



Travel USA Visitor Profile

Vermont Visitation



2023



Travel USA Visitor Profile

Overnight Visitation



2023

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 2023.

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 2023:



Overnight Base Size

630



Day Base Size

427

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

Vermont's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

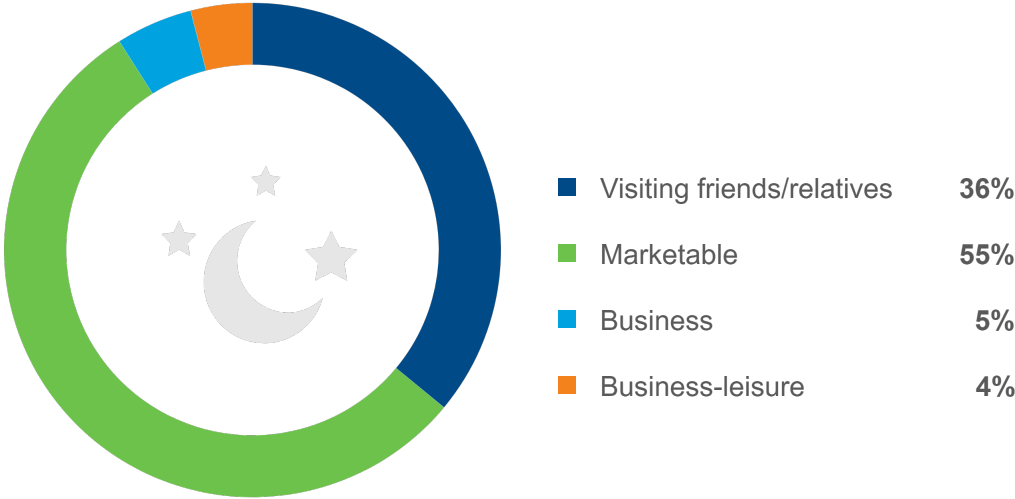
Main Purpose of Trip

 36% Visiting friends/ relatives	
 17% Touring	 2% Conference/ Convention
 12% Outdoors	
 8% Ski/Snowboarding	 3% Other business trip
 5% Special event	
 4% City trip	
 2% Theme park	 4% Business-Leisure
 2% Resort	

Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	36%	26%
Touring	17%	19%
Outdoors	12%	12%
Ski/Snowboarding	8%	7%
Special event	5%	7%
City trip	4%	3%
Theme park	2%	3%
Resort	2%	5%

