



# Travel USA Visitor Profile

Vermont Visitation



2022

## 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 2022.

## 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 2022:



Overnight Base Size

654



Day Base Size

388

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



# Travel USA Visitor Profile

## Overnight Visitation



2022

# Vermont's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

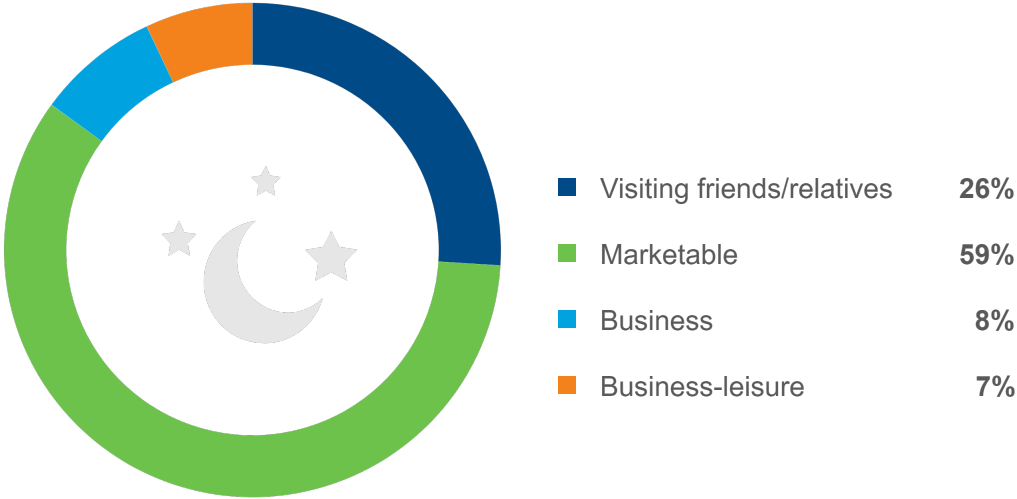
## Main Purpose of Trip

 <b>26%</b> Visiting friends/ relatives	
 <b>19%</b> Touring	 <b>4%</b> Conference/ Convention
 <b>12%</b> Outdoors	
 <b>7%</b> Ski/Snowboarding	 <b>4%</b> Other business trip
 <b>7%</b> Special event	
 <b>5%</b> Resort	
 <b>3%</b> Theme park	 <b>7%</b> Business-Leisure
 <b>3%</b> City trip	

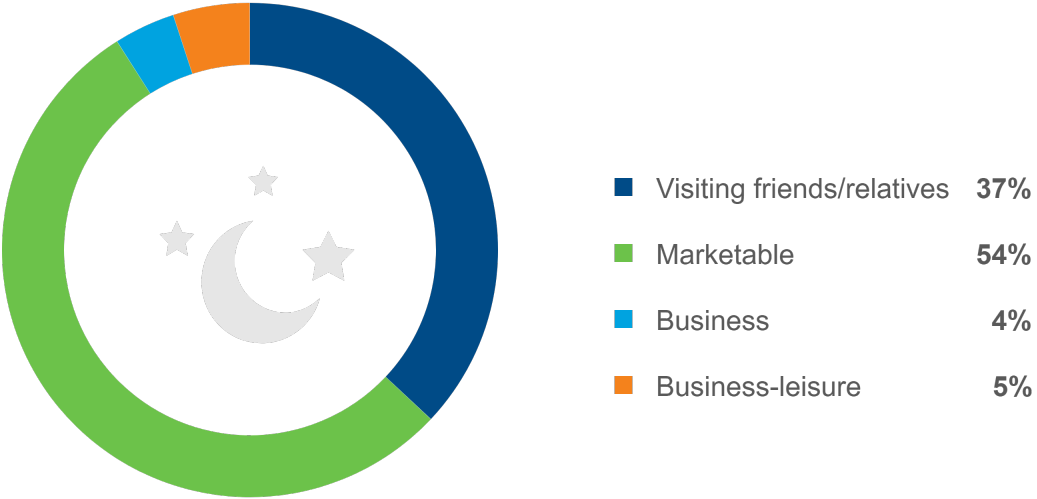
## Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	<b>26%</b>	<b>37%</b>
Touring	<b>19%</b>	<b>18%</b>
Outdoors	<b>12%</b>	<b>12%</b>
Ski/Snowboarding	<b>7%</b>	<b>3%</b>
Special event	<b>7%</b>	<b>6%</b>
Resort	<b>5%</b>	<b>4%</b>
Theme park	<b>3%</b>	<b>1%</b>
City trip	<b>3%</b>	<b>5%</b>

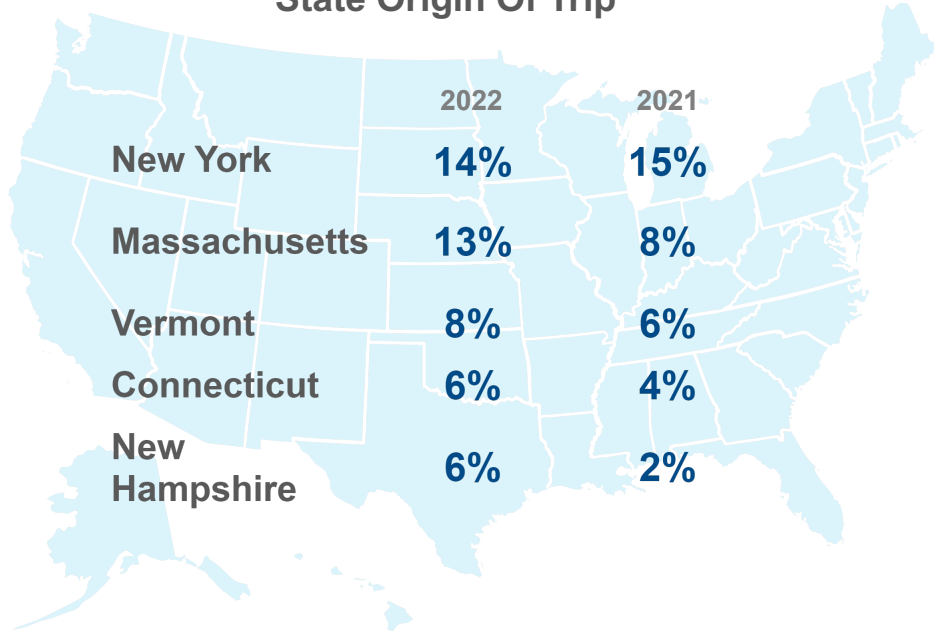
### 2022 Vermont Overnight Trips



### Last Year's Vermont Overnight Trips



## State Origin Of Trip



## Past Visitation to Vermont

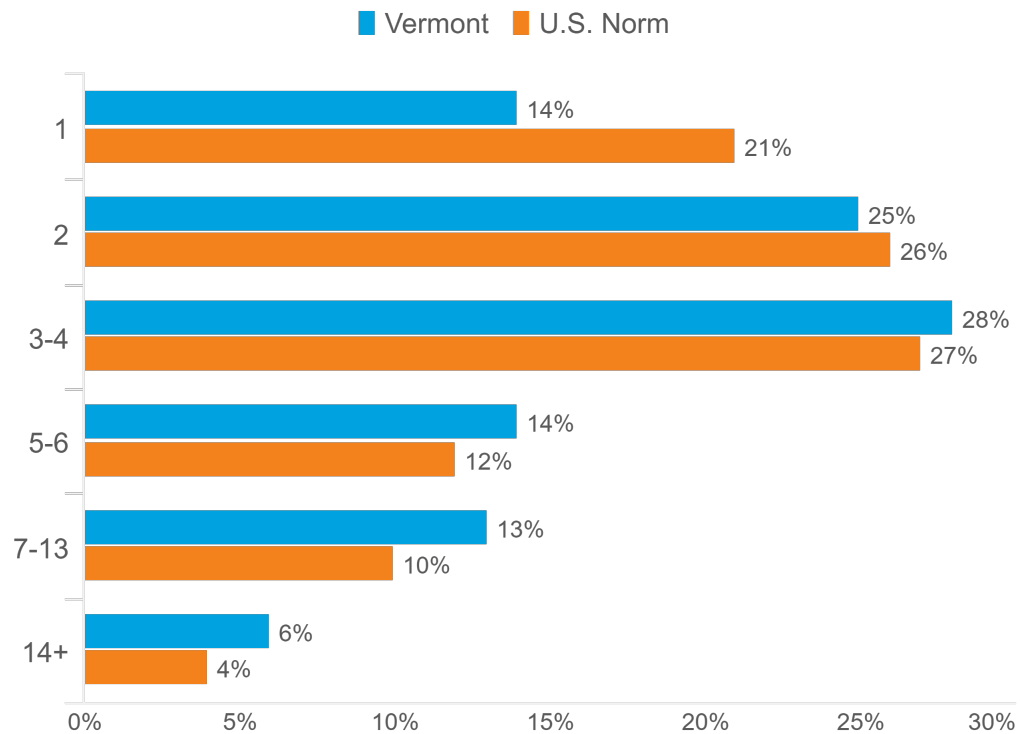
**79%** of overnight travelers to Vermont are repeat visitors

**51%** of overnight travelers to Vermont had visited before in the past 12 months

## DMA Origin Of Trip

	2022	2021
Boston, MA	15%	8%
New York, NY	13%	12%
Burlington-Plattsburgh, VT	9%	7%
Hartford & New Haven, CT	5%	4%
Albany-Schenectady-Troy, NY	3%	4%
Chicago, IL	2%	2%
Los Angeles, CA	2%	3%
Providence-New Bedford, RI	2%	3%
Philadelphia, PA	2%	3%
Springfield-Holyoke, MA	2%	1%

