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Longwoods INTERNATIONAL

Travel USA Visitor Profile

Vermont Visitation

VERMONT

2019

Longwoods Travel USA®

Base: 2019 Person-Trips

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Vermont's domestic tourism business in 2019.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Vermont, the following sample was achieved in 2019:

Overnight Base Size

736

Day Base Size

457

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

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Travel USA Visitor Profile

Overnight Visitation

VERMONT

2019

Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Main Purpose of Trip

37%
Visiting friends/ relatives

15%
Touring

10%
Ski/Snowboarding

9%
Outdoors

7%
Special event

4%
City trip

3%
Resort

2%
Cruise

3%
Conference/ Convention

2%
Other business trip

4%
Business-Leisure

Main Purpose of Leisure Trip

	2019	2018
Visiting friends/ relatives	37%	38%
Touring	15%	15%
Ski/Snowboarding	10%	9%
Outdoors	9%	10%
Special event	7%	6%
City trip	4%	4%
Resort	3%	4%
Cruise	2%	1%

Structure of the Vermont Overnight Travel Market

Base: 2019 Overnight Person-Trips

2019 Vermont Overnight Trips

Visiting friends/relatives	37%
Marketable	53%
Business	5%
Business-leisure	4%

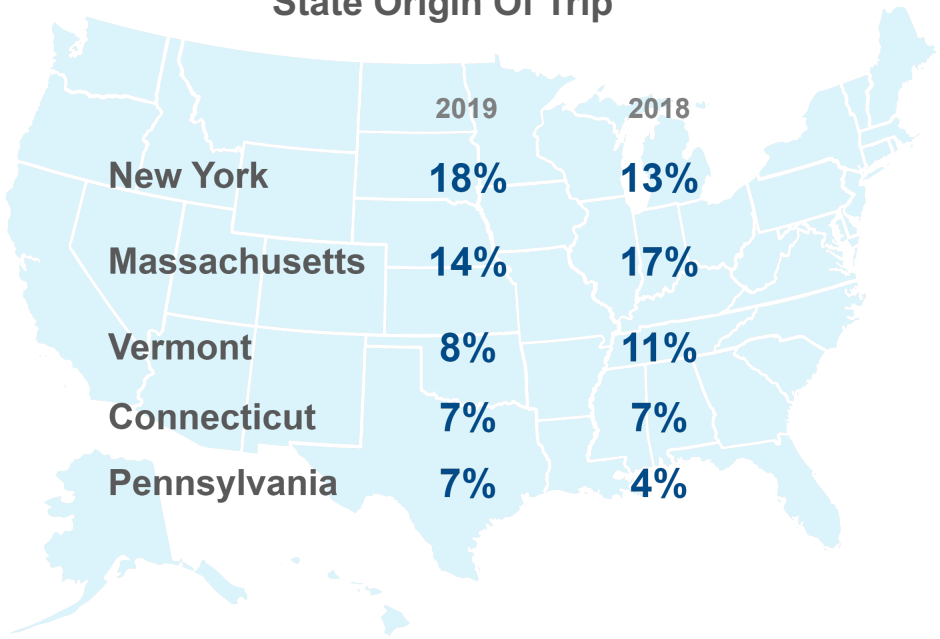
Last Year's Vermont Overnight Trips

Visiting friends/relatives	38%
Marketable	52%
Business	6%
Business-leisure	4%

Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

State Origin Of Trip



	2019	2018
New York	18%	13%
Massachusetts	14%	17%
Vermont	8%	11%
Connecticut	7%	7%
Pennsylvania	7%	4%

Past Visitation to Vermont

87% of overnight travelers to Vermont are repeat visitors

62% of overnight travelers to Vermont had visited before in the past 12 months

DMA Origin Of Trip

	2019	2018
Boston, MA	18%	16%
New York, NY	16%	16%
Burlington-Plattsburgh, VT	8%	12%
Hartford & New Haven, CT	5%	5%
Albany-Schenectady-Troy, NY	4%	3%
Philadelphia, PA	4%	3%
Washington, DC	2%	1%
West Palm Beach-Ft. Pierce, FL	2%	1%
Portland-Auburn, ME	2%	2%
Tampa-St. Petersburg-Sarasota, FL	2%	3%

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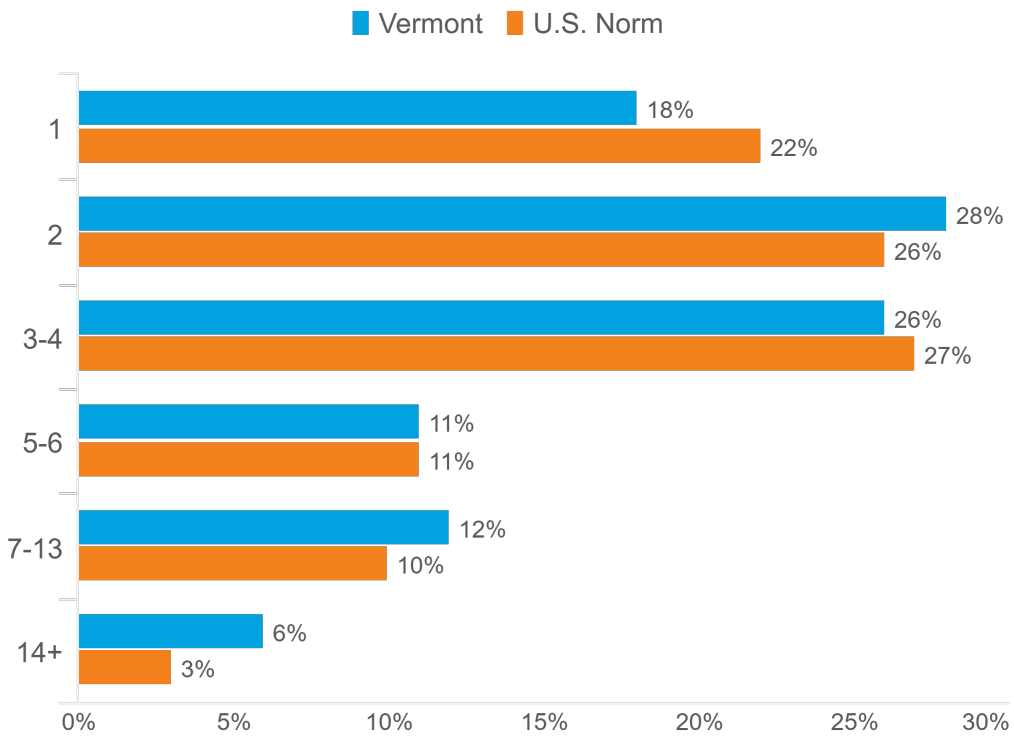
Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

