price index (all items less food and energy) over the same period.



Source: Vermont Department of Taxes

Total room receipts, including nontaxable receipts, totaled $402.2 million for Vermont in 2011. Every county in the state posted an increase in receipts compared with 2009 as receipts statewide expanded 16.0%. As shown in Figure 4.3, counties with the largest increases in receipts over this period were clustered in the northwest portion of the state, led by Orleans with a 74.3% gain and Lamoille with a 25.2% increase. The smallest increase among the counties was in Orange, which was nearly flat with a 0.2% uptick in room receipts.

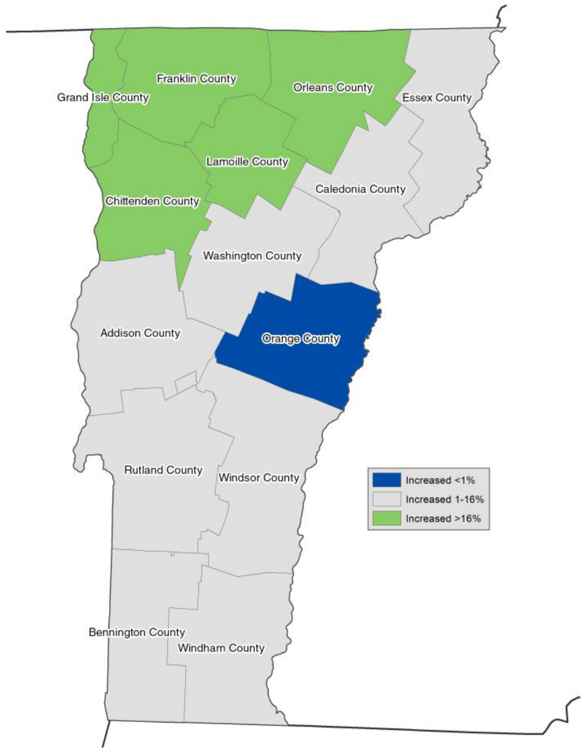
Figure 4.2: Total Rooms Receipts (Taxable and Nontaxable)

County/State	2011	2009	Change
Addison	$12,393,115	$11,724,701	5.7%
Bennington	$33,044,670	$29,310,683	12.7%
Caledonia	$7,698,391	$7,091,232	8.6%
Chittenden	$99,741,540	$84,474,702	18.1%
Essex	$692,952	$660,769	4.9%
Franklin	$10,139,062	$8,508,236	19.2%
Grand Isle	$3,310,739	$2,772,030	19.4%
Lamoille	$60,258,223	$48,146,053	25.2%

Orange	$4,471,227	$4,461,711	0.2%
Orleans	$11,812,894	$6,775,589	74.3%
Rutland	$42,063,250	$39,033,853	7.8%
Washington	$23,737,096	$21,653,512	9.6%
Windham	$38,921,962	$34,644,246	12.3%
Windsor	$53,943,890	$47,404,955	13.8%
Vermont	$402,229,011	$346,662,272	16.0%

Note: Figures may not sum due to rounding
Source: Vermont Department of Taxation

Figure 4.3: Change in Room Receipts, 2009-2011



The number of room-related tax filers also increased over this period, climbing 7.3% from 12,700 filers in 2009 to 13,624 filers in 2011. Six Vermont counties had more than a thousand filers in 2011: Windham (1,903), Rutland (1,527), Bennington (1,233), Lamoille (1,290), Chittenden (1,205), and Washington (1,176). The largest percentage increase over this period was posted in Grand Isle which saw an increase in filers from 383 in 2009 to 439 in 2011. The next largest increases in filers were also posted by northern counties: Chittenden (+12.9%) and Lamoille (+12.6%).

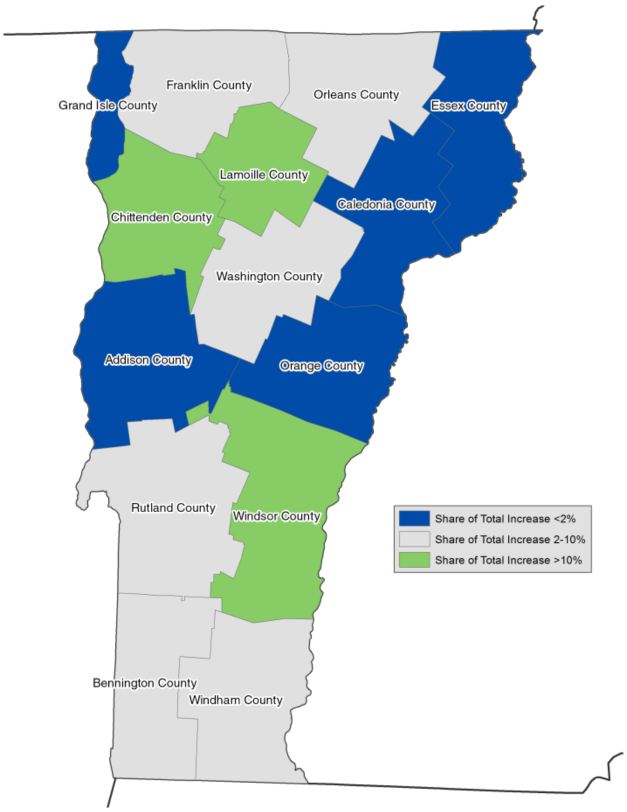
Two counties accounted for nearly half the growth in Vermont room receipts from 2009 to 2011: Chittendon (27.5%) and Lamoille (21.8%). The only other county with more than a 10% share of the growth was Windsor which accounted for 11.8% of the increase in room receipts. Total room receipts (taxable and nontaxable) expanded by $55.6 million from 2009 to 2011 in Vermont.

Figure 4.4: Total Rooms Receipts (Taxable and Nontaxable)

County/State	Nominal Change (2009 to 2011)	Nominal Change as % of Total Difference
Addison	$668,414	1.2%
Bennington	$3,733,987	6.7%
Caledonia	$607,159	1.1%
Chittenden	$15,266,839	27.5%
Essex	$32,183	0.1%
Franklin	$1,630,826	2.9%
Grand Isle	$538,710	1.0%
Lamoille	$12,112,170	21.8%
Orange	$9,516	0.0%
Orleans	$5,037,305	9.1%
Rutland	$3,029,397	5.5%
Washington	$2,083,584	3.7%
Windham	$4,277,716	7.7%
Windsor	$6,538,935	11.8%
Vermont	$55,566,739	100.0%

Note: Figures may not sum due to rounding
Source: Vermont Department of Taxation

Figure 4.5: Change in Room Receipts 2009-11 as a Percent of the Total Change in Vermont



Meals receipts rose 6.2% in Vermont between 2009 and 2011. Among the counties, the largest increases over this period were posted in Lamoille (+15.6%), Addison (+8.8%), and Franklin/Grand Isle (+8.8%; note: due to data availability, these two counties are reported together). Every county saw an increase in meals receipts during this period, with the smallest increase being a 0.8% gain in Windham. Alcohol receipts rose 9.8% in Vermont over the same period, reaching $149.9 million in 2011.

Figure 4.6: Total Meals Receipts

State/County	2011	2009	Percent Change 2009-11
Vermont	$833,588,702	$784,554,621	6.2%
Addison	$31,693,116	$28,953,044	9.5%
Bennington	$52,975,543	$50,512,198	4.9%
Caledonia	$25,048,841	$24,657,283	1.6%
Chittenden	$254,579,950	$234,102,198	8.7%
Essex/Orleans	$26,031,199	$25,380,159	2.6%
Franklin/Grand Isle	$33,511,311	$30,806,744	8.8%
Lamoille	$48,065,126	$41,573,852	15.6%
Orange	$13,063,502	$12,673,577	3.1%
Rutland	$77,117,979	$73,861,129	4.4%
Washington	$75,970,538	$71,436,972	6.3%
Windham	$66,334,110	$65,815,649	0.8%
Windsor	$67,860,022	$63,788,746	6.4%
Other	$61,337,463	$60,993,072	0.6%

Source: Vermont Department of Taxation

4.2. Visitor Counts and Spending

It is estimated that Vermont hosted a total of 13.95 million visitors in 2011 that collectively spent $1.7 billion during their trips. The average visitor spent 2.3 days in the state (for a total of 31.39 million visitor-days) and spent $123.20 per person, per trip. Compared with 2009 estimates, the total figures represent a 2.0% increase in the number of visitors and a 20.7% increase in spending; these increases represent a combination of actual changes in the market place in addition to variances in the source data—primarily surveys. In the following subsections, these data and underlying methodology will be explored in greater detail.

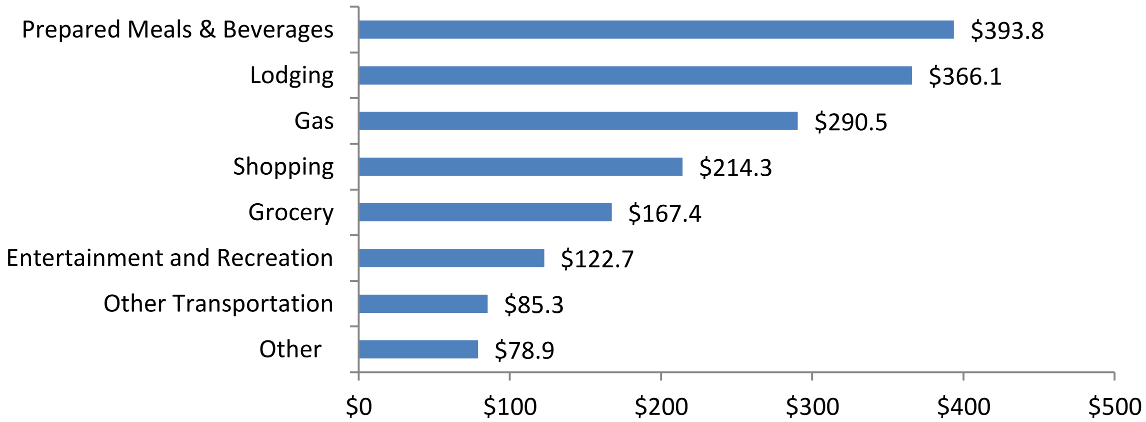
Figure 4.7: Total Vermont Visitors and Spending, 2011

	Number of Visitors (000s)	Average Stay - Days	Number of Visitor Days (000s)	Average Spending Per Person Trip	Total Spending (M)
Domestic Origin					
Day visitors	1,328.0	1.0	1,328.0	$70.14	$93.1
Overnight visitors (non-2nd home)	5,039.7	3.1	15,623.2	$176.98	$891.9
Second-home owners	1,196.1	4.1	4,904.1	$101.02	$120.8
International					
Canadian					
Day visitors	1,864.6	1.0	1,864.6	$31.19	$58.1
Overnight visitors	662.7	2.9	1,921.8	$218.01	$144.5
All other international	77.8	2.9	225.5	$680.18	$52.9
Vermont					
Day visitors	2,608.3	1.0	2,608.3	$66.31	$173.0
Overnight visitors (non-2nd home)	759.6	1.6	1,215.4	$187.78	$142.6
Second-home owners	415.4	4.1	1,703.3	$101.02	$42.0
TOTAL	13,952.3	2.3	31,394.3	$123.20	$1,719.0

Source: Chmura Economics & Analytics

In 2011, by category, the largest portion of tourism spending in Vermont went to prepared meals and beverages as well as lodging expenses. Prepared meals and beverages spending totaled $393.8 million in 2011, accounting for 23% of all tourism spending. Lodging spending was not far behind at 21% of all tourism spending or $366.1 million (this spending figure is equivalent to about 91% of all lodging room receipts for the 2011 calendar year). The next-highest spending category was gasoline, totaling $290.5 million in sales—gas prices had soared in 2011, rising by close to 50% compared with average prices in 2009. Tourism spending on shopping in 2011 is estimated at $214.3 million, approximately 12% of total tourism spending. This was followed by spending on grocery items ($167.4 million), entertainment and recreation ($122.7 million), other transportation ($85.3 million), and other miscellaneous expenses ($78.9 million).

