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/
Press inquires: Erica Houskeeper, Vermont Department of Tourism & Marketing (802) 828-0528 or erica.houskeeper@state.vt.us