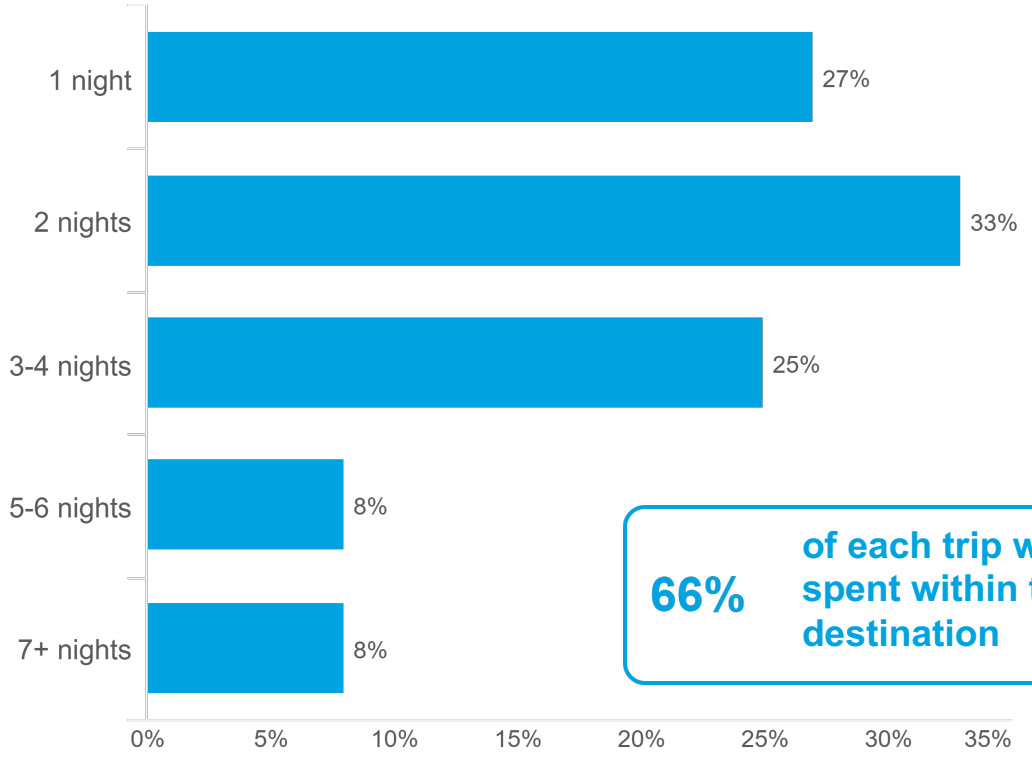
Total Nights Away on Trip



Vermont
4.4
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Vermont



66% of each trip was spent within the destination

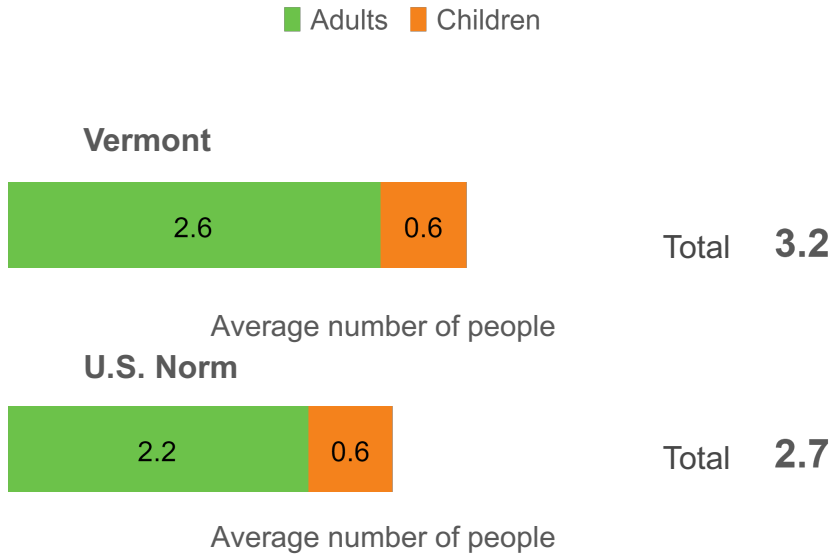
Average number of nights
2.9

Average last year
3.5

Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Size of Travel Party

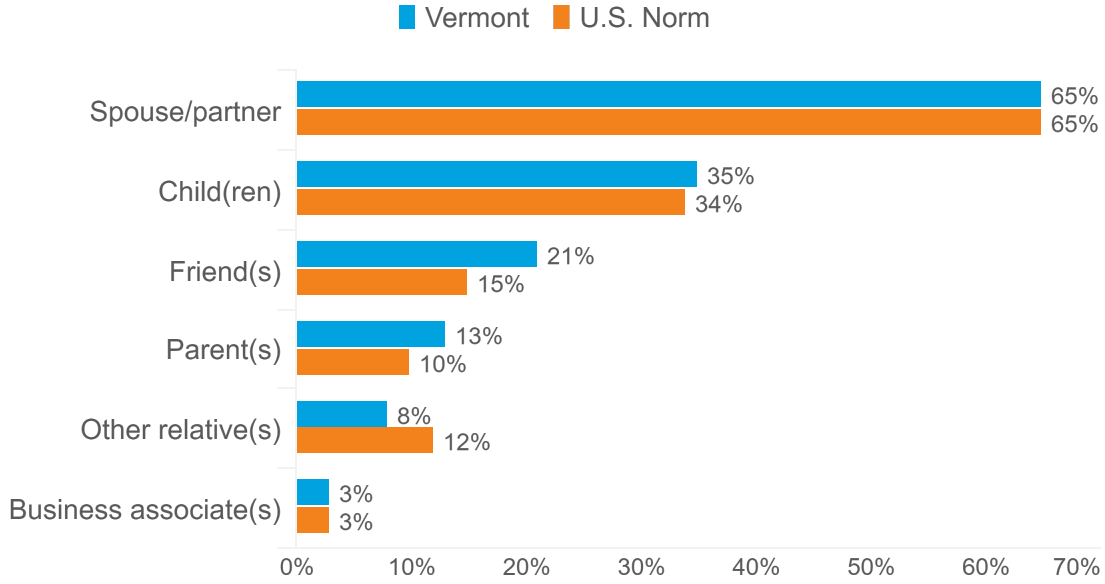


19% of trips only had one person in the travel party

U.S. Norm: 26%

Composition of Immediate Travel Party

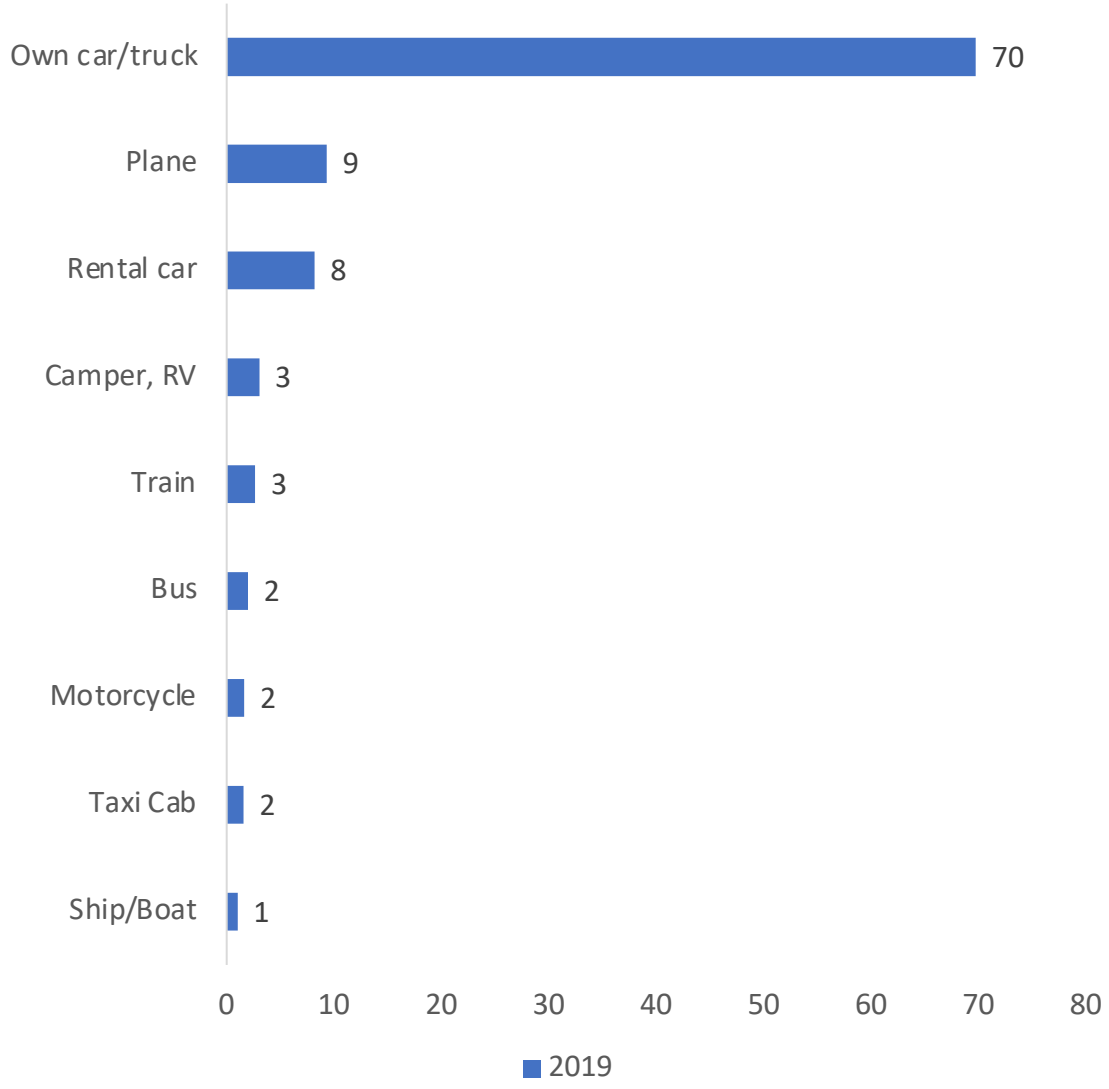
Base: 2019 Overnight Person-Trips that included more than one person