Figure 4.8: Total Vermont Tourism Spending by Category, 2011 ($Millions)



Source: Chmura Economics & Analytics

4.2.1. Overnight Visitors

Among the category of overnight visitors, Canadian visitors and second-home owners are considered in separate sections. In this section, we examine all other overnight visitors, which include those staying in commercial lodging establishments, staying overnight with family or friends, or spending the nights in other accommodations. These overnight visitors comprise three categories: domestic travelers (all non-Vermont, U.S. travelers), international travelers (excluding Canadians), and Vermonters.

The overnight visitor category represented here accounted for 5.88 million visitors to Vermont in 2011 with total spending of nearly $1.1 billion. Domestic visitors account for close to 86% of this group with Vermont origin travelers accounting for 13% and non-Canadian, international visitors accounting for the remaining portion. Average spending per person, per trip is estimated to be fairly similar between Vermonters and other domestic travelers, with Vermont travelers averaging $187.78 per person, per trip and domestic travelers averaging $142.18 per person trip. International travelers are estimated to spend quite a lot more, averaging $680.18 per person trip.

Figure 4.10: Overnight Vermont Travelers, 2011 (Excluding Canadians and Second-Home Owners)

	Person Trips (000s)	Average Number of Days	Number of Visitor Days (000s)	Average Spending Per Person Trip	Total Spending (M)
Domestic	5,039.7	3.1	15,623.2	$176.98	$891.9
International	77.8	2.9	225.5	$680.18	$52.9
Vermont	759.6	1.6	1,215.4	$187.78	$142.6

Visitor calculations for this group are largely chained estimates from the prior benchmark visitor studies. To bring these data forward from 2009—the date of the last benchmark estimates—to 2011, the increase in Vermont room receipts from 2009 to 2011 (+16.0%) was taken with the increase in Vermont's average room rate over the same period (+6.4%), per data from STR Global to yield an approximate 9.1% increase in average room nights and, assuming a relatively stable traveling party size from year to year, a subsequent 9.1% expansion in total overnight visitors at these lodging establishments.[11] This rate of growth was used as a proxy for total growth in this category of visitors, with the mix of visitors (domestic—international—Vermonters) estimated to be approximately the same as in 2009.

For the average number of days of visits, the international visitors and Vermonters were assumed to have the same average length of stay (2.9 and 1.6 days, respectively) as in the prior benchmark study. The average stay of domestic travelers was updated to 3.1 days (from 2.6 days in the 2009 study) based upon data from the Travels America program of TNS Global, this data being a combination of data from a national survey in 2011 as well as data from Vermont-specific surveys conducted by TNS for the State of Vermont.

Spending data for each group was updated to 2011 based upon the following. Domestic spending patterns were taken from a combination of the two aforementioned TNS surveys; this data yielded an average spending per person trip of $170.28 (this estimate represented the largest increase by the overnight traveler category as domestic spending was estimated to be $142.18 per person trip in 2009). Based on data from the International

[11] This rate of growth is somewhat similar to, though a more conservative estimate of, growth rates in visitors from two other sources, namely an 11.5% increase in room nights based on the STR Global data and an 11.8% increase in Vermont overnight visitors per the national TNS data set.

Trade Association (ITA, specifically the Office of Travel and Tourism Industries of the U.S. Department of Commerce), per person trip spending by international travelers (excluding Canadians) increased 10.5% from 2009 to 2011. This percentage increase was applied to the 2009 benchmark spending estimate for non-Canadian international visitors to Vermont ($615.71) to estimate the 2011 figure at $680.18. International spending by category data from ITA was used to estimate category spending for this group. Spending by Vermont travelers overnighting in Vermont for 2011 was estimated by bringing forward 2009 category spending according to increases in consumer prices for the various categories,[12] resulting in an estimated 10.3% increase in total spending per person trip for this cohort of travelers.

Categorical spending figures for each of the three overnight groups are displayed below in Figure 5.11. As a cross-check for these data, total spending on commercial lodging was verified against total room receipts. Lodging spending derives primarily from the three groups in this section along with spending from overnight Canadian visitors along with a little bit of lodging expenses from second-home owners. Together the lodging expenses by cohort sum to $366.1 million, approximately 91% of total room receipts. This percentage of room receipts being due to travelers is quite reasonable given data from the lodging survey on total receipts by category (see later in this report).

Figure 4.11: Spending per Person Trip for Overnight Vermont Visitors

	Domestic	International (excluding Canadians)	Vermonters
Prepared Meals & Beverages	$40.27	$98.73	$36.74
Grocery	$14.27	$34.99	$17.39
Shopping	$16.52	$160.33	$22.51
Gas	$24.83	$63.69	$31.17
Other Transportation	$11.33	$29.08	$2.09
Lodging	$51.47	$171.53	$63.95
Entertainment and Recreation	$8.91	$67.91	$13.93
Other	$9.37	$53.91	$0.00
Total	$176.98	$680.18	$187.78

4.2.2. Canadian Visitors

Canadian visitation to Vermont was subdued in 2011, based upon estimates from Statistics Canada. Total visitation is estimated to have been 2.5 million, approximately the same as in 2009. Overnight Canadian visitations were down in 2011, falling in each of the last two years, totaling 662,700 visitors in 2011.[13] These data are somewhat surprising in light of border crossing data. Border traffic between Canada and Vermont was up substantially over this same period. From 2009 to 2011, in the fifteen border crossings between Canada and Vermont, the number of Canadian autos returning to Canada on same-day trips increased 33% while the number of Canadian autos returning on overnight trips rose 13%.

[12] Data from the consumer price index was used for the various spending categories in addition to STR average room rate growth for lodging spending and gasoline prices for spending in that category.

[13] Since these data are based on a sample from returned survey questionnaires, changes over time may be skewed by sampling error.

Figure 4.12: Historical Canadian Visitors to Vermont (000s)

	2011	2010	2009
Same-Day Visitors	1,864.6	1,827.9	1,798.4
Overnight Visitors	662.7	727.3	740.8
TOTAL	2,527.3	2,555.2	2,539.2

Source: Statistics Canada and the *Benchmark Study for the Economic Impact of Visitor Spending on the Vermont Economy--2009*

In 2011, per estimates from Statistics Canada, Vermont received 662,700 overnight visitors from Canada in addition to 1.86 million same-day visitors. The number of same-day visitors from Canada is subdivided into two categories, same-day auto visitors (those traveling with Vermont as a destination) and pass-thru visitors. The numbers of visitors in each of these categories is estimated for 2011 based upon the ratio of such visitors in the prior benchmark study.

Figure 4.13: Canadian Travelers to Vermont, 2011

	Person Trips (000s)	Average Number of Days	Number of Visitor Days (000s)	Average Spending Per Person Trip	Total Spending (M)
Same-Day Total	1,864.6	1.0	1,864.6	$31.19	$58.1
Same-Day Auto	866.2	1.0	866.2	$55.67	$48.2
Pass-Thru (same day)	998.4	1.0	998.4	$9.95	$9.9
Overnighters	662.7	2.9	1,921.8	$218.01	$144.5

Spending by overnight Canadian visitors to Vermont in 2011 was $144.5 million, based directly on data from Statistics Canada. This total spending translates into $218.01 average spending per person trip (an increase of about 24% compared with estimates in the 2009 benchmark study). It is assumed the average overnight Canadian visitor spent about 2.9 days in Vermont, the same estimate used in the prior benchmark study as well as the same average length of stay of all international overnight visitors to Vermont.[14]

Total spending by Canadian day visitors was $58.1 million in 2011, based directly upon data from Statistics Canada. While this total represents a relatively low average per person trip spending figure of $31.19, this average includes a large percentage of pass-thru visitors who spend very little while traveling through the state. Pass-thru visitors spent an average of about $9.95 per person trip while in Vermont.[15] The remainder of the Canadian same-day visitors, on the other hand, averaged $55.67 in spending per person trip. This is less than, but fairly comparable to, other day tripper spending noted in the subsequent section.[16]

[14] As an inner-consistency check, according to these lodging spending figures for Canadians presented here, and along with other lodging spending figures developed in this section, Canadians accounted for 11% of spending on lodging in Vermont in 2011. This is reasonably close to results from the 2011 lodging survey (see Section 6) where Vermont accommodations owners and operators estimated that about 8% of their receipts were due to Canadian travelers.

[15] Pass-thru per person trip spending for 2011 was estimated, since actual data were not available at the time of this writing, by taking 2010 average pass-thru spending of $9.65 and bringing it forward by the consumer price index.

[16] Note that the same-day Canadian spending estimate represents a substantially more conservative estimate than used in the prior benchmark study.

In terms of spending by category, the biggest expense for Canadian overnight visitors is lodging, while the largest expenditures for same-day travelers are for gas and prepared food and beverages. While the total spending figures here are taken directly from Statistics Canada data, the spending by category for these travelers is modeled after the spending ratios of domestic travelers.[17]

Figure 4.14: Spending per Person Trip for Canadian Visitors to Vermont

	Same-Day Visitors	Overnight Visitors
Prepared Meals & Beverages	$7.69	$49.61
Grocery	$1.38	$17.58
Shopping	$4.48	$20.35
Gas	$9.72	$30.59
Other Transportation	$1.82	$13.96
Lodging	$0.00	$63.40
Entertainment and Recreation	$2.00	$10.98
Other	$4.10	$11.54
Total	$31.19	$218.01

4.2.3. Same-Day Travel

In this section we examine all of the one-day travelers to Vermont (exclusive of the Canadian same-day travelers) which were detailed in the prior section. In other words, the same-day visitors explored in this section include those of Vermont origin and those of domestic (U.S., non-Vermont) origin.