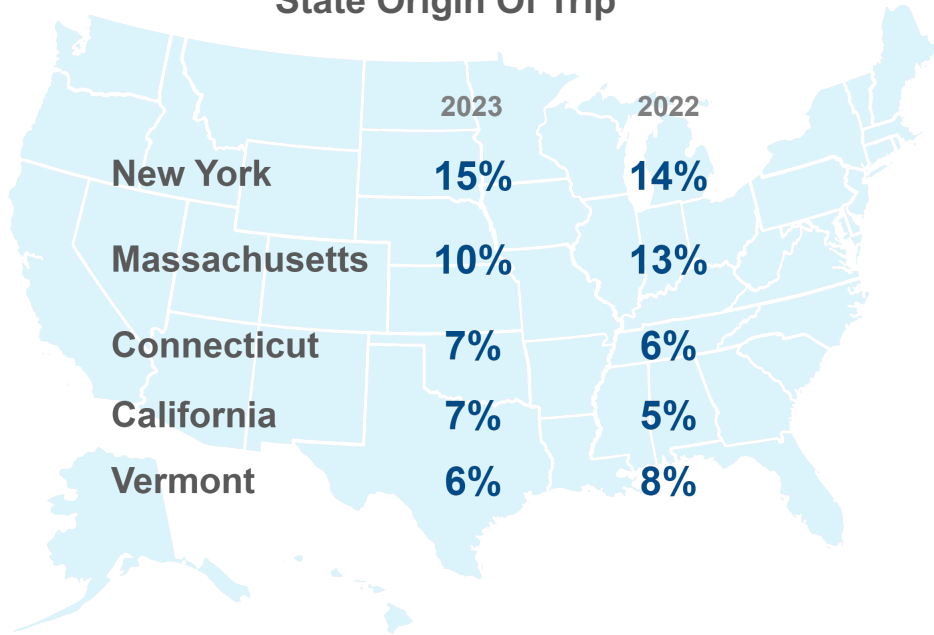
2023 Vermont Overnight Trips



Last Year's Vermont Overnight Trips



State Origin Of Trip



Past Visitation to Vermont

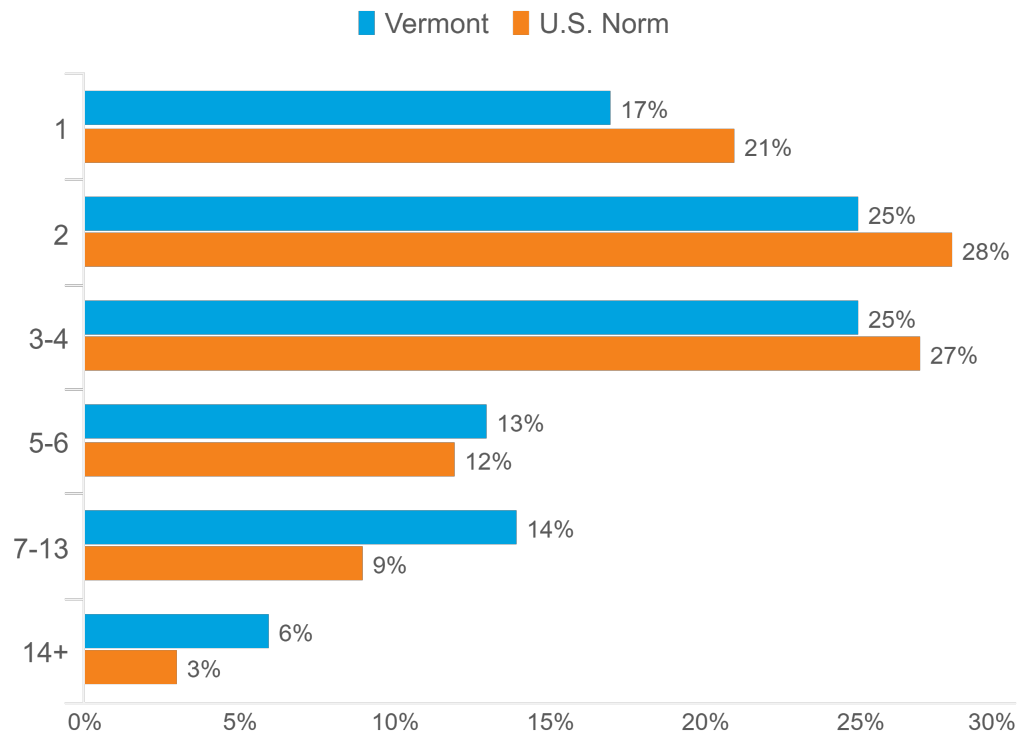
81% of overnight travelers to Vermont are repeat visitors

55% of overnight travelers to Vermont had visited before in the past 12 months

DMA Origin Of Trip

	2023	2022
New York, NY	14%	13%
Boston, MA	12%	15%
Burlington-Plattsburgh, VT	8%	9%
Hartford & New Haven, CT	5%	5%
Los Angeles, CA	5%	2%
Philadelphia, PA	5%	2%
Albany-Schenectady-Troy, NY	4%	3%
Denver, CO	3%	1%
Portland-Auburn, ME	2%	1%
Orlando-Daytona Beach-Melbrn, FL	1%	1%