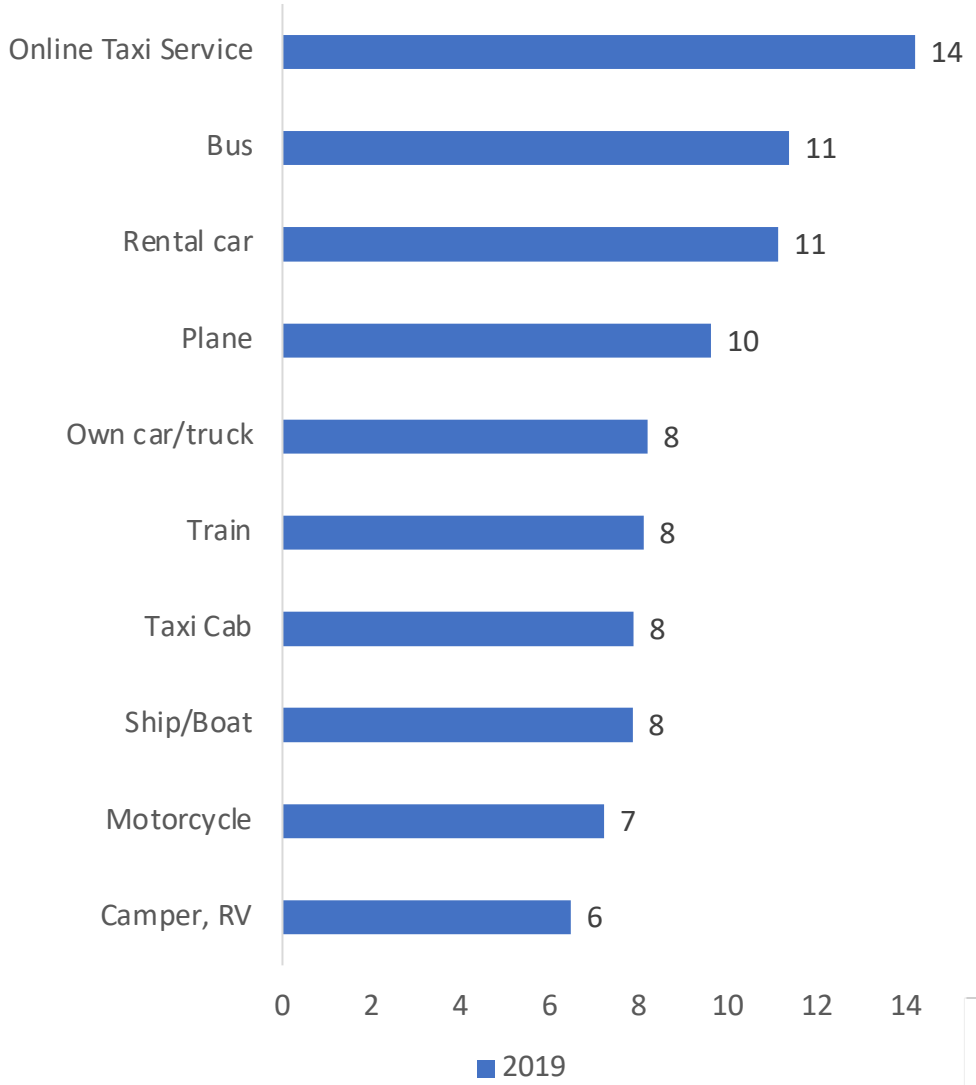
Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Main Transportation (%)



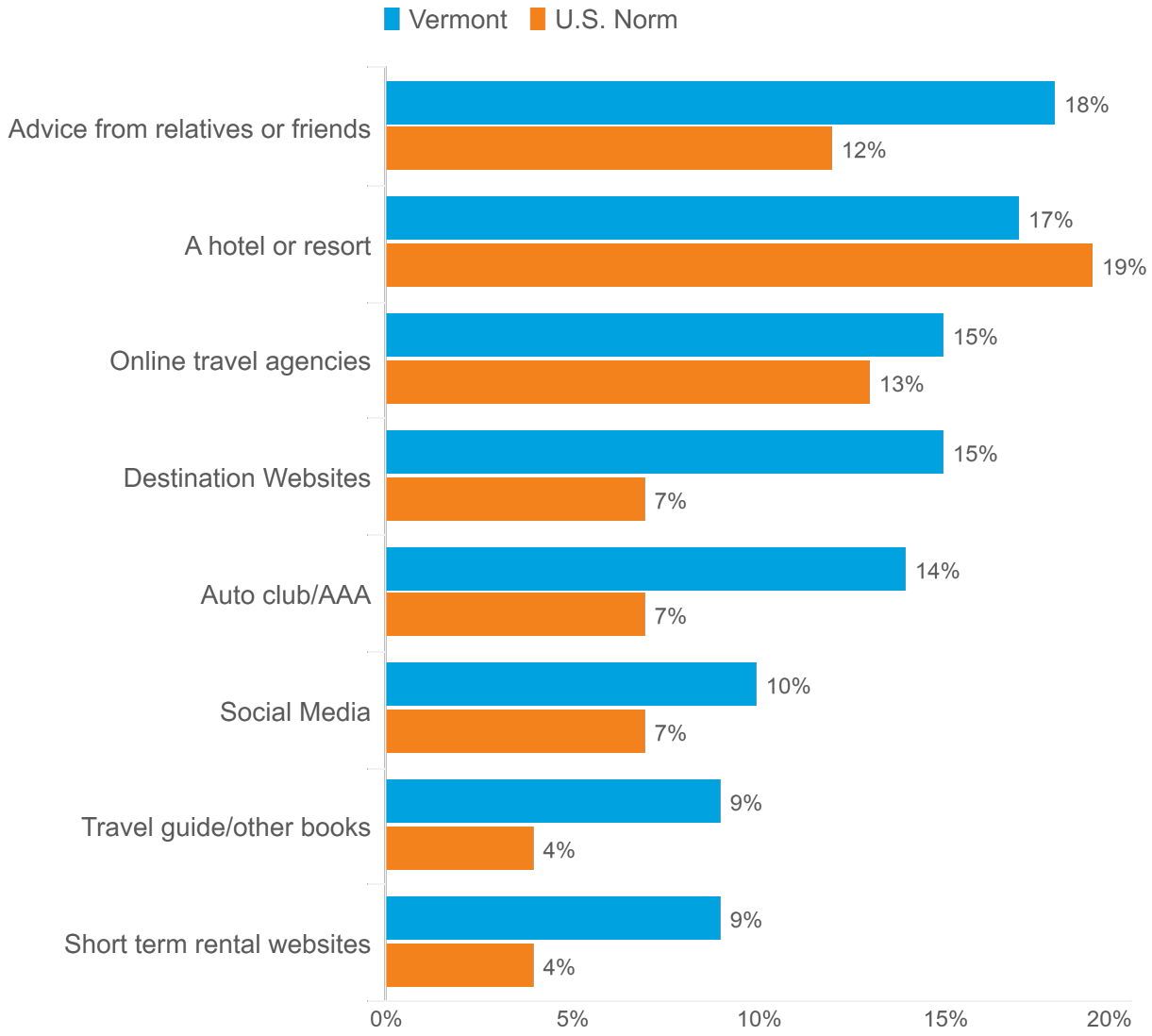
Other Transportation (%)



Vermont: Pre-Trip

Base: 2019 Overnight Person-Trips

Trip Planning Information Sources



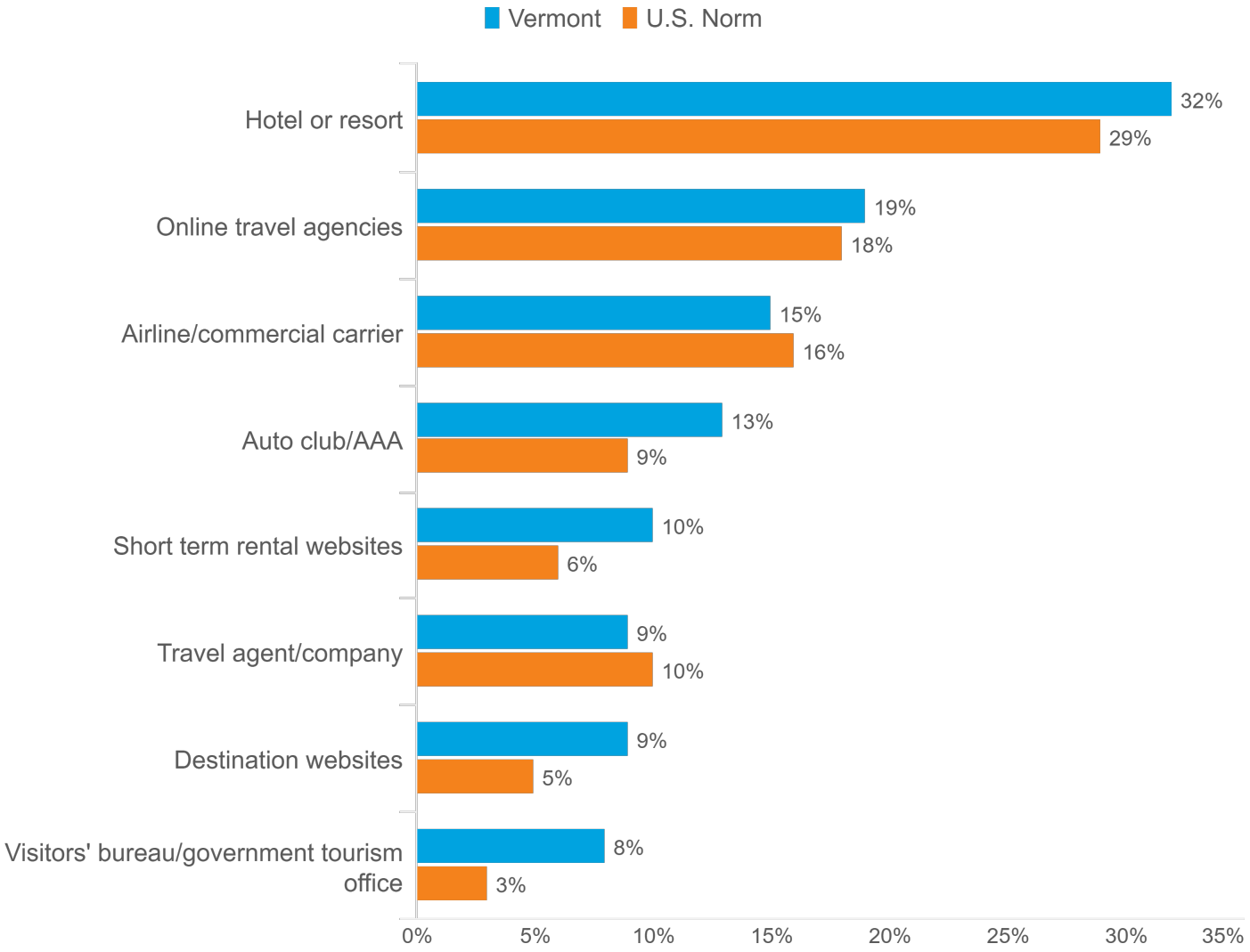
Length of Trip Planning

	Vermont	U.S. Norm
1 month or less	**30%**	**33%**
2 months	**19%**	**17%**
3-5 months	**18%**	**18%**
6-12 months	**16%**	**14%**
More than 1 year in advance	**5%**	**4%**
Did not plan anything in advance	**11%**	**14%**

