

# The Vermont Travel & Tourism Industry - 2005

## QUICK FACTS

- Visitors made an estimated 13.4 million person trips\* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled \$1.57 billion.
- Visitor spending supports an estimated 36,250 jobs for Vermonters (approximately 12% of all jobs).
- Visitor spending contributed \$196.4 million in tax and fee revenues to the State of Vermont.
- Sectors of the Vermont tourism economy, like retail and dining, are 2-3 times more dependent on visitor spending than the national average.

\*A 'person trip' accounts for each individual in a travel party. If an individual makes multiple trips, he or she is counted as a visitor on each trip. A person trip is a more accurate measure of overall visitor traffic.

### Visitor Spending & Number of Person Trips (By Season)

|                  |                 |            |       |
|------------------|-----------------|------------|-------|
| Winter (Dec-Mar) | \$570.2 million | (3.8 mil.) | 28.3% |
| Summer (Jun-Aug) | \$508.7 million | (5.0 mil.) | 37.0% |
| Fall (Sep-Nov)   | \$363.8 million | (3.4 mil.) | 25.6% |
| Spring (Apr-May) | \$131.7 million | (1.2 mil.) | 9.0%  |

### Person Trips By Type (13.4 million total person trips)

- Out-of-state Overnight 53% (7.0 mil.)
- Out-of-state Day 22% (2.9 mil.)
- In-state Day 18% (2.4 mil.)
- In-state Overnight 7% (1.0 mil.)

### Person Trips By Origin (13.4 million person trips)

- Domestic (outside VT) 54.47% (7.3 mil.)
- Vermont 25.37% (3.4 mil.)
- International (Canada) 18.65% (2.5 mil.)
- International (Other) 00.44% (0.06 mil.)

### Visitors Spending By Activity (\$1.57 Billion Total)

- Lodging 23.7% (\$372.9)
- Food & Beverage 22.5% (\$354.2)
- Shopping 21.4% (\$337.2)
- Gasoline 14.3% (\$225.0)
- Amusement/Recreation 10.1% (\$158.8)
- Groceries 6.4% (\$100.7)
- Auto Repair and Service 1.6% (\$25.6)

### Tax & Fee Revenues From Visitor Spending (\$181.7 Million Total)

- General Fund \$99.3 million
- Education Fund \$82.0 million
- Transportation Fund \$15.18 million

### Average Visitor Spending\* (\$1.57 Billion Total)

- Day Visitor \$66.06
- Overnight Visitor\* \$177.37

\* Note: Overnight visitor spending may appear lower than expected because not all overnight visitors stay in commercial lodging establishments.

### Vermont Jobs Supported By Visitor Spending (36,470 total or approx. 1 in every 10)

- Direct Wage & Salary Jobs 19,235
- Proprietors In The Industry 7,513
- Indirect Wage & Salary Jobs 9,502

### Vermont Lodging Establishments By Size (1,427 total with 23,984 total rooms)

| # Units | #Est. | % Of Total | # Rooms | % Of Total |
|---------|-------|------------|---------|------------|
| 1-10    | 872   | 61.3%      | 3,311   | 13.8%      |
| 11-20   | 245   | 17.2%      | 2,968   | 12.4%      |
| 21-49   | 146   | 10.2%      | 3,243   | 13.5%      |
| 49+     | 160   | 11.3%      | 14,462  | 60.3%      |

### Where Domestic Visitors Stay and Average Length of Stay

| Description                      | % Of Total | Avg. Stay (Nights) |
|----------------------------------|------------|--------------------|
| Hotel, Motel, Inn, B&B           | 49.2%      | 2.16               |
| Rental Homes                     | 7.5%       | 4.83               |
| Friends & Family or Private Home | 18.3%      | 2.15               |
| Owned 2 <sup>nd</sup> Home       | 20.7%      | 4.0                |
| Park/Campground                  | 4.3%       | 3.09               |

More information online: [www.uvm.edu/tourismresearch/](http://www.uvm.edu/tourismresearch/)  
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Source: Summary information adapted from: *A Benchmark Study of the Economic Impact of Visitor Expenditures on the Vermont Economy – 2005*. Prepared by Economic & Policy Resources ([www.epeconomics.com](http://www.epeconomics.com)) and published by the Vermont Department of Tourism & Marketing ([www.VermontVacation.com](http://www.VermontVacation.com)) November 2006.