

The Vermont Travel & Tourism Industry - 2009

Quick Facts

- Visitors made an estimated 13.7 million trips* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled \$1.424 billion.
- Visitor spending supports an estimated 33,530 jobs for Vermonters (approximately 11.5% of all VT jobs).*
- Visitor spending contributed \$199.6 million in tax and fee revenues to the State of Vermont.
- Sectors of the Vermont tourism economy, like retail and dining, are 1-2 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.

* 'All VT Jobs' refers to the Quarterly Census of Employment and Wages (QCEW) job counts.

Visitor Spending & Number of Person Trips by Season

	Visitor Spending	% of total	Person Trips	\$ per Person
Winter (Dec-Mar)	\$497.6 mil.	34.9%	3.8 (mil.)	\$130.95
Summer (Jun-Aug)	\$471.6 mil.	33.1%	5.1 (mil.)	\$92.47
Fall (Sep-Nov)	\$331.9 mil.	23.3%	3.6 (mil.)	\$94.83
Spring (Apr-May)	\$123.5 mil.	8.7%	1.3 (mil.)	\$95.00

Person Trips by Type

(13.7 million total person trips)

- Out-of-State Overnight 50.0% (6.9 mil.)
- Out-of-State Day 22.9% (3.1 mil.)
- In-State Day 19.2% (2.6 mil.)
- In-State Overnight 7.9% (1.1 mil.)

Person Trips by Origin

(13.7 million total person trips)

- Domestic (outside VT) 54.4% (7.5 mil.)
- Vermont 27.0% (3.7 mil.)
- International (Canada) 18.6% (2.5 mil.)
- International (Other) N/A

N/A: Federally released data regarding non-Canadian, International visitors to Vermont have been determined unreliable due to reporting issues. This segment has been incorporated into the Domestic visitor classification until additional information becomes available.

Visitors Spending by Activity

(\$1.424 billion total)

- Food & Beverage 25.9% (\$369.1 mil.)
- Lodging 17.4% (\$247.8 mil.)
- Gasoline 18.8% (\$267.1 mil.)
- Groceries 15.2% (\$216.4 mil.)
- Shopping 12.3% (\$174.6 mil.)
- Amusement/Recreation 8.2% (\$117.2 mil.)
- Other Transportation in VT 2.2% (\$32.1 mil.)

Tax & Fee Revenues From Visitor Spending

(\$199.6 million total)

- General Fund \$97.6 million
- Education Fund \$87.6 million
- Transportation Fund \$14.4 million

Average Spending per Spending Party

- Domestic Day Visitor \$107.37 per party
- Domestic Overnight Visitor* \$292.77 per party

* Note: The average spending party size for Day Visitors is 1.8 people, for Overnight visitors 2.1 people. Overnight visitor spending may appear lower than expected because not all overnight visitors stay in commercial lodging establishments.

Vermont Jobs Supported by Visitor Spending

(33,530 total or 11.5% of all VT jobs)*

- Direct Wage & Salary Jobs 18,569
- Proprietors in the Industry 6,272
- Indirect Wage & Salary Jobs 8,689

* 'All VT Jobs' refers to the Quarterly Census of Employment and Wages (QCEW) job counts.

Vermont Commercial Lodging Establishments By Size*

(1,005 total with 21,669 rooms)

# Units	# Est.	% of Total	# Rooms	% of Total
1-10	580	58%	2,699	12.5%
11-20	193	19%	3,024	14.0%
21-49	103	10%	2,837	13.0%
49+	129	13%	13,109	60.5%

* Note: Rental condos, private campgrounds, RV parks, marinas and state parks have been excluded from this analysis which decreases the number of establishments and rooms versus previous years' studies.

Where Domestic Visitors Stay & Average Length of Stay*

Description:	% of Total	Avg. Stay (Nights)
Resort, Hotel or Motel	34.6%	2.05
Inn or Bed & Breakfast	8.7%	2.20
Rental Home or Condo	6.5%	4.07
Campground	3.3%	3.28
Friends & Family	37.3%	3.23
Owned 2nd Home	3.4%	5.12
Combination of Places	6.2%	N/A

*Note: Previous study years reported "Friends & Family" and "Owned 2nd Home" together under the category "Friends & Family, Private Home, or Owned 2nd Home".

More information online: www.vermontpartners.com

Press inquiries: Erica Houskeeper, Vermont Department of Tourism & Marketing (802) 828-0528 or erica.houskeeper@state.vt.us



Source: Summary information adopted from: *A Benchmark Study of the Economic Impact of Visitor Expenditures on the Vermont Economy - 2009*. Prepared by Economic & Policy Resources, Inc. (www.epronomics.com) and published by the Vermont Department of Tourism & Marketing (www.VermontVacation.com) November 2010.