Vermont's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Method of Booking



Accommodations

	2019	2018
Hotel	**26%**	**22%**
Home of friends / relatives	**24%**	**26%**
Resort hotel	**21%**	**17%**
Motel	**19%**	**15%**
Bed & breakfast	**12%**	**9%**
Country inn / lodge	**11%**	**7%**
Rented home / condo / apartment	**10%**	**9%**

Vermont: During Trip

Base: 2019 Overnight Person-Trips

Activity Groupings

Outdoor Activities

57%

U.S. Norm: 38%

Entertainment Activities

32%

U.S. Norm: 36%

Cultural Activities

33%

U.S. Norm: 22%

Sporting Activities

14%

U.S. Norm: 11%

Business Activities

9%

U.S. Norm: 9%

Activities and Experiences (Top 10)

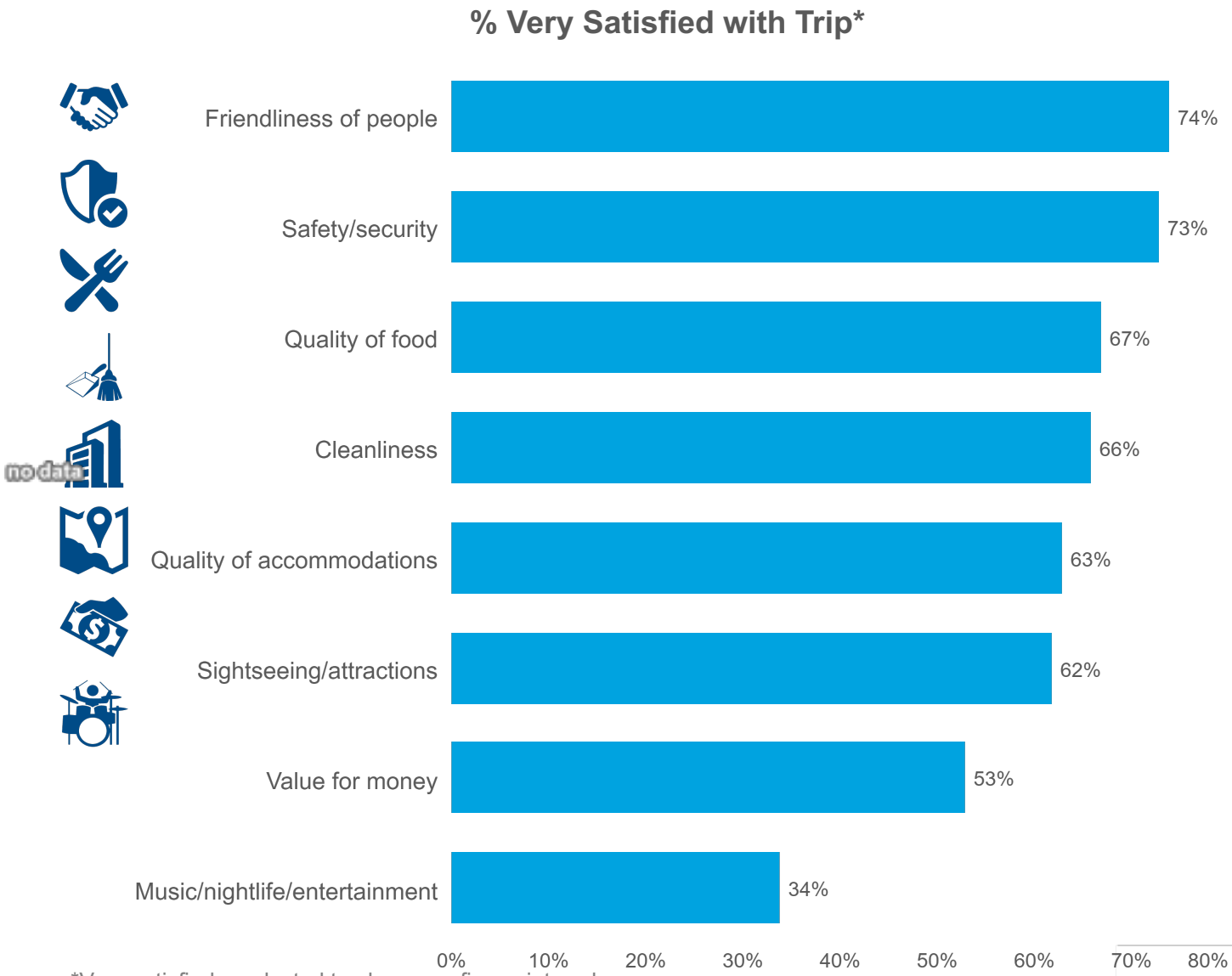
	2019	2018
Shopping	34%	37%
Fine/upscale dining	18%	17%
Hiking/backpacking	18%	20%
National/state park	18%	18%
Landmark/historic site	18%	20%
Bar/nightclub	17%	16%
Brewery	17%	18%
Skiing/snowboarding	15%	15%
Swimming	14%	13%
Beach/waterfront	12%	12%

Vermont: During Trip

Base: 2019 Overnight Person-Trips

80%

of overnight travelers were very satisfied with their overall trip experience



*Very satisfied = selected top box on a five point scale

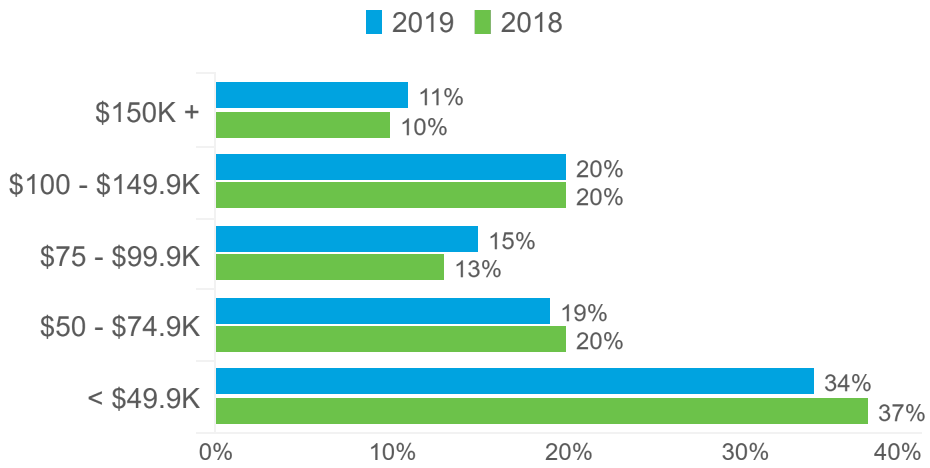
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Question updated in 2020

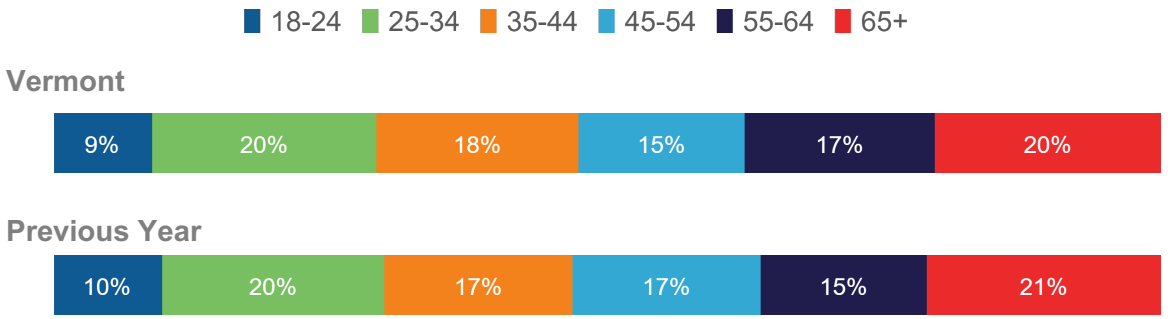
Demographic Profile of Overnight Vermont Visitors