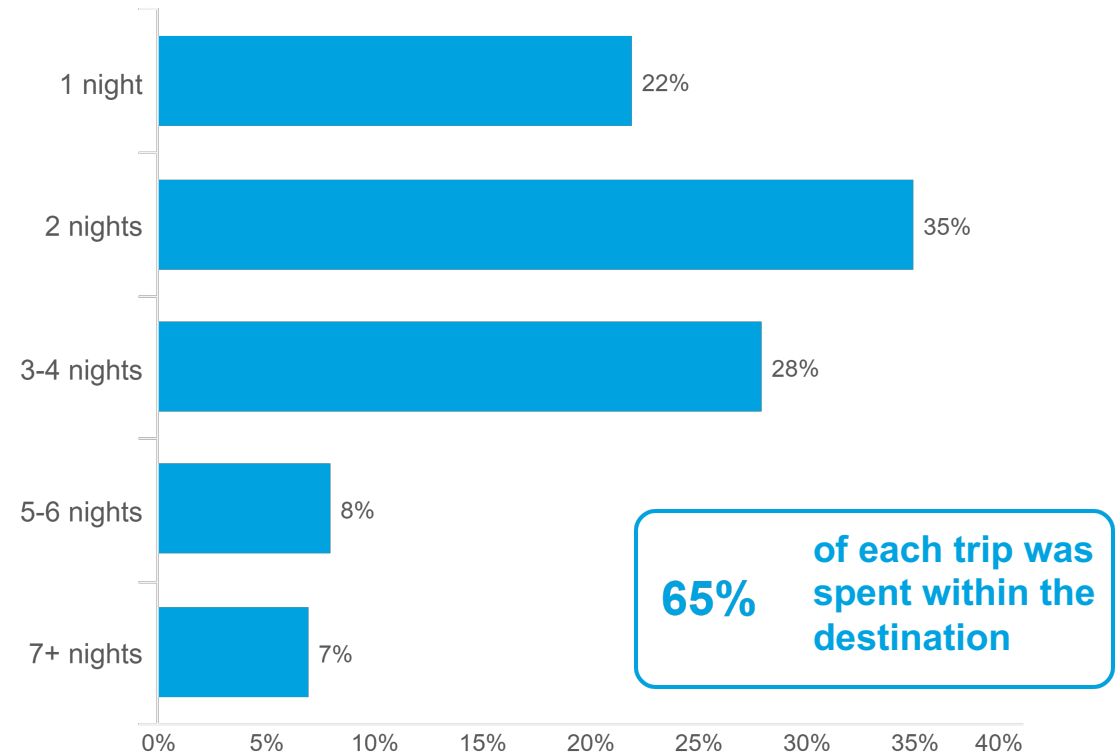
## Total Nights Away on Trip



Vermont  
**4.9**  
Average Nights

U.S. Norm  
**3.9**  
Average Nights

## Nights Spent in Vermont



**65%** of each trip was spent within the destination

Average number of nights  
**3.2**

Average last year  
**4.3**

## Size of Travel Party

■ Adults ■ Children

### Vermont



Total **3.4**

Average number of people

### U.S. Norm



Total **2.9**

Average number of people

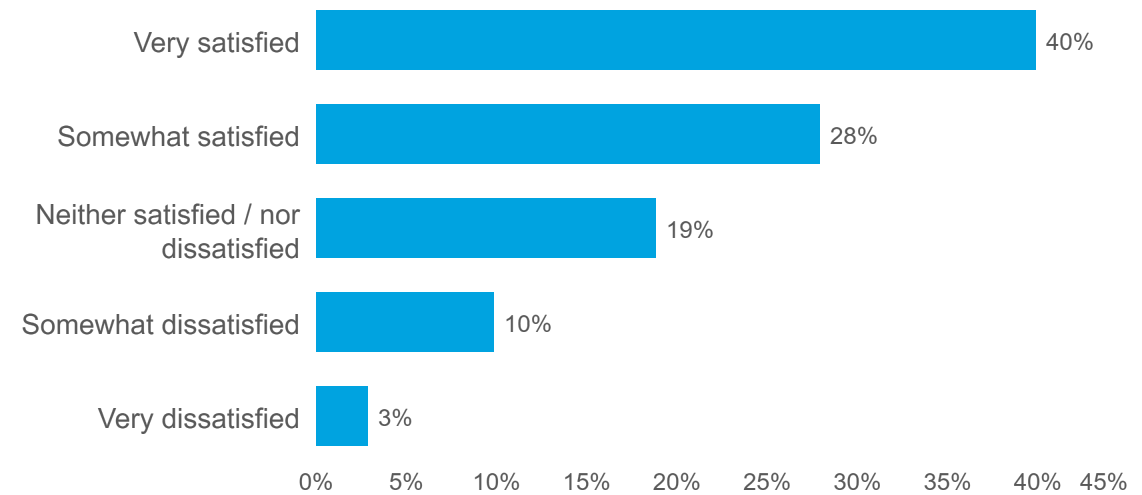


**26%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 20%

## Satisfaction with Ease of Accessibility

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





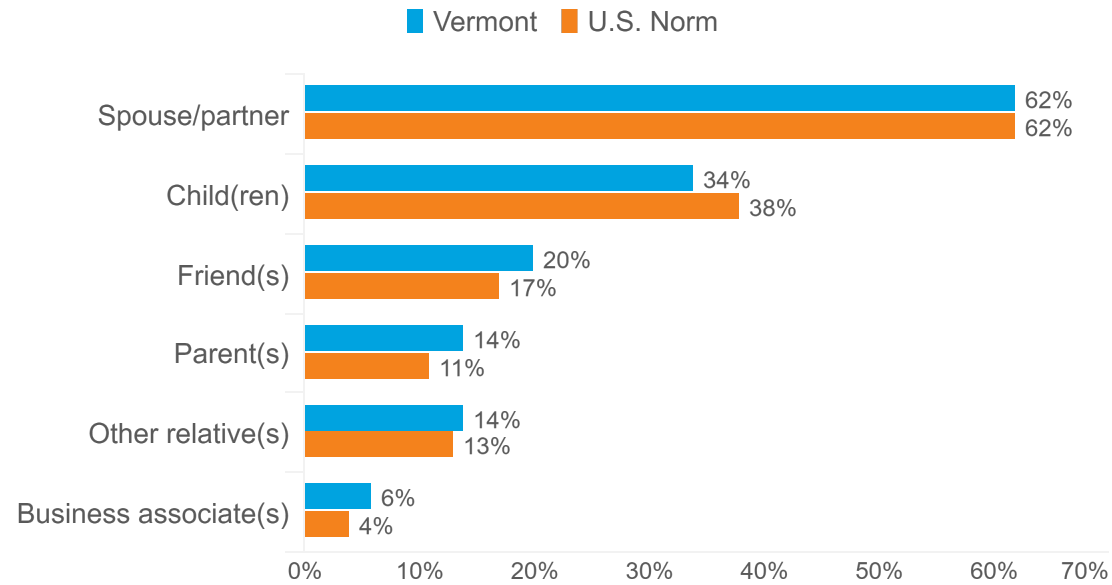


**19%** of trips only had one person in the travel party

U.S. Norm: 24%

## Composition of Immediate Travel Party

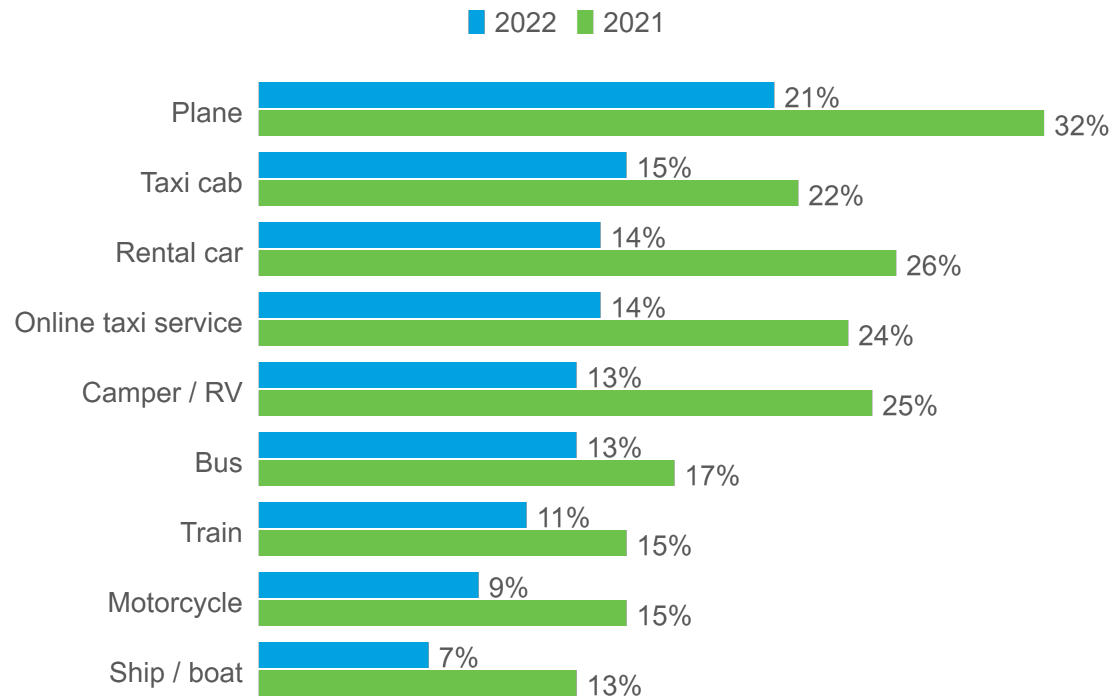
Base: 2022 Overnight Person-Trips that included more than one person



## Transportation Used to get to Destination

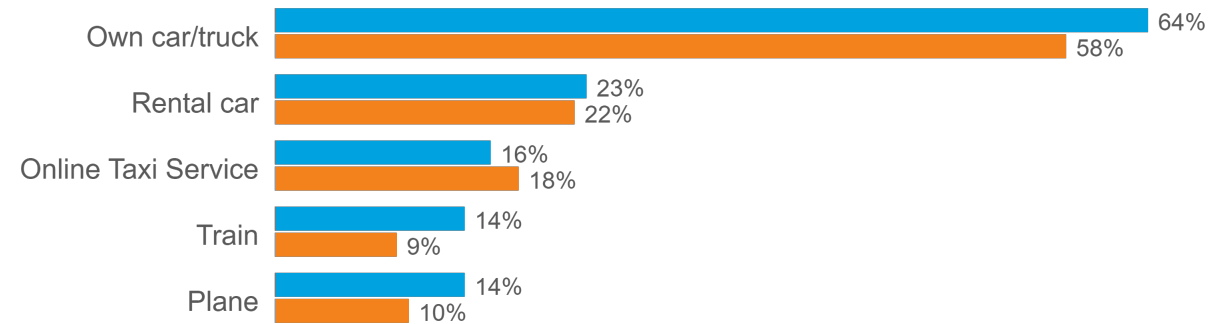
**76%** of overnight travelers use own car/truck to get to their destination