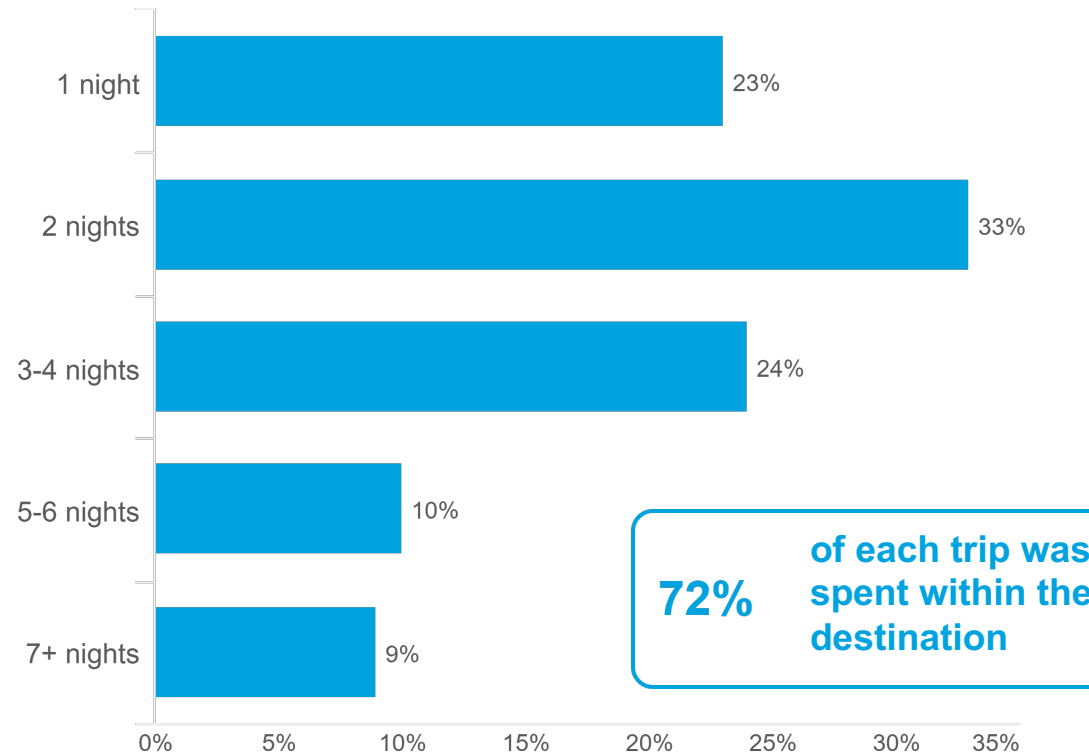
Total Nights Away on Trip



Vermont
4.6
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Vermont



72% of each trip was spent within the destination

Average number of nights
3.3

Average last year
3.2

Size of Travel Party

■ Adults ■ Children

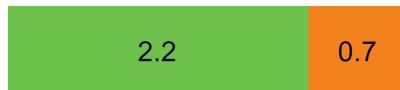
Vermont



Total **3.2**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

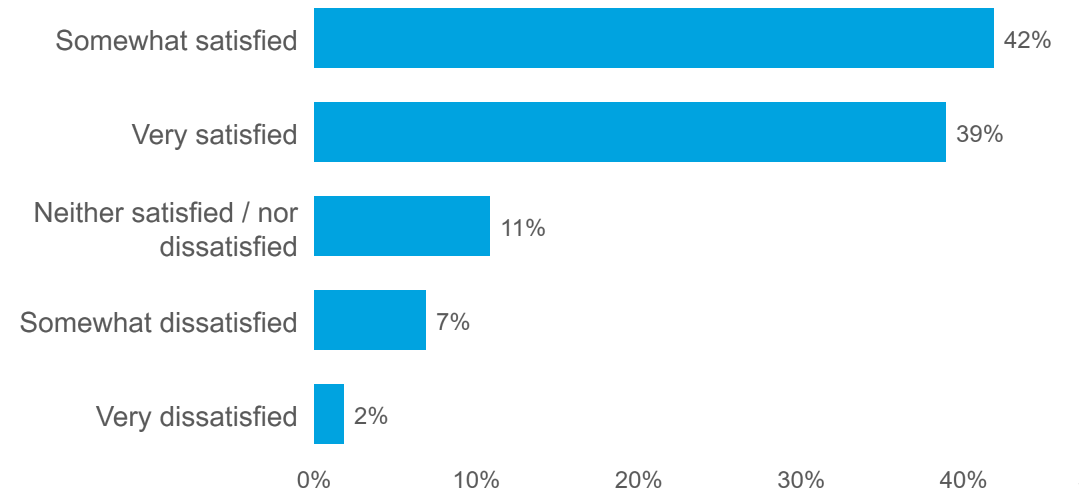


23% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





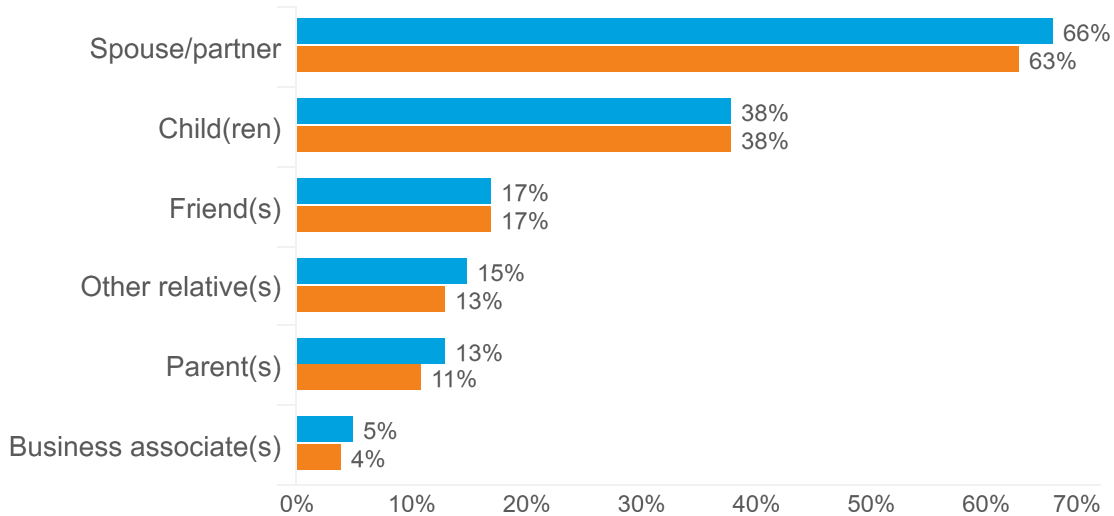
23% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