It is estimated that Vermont hosted 1.3 million same-day domestic travelers in 2011 in addition to 2.6 million Vermonters on "non-routine" trips within the state.

Figure 4.15: Same-Day Travelers to Vermont, 2011

	Person Trips (000s)	Average Number of Days	Number of Visitor Days (000s)	Average Spending Per Person Trip	Total Spending (M)
Domestic	1,328.0	1.0	1,328.0	$70.14	$93.1
Vermonters	2,608.3	1.0	2,608.3	$66.31	$173.0

The 2011 data represent chained estimates from the 2009 figures. The 2009 estimate of Vermonter same-day visitors was based directly on the 2009 "friends and family" survey of Vermonters.[18] In this survey, trips counted were those that were "non-routine," those that were outside of respondents' daily routine, including "personal or recreation trips, non-routine travel for business, or any leisure travel within the state." The 2009 domestic same-day visitor estimate was based on an analysis of TNS data. Since the "friends and family" survey was not conducted in

[17] Specifically, the ratio of spending per category for overnight Canadian travelers is taken from the spending patterns of overnight domestic travelers and the spending per category ratios for same-day Canadian travelers is taken from the spending patterns of same-day domestic visitors to Vermont.

[18] A note of recommendation, it may be beneficial to update this survey instrument for subsequent waves to clarify and delineate Vermonter's in-state travel to second homes from other overnight travel.

2011, and since the same depth of TNS data was not available in 2011 compared to 2009, the visitor estimates for these groups was chained to the prior benchmarks. Per TNS data, the number of Vermont day visitors receded slightly between 2009 and 2011, declining 0.4%. This rate of contraction was applied to both domestic and Vermont same-day visitors to update the 2009 benchmark. Despite the drop from 2009, the estimated number of 2011 same-day domestic and Vermont visitors is 1.3% higher than the estimated number of same-day visitors in 2007.

Same-day domestic and Vermont visitors spent an estimated $266.1 million in 2011 in travel expenses in Vermont. Domestic spending totaled $93.1 million, or $70.14 per person trip. Domestic spending data was derived from a combination of two TNS surveys, a national survey and Vermont-specific surveys. Expenses for domestic travelers were led by gasoline and prepared meals and beverages. Vermont same-day travelers spent an estimated $173.0 million in the state in 2011 or $66.31 per person trip. Spending patterns for Vermonters traveling in the state represent data from the 2009 “friends and family” survey, updated per consumer price data to 2011. Comparing the 2009 and 2011 spending per person trip figures for domestic and Vermont same-day travelers, spending rose 19% for domestic travelers and 12% for Vermont travelers.

Figure 4.16: Spending per Person Trip for Same-Day Visitors to Vermont

	Domestic	Vermonters
Prepared Meals & Beverages	$17.29	$15.00
Grocery	$3.11	$7.11
Shopping	$10.08	$16.90
Gas	$21.87	$16.65
Other Transportation	$4.09	$0.92
Entertainment and Recreation	$4.49	$9.74
Other	$9.22	$0.00
Total	$70.14	$66.31

4.2.4. Second-Home Owners

It is estimated that owners of second homes in Vermont—including both Vermont residents and domestic (non-Vermont) residents—took a total of 1.6 million trips in the state in 2011 with total spending of $162.8 million. This spending is equivalent to $101.02 per person trip. The average second-home owner visitor spent 4.1 days per trip in the state and the average traveling party size was 3.80 people. These data are derived from the 2010 Second Home Survey as well as the methodology established in the previous Vermont tourism benchmark studies.

Figure 4.17: Second-Home Owner Visitors to Vermont, 2011

	Person Trips (000s)	Average Number of Days	Number of Visitor Days (000s)	Average Spending Per Person Trip	Total Spending (M)
Domestic	1,196.1	4.1	4,904.1	$101.02	$120.8
Vermonters	415.4	4.1	1,703.3	$101.02	$42.0

The first portion of data for this analysis is derived from an estimate of the size of the second-home market in Vermont. In the 2009 tourism benchmark study, it was estimated that 44,898 second-homes were located in the state with 12,117 owned by in-state owners and 32,781 owned by out-of-state owners. Using a similar methodology,[19] an examination of 2011 real estate data in Vermont found a total of 42,073 second homes with 10,846 belonging to in-state owners and 31,227 linked to out-of-state owners. A decline in the number of second homes is consistent with a national home market climate that has continued to see a large number of foreclosures.

The further development of second-home visitation estimates was derived from data from the 2010 Second Home Survey. The data from that survey used in this report, however, differs from the initial presentation of those survey results in three important ways. First, for use here, analysis of those data was weighted according to type of home so as to correspond more closely to the mix of second homes in Vermont per property tax records. Second, the original data analysis appears to have used a “non-routine” trip definition as only those trips taken no more than once per month, and thus limited to twelve the number of trips per month second-home owners could take per year that would qualify as a trip for purposes of this report. However, this restriction was loosened so as to count more frequent trips per month, though limiting the overall amount of travel days at the second home to no more than half the year (in addition to removing other outliers[20] before final analysis). This analysis resulted in a count of 10.08 annual trips per homeowner, a result fairly similar in comparison with prior benchmark study results. Third, in order to be conservative, for this analysis only trips when the owner (or family member) was present were counted in order to avoid possible duplication in counts in comparison to estimates of domestic overnight visitors.

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[19] An exact count of second homes in Vermont is not possible given the available data. Nevertheless, an estimate was derived for purposes of this report using a methodology to be consistent with the previous benchmark studies. Specifically, the 2011 estimate of second homes was derived by examining all Vermont real estate data, courtesy of the State of Vermont Department of Taxes, for properties owned by out-of-state residents and in-state residents not residing in the same town as the property location. For calculating second homes, only properties were counted that belong to the following categories: Mobile Home/la, Mobile Home/un, Other, Residential-2, Seasonal-1, and Seasonal-2. Further, any of these properties noted as homesteads were excluded so as to avoid counting primary residences.

[20] It should be noted that this survey contained an unusually large number of outliers. Part of the reason for this may be that there was confusion among the respondents regarding the wording or ordering of certain questions. It is therefore recommended that this survey instrument be re-examined before use in subsequent trials.

Based on total per-party spending of $383.88 per trip and average party size of 3.80 individuals, the average spending per person trip for second-home owners was $101.02.[21] Spending per category ratios are derived from the 2010 Second Home Owners Survey results. The largest items of expenditure per person trip were prepared meals and beverages ($28.54), groceries ($26.44), and gasoline ($16.07).

Figure 4.18: Spending per Person Trip for Second-Home Owner Visitors to Vermont

Prepared Meals & Beverages	$28.54
Grocery	$26.44
Shopping	$13.73
Gas	$16.07
Other Transportation	$2.39
Lodging	$1.70
Entertainment and Recreation	$12.15
Total	$101.02

[21] Spending patterns are assumed to be the same for Vermont and out-of-state second-home owners; data splitting out these two groups from the 2010 Second Home Owners Survey were not available for this analysis.

5. Economic Impact of Visitor Activities in Vermont

5.1. Overall Size of the Vermont Tourism Industry

As detailed in Section 4, it is estimated that the total person trips to Vermont reached nearly 14.0 million, 2.0% higher than the 2009 figure of 13.7 million person trips. Furthermore, those visitors spent an estimated total of $1.7 billion in Vermont, a 20.7% increase from the 2009 figure of $1.4 billion in total spending.

The total amount of visitor spending in Vermont is broken down into different categories. The two largest spending items for Vermont visitors are prepared meals & beverages and lodging. In 2011, 22.9% ($393.8 million) of total visitor expenses was spent on prepared meals and beverages, while 21.3 % (or $366.1 million) was spent on lodging. After those top two categories, visitors in Vermont also spent $290.5 million on gasoline, $214.3 million on shopping, $167.4 million on groceries, $122.7 million on entertainment and recreation, and $85.3 million on other transportation expenses.

Figure 5.1: Estimated Direct Visitor Spending (2011)

Category	Spending ($Millions)	Percent Total
Prepared Meals & Beverages	$393.8	22.9%
Lodging	$366.1	21.3%
Gasoline	$290.5	16.9%
Groceries	$167.4	9.7%
Shopping	$214.3	12.5%
Entertainment and Recreation	$122.7	7.1%
Other Transportation	$85.3	5.0%
Other	$78.9	4.6%
Total Visitor Expenditure	**$1,719.0**	
Total Person Trips (Millions)	**14.0**	

Source: Chmura Economics & Analytics

5.2. Ripple Economic Impact of Visitor Spending in Vermont

Direct visitor spending in Vermont in 2011 also generated economic ripple effects in the state. Ripple effects, categorized as indirect and induced (see the appendix for definitions), measure the secondary benefits generated by direct visitor spending in Vermont. These effects include the benefits for the many local businesses supporting the tourism industry, such as suppliers for local restaurants and retail shops (indirect impact). They also include benefits for local businesses that cater to workers in the Vermont tourism industry (induced impact). For example, when a visitor spends money in a local restaurant, the restaurant will increase its purchases from other Vermont grocery stores or farmers. The increased sales to grocery stores and farmers are considered indirect impact. In addition, the restaurant may hire additional workers (or increase the working hours of existing workers). Those newly hired workers, with increased income, may make additional purchases in local retail shops or hospitals. The increased sales as a result of wage and salaries are considered induced impact.

The indirect and induced effects are estimated with IMPLAN Pro[22] software after the direct impacts are determined. Different types of tourism businesses (restaurants, lodging, and transportation) have different linkages to the state economy. As a result, Chmura first mapped those visitor spending activities into different IMPLAN sectors before aggregating them to arrive at the total economic impact of the tourism industry in Vermont.

The total economic impact (direct, indirect, and induced impacts) of visitor spending in Vermont is estimated to have been $2.5 billion in 2011, which could support 37,910 total jobs in the state (Figure 5.2). Of this impact, direct visitor spending reached $1.7 billion in 2011, supporting 26,277 direct jobs in the state's tourism industry—in businesses such as hotels, restaurants, retail shops, and entertainment establishments. This number includes both wage and salary jobs as well as proprietors. The indirect impact is estimated to have been $317.2 million that supported 5,270 jobs in the state in 2011. This indirect impact benefits other businesses within the state such as suppliers to the state's tourism establishments. The induced impact is estimated to have been $439.2 million that supported 6,362 jobs in the state in 2011. The beneficiaries from the induced impact are mostly consumer-service related industries such as retail, restaurants, and health care establishments.