Previous year: **75%**

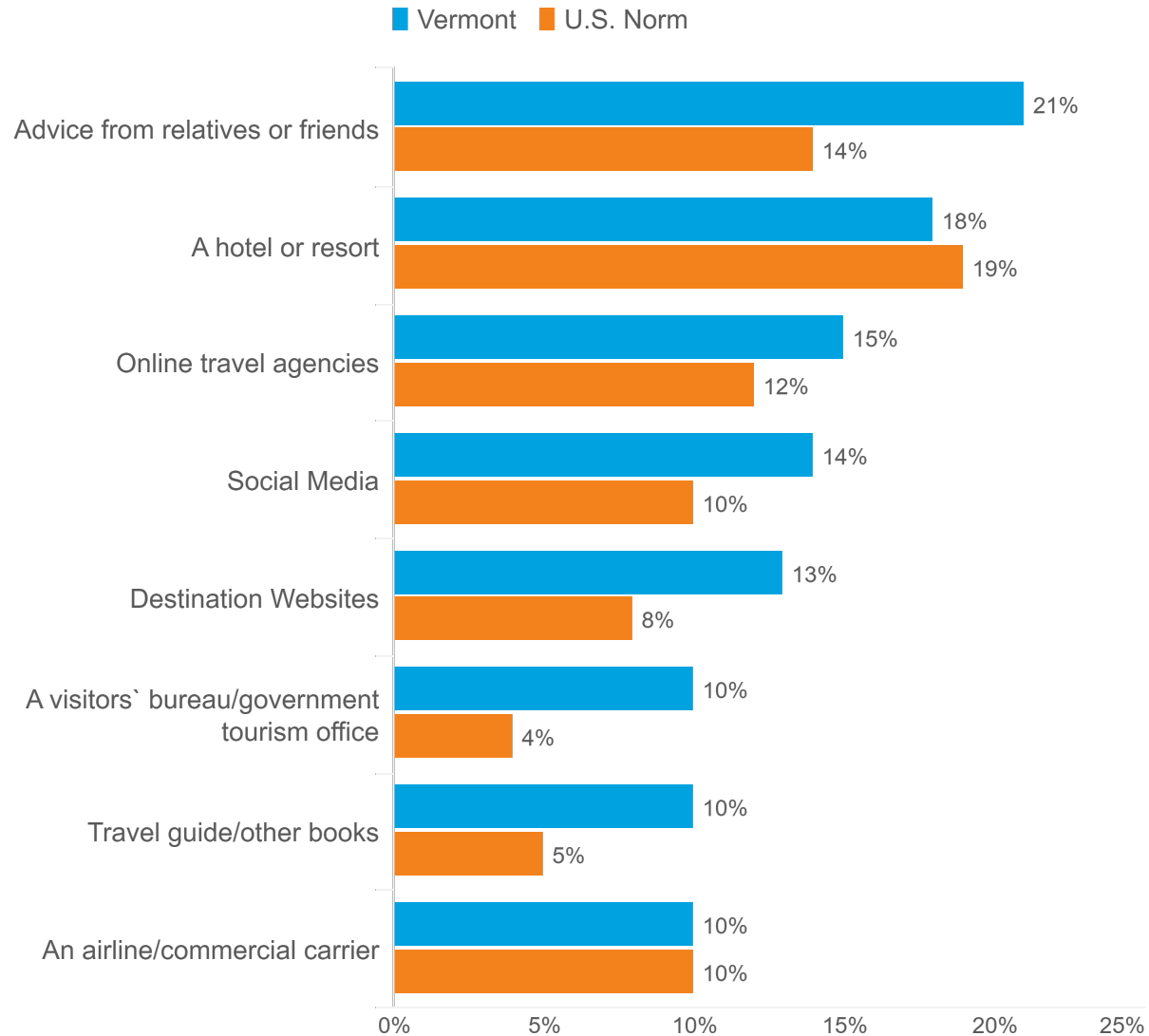


## Transportation Used within Destination

■ Vermont ■ U.S. Norm



## Trip Planning Information Sources



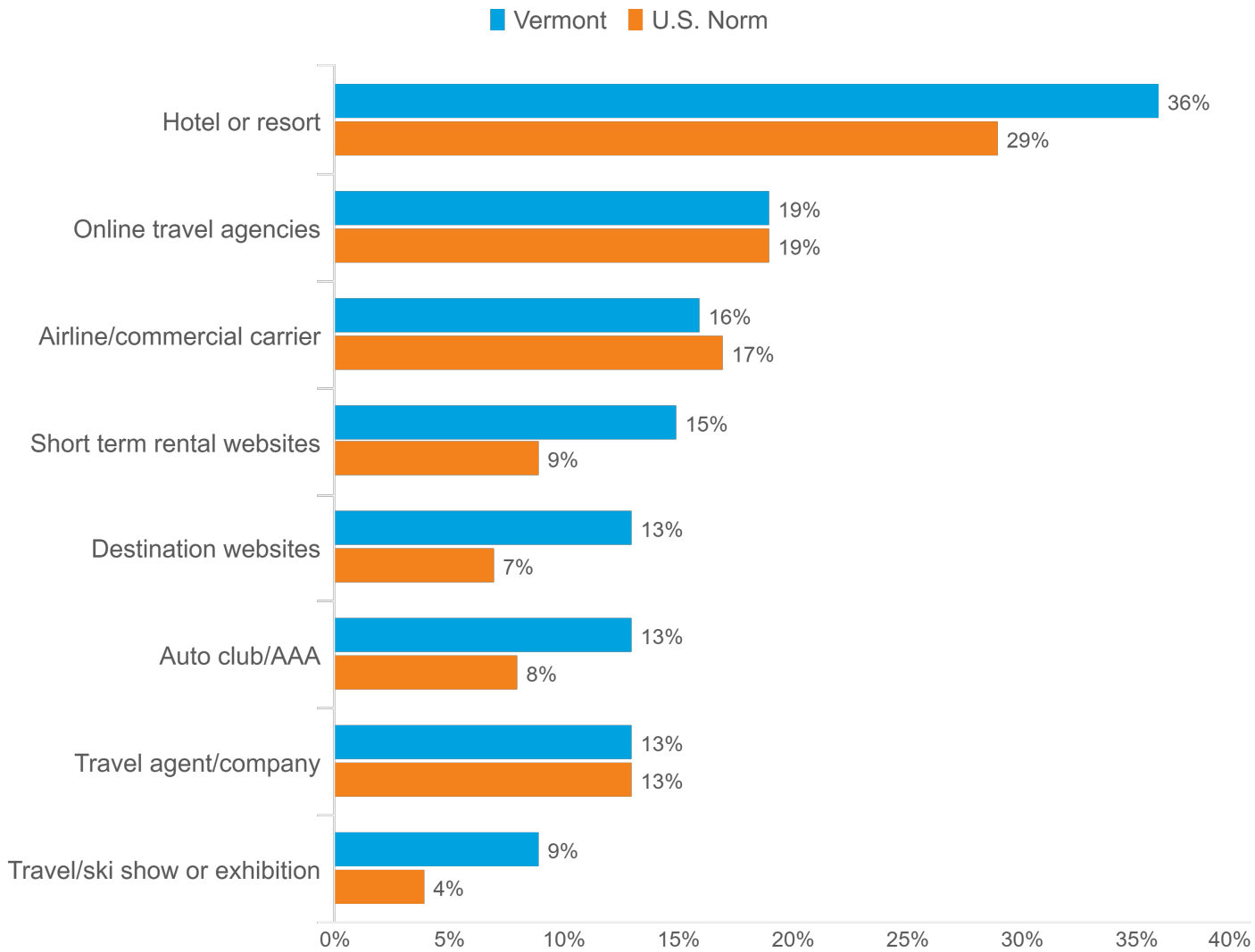
## Length of Trip Planning

	Vermont	U.S. Norm
1 month or less	29%	31%
2 months	17%	16%
3-5 months	19%	18%
6-12 months	17%	14%
More than 1 year in advance	7%	5%
Did not plan anything in advance	12%	16%








# Vermont's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Method of Booking



## Accommodations

	2022	2021
 Hotel	35%	40%
 Home of friends / relatives	18%	23%
 Bed & breakfast	17%	19%
 Resort hotel	15%	19%
 Motel	15%	22%
 Campground / RV park	13%	14%
 Rented home / condo / apartment	13%	15%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 48%

### Entertainment Activities



U.S. Norm: 54%

### Cultural Activities



U.S. Norm: 29%

### Sporting Activities



U.S. Norm: 21%

### Business Activities



U.S. Norm: 17%

## Activities and Experiences (Top 10)







	2022	2021
Shopping	29%	31%
Sightseeing	27%	31%
Landmark/historic site	18%	25%
Winery/brewery/distillery tour	17%	16%
Museum	17%	19%
Hiking/backpacking	17%	23%
Attending celebration	15%	22%
Nature tours/wildlife viewing/birding	14%	22%
Swimming	14%	15%
Beach/waterfront	14%	13%

## Shopping Types on Trip

Base: 2022 Overnight Person-Trips that included Shopping

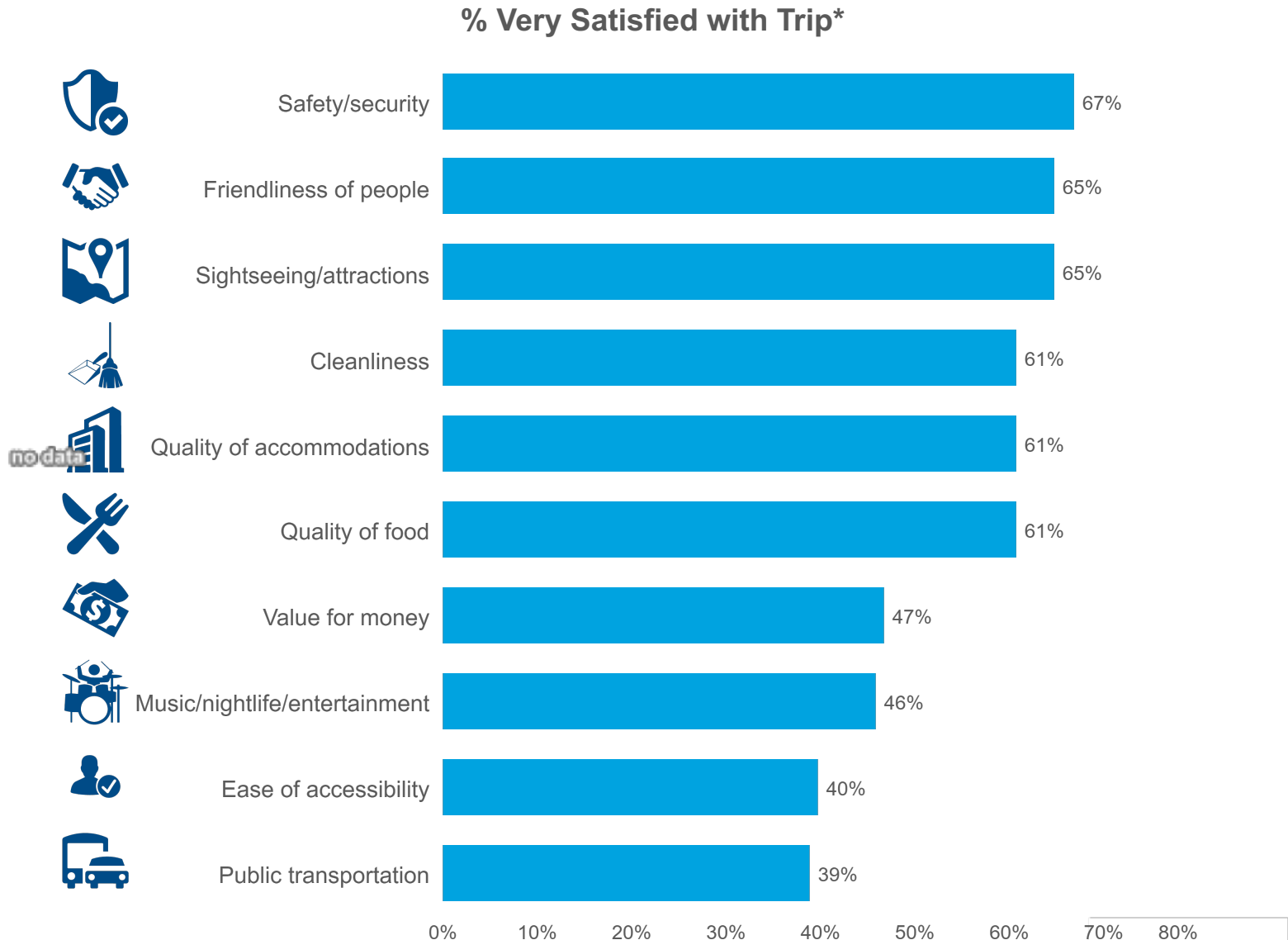
	Vermont	U.S. Norm
 Convenience/grocery shopping	54%	44%
 Souvenir shopping	51%	41%
 Outlet/mall shopping	35%	48%
 Big box stores (Walmart, Costco)	34%	33%
 Antiquing	26%	12%
 Farmers market	0%	0%
 Shopping at locally owned businesses	0%	0%