Base: 2019 Overnight Person-Trips

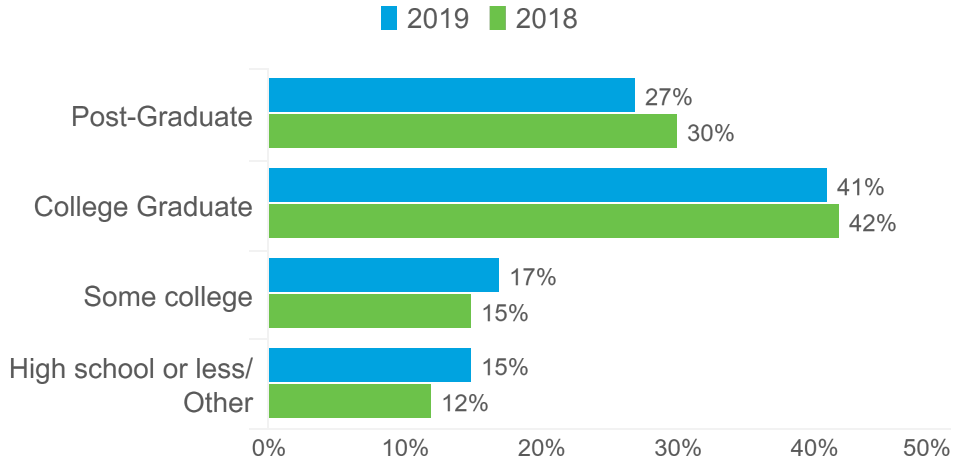
Household Income



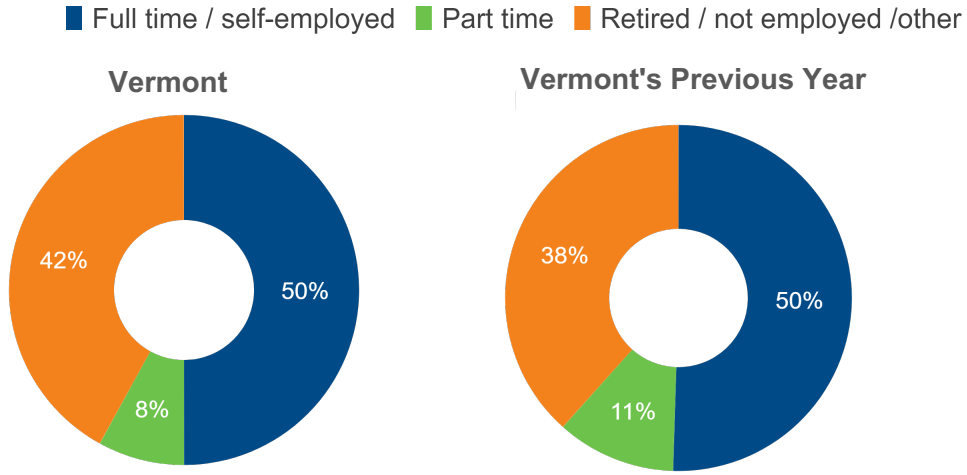
Age



Educational Attainment



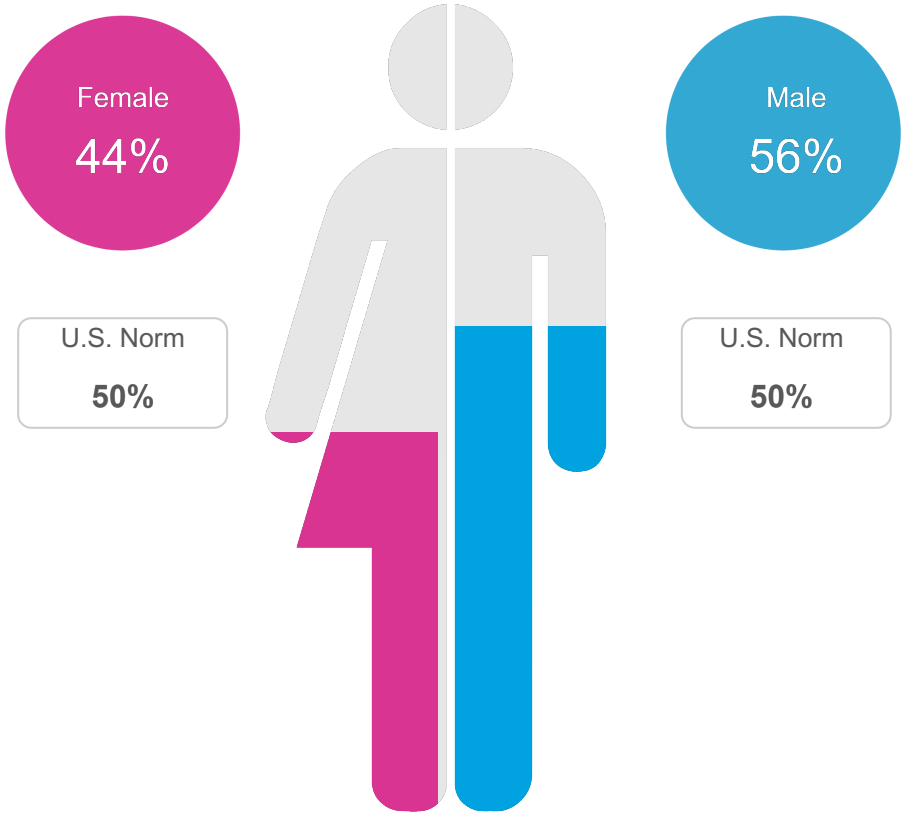
Employment



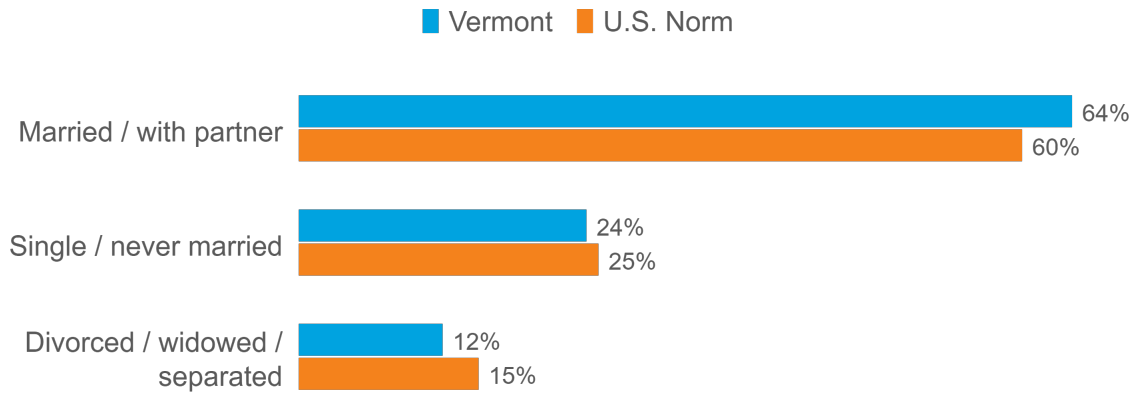
Demographic Profile of Overnight Vermont Visitors