Figure 5.2: Annual Economic Impact of Visitor Spending in Vermont (2011)

	Direct	Indirect	Induced	Total Impact
Spending Impact ($Millions)	$1,719.0	$317.2	$439.2	$2,475.4
Employment Impact	26,277	5,270	6,362	37,910

Note: Figures may not sum due to rounding
Source: IMPLAN Pro 2010 and Chmura

The direct employment estimated for 2011 includes both wage and salary jobs and proprietors. Of the 26,277 direct jobs, it is further estimated that 21,362 of them are wage and salary jobs. Of the total jobs (37,910) attributable to visitor spending, 7,091 of them are estimated to be proprietors. These proprietors are either directly tied to visitor activities, or indirectly tied to visitor spending as part of a network of suppliers or support businesses for tourism industries. The percentage of proprietors related to tourism (18.7%) is normally higher than in other industries such as manufacturing or health care, as the tourism industry includes a lot of small businesses such as mom-and-pop shops and restaurants, and bed & breakfast lodging businesses.

Figure 5.3: Best Estimate of Direct and Ripple Effect Jobs Attributable to Visitor Spending (2011)

Direct Wage & Salary Jobs	21,362
Proprietors (Direct & Ripple)	7,091
Wage & Salary Jobs from Ripple Effect	9,457
Total Jobs (Direct & Ripple)	37,910

Source: Chmura Economics & Analytics

[22] *IMPLAN Professional* is an economic impact assessment modeling system developed by Minnesota IMPLAN Group that is often used by economists to build models that estimate the impact of economic changes on local economies. The previous version of Vermont Benchmark study used the REMI model, which resulted in slightly different economic multipliers.

Compared with the 2009 Benchmark study, tourism employment in the state increased by 13%, reflecting the fact that the tourism industry in the state was on the rebound in 2011, and overall visitor spending in 2011 was about 20% higher than 2009 spending, supporting more Vermont jobs.

5.3. Tourism Employment Impact in Context

As demonstrated in the 2009 Benchmark Study, tourism is very important for Vermont's economy. In 2011, total wage and salary employment in the state was 295,449.[23] The wage and salary jobs in the tourism industry accounted for 7.2% of total employment in the state. Compared with other sectors, if the tourism industry is a stand-alone industry with its own Northern American Industry Classification System (NAICS) code, it would be the fifth-largest industry in the state (after health care and social services, education, retail trade, and manufacturing). If the number of proprietors is included, the direct employment in Vermont's tourism industry would account for 9.4% of total employment in the state. If indirect and induced jobs are included, the tourism industry would contribute 12.8% of total employment in the state of Vermont. Compared with the 2009 Benchmark study, the importance of Vermont tourism in the overall economy increased moderately, reflecting the fact that employment in Vermont's tourism industry registered double-digit growth from 2009 to 2011, faster than the overall employment expansion.

Figure 5.4: 2011 Vermont Wage & Salary Employment

Rank	Industry Sector	NAICS Code	Employment (QCEW)
1	Health care and social assistance	62	49,713
2	Education	61	37,710
3	Retail trade*	44,45	35,494
4	Manufacturing	31,32,33	30,903
5	**Tourism (Visitor Spending)**	-	**21,362**
6	Public administration	92	15,615
7	Construction	23	14,828
8	Professional and technical services	54	14,127
9	Accommodations and food services	72	12,228
10	Administrative and waste services	56	10,079
11	Wholesale trade	42	9,602
12	Transportation* & warehousing	48,49	8,716
13	Finance and insurance	52	8,920
14	Other services	81	8,686
15	Information	51	5,109
16	Real estate, and rental and leasing	53	2,945
17	Arts, entertainment and recreation*	71	2,548
18	Agriculture, forestry, fishing and hunting	11	2,627

Sub-Table: Wage and Salaried Employment in the Tourism Industry

	NAICS Code	Employment
Hotel Lodging	721	10,054
Eating and Drinking	722	6,534
Recreation & Entertainment	71	1,633
Transportation	48	684
Gasoline	447	844
Retail Shopping	44,45	1,613
Total		21,362

[23] Source: Quarterly Census of Employment and Wages (QCEW).

19	Utility	22	2,207
20	Management of companies and enterprises	55	1,417
21	Mining	21	612
22	Unclassified		2
	Total		**295,449**

* The retail, transportation, and entertainment industries exclude jobs created by visitor spending
Source: QCEW, Chmura

As a rural state with limited industrial clusters in manufacturing, finance, or other professional services industries, Vermont relies more heavily on the tourism industry than the national average. This is reflected in the fact that, in tourism-related industries, the contributions of visitor spending are much larger for Vermont than the national average. As Figure 5.5 shows, 36.3% of Vermont jobs in eating and drinking places in 2011 were attributed to visitor spending, compared with only 18.1% nationally.[24] Another example is retail; an estimated 6.8% of state employment in this sector was supported by tourism spending, while nationally, only 2.9% of jobs in the retail industry were supported by tourism spending. Similarly, many visitors to Vermont will use automobiles rather than air or rail transportation. The result is that the gasoline industry in the state also relies more heavily on visitor spending. In 2011, 20.0% of state employment in this industry was supported by tourism spending, while nationally the percentage was only 11.9%.

Figure 5.5: Share of Total Sector Employment Supported by Visitor Spending—U.S. vs. Vermont

	United States	Vermont
Hotel & Lodging	71.1%	92.9%
Eating and Drinking	18.1%	36.3%
Transportation	36.0%	35.7%
Recreation and Entertainment	27.5%	39.0%
Gasoline and oil	11.9%	22.9%
Retail/Retail-related	2.9%	6.6%

Source: BEA and Chmura Economics & Analytics

5.4. Fiscal Impact of Vermont

In addition to billions of spending and tens of thousands of jobs supported by the Vermont tourism industry, the industry can also generate sizable tax revenues for the state government. The state of Vermont can collect the following major tax revenues from visitor spending. For the state general fund, it can collect sales and use tax, rooms and meals tax, and minor taxes such as property transfer tax. For the state transportation fund, it can collect gasoline tax and motor vehicle purchase and use tax. For the education fund, it can collect sales and use tax,

[24] Source: U.S. Travel and Tourism Satellite Accounts for 2007-2010, Steven Zemanek. June 2011. http://www.bea.gov/scb/pdf/2011/06%20June/0611_travel.pdf

motor vehicle purchase and use tax, and state education property tax. In order to be conservative, only tax revenue from the direct impact of tourism spending is estimated.[25]

In 2011, it is estimated that visitor spending in Vermont contributed $274.5 million total tax revenue for the state. Of that, $113.7 million was General Fund revenue from visitor spending, $26.4 million was Transportation Fund revenue, and $134.3 million was Education Fund revenue. Compared with the 2009 Benchmark study, tax revenues from visitor spending rose 37.5% from the 2009 value.[26]

Table 5.6: Estimated State Revenue Impact of the Tourism Industry, 2011 ($Millions)

Fund-Component	Total Revenue	In-State Visitors	Out-of-State Visitors
General Fund:			
Personal Income Tax	$15.7	$3.3	$12.4
Sales & Use Tax (@6%)	$12.3	$3.5	$8.8
Rooms & Meals Tax	$68.4	$11.5	$56.9
Property Transfer Tax	$1.0	$0.0	$1.0
Other Taxes/Revenues	$16.4	$3.4	$13.0
Total	**$113.7**	**$21.7**	**$92.0**
Transportation Fund			
Gasoline Tax	$20.2	$5.1	$15.0
Motor Vehicle Purchase & Use Tax (@6%)	$3.4	$0.2	$3.2
Other Transportation Revenues	$2.8	$0.6	$2.3
Total	**$26.4**	**$5.9**	**$20.5**
Education Fund:			
Sales & Use Tax (@6%)	$6.2	$1.3	$4.9
Motor Vehicle Purchase & Use Tax (@6%)	$1.7	$0.1	$1.6
State Education Property Tax	$126.5	$0.0	$126.5
Total	**$134.3**	**$1.4**	**$132.9**
Total Combined Funds Revenue Impact	**$274.5**	**$29.0**	**$245.4**

Note: NA means Not Available

Source: Chmura Economics & Analytics

Jobs supported by the tourism industry can bring in personal income tax revenue for Vermont. The personal income tax rate for Vermont varies between 3.55% and 9.5%, depending on income level.[27] Chmura first used the

[25] This approach is recommended by Burchell and Listokin in *The Fiscal Impact Handbook*.

[26] Part of the increase is due to an increase in the education property tax revenue.

[27] Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007.

IMPLAN model to estimate the percentage of total visitor spending that is paid as wages and salaries, and then applied the 3.55% tax rate to estimate that total individual income tax revenue was $15.7 million in 2011.[28]

Vermont has a 6% sales and use tax which is applied to visitor spending in retail (excluding, meal, lodging, and gasoline).[29] In addition, food and clothing items are exempt from sales tax, but the spending on admission tickets and fees, part of recreation and entertainment services, are subject to sales tax. As a result, for major spending items listed in Table 5.1, Chmura excludes grocery from the sales tax calculation. Chmura also assumes that 27% of spending under the shopping category is on clothing, which is also excluded from the sales tax estimation, and 76% of spending on entertainment and recreation is on tickets and admission fees, which is included in the sales tax estimation.[30] The total sales tax from visitor spending is estimated to have been $18.5 million in 2011. Two-thirds of sales tax revenue ($12.3 million) went to the General Fund and one-third ($6.2 million) went to the Education Fund.

Vermont taxes sales at restaurants and hotels separately (rooms & meals taxes) at a rate of 9%.[31] Applying this rate to visitor spending in lodging and food and drinking places, the total rooms and meals tax revenue is estimated to have been $68.4 million in 2011.

State gasoline tax is assessed not on the sales receipts, but on the quantity purchased. The gasoline tax rate is 20 cents per gallon.[32] The gasoline tax is supplemented by the transportation infrastructure fee which is levied as 2% of the average monthly retail cost of gasoline. This fee is translated into 7 cents per gallon in 2011.[33] In 2011, the average gasoline price in Vermont was $3.50 per gallon,[34] implying that gasoline tax (including transportation infrastructure fee) was 7.7% of the sales receipts. Applying this rate to the visitor spending on gasoline, total tourism-related tax revenue is estimated to have been $20.2 million in 2011.

Vermont also has a motor vehicle purchase and use tax of 6% which is applied to car rental receipts (part of other spending in transportation).[35] The total tax revenue is estimated to have been $5.1 million in 2011. Two-thirds of motor vehicle purchase and use tax revenue ($3.4 million) went to the Transportation Fund, and one-third ($1.7 million) went to the Education Fund.

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[28] Chmura uses a lower tax rate because many jobs associated with the tourism industry are part-time and seasonal jobs.

[29] Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007.

[30] Detailed spending patterns on Vermont visitors, which contain spending data on clothing and admission charges, is not available. Chmura drew sources from other studies to estimate the percentage of clothing in retail sales and the percentage of tickets and admission fees in recreation and entertainment sales. Some of those studies include *Michigan Tourism Economic Impact Calculator* by Michigan State University, and *Estimating National Park Visitor Spending and Economic Impacts: The MGM2 Model*, by Michigan State University.

