

2014 VERMONT VISITOR SURVEY



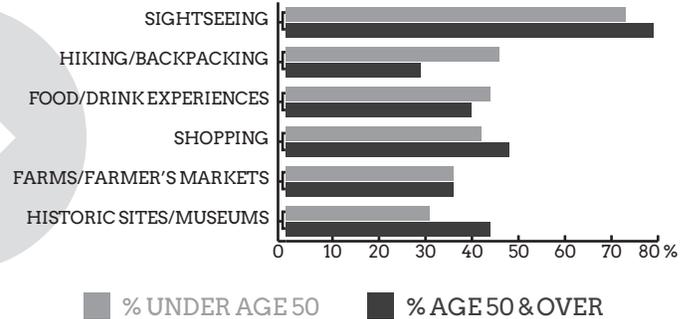
8,555 QUESTIONNAIRES



To better understand visitors and Vermonters traveling in Vermont for pleasure, 8,555 questionnaires were collected at welcome centers, attractions, and state parks between June 2012 and February 2014.

ACTIVITIES BY AGE GROUPS

Sightseeing, food & drink experiences, and shopping were popular with visitors of all ages. Visitors under the age of 50 were more likely to hike and backpack, while visitors over the age of 50 were more likely to visit historic sites and museums.



TRAVEL PATTERNS

Most visitors expected to vacation in Vermont again within a year. The primary barrier to visiting more often was lack of time, especially for visitors under the age of 50.



OVERNIGHT TRAVEL

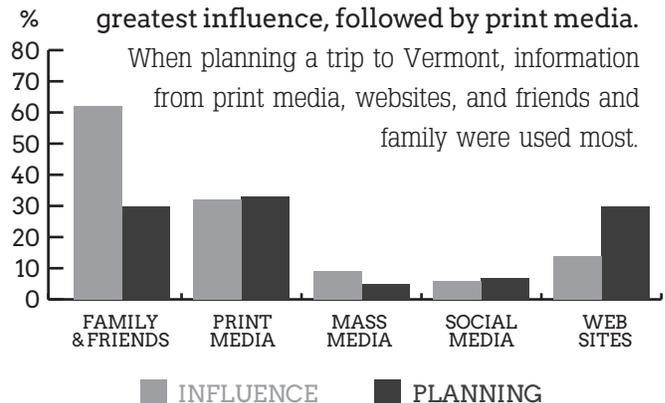
Over three quarters (79%) of visitors planned to spend at least one night in Vermont. More than half (53%) of overnight visitors stayed in commercial lodging, while 31% stayed in parks or campgrounds, 15% stayed with friends and family, 8% stayed in rental homes, and 3% stayed in second homes. On average, visitors reserved their accommodations 6 to 9 weeks in advance. However, about 20% of visitors reserved their accommodations less than one week in advance.

VISITOR CHARACTERISTICS

Most visitors to Vermont resided in nearby states (MA, NY, CT), however visitors came from all 50 states, the District of Columbia and Canada.

VACATION PLANNING

When deciding whether to vacation in Vermont, friends and family had the greatest influence, followed by print media. When planning a trip to Vermont, information from print media, websites, and friends and family were used most.



Source: The Vermont Visitor Survey Fact Sheet prepared by: Vermont Tourism Research Center, University of Vermont
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