Base: 2019 Overnight Person-Trips

Gender

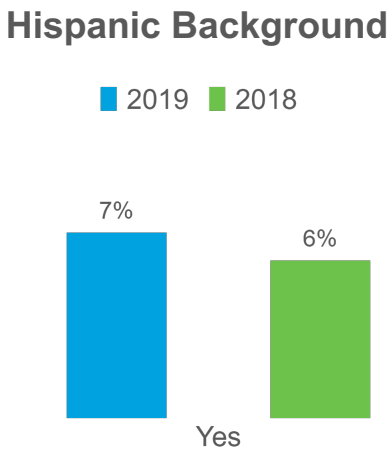


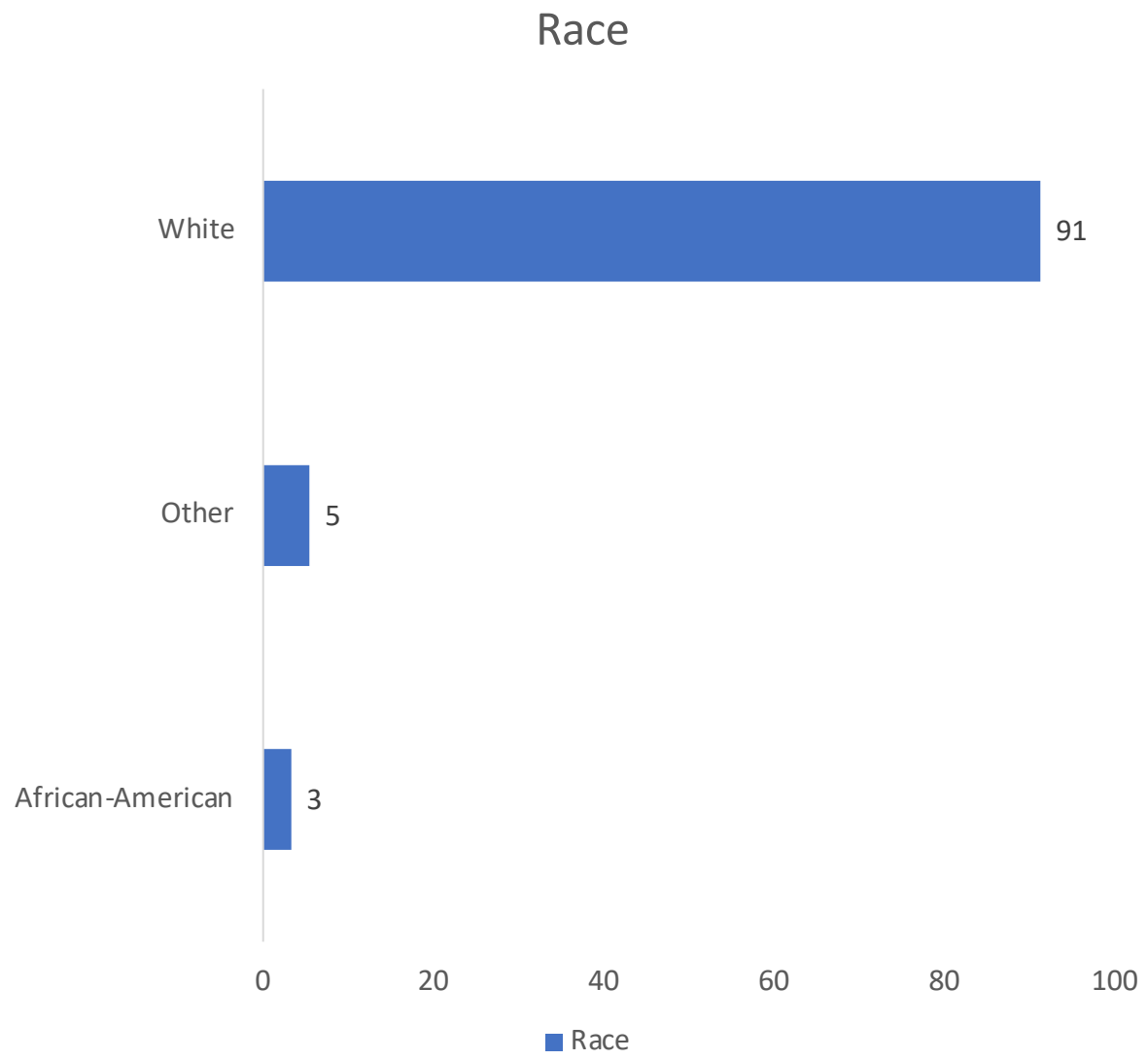
Marital Status



Demographic Profile of Overnight Vermont Visitors

Base: 2019 Overnight Person-Trips





Demographic Profile of Overnight Vermont Visitors

Base: 2019 Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	23%	35%	16%	14%	11%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Vermont

No children under 18	61%
Any 13-17	20%
Any 6-12	21%
Any child under 6	13%

no data

Vermont's Previous Year

No children under 18	65%
Any 13-17	17%
Any 6-12	17%
Any child under 6	12%

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Travel USA Visitor Profile

Day Visitation

VERMONT

2019

Vermont's Day Trip Characteristics

Base: 2019 Day Person-Trips

Main Purpose of Trip

29%
Visiting friends/ relatives

24%
Touring

9%
Shopping

8%
Special event

8%
Outdoors

6%
Ski/Snowboarding

4%
City trip

1%
Casino

0%
Conference/ Convention

3%
Other business trip

3%
Business-Leisure

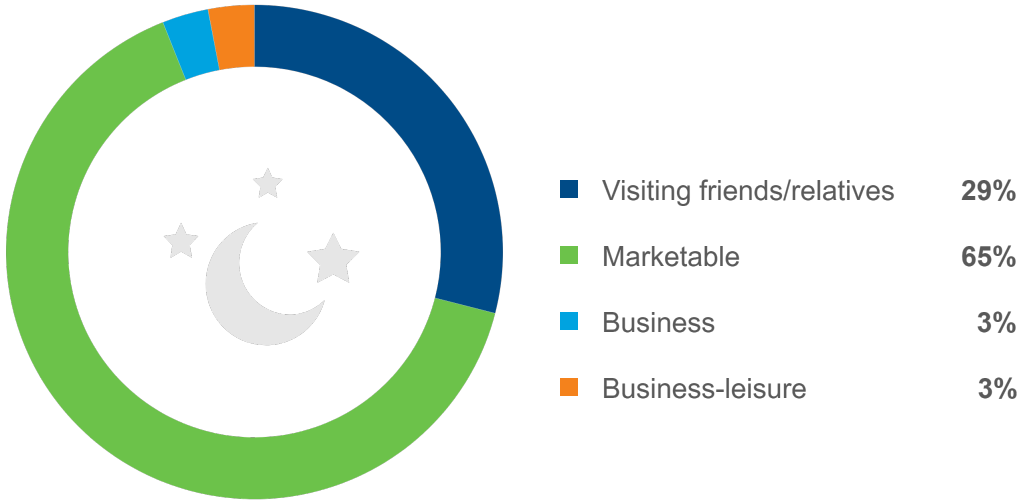
Main Purpose of Leisure Trip

	2019	2018
Visiting friends/ relatives	29%	28%
Touring	24%	24%
Shopping	9%	9%
Special event	8%	8%
Outdoors	8%	10%
Ski/Snowboarding	6%	4%
City trip	4%	5%
Casino	1%	0%

Structure of the Vermont Day Travel Market

Base: 2019 Day Person-Trips

2019 Vermont Day Trips



Visiting friends/relatives	29%
Marketable	65%
Business	3%
Business-leisure	3%

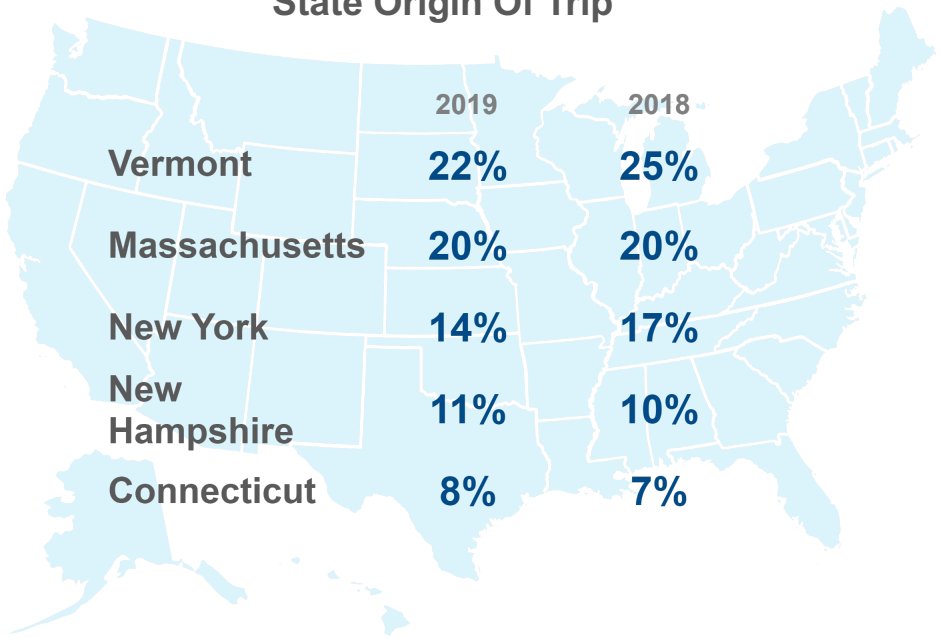
Last Year's Vermont Day Trips

Visiting friends/relatives	28%
Marketable	63%
Business	6%
Business-leisure	3%

Vermont's Day Trip Characteristics

Base: 2019 Day Person-Trips

State Origin Of Trip



	2019	2018
Vermont	22%	25%
Massachusetts	20%	20%
New York	14%	17%
New Hampshire	11%	10%
Connecticut	8%	7%

DMA Origin Of Trip

	2019	2018
Burlington-Plattsburgh, VT	23%	28%
Boston, MA	20%	23%
Albany-Schenectady-Troy, NY	12%	9%
New York, NY	7%	8%
Hartford & New Haven, CT	6%	6%
Springfield-Holyoke, MA	5%	4%
Portland-Auburn, ME	3%	2%
Providence-New Bedford, RI	2%	2%
Philadelphia, PA	2%	1%
Atlanta, GA	1%	0%

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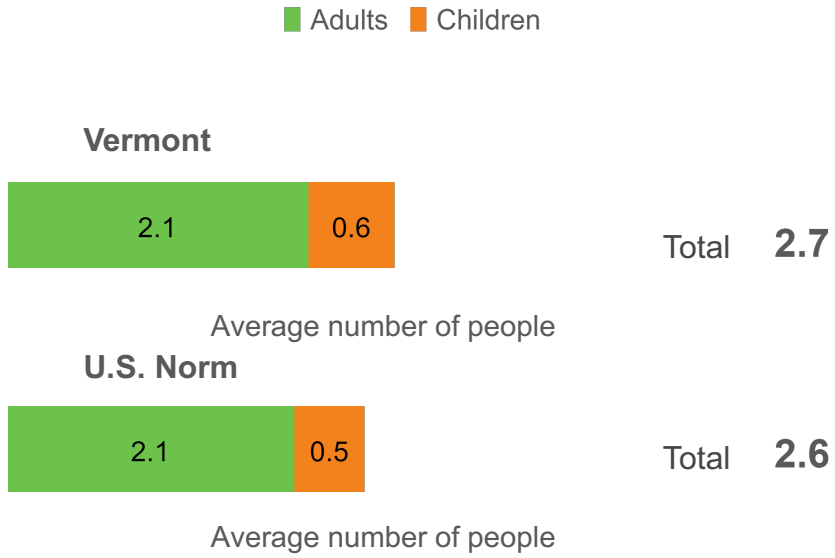
Vermont's Day Trip Characteristics