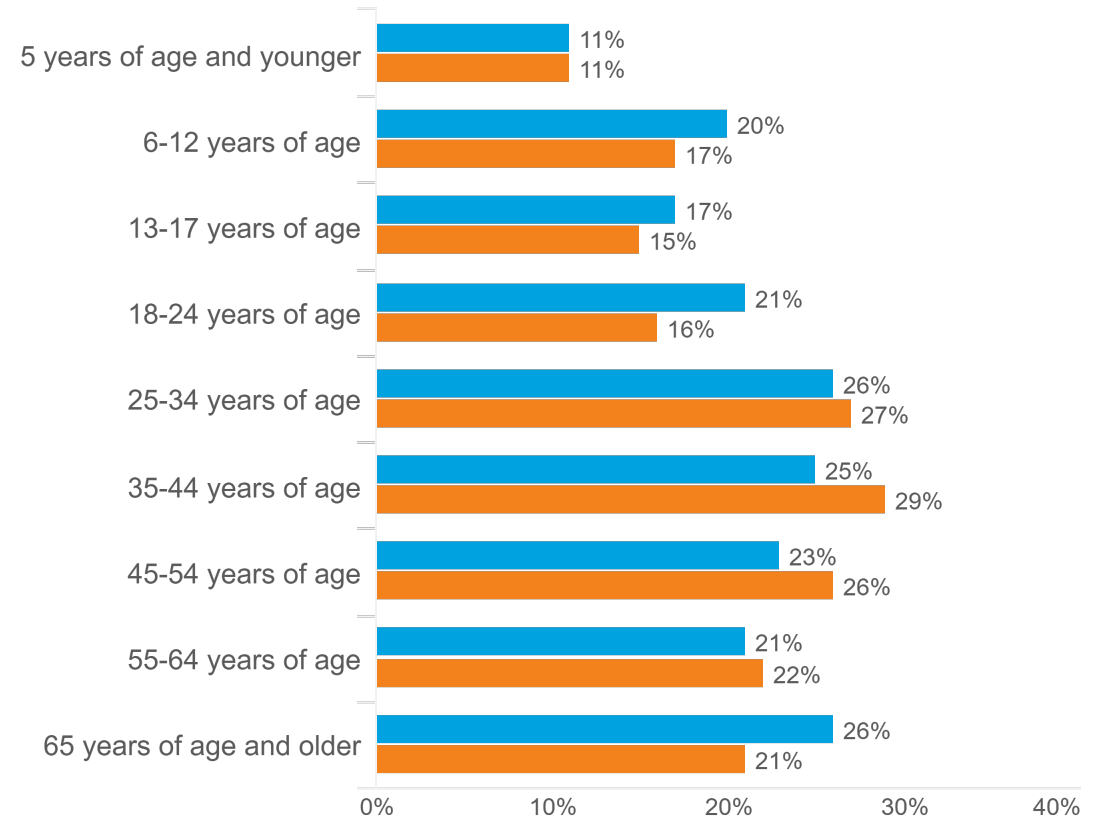
Base: 2023 Overnight Person-Trips that included more than one person

