

# The Vermont Travel & Tourism Industry - 2013

## Quick Facts

- Visitors made an estimated 12.8 million person trips\* to Vermont for leisure, business or personal travel.
- Direct spending by visitors for goods and services: \$1.82 billion. Vacation homeowners spent an additional \$670 million.
- Visitor spending supports an estimated 30,000 jobs for Vermonters (approximately 8.0% of all Vermont jobs).\*\*
- Visitor spending contributed \$318 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 & Traffic Counts by Season

	Lodging Receipts (\$millions)	Percent of year's total	Percent weekend traffic
Winter (Dec – Mar)	156.91	36.40%	36.40%
Spring (Apr – May)	47.08	10.90%	10.90%
Summer (Jun – Aug)*	116.77	27.10%	28.70%
Fall (Sep – Nov)	110.1	25.60%	23.90%

\*Does not include camping; summer traffic is more evenly distributed through the week than in other seasons.

## Person Trips by Type

(12.8 million total person trips)

• Out-of-State Overnight	43.0%	(5.5 mil.)
• Drive Through Day	39.1%	(5.0 mil.)
• Out-of-State Day	18.0%	(2.3 mil.)

## Domestic Person Trips by Origin

	Overnight visitor home state	Second home owner primary residence
• New York	25%	13%
• Massachusetts	14%	17%
• New Jersey	8%	9%
• Florida	7%	7%
• Connecticut	6%	21%
• Other states	34%	18%
• Vermont	7%	15%

## Visitor Spending by Activity

(\$1.82 billion total)

• Lodging	23.6%	(\$ 430 mil.)
• Food & Beverage	22.0%	(\$ 400 mil.)
• Amusement/Recreation	16.5%	(\$ 300 mil.)
• Shopping	12.1%	(\$ 220 mil.)
• Gasoline	8.2%	(\$ 150 mil.)
• Groceries	8.2%	(\$ 150 mil.)
• Misc. Travel Expenses	7.7%	(\$ 140 mil.)
• Vehicle Rentals	1.6%	(\$ 30 mil.)

## State of Vermont Tax & Fee Revenue from Visitor Spending

(\$318 million total)

• General Fund	\$115.0 million
• Education Fund	\$188.0 million
• Transportation Fund	\$15.0 million

## Spending by Visitor Type

	Per person trip	Per person night
• Commercial lodging	\$840	\$118
• Using second homes	\$495	\$62
• Visit friends and family	\$141	\$48
• Day trips	\$67	N/A
• Pass through visitors	\$22	N/A

## Vermont Jobs Supported by Visitor Spending

(30,350 total or 8.0% of all Vermont jobs)\*

• Direct Wage & Salary Jobs	23,300
• Proprietors in the Industry	3,800
• Indirect Wage & Salary Jobs	3,250

\* '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 Overnight Visitors Stay

Friends and Family	1.9 mil.	34.55%
Second Homes	1.7 mil.	30.91%
Commercial Lodging	1.6 mil.	29.09%
Campgrounds	0.3 mil.	5.45%

## Overnight Visitors Average Length of Stay (in Days)

Commercial Lodging	4.4
Second-home Owners	4.7
Campgrounds	3.3
Friends and Family	2.6

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Source: adapted from: **A Benchmark Study of the Impact of Visitor Expenditures on the Vermont Economy: 2013.** Prepared by the Vermont Department of Tourism & Marketing, December 2014.