Base: 2019 Day Person-Trips

Size of Travel Party

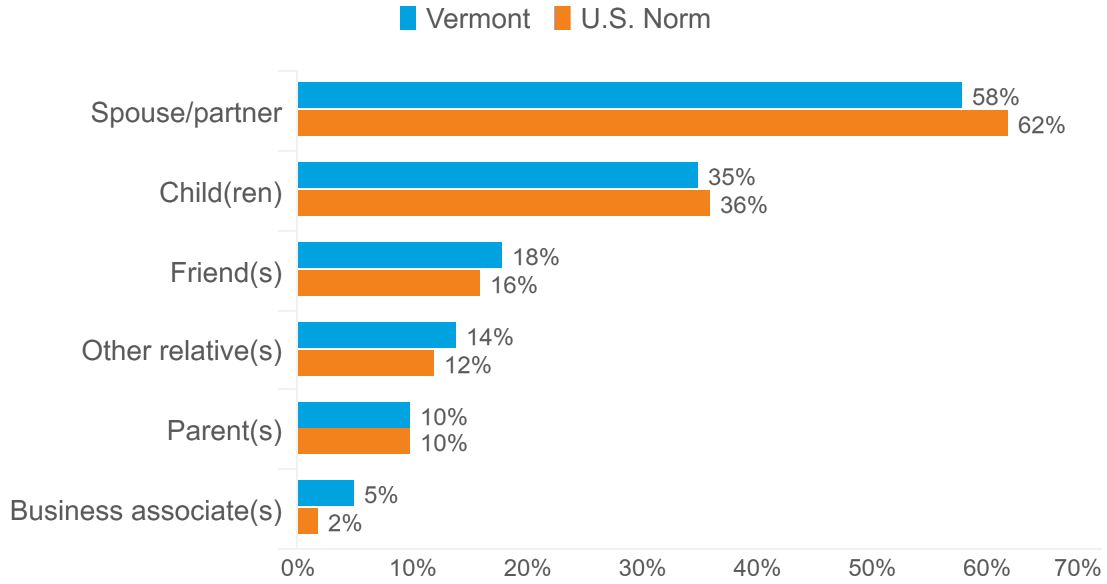


21% of trips only had one person in the travel party

U.S. Norm: 24%

Composition of Immediate Travel Party

Base: 2019 Day Person-Trips that included more than one person



Vermont: During Trip

Base: 2019 Day Person-Trips

Activity Groupings

Outdoor Activities

38%

U.S. Norm: 25%

Entertainment Activities

18%

U.S. Norm: 25%

Cultural Activities

27%

U.S. Norm: 15%

Sporting Activities

11%

U.S. Norm: 7%

Business Activities

4%

U.S. Norm: 6%

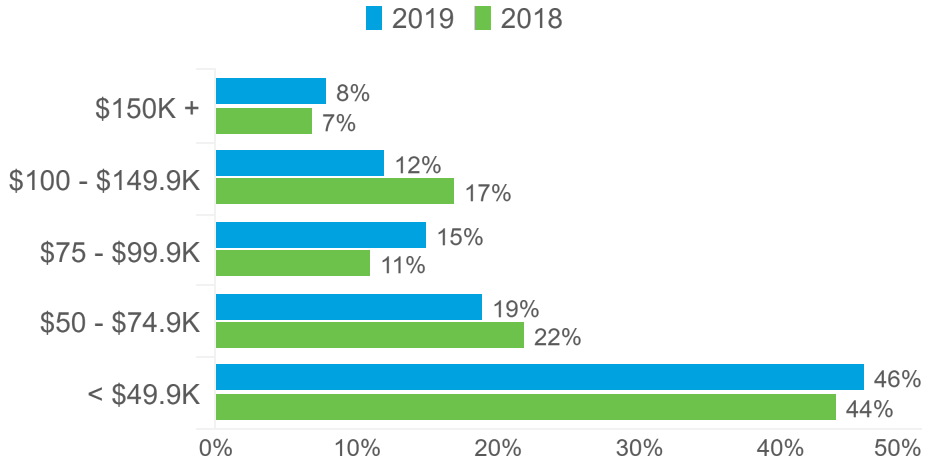
Activities and Experiences (Top 10)

	2019	2018
Shopping	33%	29%
Landmark/historic site	14%	10%
Museum	10%	7%
Hiking/backpacking	9%	10%
National/state park	9%	10%
Brewery	9%	10%
Skiing/snowboarding	8%	5%
Art gallery	7%	3%
Fine/upscale dining	7%	8%
Bar/nightclub	7%	7%

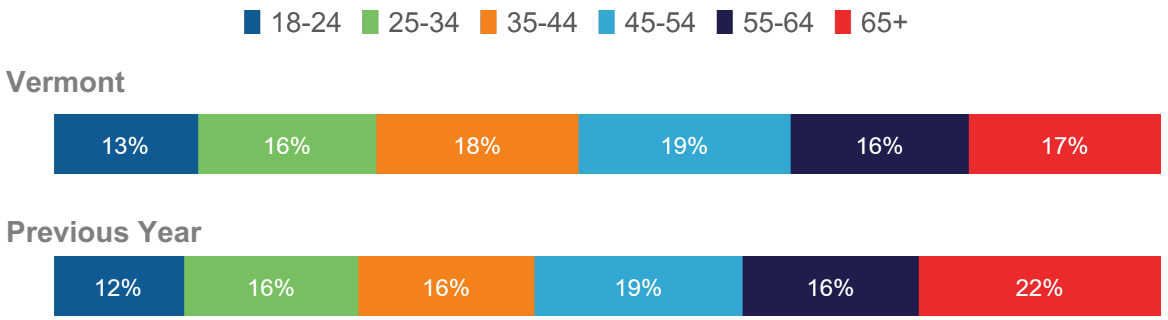
Demographic Profile of Day Vermont Visitors