## Dining Types on Trip

	Vermont	U.S. Norm
 Unique/local food	45%	47%
 Fine/upscale dining	27%	25%
 Carry-out/food delivery service	19%	21%
 Picnicking	15%	13%
 Casual dining	0%	0%
 Fast food	0%	0%



**76%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



no data

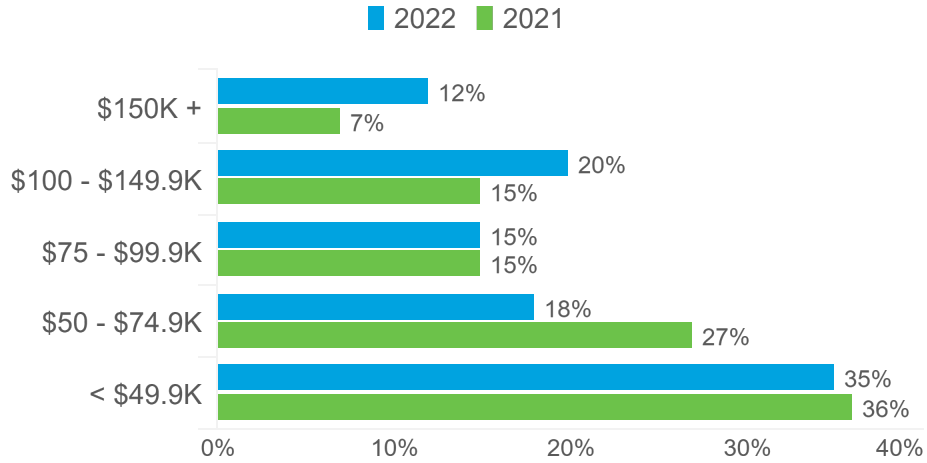
\*Very satisfied = selected top box on a five point scale

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

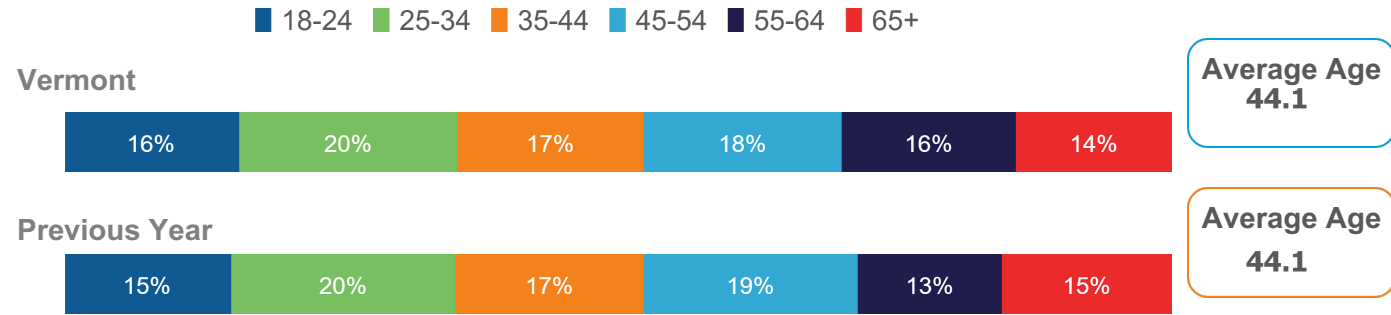
# Demographic Profile of Overnight Vermont Visitors