[31] Alcoholic drinks are taxed at 10%. Since visitor spending data did not separate alcoholic drinks, Chmura applies 9% to all food and drink sales. So it may understate the meal and room tax from visitor spending. Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007.

[32] Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007.

[33] Source: Vermont Agency of Commerce and Community Development.

[34] Source: http://www.vermontgasprices.com/retail_price_chart.aspx.

[35] Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007. Chmura assumes that no new vehicles are purchased by visitors.

Education property taxes are estimated as follows. Only second homes owned by out-of-state visitors are included in this analysis.[36] Based on the property tax records of Vermont, Chmura estimates that the number of second homes owned by out-of-state residents was 31,227 in 2011 with an average home value of $294,994.[37] The education property tax rate is 1.36% of the assessed value for non-homestead properties.[38] Using the above information, it is estimated that total education property tax from out-of-state second homes was $126.5 million in 2011—all of this revenue going to the Education Fund. This is higher than the $78.1 million estimate in the 2009 Benchmark Study.

Similarly, property transfer tax is only estimated for transactions of second homes in 2011. The transfer tax rate for second homes is 1.25% of the total sales price. In 2011, it is estimated that there were 11,789 homes sold in Vermont.[39] Chmura further estimates that sales of homes to out-of-state residents numbered 1,340, with an average sales price of $175,000.[40] As a result, total property transfer tax from visitors is estimated to have been $2.9 million in 2011. Only about one-third of this ($1.0 million) went to the General Fund.

Chmura utilizes a per-capita methodology to estimate other miscellaneous taxes and revenue that are contributed by Vermont's tourism industry. In 2011, other tax and revenue in the General Fund totaled $226.6 million, averaging $767 for every Vermont-based wage and salary worker. Since the state tourism industries accounted for 7.2% of all wage and salary workers in the state, the industry is estimated to have contributed $16.4 million in other taxes and revenues to the General Fund. Similarly, the tourism industry contributed $2.8 million to the other transportation revenues in the Transportation Fund.

Chmura further used the estimated total spending by in-state and out-of-state visitors to allocate the total tax revenues from the tourism industry into an in-state portion and out-of-state portion. Overall, spending by in-state visitors accounted for 21% of all visitor spending. In-state spending in shopping and groceries was about 29% of total sales in that category, while only about 17% of total meals and lodging sales. For gasoline sales, the in-state portion was 25% of total sales. For education property taxes and property transfer taxes, only out-of-state visitors are estimated. In total, in-state visitors contributed $29.0 million in state tax revenues in 2011 while out-of-state visitors contributed $245.4 million in tax revenues to Vermont.

[36] This is the same methodology as the 2009 Benchmark Study.

[37] Source: Vermont Tax Department. The home value uses "listed_real_value" in the tax records.

[38] Source: Vermont Tax Study, Volume 1 Comparative Analysis, January 16, 2007. This is the rate for non-homestead properties. The rate for homestead property is 0.87%.

[39] Census reported that total sales of existing homes in 2011 were 11,000. Adding new homes, Chmura estimates that total home sales in 2011 were 11,789.

[40] Average sales price for 2011 is from Northern New England MLS. Source: http://www.nneren.com/sales_stats.html.

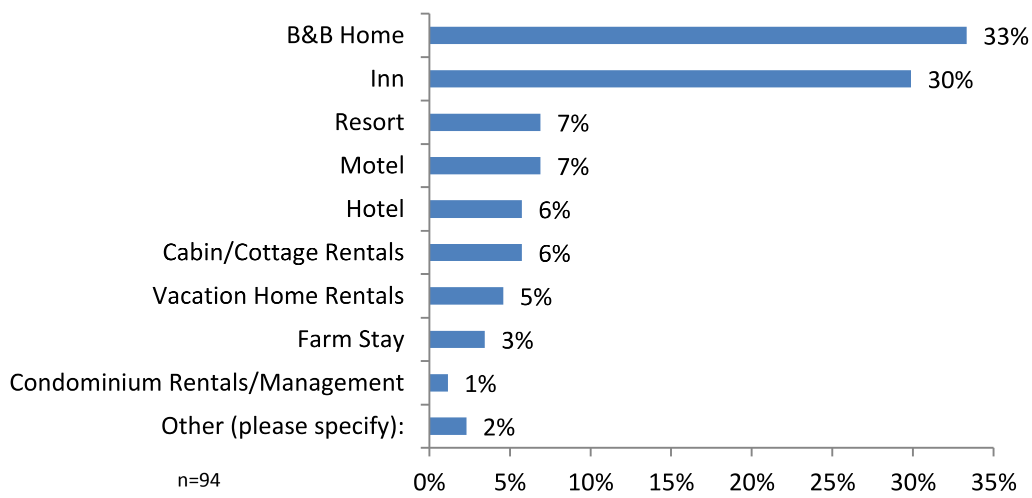
6. Lodging Establishment Survey Results, 2011

The 2011 Vermont Lodging Establishment Survey gathered 142 responses, though only 87 of those were complete enough to be included fully in the following analysis. Note that most of the following section will describe results derived exclusively from this survey; other portions of this section will combine survey results with data from STR Global, which produces data based on its own survey of lodging establishments. The two surveys were found to overlap a bit and duplication will be removed as best as possible for the combined analysis. However, the two surveys generally have their best coverage on different markets, the STR survey eliciting a good response rate from large accommodations and the Lodging Establishment Survey getting better coverage among smaller accommodations.

6.1. Establishment Characteristics

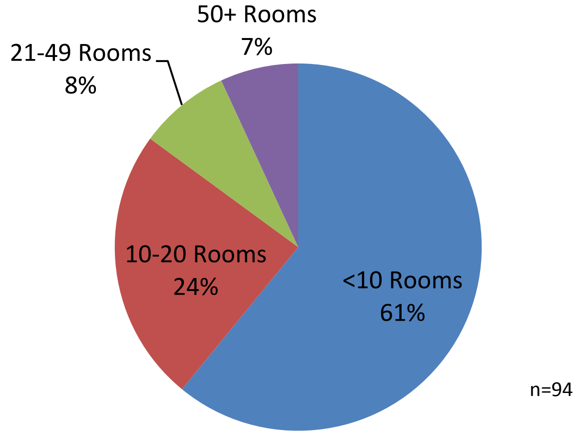
By type of establishment, the largest number of respondents identified themselves either as a bed & breakfast home (33%) or an inn (30%). About a fifth of the respondents (20%) identified themselves as a resort, motel, or hotel. Another 6% were cabin or cottage rentals and 5% were vacation home rentals. The remaining establishments comprised farm stays, condominium rentals, and other miscellaneous accommodation types.

Figure 6.1: Respondents by Type of Accommodation



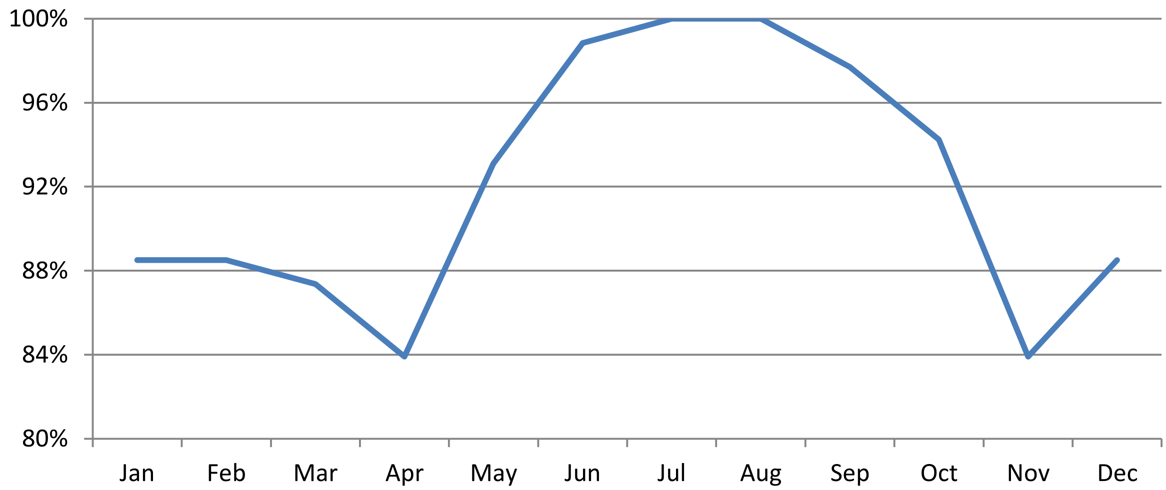
Roughly three of every five respondents (61%) reported having less than ten rooms. Another 24% reported from ten to twenty rooms. Just 15% of the respondents reported having more than twenty rooms—8% of respondents were from establishments with 21 to 49 rooms and 7% had 50 or more rooms. The larger establishments, however, represent a significant portion of the total rooms being reported in this survey. The respondents with fifty or more rooms, for example, account for 44% of all the rooms reported in this survey. Seventeen percent of the rooms are accounted for by establishments with 21 to 49 rooms. Twenty percent and nineteen percent of the rooms are due to establishments with ten to twenty and less than ten rooms, respectively.

Figure 6.2: Distribution of Respondents by Number of Rooms

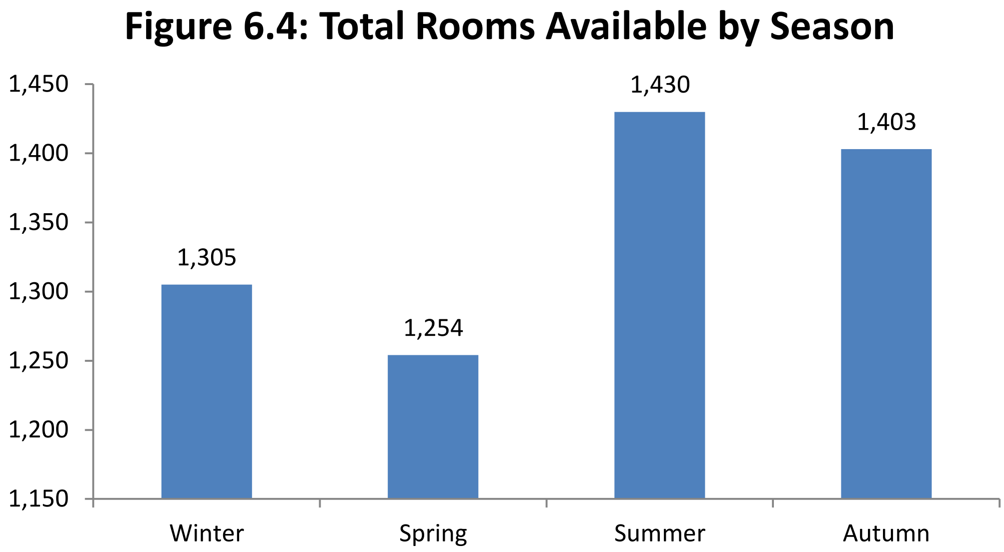


Over three-quarters of the lodging establishment respondents (67 of 87) reported being open for business during twelve months of the year. The remainder provided the months they were open. All establishments reported being open in July and August with 98% or more being open for business in June and September. Low months for operations were reported in April and November with 84% of establishments being open for business in these months.

