

# The Vermont Travel & Tourism Industry - 2005

## Visitor Spending & Number of Person Trips (By Season)

Winter (Dec-Mar) \$570.2 million (3.8 mil.) 28.3%

## Person Trips By Origin (13.4 million person trips)

- Domestic (outside VT) 54.47% (7.3 mil.)
- Vermont 25.37% (3.4 mil.)
- International (Canada) 18.65% (2.5 mil.)
- International (Other) 00.44% (0.06 mil.)

## Visitors Spending By Activity (\$1.57 Billion Total)

- Lodging 23.7% (\$372.9)
- Food & Beverage 22.5% (\$354.2)
- Shopping 21.4% (\$337.2)
- Gasoline 14.3% (\$225.0)
- Amusement/Recreation 10.1% (\$158.8)
- Groceries 6.4% \$100.7)
- Auto Repair and Service 1.6% (\$25.6)

## Tax & Fee Revenues From Visitor Spending (\$181.7 Million Total)

- General Fund \$99.3 million
- Education Fund \$82.0 million
- Transportation Fund \$15.18 million

## Average Visitor Spending\* (\$1.57 Billion Total)

- Day Visitor \$66.06
- Overnight Visitor\* \$177.37

*\* 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 (36,470 total or approx. 1 in every 10)

- Direct Wage & Salary Jobs 19,235
- Proprietors In The Industry 7,513
- Indirect Wage & Salary Jobs 9,502

## Vermont Lodging Establishments By Size (1,427 total with 23,984 total rooms)

# Units	#Est.	% Of Total	# Rooms	% Of Total
1-10	872	61.3%	3,311	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%

## Where Domestic Visitors Stay and Average Length of Stay

**More information online:** [www.uvm.edu/tourismresearch/](http://www.uvm.edu/tourismresearch/)  
**Press inquires:** Erica Houskeeper, Vermont Department of Tourism & Marketing (802) 828-0528 or [erica.houskeeper@state.vt.us](mailto:erica.houskeeper@state.vt.us)



**Source:** Summary information adapted from: *A Benchmark Study of the Economic Impact of Visitor Expenditures on the Vermont Economy – 2005*. Prepared by Economic & Policy Resources ([www.epreconomics.com](http://www.epreconomics.com)) and published by the Vermont Department of Tourism & Marketing ([www.VermontVacation.com](http://www.VermontVacation.com)) November 2006.