Base: 2022 Overnight Person-Trips

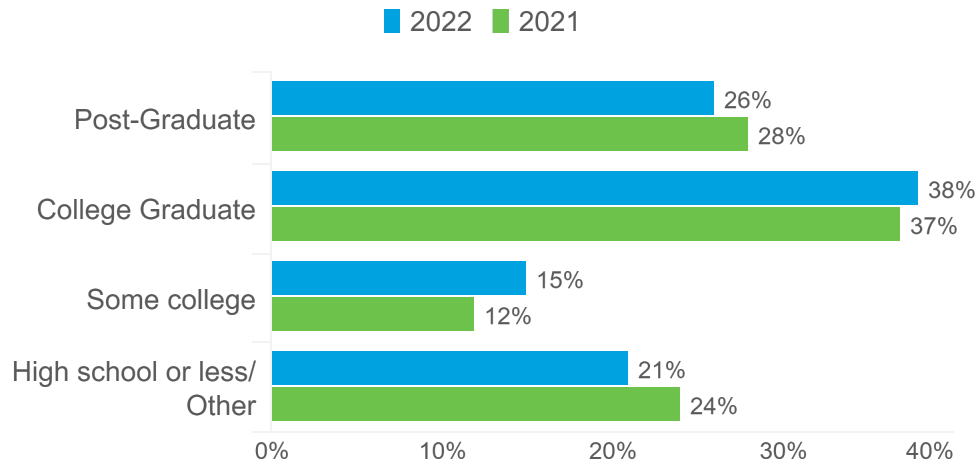
## Household Income



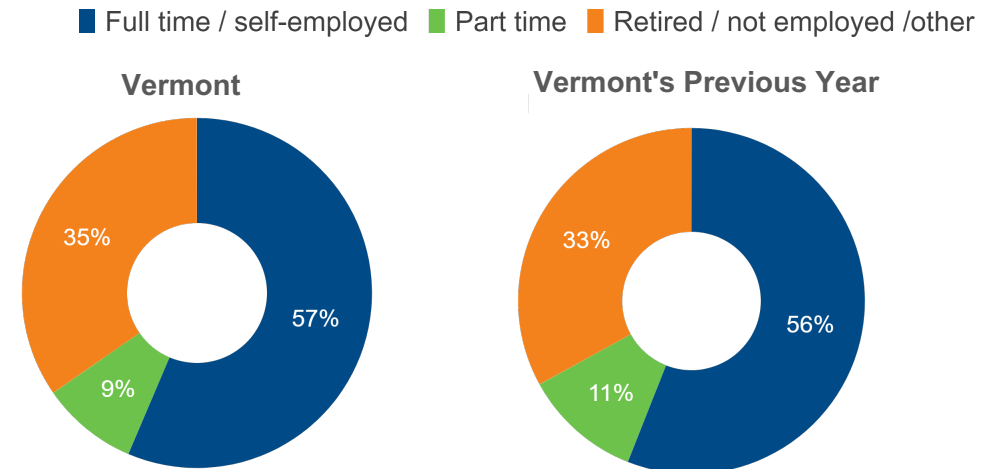
## Age



## Educational Attainment

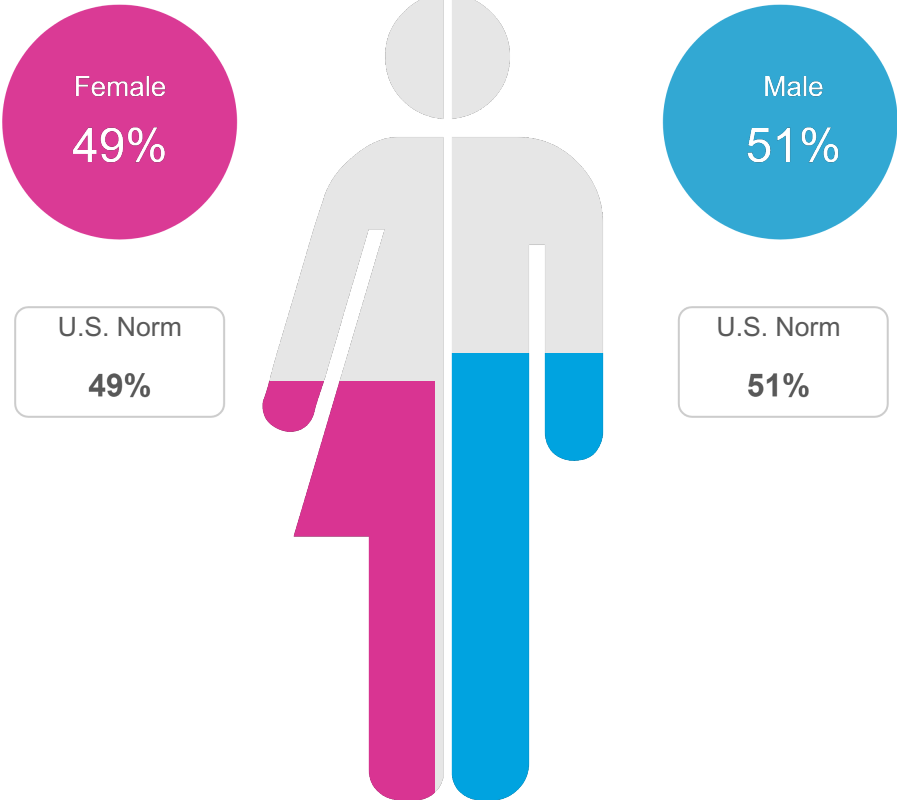


## Employment

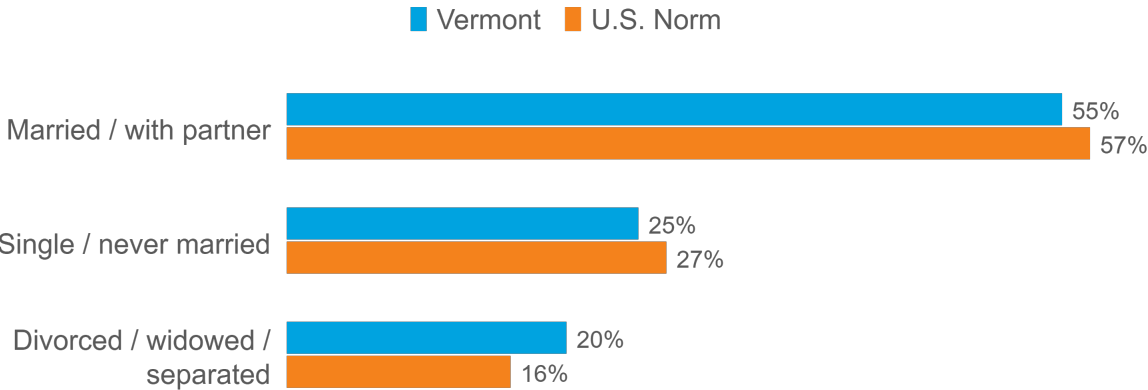




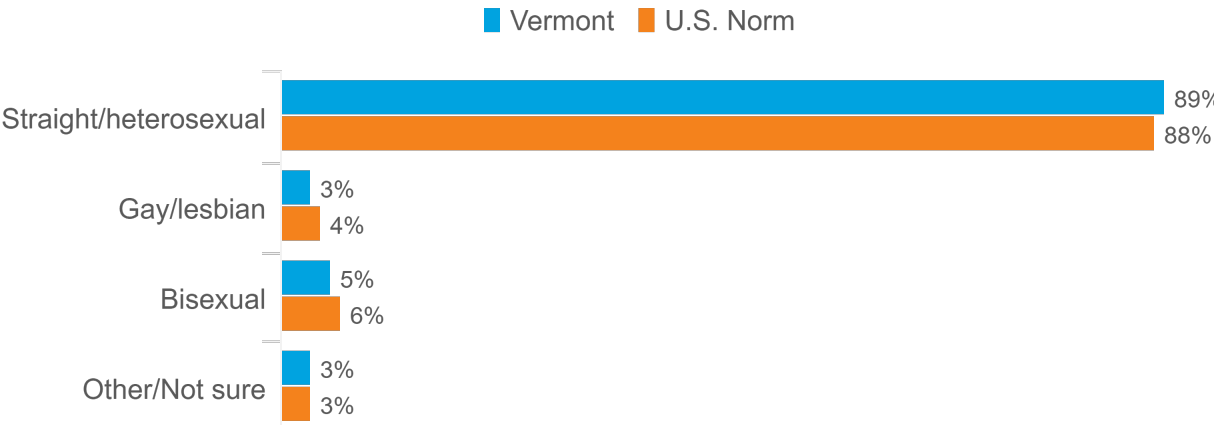
## Gender



## Marital Status

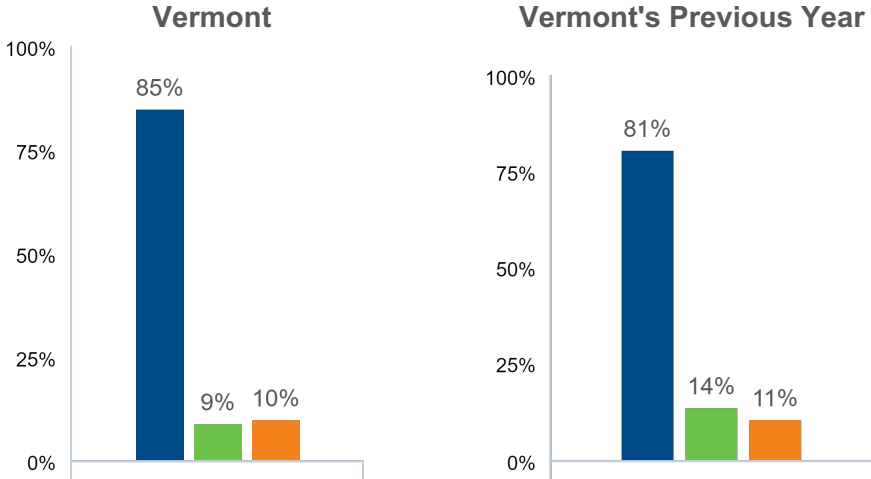


## Sexual Orientation



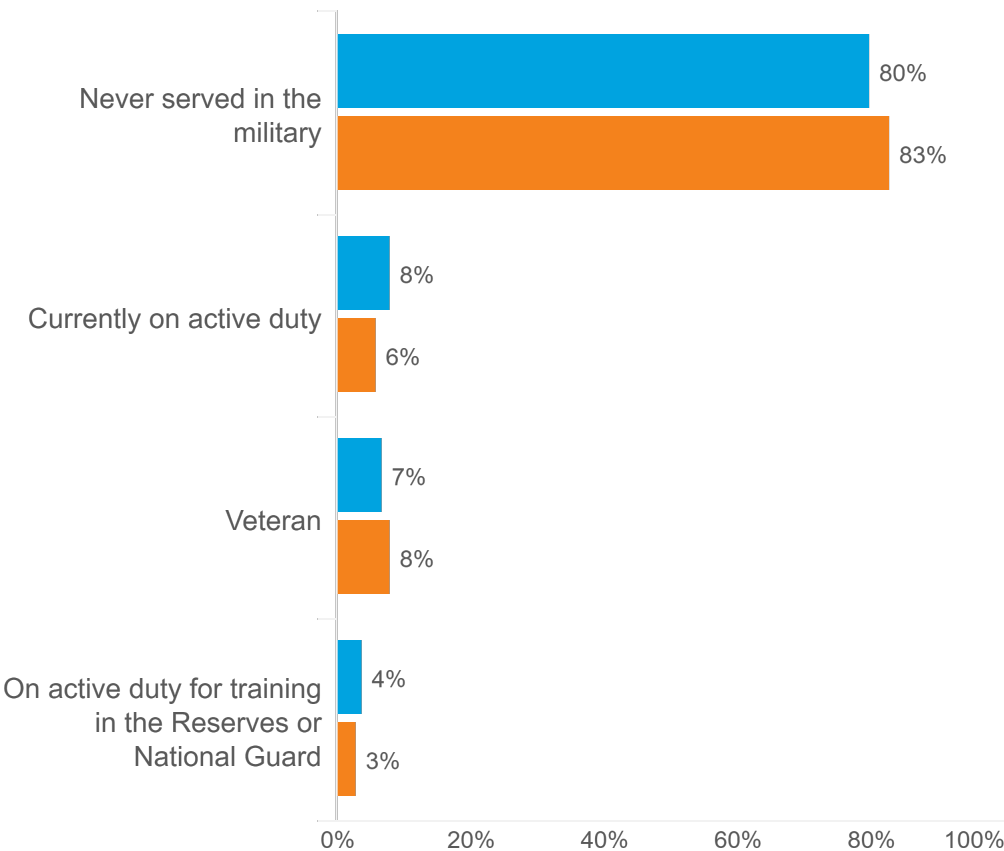
## Race

White African-American Other



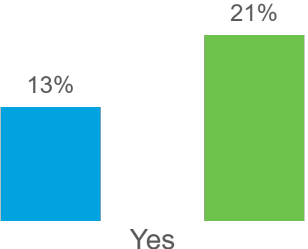
## Military Status

Vermont U.S. Norm

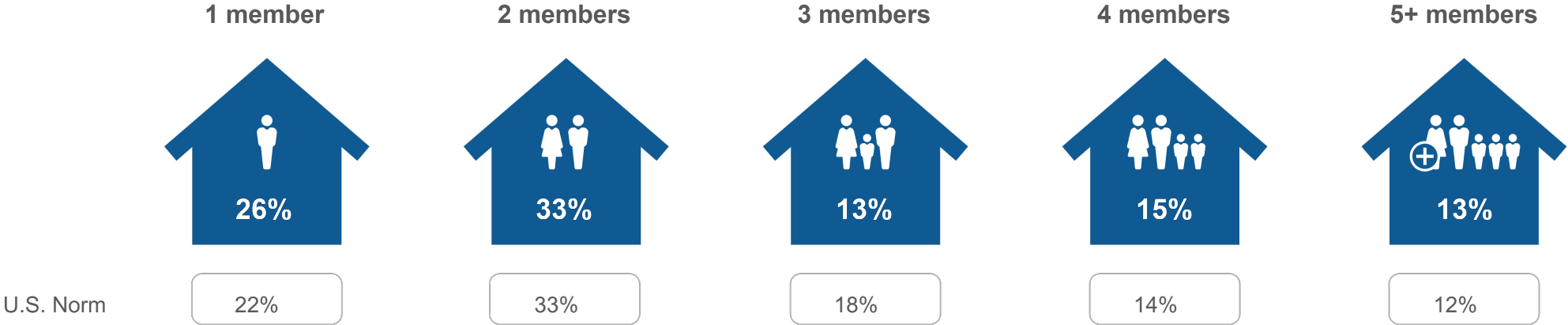


## Hispanic Background

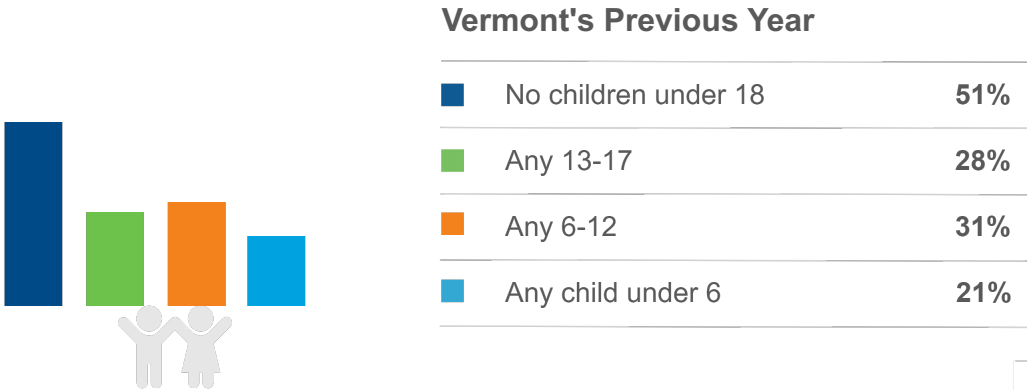
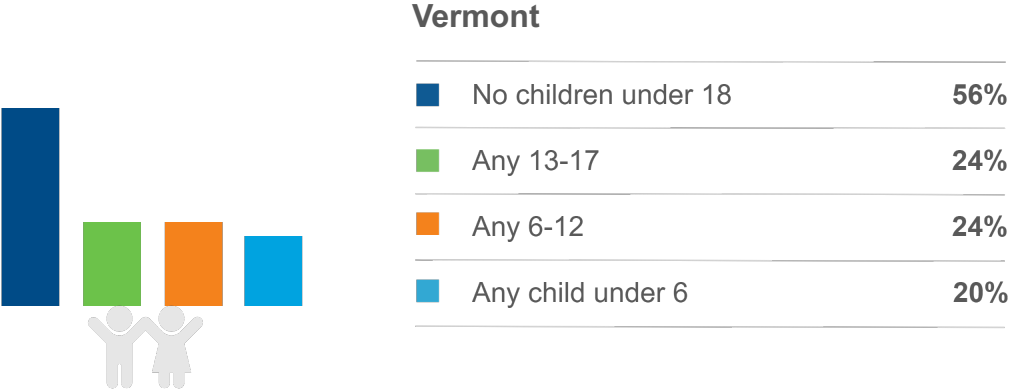
2022 2021