Figure 6.3: Percentage of Lodging Establishments Open by Month



Among the respondent establishments, the number of total rooms available by season follows the same pattern exhibited by the number of accommodations open per month. During the summer season, 1,430 rooms are available from the 87 respondent businesses. The number of rooms is a slightly less 1,403 in autumn, dropping to 1,305 in winter and 1,254 in spring. Note that in this survey, the seasons are defined thus: winter comprises January, February, March, and December; spring is April and May; summer months are June, July, and August; and autumn covers the months of September, October, and November.



6.2. Traveler Characteristics

Respondents in the lodging survey reported their approximate mix of receipts attributable to visitors by geography. According to these data, 11% of receipts were due to Vermont residents, 78% due to other U.S. visitors, 8% due to Canadians, and the remaining 4% due to non-Canadian foreigners. The mix of receipts was fairly consistent among lodging establishments of different sizes, varying by just a few percentage points by geographic category.

Figure 6.5: Percent of Receipts by Visitor Residence

# of Rooms	Vermont	Other New England States	Mid-Atlantic States	Other U.S. States	Canada	Foreign (non-Canadian)
<10	7%	35%	33%	12%	9%	5%
10-20	10%	39%	29%	13%	5%	3%
21-49	12%	38%	33%	11%	5%	1%
50+	12%	35%	33%	8%	8%	4%
Grand Total	11%	36%	32%	9%	8%	4%

These data correspond well—and offer a good inner consistency check—with the modeled spending patterns detailed in Section 4. Per the modeled spending patterns, non-Canadian foreigners accounted for 4% of lodging spending in 2011, matching exactly with the data here. Modeled spending patterns had Canadians accounting for 11% of lodging spending (slightly higher than the 8% in the survey results) and Vermont travelers accounting for 13% of lodging spending (slightly higher than the 11% in the survey results). It should be noted that the survey respondents may not have kept exact records on receipts by geography, so an exact match between the survey results and the spending models should not be expected. However, it should further be noted that these results are fairly close to results from the 2010 Lodging Establishment Survey which found 11% of receipts due to Vermont residents, 8% to Canadians, and 5% to non-Canadian international visitors.

Lodging establishments in Vermont have quite a variation in receipts sources depending on the size of the establishment. For example, accommodations with twenty or fewer rooms receive the majority of receipts due to vacation travelers. Overnight guests on vacation or leisure trips account for 87% of receipts of accommodations with less than ten rooms and 84% of receipts for accommodations with ten to twenty rooms. However, this percentage drops dramatically to 56% of receipts for establishments with 21 to 49 rooms and just 45% of receipts for accommodations with fifty or more rooms. Overall, for the entire sample of respondents, 57% of receipts were reported as being due to overnight guests on vacation or leisure trips.[41]

Overall, the survey respondents reported receiving 16% of receipts due to overnight guests attending conventions or meetings on the premises and 22% of receipts due to overnight business travelers (exclusive of those attending conventions or meetings on the premises). Business traveler receipts accounted for 30% of all receipts among accommodations with fifty or more rooms, but no more than 10% among all other establishment-size cohorts. Overnights guests attending conventions or meetings on the premises accounted for 20% or more of receipts for accommodations with twenty-one or more rooms, but 6% or less of receipts among smaller establishments. Rental of function areas for meetings and other events accounted for 5% of receipts for the aggregate of all survey respondents, and accounted for no more than 9% in any establishment-size cohort.

Figure 6.6: Percent of Receipts by Function

# of Rooms	Overnight guests on vacation or leisure trips	Overnight guests attending conventions or meetings on the premises	Overnight guests on business other than conventions or meetings on the premises	Rental of function areas for meetings and other events not involving an overnight stay
<10	87%	6%	5%	2%
10-20	84%	3%	10%	4%
21-49	56%	25%	9%	9%
50+	45%	20%	30%	5%
Grand Total[42]	57%	16%	22%	5%

Overall, respondents indicated that about 3% of their total receipts were from visitors traveling via motor coach tours in 2011. (This figure was approximately 5% in the 2009 survey). No respondents with twenty or fewer rooms reported receipts from such tours in 2011. Establishments with 21 to 29 rooms reported 7% of receipts from motor coach tour visitors, and accommodations with 50 or more rooms reported 4% of receipts due to such tours.

Figure 6.7: Percentage of Receipts from Visitors Traveling via Motor Coach Tours

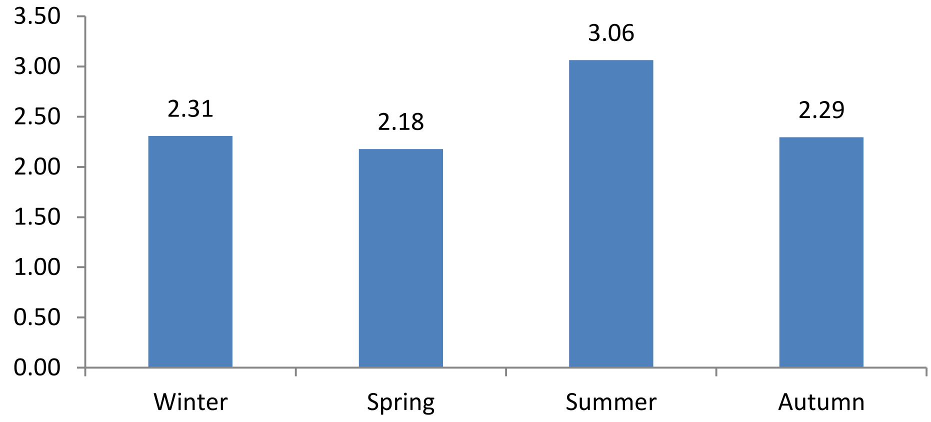
<10 Rooms	0%
10-20 Rooms	0%
21-49 Rooms	7%
50+ Rooms	4%
Grand Total	3%

The average length of stay in 2011 was 2.53 nights per the survey results.[43] This varied by season from a low of 2.18 nights in spring to an average 3.06 nights in summer. Average length of stay varied a bit by establishment

[41] Note that this grand total is weighted by total receipts, thus giving more weight to the larger establishments. It is for this reason that these totals presented here may differ significantly than those shown in summary results for previous surveys.
[42] Ibid.

size, but the variation was less than that found seasonally; average length of stay ranged from 2.57 nights for accommodations with fifty or more rooms to 2.41 nights for lodging establishments with less than ten rooms.

Figure 6.8: Average Length of Stay by Season



The lodging survey respondents reported an average 1.92 guests per room or unit per night in 2011. This average varied from a high of 2.07 during winter months to a low of 1.62 in spring. The average number of guests per room was highest among establishments with 21 to 49 rooms, averaging 2.30 guests per room. Accommodations with ten to twenty rooms averaged 2.20 guests per room and establishments with less than ten rooms averaged 2.09 guests per room in 2011. Accommodations with fifty or more rooms had the smallest average guests per room at 1.73, a result consistent with these large establishments hosting more business travelers.

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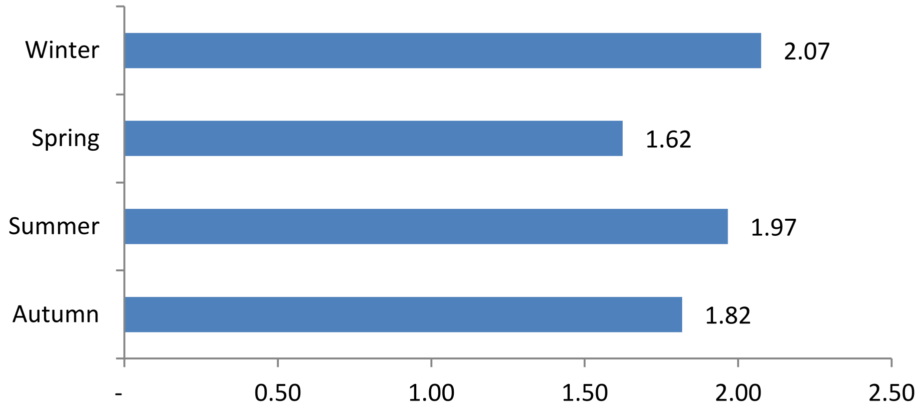
[43] Note that the length of stay data from the survey (2.53) does not match exactly with the aggregate length of stays from overnight visitors as modeled in Section 4 (2.90), but this is expected for at least the following two reasons. First, data gathered in the survey is subject to both sampling and non-sampling errors that introduce uncertainty in measurements such as these. Second, and probably more importantly in this case, the overnight visitors in Section 4 (that is: domestic, international non-Canadian, Vermont, and Canadian overnight visitors—excluding second-home owners) includes visitors staying in commercial lodging accommodations as well as those staying with family and friends; and visitors staying with family and friends generally average longer stays than those at commercial establishments.