Base: 2019 Day Person-Trips

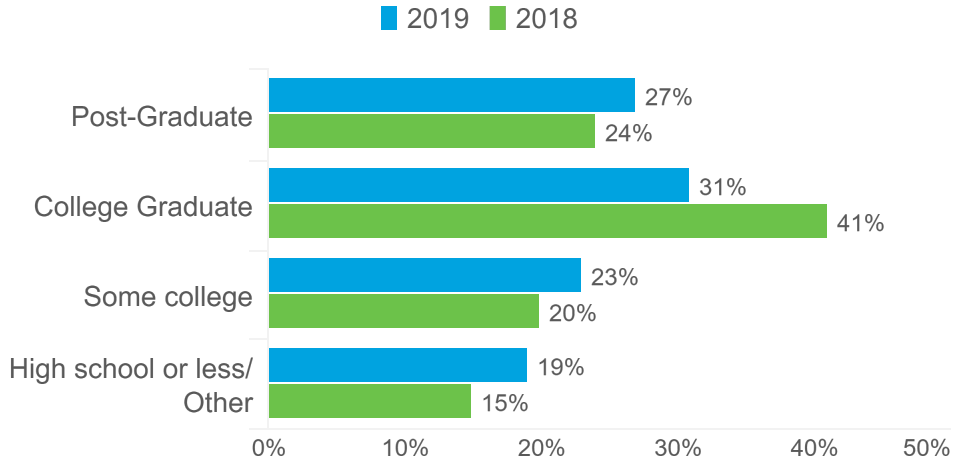
Household Income



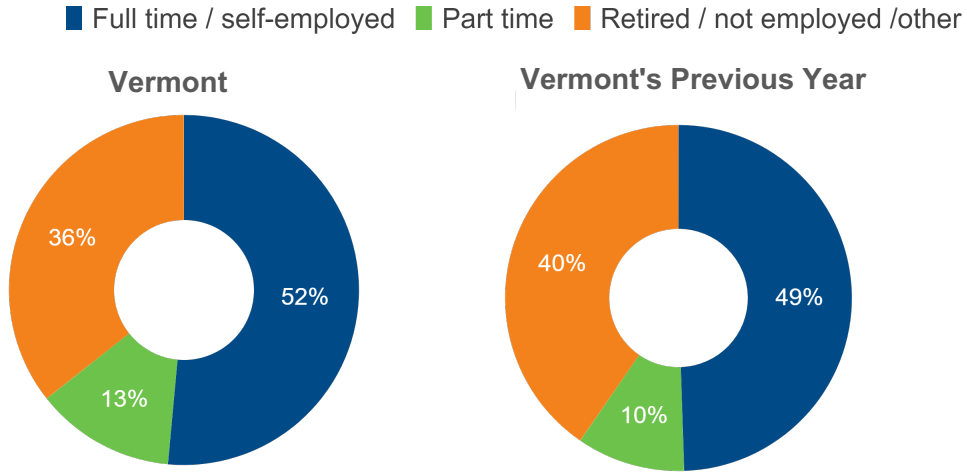
Age



Educational Attainment



Employment



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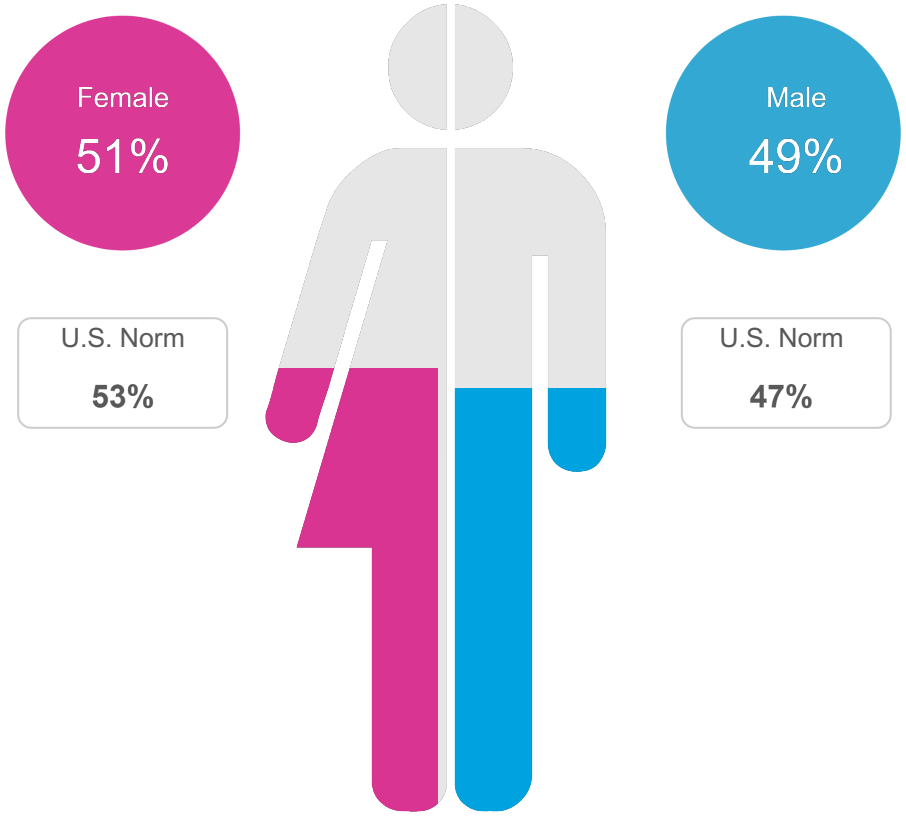
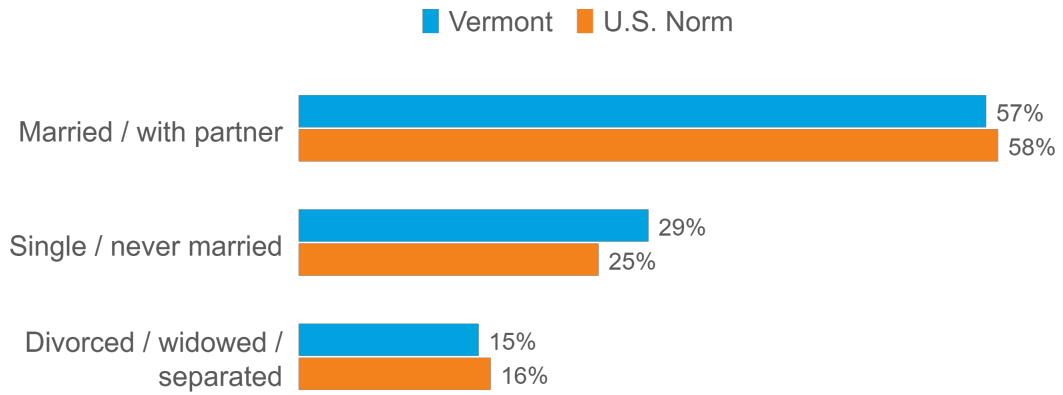
Demographic Profile of Day Vermont Visitors

Base: 2019 Day Person-Trips

Gender



Marital Status



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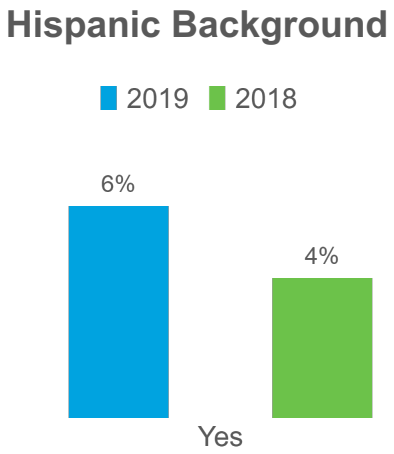

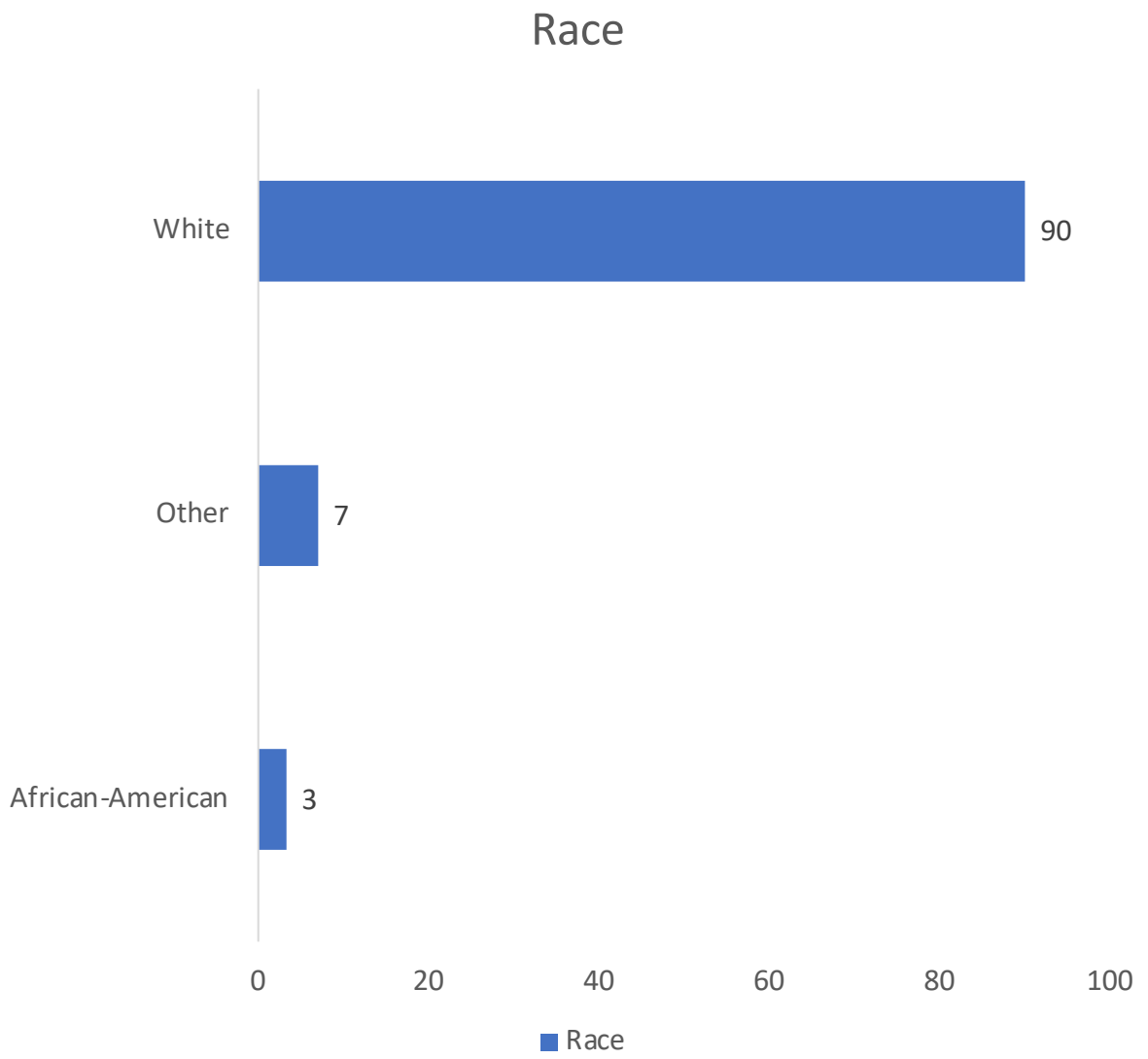

Demographic Profile of Day Vermont Visitors

Base: 2019 Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	21%	39%	13%	16%	12%
U.S. Norm	23%	35%	18%	14%	11%

Children in Household

Vermont

No children under 18	56%
Any 13-17	23%
Any 6-12	23%
Any child under 6	13%

no data

Vermont's Previous Year

No children under 18	63%
Any 13-17	19%
Any 6-12	18%
Any child under 6	13%

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