## Household Size



## Children in Household





# Travel USA Visitor Profile

Day Visitation



2022

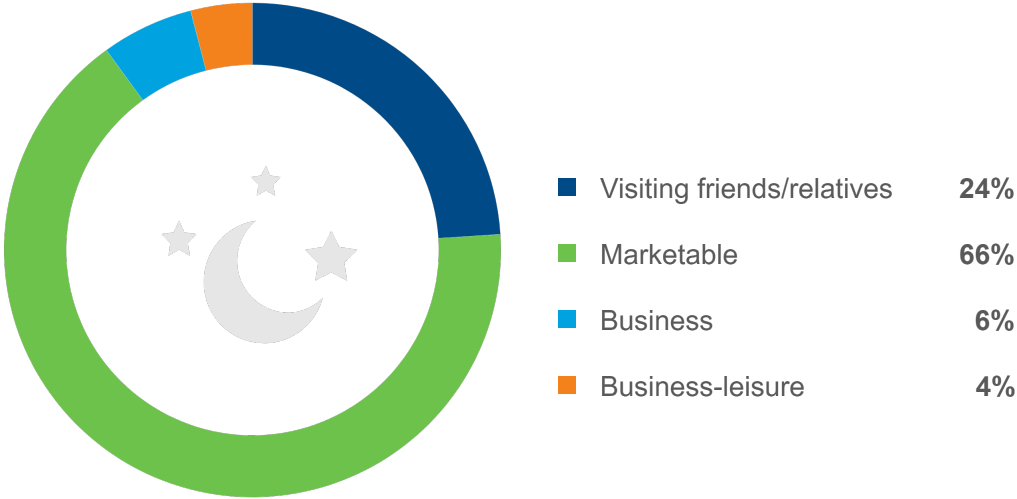
## Main Purpose of Trip

 <b>24%</b> Visiting friends/ relatives	
 <b>17%</b> Touring	 <b>2%</b> Conference/ Convention
 <b>10%</b> Shopping	
 <b>9%</b> City trip	 <b>4%</b> Other business trip
 <b>9%</b> Outdoors	
 <b>8%</b> Special event	 <b>4%</b> Business-Leisure
 <b>4%</b> Casino	
 <b>4%</b> Ski/Snowboarding	

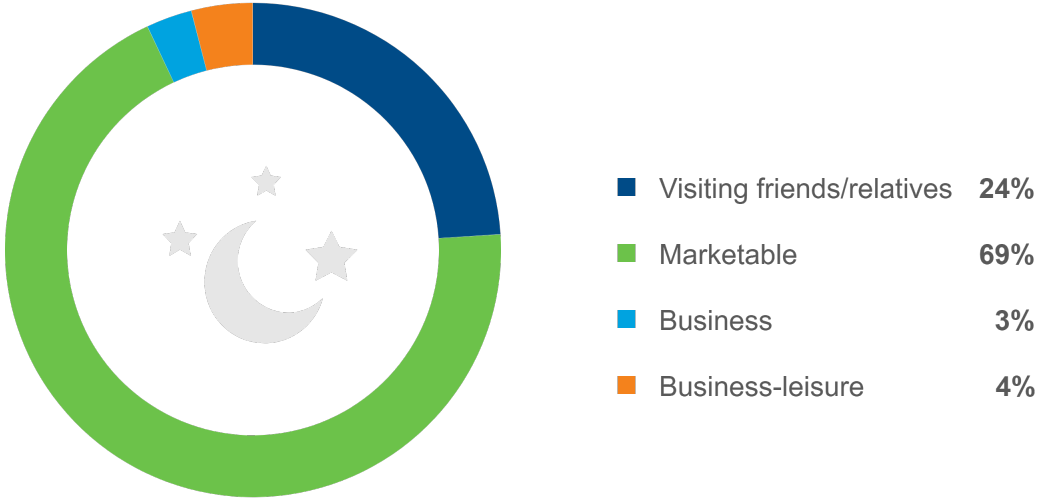
## Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	<b>24%</b>	<b>24%</b>
Touring	<b>17%</b>	<b>24%</b>
Shopping	<b>10%</b>	<b>12%</b>
City trip	<b>9%</b>	<b>6%</b>
Outdoors	<b>9%</b>	<b>9%</b>
Special event	<b>8%</b>	<b>6%</b>
Casino	<b>4%</b>	<b>1%</b>
Ski/Snowboarding	<b>4%</b>	<b>2%</b>

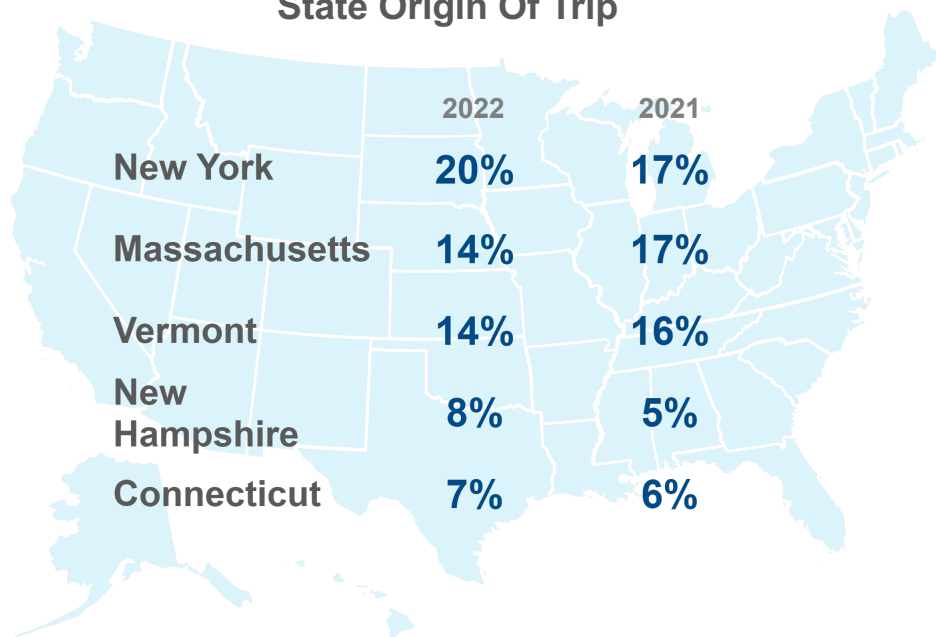
### 2022 Vermont Day Trips



### Last Year's Vermont Day Trips



## State Origin Of Trip



## DMA Origin Of Trip

	2022	2021
Burlington-Plattsburgh, VT	20%	19%
Boston, MA	11%	16%
Albany-Schenectady-Troy, NY	9%	9%
New York, NY	9%	7%
Hartford & New Haven, CT	7%	5%
Springfield-Holyoke, MA	5%	5%
Los Angeles, CA	3%	3%
Columbia, SC	2%	0%
Houston, TX	1%	1%
Providence-New Bedford, RI	1%	1%

## Size of Travel Party

■ Adults ■ Children

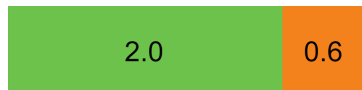
### Vermont



Total **2.7**

Average number of people

### U.S. Norm



Total **2.6**

Average number of people



**20%** of travel parties had a travel party member that required accessibility services

U.S. Norm: **19%**



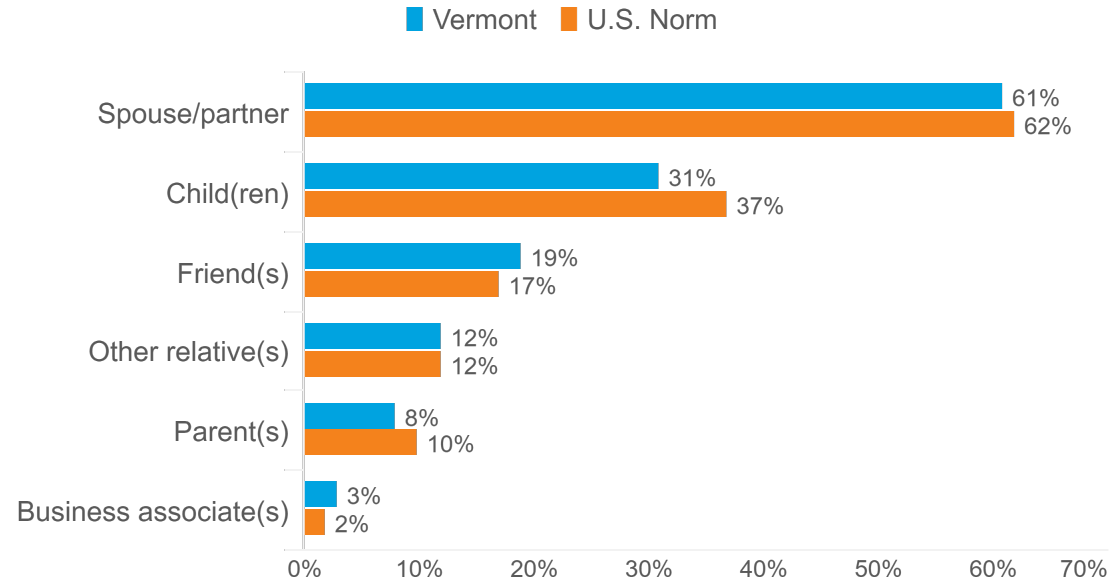


**23%** of trips only had one person in the travel party

U.S. Norm: 24%

## Composition of Immediate Travel Party

Base: 2022 Day Person-Trips that included more than one person



## Activity Groupings

### Outdoor Activities



U.S. Norm: 34%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities







U.S. Norm: 11%

## Activities and Experiences (Top 10)







	2022	2021
Shopping	27%	30%
Sightseeing	19%	22%
Attending celebration	14%	15%
Landmark/historic site	13%	15%
Hiking/backpacking	12%	11%
Winery/brewery/distillery tour	11%	12%
Business convention/conference	11%	8%
Nature tours/wildlife viewing/birding	10%	13%
Museum	10%	9%
Attended/participated in a sports event for kids	9%	12%