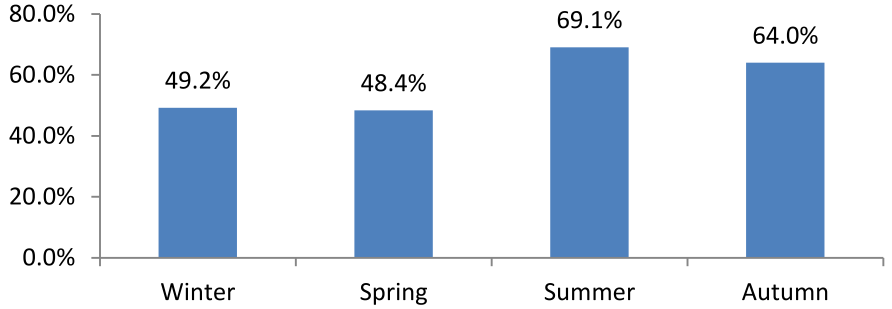
Figure 6.9: Average Number of Guests per Room



6.3. Occupancy and Room Receipts

The overall occupancy rate for Vermont establishments in 2011 was 57.9%, based upon a blending of responses from the Lodging Establishment Survey and the STR survey data.[44] The occupancy rates measured much higher in summer (69.1%) and autumn (64.0%) compared to winter (49.2%) and spring (48.4%).[45]

Figure 6.10: Vermont Occupancy Rates, 2011



Despite winter and spring having similarly low occupancy rates, winter receipts are boosted due to high room rates; in fact, the winter season boasts the highest average daily room rate among the four seasons. Using blended data from STR and the Lodging Establishment Survey, the average daily rate stood at $117.57 in 2011. The average

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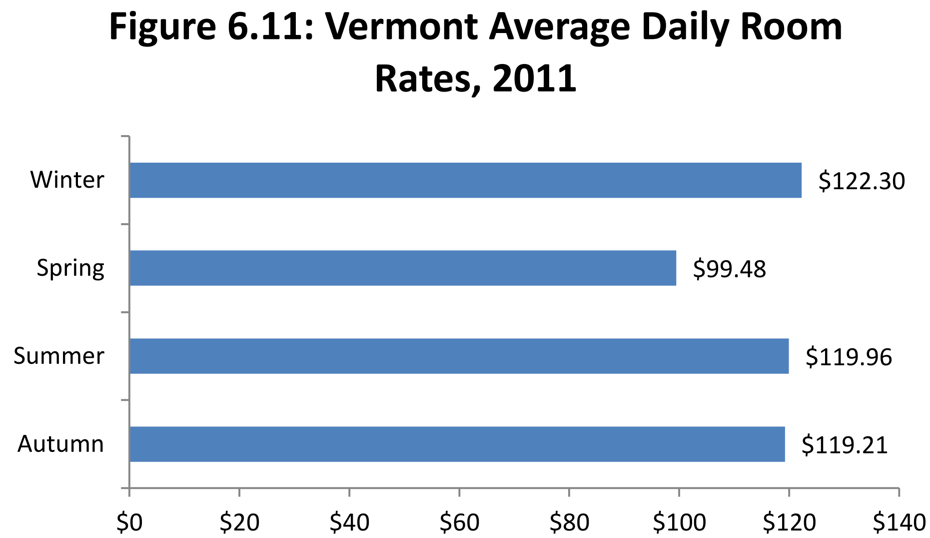
[44] For the combination of Lodging Establishment Survey data with survey data from STR Global, several duplications were removed—that is, establishments represented in both surveys were removed from one of the surveys to avoid double counting.
[45] Recall that, for this study, the seasons are defined thus: winter comprises January, February, March, and December; spring is April and May; summer months are June, July, and August; and autumn covers the months of September, October, and November.

rate was highest in the winter season at $122.30. The average daily rates were similar in summer and autumn ($119.96 and $119.21, respectively) while being much lower in spring ($99.48).



The high average daily room rates in winter helps make that one of the more lucrative seasons among Vermont lodging establishments, especially for those in the lower part of the state. In Figure 6.12, both the Lodging Establishment Survey data and the taxable room receipts data tell the same story, though the numbers differ slightly. The four southernmost counties in Vermont (Bennington, Rutland, Windham, and Windsor—termed “Southern Vermont” in this figure) count winter as the season bringing in the most money, from 43% to 47% of total receipts during 2011, depending on the data set being referenced. In comparison, summer is still king for the rest of the state, with that three-month season bringing in 34% to 35% of total receipts during 2011.

Figure 6.12: Percent Lodging Receipts by Season, Vermont, 2011

Total Lodging Receipts per the Lodging Establishment Survey				
	Winter	Spring	Summer	Autumn
Southern Vermont[46]	43%	6%	30%	22%
Mid and Upper Vermont	26%	13%	34%	28%
Total Taxable Room Receipts				
Southern Vermont	47%	7%	24%	21%
Mid and Upper Vermont	31%	10%	35%	24%

[46] Southern Vermont is defined here as the four counties of Bennington, Rutland, Windham, and Windsor. Mid and Upper Vermont comprises the rest of the state.

6.4 Qualitative Responses

The 2011 Vermont Lodging Survey asked two open-ended questions: (1) “Please describe your expectations for your business and Vermont's travel and tourism industry in general for 2012,” and (2) “What do you suggest as the most effective role or strategy for the Vermont Department of Tourism and Marketing in the current economy?” The results of these questions are presented in Figure 6.13 for various segments of Vermont’s tourism industry. Overall, most responses indicated that 2012 would either be up modestly from 2011 or flat, with only a minority of responses expecting a decline in 2012. In terms of strategy, the most common theme was to continue to develop and promote a statewide Vermont tourism brand that focused on key markets, promoted Vermont as a four-season destination, and took advantage of cost-effective social media channels.

Figure 6.13: Responses to Open-Ended Questions

Market Segment	2012 Outlook	Vermont Tourism Strategy Recommendations
Large-Market (Chittenden, Lamoille, & Windsor)	Half of respondents thought 2012 would be better than 2011; another third expected no change from 2011; <15% expected a worse year	Focus on brand promotion & advertising
Mid-Market (Rutland, Windham, Bennington, & Washington)	Close to 80% expect a better 2012; no respondents are expecting a decline	Advertise as year-round destination, focus on key international markets and core states
Small-Market (Addison, Orleans, Franklin, Caledonia, Orange, Grand Island, & Essex)	Mixed; about 40% expect improvement; others are split between flat or a slight decline	Focus on the “VT brand”; tax cuts aimed at tourism
# of Rooms		
< 10	Mixed: some indicating a slight decline, most expect the same or better	Promote summer and fall; focus on key markets; utilize more social media
10-20	Mixed; some indicating no increase; others expect a modest increase	Promote non-winter season, budget friendly options, and expand the “VT brand”
21-49	Up slightly; small number of responses	Promote individual cultural events; leverage social media
50+	Up 5-7%; small number of responses	No responses

7. Tourism Outlook for 2012

The growth from the positive rebound experienced in 2010 and 2011 in the tourism industry should continue in 2012, but the outlook for 2013 is less certain. In general, key measures of tourism-related spending have continued to track in the right direction throughout the first three quarters of 2012. Occupancy rates for hotels in the first three quarters of this year met or exceeded the average occupancy rates set in the period 2000-2007, as reported by Smith Travel Resources. Similarly, the restaurant performance index has been positive for most of 2012, although by late summer this index had slowed to a near neutral rating. Broader measures of the economy suggest the U.S. economy is growing but at a very subdued rate—between 1.5% and 2%—in 2012. The Conference Board Leading Economic Index® for most of 2012 has fluctuated “around a flat trend.”[47] Consumer confidence, while improving slightly during the course of 2012, remains well below scores normally associated with a healthy economy.[48,49]

Despite these lackluster national economic trends, 2012 is likely to show solid gains in foreign visitors (+5%), travel and tourism spending by both U.S. residents (+4.8%) and foreign visitors (+7.4%), and the number of trips—both business (+2.2%) and leisure (+1.8%)—according the U.S Travel Association.[50] Indeed, data from the Commerce Department indicate that nominal spending on travel is up close to 8.9% for the first half of 2012 compared to the same period in 2011.

Figure 7.1: U.S. Travel Performance & Forecast

	2008	2009	2010	2011	2012 (forecast)
Total Travel Expenditures	4.7%	-9.4%	6.8%	8.8%	5.2%
U.S. Residents	3.4%	-8.5%	6.3%	8.2%	4.8%
International Visitors	13.3%	-14.6%	9.8%	12.4%	7.4%
Total International Visitors	3.5%	-5.1%	8.8%	4.2%	5.0%
Total Domestic Person Trips	-2.0%	-3.3%	3.3%	1.7%	1.9%
Business	-6.7%	-5.4%	3.5%	1.0%	2.2%
Leisure	-4.0%	-2.7%	3.3%	1.9%	1.8%

Source: U.S. Travel Association

These positive tourism numbers are quite remarkable considering the U.S. economy overall is likely to grow by only about 2% in 2012 and job growth has been under 150,000 new jobs per month. However, the outlook for 2013 is muddied by the potential of the fiscal cliff—unless Congress agrees to a budget compromise by the end of 2012—whereby sweeping governmental spending cuts and tax increases will likely push the U.S. economy into a new recession. This policy uncertainty and potential looming recession could ultimately undermine the positive trends that have marked the tourism industry in 2010, 2011, and 2012. Vermont itself is not very exposed to the direct effects of reduced government spending, but a few of its key tourism markets—Massachusetts and Connecticut—

[47] “The Conference Board Leading Economic Index® (LEI) for the U.S. Declines Slightly” Press Release. The Conference Board, September 20, 2012.
[48] “The Conference Board Consumer Confidence Index® Increases in September.” Press Release. The Conference Board, September 25, 2012.
[49] “University of Michigan: Consumer Sentiment Survey” Thomson Reuters/University of Michigan, March-2012
[50] “U.S Travel Forecasts” U.S. Travel Association 12-July-2012.

could be adversely impacted by the looming federal spending cuts. Simply put, Vermont's tourism sector will not be able to defy gravity if the U.S. economy dips into a new recession.

Figure 7.2 Top Ten States for Federal & DoD Contract Recipients

State	Federal Contract Awards	Number of Federal Contracts	DoD Contract Awards	Number of DoD Contracts
Virginia	$59,460,984,136	254,334	$42,837,393,756	159,193
California	$52,793,263,218	256,209	$40,325,073,307	134,931
Texas	$40,368,000,118	146,244	$32,154,354,468	74,513
Maryland	$25,905,877,078	69,504	$12,435,959,622	51,607
Pennsylvania	$19,237,808,726	165,548	$12,307,729,895	113,898
District of Columbia	$19,120,499,364	103,886	N.A.	N.A.
Massachusetts	$16,690,889,232	96,379	$12,335,551,285	57,686
Florida	$16,317,630,844	115,951	$12,335,551,285	57,686
Arizona	$14,439,124,750	52,126	$12,972,479,705	22,696
Connecticut	$12,886,986,080	35,046	$12,311,730,819	24,686

Source: U.S. General Services Administration

In Vermont, the assessment is cautiously optimistic for the 2012 tourism season. In Chittenden County, Vermont's single largest tourism market—accounting for a quarter of the state's taxable rooms receipts—the most recent lodging survey suggests that lodging establishments big and small expect modest growth in 2012. In Lamoille and Windsor counties—accounting for about 15% and 13% of receipts, respectively—the expectation is for 2012 to be on par with 2011. In Vermont's mid-sized markets of Bennington, Rutland, Windham, and Washington counties, the outlook is also mildly optimistic in 2012, conditioned on no tropical storms and the expectations of a better winter season. Indeed, preliminary data from Smith Travel Resources indicate that hotel stays are up about 6.3% in the first half of 2012 compared to the first half of 2011, and receipts for all lodging establishments are up 10.2% for the same period.

