

The Vermont Travel & Tourism Industry - 2007

QUICK FACTS

- Visitors made an estimated 14.3 million person trips* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services totaled \$1.615 billion.
- Visitor spending supports an estimated 37,490 jobs for Vermonters (approximately 12% of all jobs).
- Visitor spending contributed \$206.9 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

	Visitor Spending total	% of total	Person Trips	\$ per Person
Winter (Dec-Mar)	\$562.9 mil.	34.9%	3.9	\$145.47
Summer (Jun-Aug)	\$539.2 mil.	33.4%	5.5	\$98.58
Fall (Sep-Nov)	\$374.6 mil.	23.2%	3.7	\$101.43
Spring (Apr-May)	\$138.3 mil.	8.6%	1.3	\$105.41

Person Trips By Type (14.3 million total person trips)

• Out-of-state Overnight	52.2%	(7.5 mil.)
• Out-of-state Day	24.9%	(3.6 mil.)
• In-state Day	16.2%	(2.3 mil.)
• In-state Overnight	6.7%	(1.0 mil.)

Person Trips By Origin (14.3 million person trips)

• Domestic (outside VT)	57.8%	(8.3 mil.)
• Vermont	22.9%	(3.4 mil.)
• International (Canada)	19.3%	(2.8 mil.)
• International (Other)	NA	NA

* NA: Federally released data regarding non-Canadian, international visitors to Vermont has been determined unreliable due to reporting issues. This segment has been incorporated into Domestic until additional information becomes available.

Visitors Spending By Activity (\$1.615 Billion Total)

• Food & Beverage	25.5%	(\$411.6)
• Lodging	19.9%	(\$321.2)
• Gasoline	19.1%	(\$308.7)
• Groceries	13.3%	(\$214.7)
• Shopping	11.7%	(\$188.2)
• Amusement/Recreation	8.7%	(\$140.6)
• Other transportation in VT	1.9%	(\$30.0)

Tax & Fee Revenues From Visitor Spending (\$206.9 Million Total)

• General Fund	\$107.7 million
• Education Fund	\$82.9 million
• Transportation Fund	\$16.3 million

Average Visitor Spending per Spending Party*

- Domestic Day Visitor \$154.62 per party
- Domestic Overnight Visitor* \$406.70 per party

* 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 (37,490 total or approx. 12% of all Vermont jobs)

- Direct Wage & Salary Jobs 19,704
- Proprietors In The Industry 7,630
- Indirect Wage & Salary Jobs 10,156

Vermont Lodging Establishments By Size* (985 total with 20,918 total rooms)

# Units	#Est.	% Of Total	# Rooms	% Of Total
1-10	583	59.2%	3,248	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%

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

Where Domestic Visitors Stay and Average Length of Stay

Description	% Of Total	Avg. Stay (Nights)
Resort, Hotel or Motel	36.1%	2.33
Rental Home or Condo	8.2%	4.23
Friends/Family, Private Home Or Owned 2 nd Home	36.6.7%	2.89
Campground	5.8%	3.38
Combination of Places	4.83%	NA

More information online: www.uvm.edu/tourismresearch/
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