## Shopping Types on Trip

Base: 2022 Day Person-Trips that included Shopping

	Vermont	U.S. Norm
 Outlet/mall shopping	48%	48%
 Souvenir shopping	34%	26%
 Convenience/grocery shopping	31%	28%
 Big box stores (Walmart, Costco)	24%	29%
 Antiquing	23%	12%
 Farmers market	0%	0%
 Shopping at locally owned businesses	0%	0%

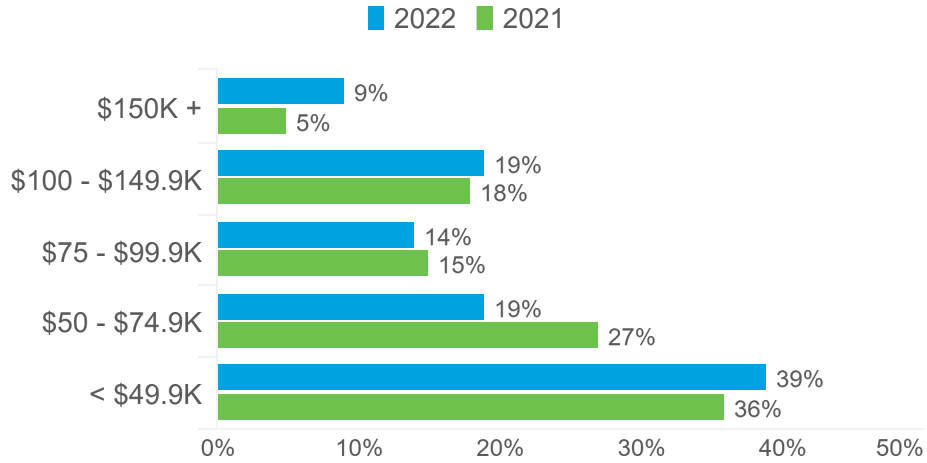
## Dining Types on Trip

	Vermont	U.S. Norm
 Unique/local food	44%	38%
 Fine/upscale dining	21%	15%
 Picnicking	20%	12%
 Carry-out/food delivery service	13%	13%
 Casual dining	0%	0%
 Fast food	0%	0%

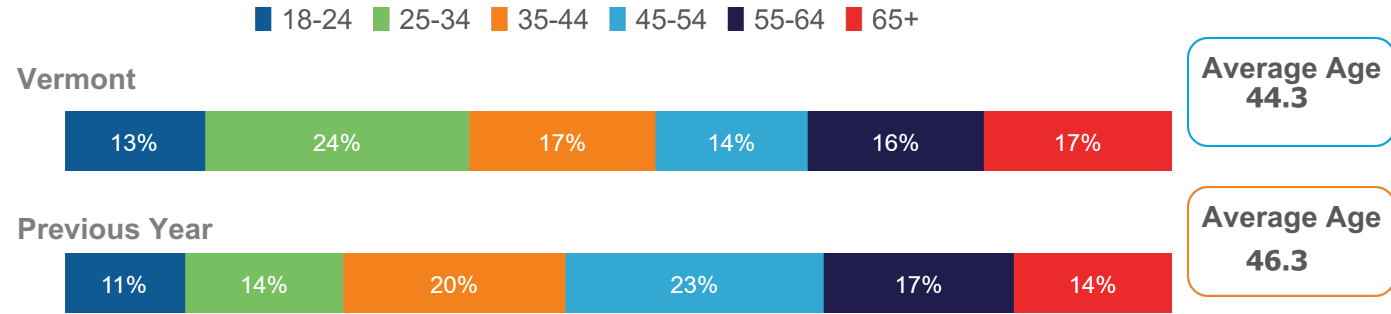
# Demographic Profile of Day Vermont Visitors