8. Appendix

Figure A.1: Top Occupations Employed in the Leisure Sector, Vermont[51]

SOC	Title	Employment, 2012Q3	Average Annual Wages, 2011
35-3031	Waiters and Waitresses	4,536	$26,200
35-3021	Combined Food Preparation and Serving Workers, Incl Fast Food	4,356	$21,300
37-2012	Maids and Housekeeping Cleaners	2,773	$22,500
35-2014	Cooks, Restaurant	1,885	$26,900
43-4081	Hotel, Motel, and Resort Desk Clerks	1,386	$24,500
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	1,278	$37,300
35-3011	Bartenders	1,043	$27,800
35-9021	Dishwashers	969	$20,000
35-2021	Food Preparation Workers	948	$21,900
35-2011	Cooks, Fast Food	852	$21,900
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	828	$21,000
41-2011	Cashiers	761	$20,800
35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	652	$20,200
49-9071	Maintenance and Repair Workers, General	642	$35,600
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	638	$20,400
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	552	$25,700
37-3011	Landscaping and Groundskeeping Workers	422	$28,800
39-3091	Amusement and Recreation Attendants	400	$20,600
39-9031	Fitness Trainers and Aerobics Instructors	392	$30,700
33-9032	Security Guards	341	$31,800
35-3041	Food Servers, Nonrestaurant	331	$22,700
11-9051	Food Service Managers	330	$56,800
11-1021	General and Operations Managers	306	$103,900
35-2015	Cooks, Short Order	303	$25,400
53-3031	Driver/Sales Workers	256	$28,800
43-3031	Bookkeeping, Accounting, and Auditing Clerks	242	$34,200
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	224	$39,900
43-1011	First-Line Supervisors of Office and Admin Support Workers	213	$51,300
35-1011	Chefs and Head Cooks	211	$42,700
35-2012	Cooks, Institution and Cafeteria	203	$27,000
43-9061	Office Clerks, General	200	$27,500
51-6011	Laundry and Dry-Cleaning Workers	191	$23,000
11-9081	Lodging Managers	180	$63,100
39-9032	Recreation Workers	161	$29,500

Source: JobsEQ

[51] This table displays occupation employment within the leisure sector, not total occupation employment.

Regional Definitions for Regional Growth (Figure 3.8)

European Union: Composed of 27 countries: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Romania, and United Kingdom.

Developing Asia: Composed of 27 countries: Republic of Afghanistan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Fiji, India, Indonesia, Kiribati, Lao People's Democratic Republic, Malaysia, Maldives, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Samoa, Solomon Islands, Sri Lanka, Thailand, Democratic Republic of Timor-Leste, Tonga, Tuvalu, Vanuatu, and Vietnam.

ASEAN-5: (Association of Southeast Asian Nations) Composed of 5 countries: Indonesia, Malaysia, Philippines, Thailand, and Vietnam.

Latin America and the Caribbean: Composed of 32 countries: Antigua and Barbuda, Argentina, The Bahamas, Barbados, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Uruguay, and Venezuela.

Impact Study Glossary (Section 5)

IMPLAN Professional is an economic impact assessment modeling system. It allows the user to build economic models to estimate the impact of economic changes in states, counties, or communities. It was created in the 1970s by the Forestry Service and is widely used by economists to estimate the impact of specific event on the overall economy.

Input-Output Analysis—an examination of business-business and business-consumer economic relationships capturing all monetary transactions in a given period, allowing one to calculate the effects of a change in an economic activity on the entire economy (impact analysis).

Direct Impact—economic activity generated by a project or operation. For construction, this represents activity of the contractor; for operations, this represents activity by tenants of the property.

Overhead—construction inputs not provided by the contractor.

Indirect Impact—secondary economic activity that is generated by a project or operation. An example might be a new office building generating demand for parking garages.

Induced (Household) Impact—economic activity generated by household income resulting from the direct and indirect impact.

Multiplier—the cumulative impacts of a unit change in economic activity on the entire economy.

Figure A.2: Estimated Seasonal Breakdown

	Winter	Spring	Summer	Fall
Visitors (Millions)	3.869	2.365	4.143	3.575
Tourism Spending ($Millions)	$577.4	$192.6	$489.2	$459.8
Total Tourism Spending per Person	$149	$81	$118	$128

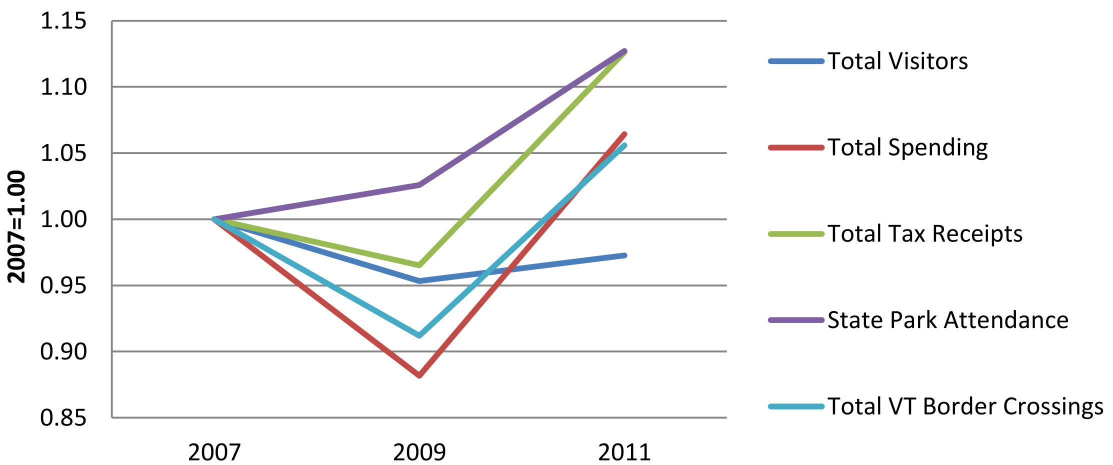
Source: Chmura Economics & Analytics

Figure A.3: Estimated Visitors & Spending by Origin

State/Province	Visitors (Millions)	Spending ($Millions)
NY	1.4	$186
MA	1.3	$184
CT	0.9	$128
NJ	0.6	$88
NH	0.5	$66
PA	0.4	$61
ME	0.2	$24
RI	0.1	$15
Other U.S.	2.2	$354
Quebec	1.8	$147
Ontario	0.6	$48
Other Canada	0.1	$8

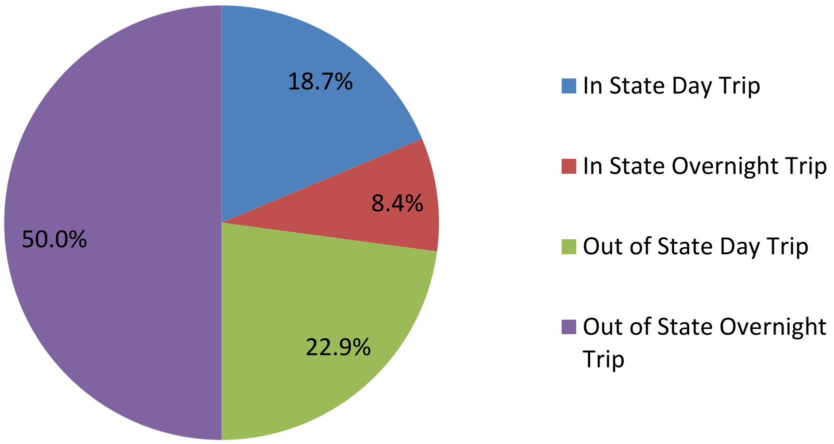
Source: Chmura Economics & Analytics

Figure A.4: Key Tourism Indicators



Source: Chmura Economics & Analytics

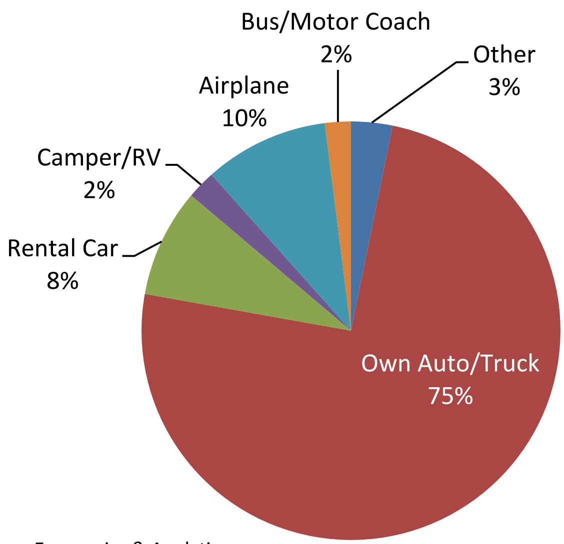
Figure A.5: Trip Type by Origin



Source: Chmura Economics & Analytics

Figure A.6: Primary Mode of Travel

Domestic, Overnight Visitors to Vermont



Source: Chmura Economics & Analytics

Figure A.7: 2011 Visitor Spending by County & Season (millions)

	Winter	Spring	Summer	Fall	Annual Total	% of Total
Addison	$6.5	$7.9	$25.5	$16.0	$56.0	3.3%
Bennington	$39.4	$15.3	$43.3	$46.4	$144.3	8.4%
Caledonia	$7.6	$4.2	$12.0	$10.4	$34.1	2.0%
Chittenden	$76.6	$72.4	$138.2	$146.6	$433.9	25.2%
Essex/Orleans	$27.4	$6.0	$12.5	$7.2	$53.2	3.1%
Franklin/Grand Isle	$4.9	$3.9	$38.1	$10.8	$57.7	3.4%
Lamoille	$119.0	$17.1	$65.1	$58.0	$259.1	15.1%
Orange	$2.8	$2.3	$8.6	$6.1	$19.8	1.2%
Rutland	$97.4	$14.1	$32.6	$31.9	$175.9	10.2%
Washington	$32.4	$12.6	$28.5	$28.4	$101.9	5.9%
Windham	$73.9	$15.8	$33.4	$38.4	$161.4	9.4%
Windsor	$89.6	$21.0	$51.4	$59.6	$221.6	12.9%
Vermont	**$577.4**	**$192.6**	**$489.2**	**$459.8**	**$1,719.0**	**100.0%**
% of Annual Total	33.6%	11.2%	28.5%	26.8%	100.0%	

Note: Winter=Dec-Mar, Spring=Apr-May, Summer=Jun-Aug, Fall=Sep-Nov

Source: Chmura Economics & Analytics

Figure A.8: 2011 Visitation by County

	Total (thousands)	% of Total
Addison	481.6	3.5%
Bennington	1,178.2	8.4%
Caledonia	284.4	2.0%
Chittenden	3,713.5	26.6%
Essex/Orleans	420.2	3.0%
Franklin/Grand Isle	487.7	3.5%
Lamoille	2,008.8	14.4%
Orange	167.2	1.2%
Rutland	1,349.5	9.7%
Washington	834.0	6.0%
Windham	1,270.3	9.1%
Windsor	1,757.1	12.6%
Vermont	**13,952.3**	**100.0%**

Source: Chmura Economics & Analytics