■ Vermont ■ U.S. Norm



Travel Party Age

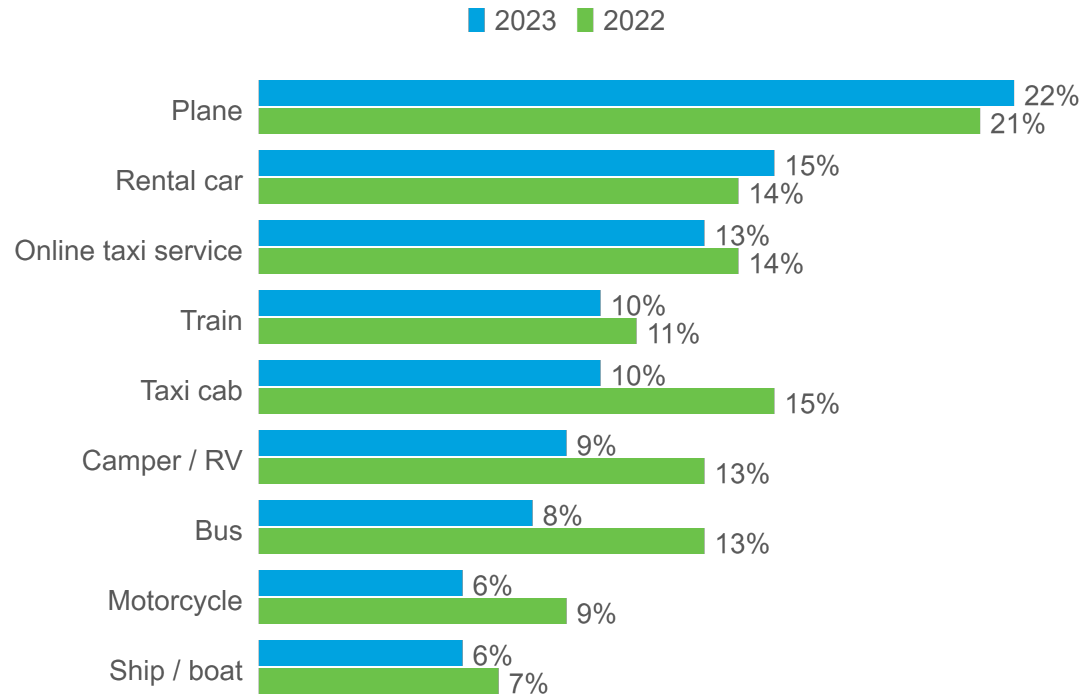
■ Vermont ■ U.S. Norm



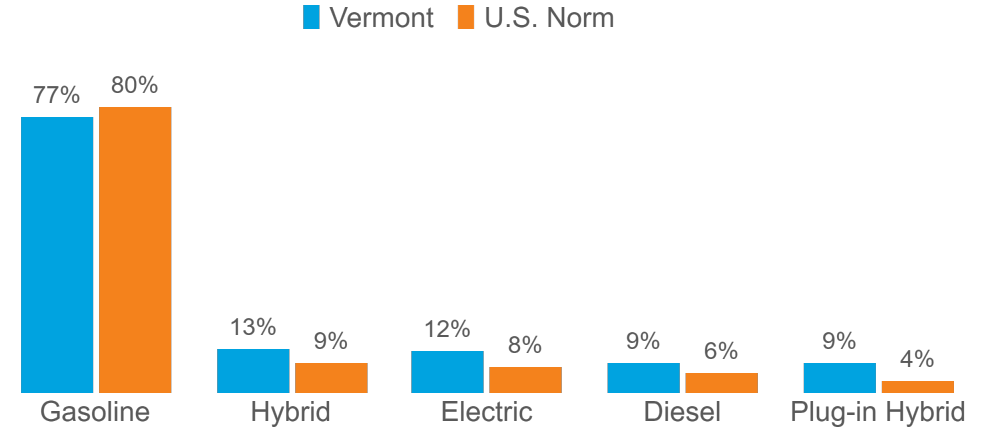
Transportation Used to get to Destination