Base: 2022 Day Person-Trips

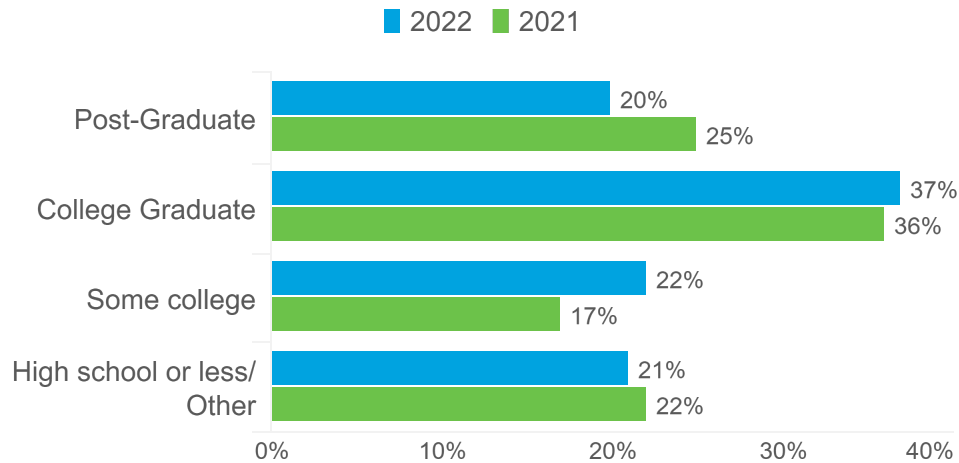
## Household Income



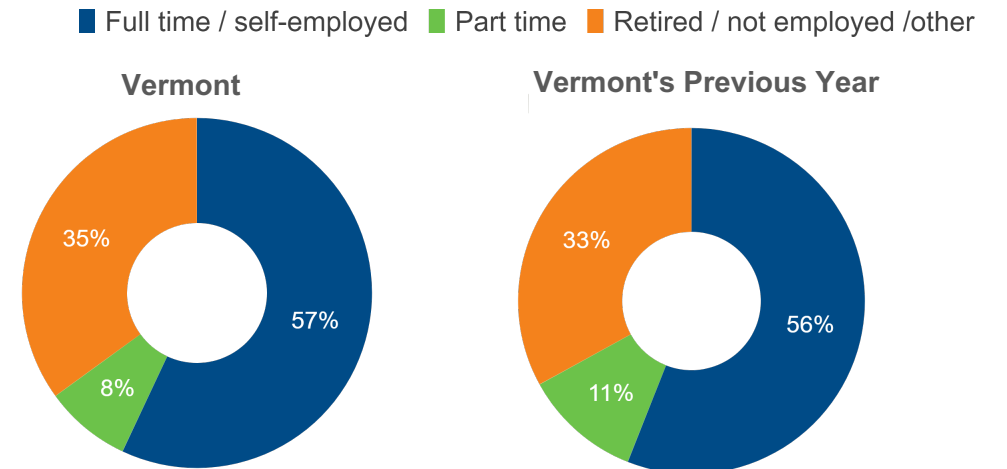
## Age



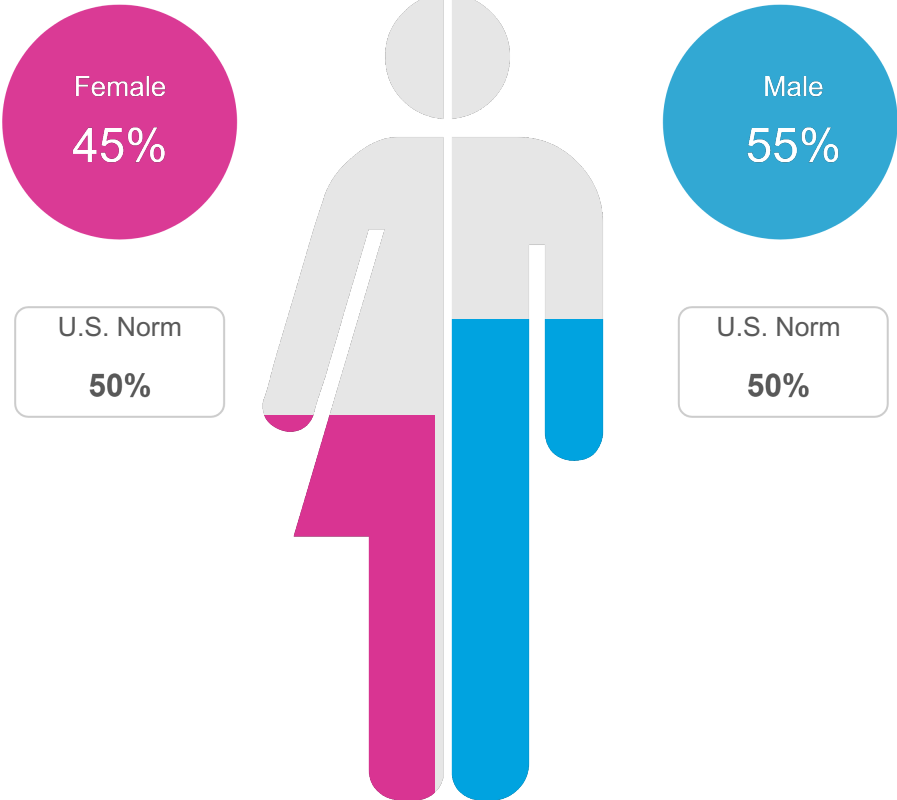
## Educational Attainment



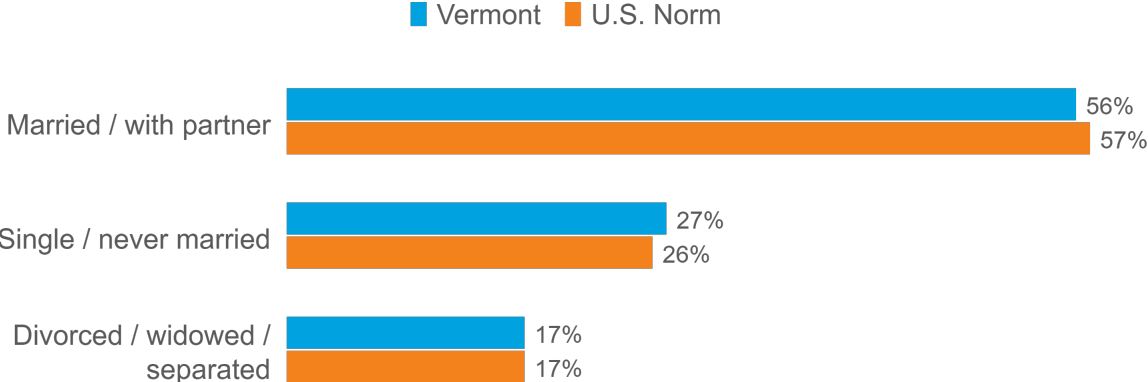
## Employment



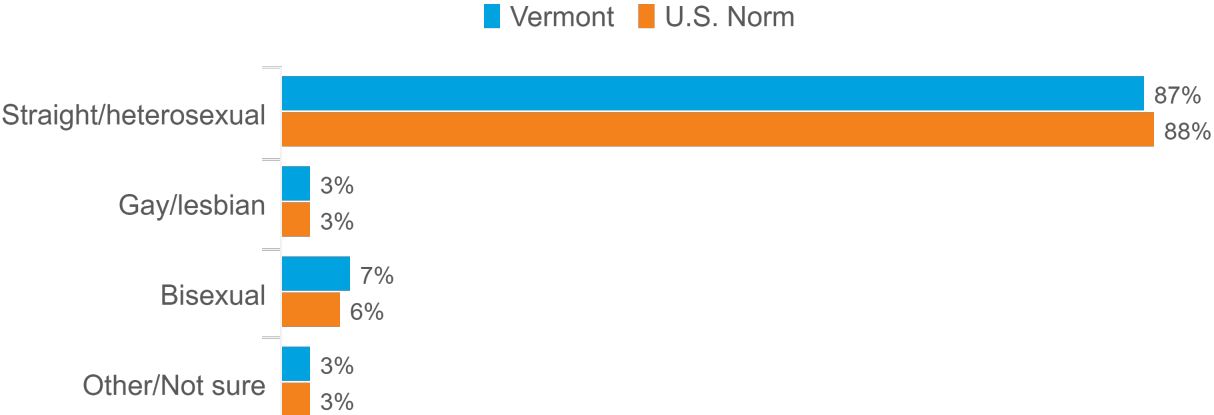
## Gender



## Marital Status

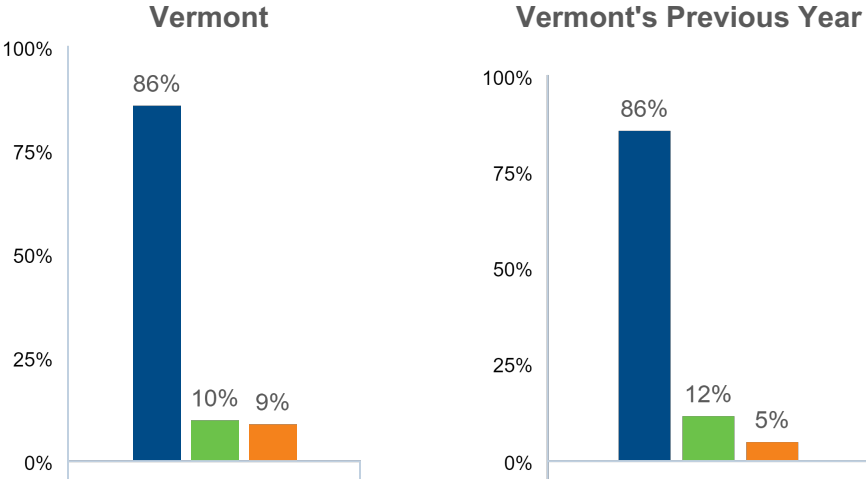


## Sexual Orientation



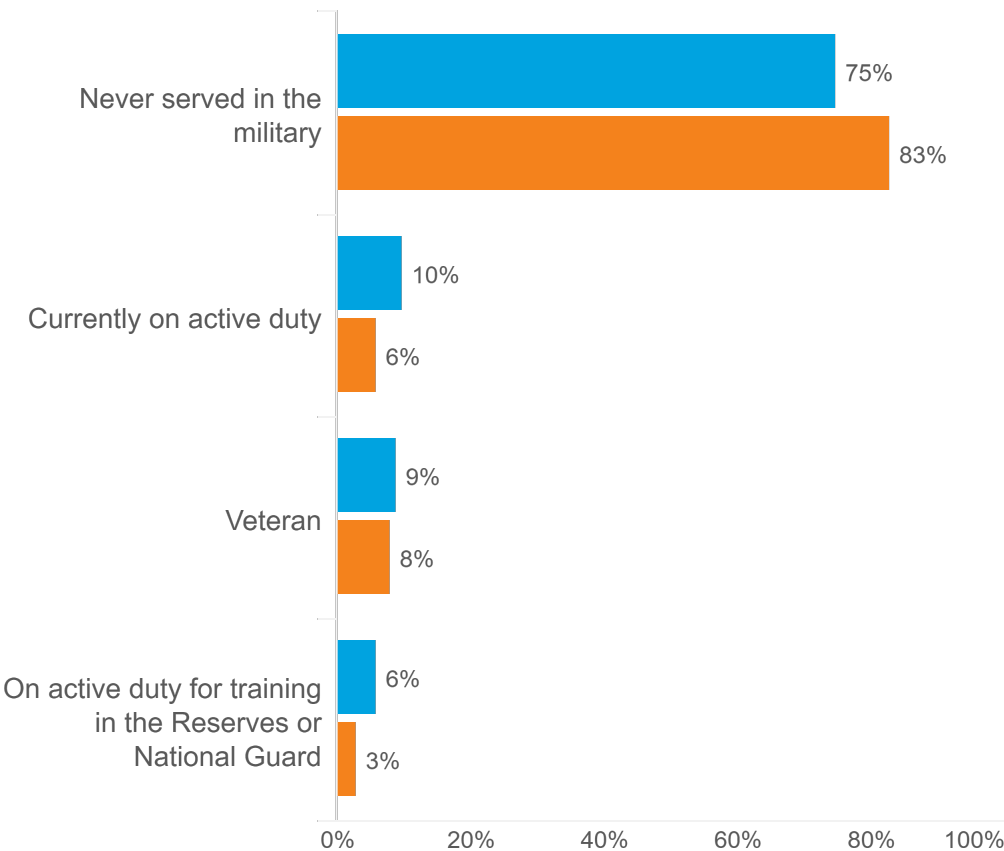
## Race

White African-American Other



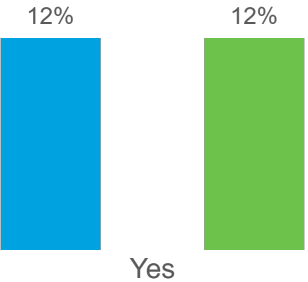
## Military Status

Vermont U.S. Norm

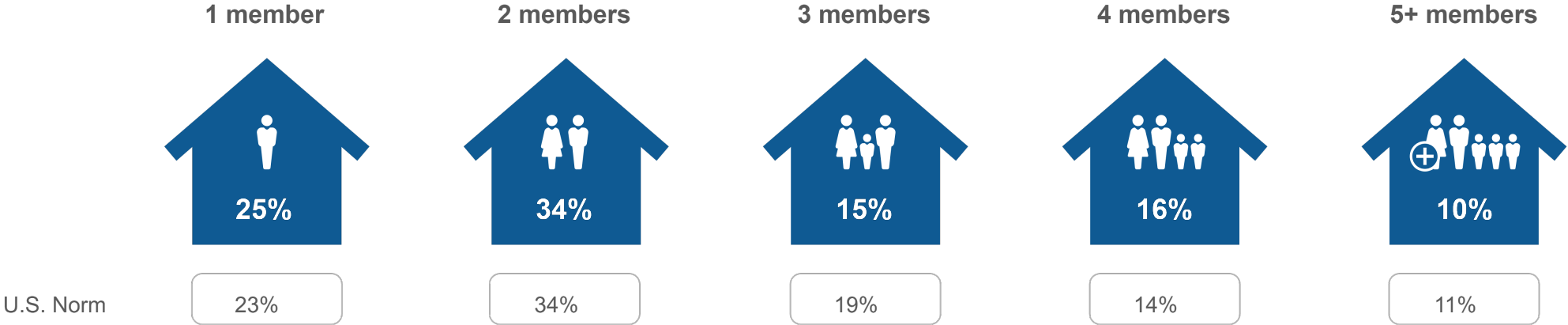


## Hispanic Background

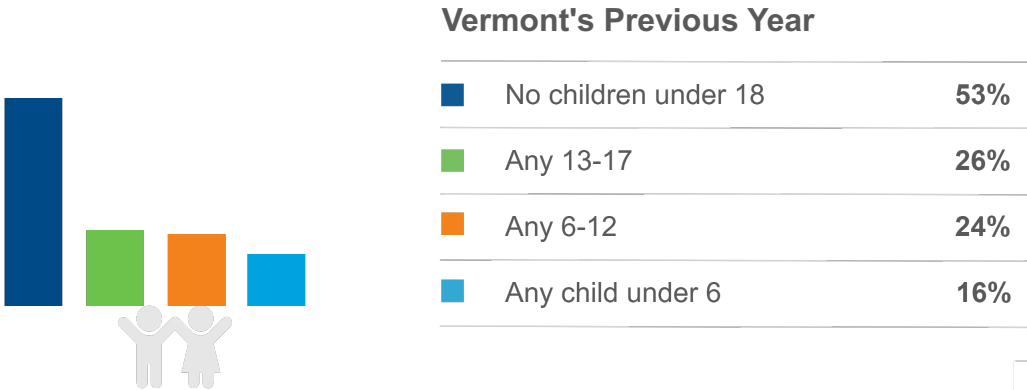
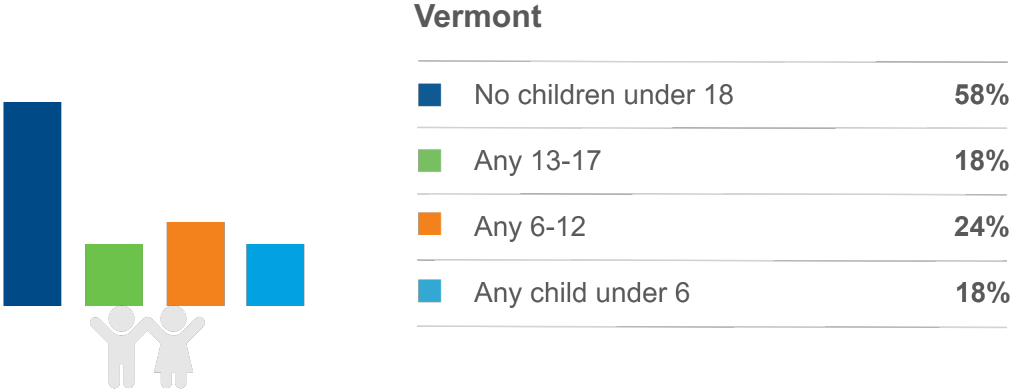
2022 2021



## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL