

The Vermont Travel & Tourism Industry - 2011

Quick Facts

- Visitors made an estimated 13.95 million person trips* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled \$1.7 billion.
- Visitor spending supports an estimated 37,910 jobs for Vermonters (approximately 11.5% of all Vermont jobs).**
- Visitor spending contributed \$274.5 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 Vermont 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)	\$577.4 mil.	27.7%	3.87 (mil.)	\$149.00
Summer (Jun-Aug)	\$489.2 mil.	29.7%	4.14 (mil.)	\$118.00
Fall (Sep-Nov)	\$459.8 mil.	25.7%	3.57 (mil.)	\$128.00
Spring (Apr-May)	\$192.6 mil.	16.9%	2.36 (mil.)	\$81.00

Person Trips by Type

(13.95 million total person trips)

• Out-of-State Overnight	50.00%	(6.98 mil.)
• Out-of-State Day	22.90%	(3.19 mil.)
• In-State Day	18.70%	(2.60 mil.)
• In-State Overnight	8.40%	(1.18 mil.)

Person Trips by Origin

(13.95 million total person trips)

• Domestic (outside VT)	54.20%	(7.56 mil.)
• Vermont	27.10%	(3.78 mil.)
• International (Canada)	18.10%	(2.53 mil.)
• International (other)*	0.56%	(.078 mil.)

*This federally released data regarding non-Canadian, international visitors to Vermont has limited reliability due to a sampling methodology that appears to under report actual visitation to Vermont. We are continuing efforts to obtain a more accurate estimate of overseas international visitation.

Visitor Spending by Activity

(\$1.719 billion total)

• Food & Beverage	22.9%	(\$393.8 mil.)
• Lodging	21.3%	(\$366.1 mil.)
• Gasoline	16.9%	(\$290.5 mil.)
• Groceries	9.7%	(\$167.4 mil.)
• Shopping	12.5%	(\$214.3 mil.)
• Amusement/Recreation	7.1%	(\$122.7 mil.)
• Other Transportation in VT	5.0%	(\$85.3 mil.)
• Other	4.6%	(\$78.9 mil.)

Tax & Fee Revenues from Visitor Spending

(\$274.5 million total)

• General Fund	\$113.7 million
• Education Fund	\$134.4 million
• Transportation Fund	\$26.4 million

Average Spending per Person Trip

- Domestic Day Visitor \$70.14 per person
- Domestic Overnight Visitor* \$176.98 per person

* 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

(37,910 total or 11.2% of all Vermont jobs)*

• Direct Wage & Salary Jobs	21,362
• Proprietors in the Industry	7,091
• Indirect Wage & Salary Jobs	9,457

* 'All Vermont 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%

* Rental condos, private campgrounds, RV parks, marinas and state parks have been excluded from this analysis.

Where Domestic Visitors Stay*

Friends and Family	30.10%
Commercial Lodging	56.00%
Both	7.80%
Other	6.00%

*Based on TNS Vermont Module data collected at the end of 2011/beginning of 2012.

Overnight Visitors Length of Stay (in Days)

Domestic Visitors	3.1
Second-home Owners	4.1
Canadians	2.9
Other Internationals	2.9

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