75% of overnight travelers use own car/truck to get to their destination

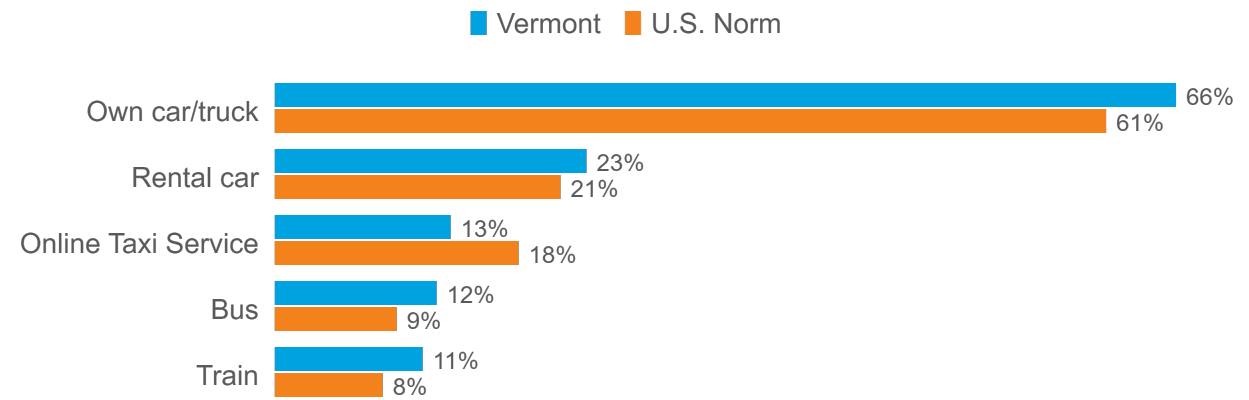
Previous year: **76%**



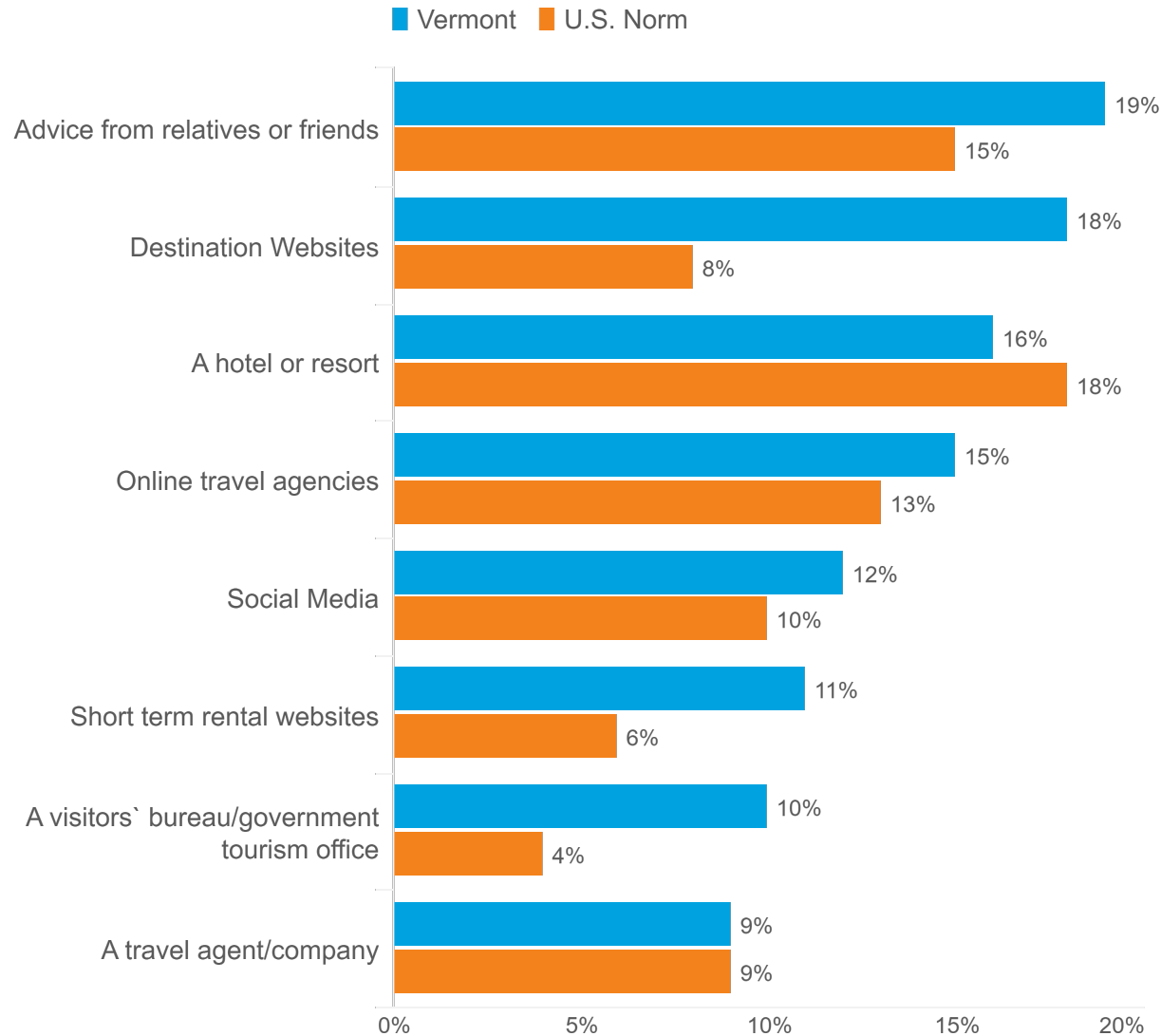
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

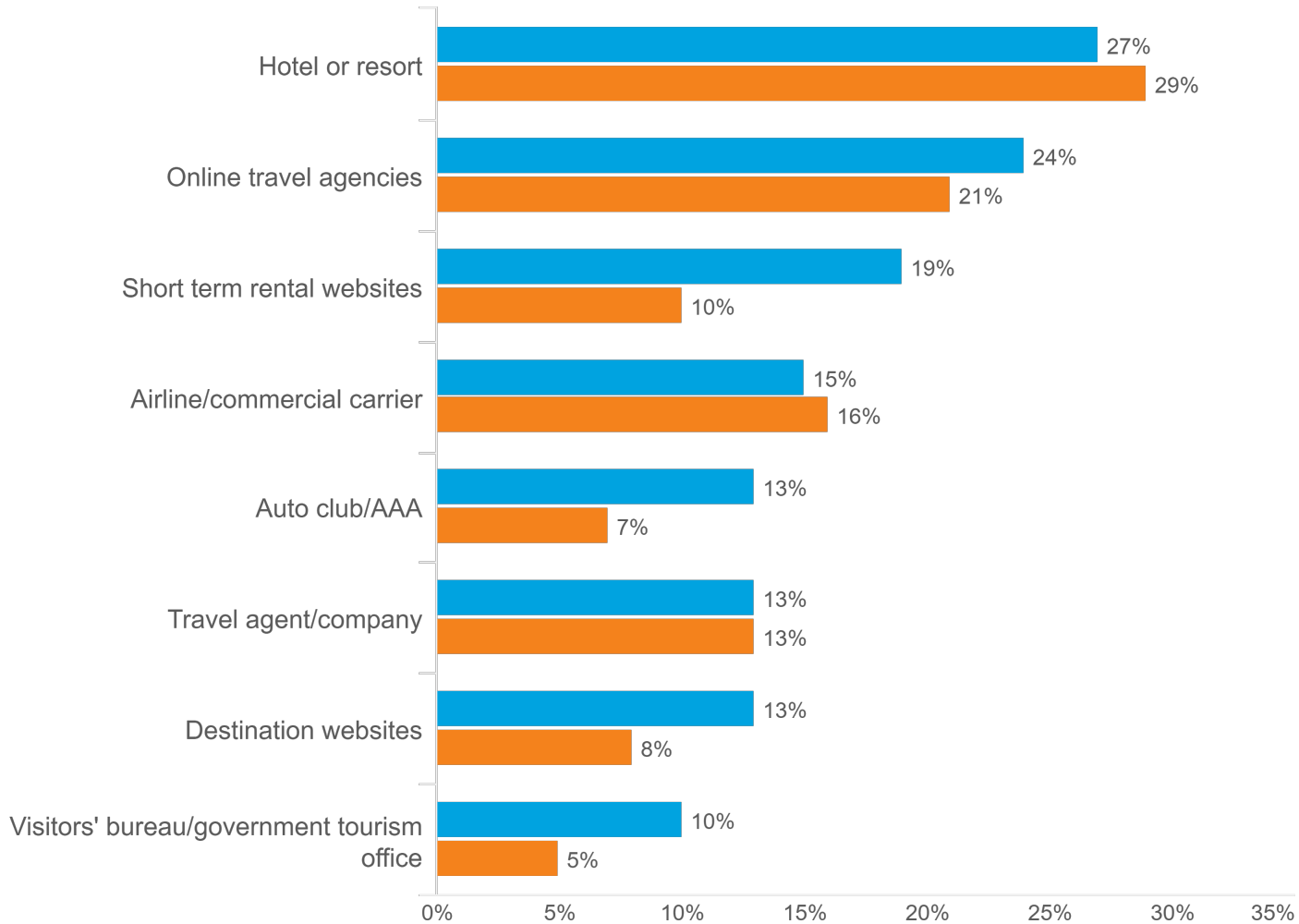
	Vermont	U.S. Norm
1 month or less	29%	33%
2 months	14%	17%
3-5 months	20%	18%
6-12 months	19%	13%
More than 1 year in advance	7%	4%
Did not plan anything in advance	12%	15%

Vermont's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ Vermont ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	33%	35%
 Home of friends / relatives	24%	18%
 Rented home / condo / apartment	15%	13%
 Motel	15%	15%
 Bed & breakfast	13%	17%
 Country inn / lodge	11%	10%
 Resort hotel	11%	15%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)







	2023	2022
Shopping	30%	29%
Sightseeing	28%	27%
Landmark/historic site	21%	18%
Bar/nightclub	19%	13%
Attending celebration	18%	15%
Hiking/backpacking	17%	17%
Nature tours/wildlife viewing/birding	16%	14%
Museum	15%	17%
Local parks/playgrounds	14%	12%
National/state park	14%	14%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

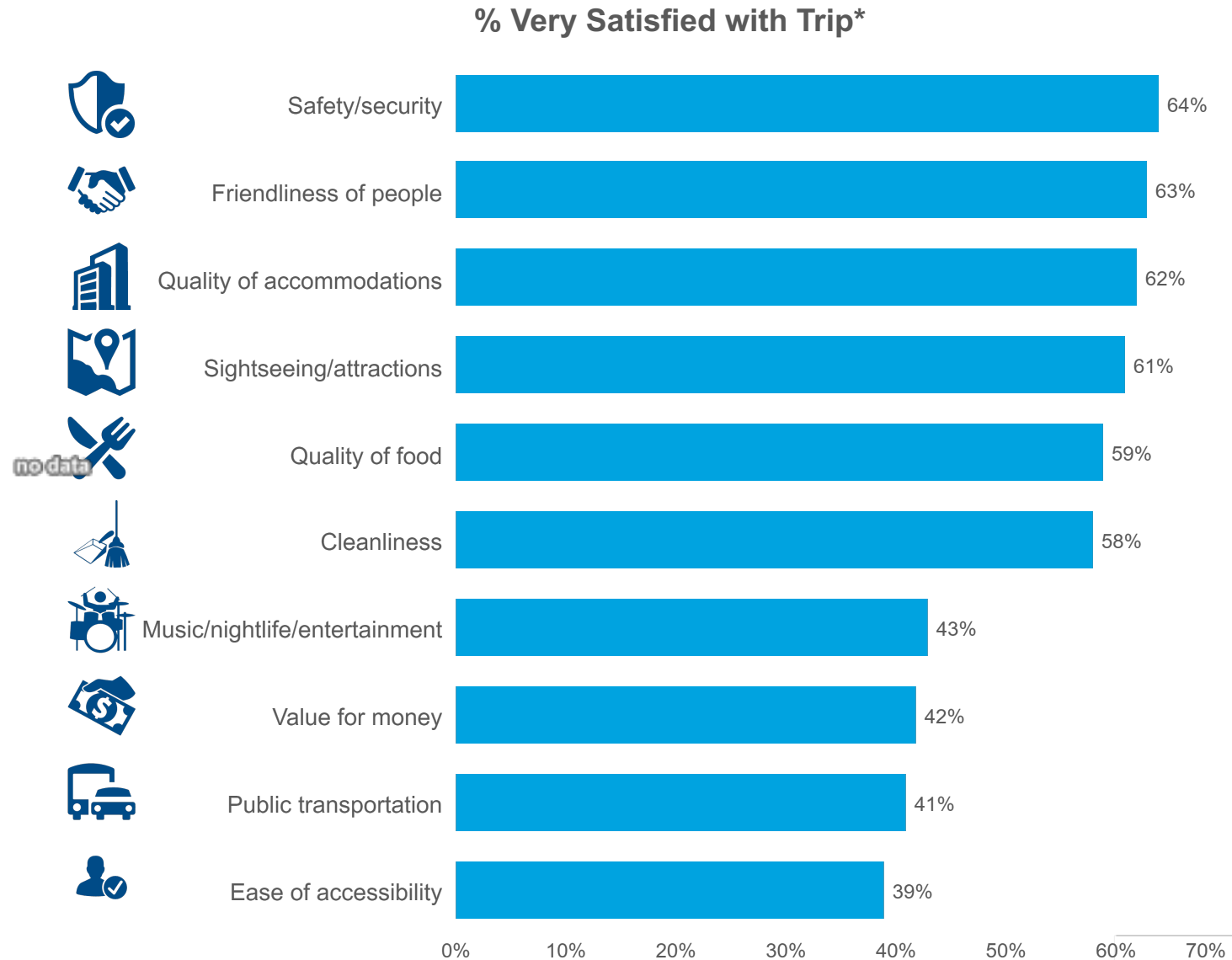
	Vermont	U.S. Norm
 Shopping at locally owned businesses	73%	48%
 Souvenir shopping	50%	38%
 Convenience/grocery shopping	45%	42%
 Outlet/mall shopping	38%	44%
 Farmers market	32%	17%
 Big box stores (Walmart, Costco)	28%	30%
 Antiquing	26%	12%

Dining Types on Trip

	Vermont	U.S. Norm
 Casual dining	62%	56%
 Unique/local food	39%	30%
 Fast food	38%	45%
 Carry-out/food delivery service	25%	22%
 Fine/upscale dining	22%	19%
 Picnicking	17%	11%



78%
of overnight travelers were
very satisfied with their overall
trip experience



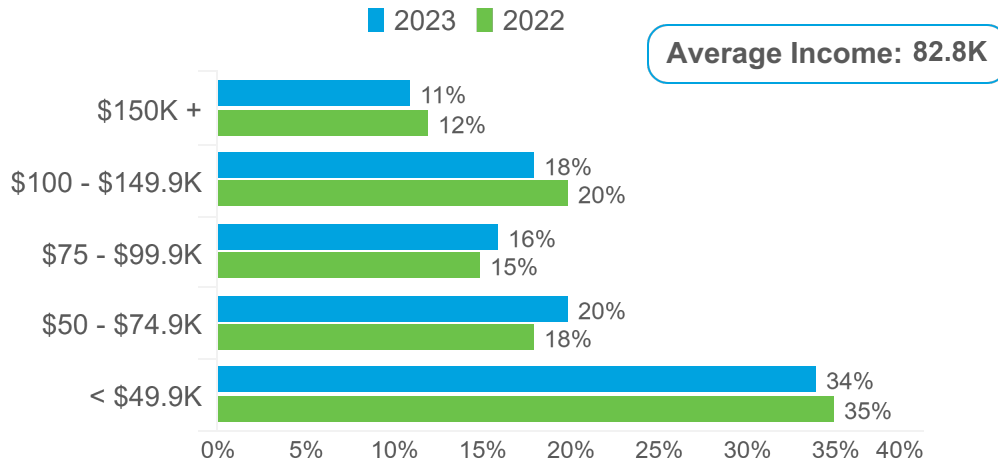
*Very satisfied = selected top box on a five point scale

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

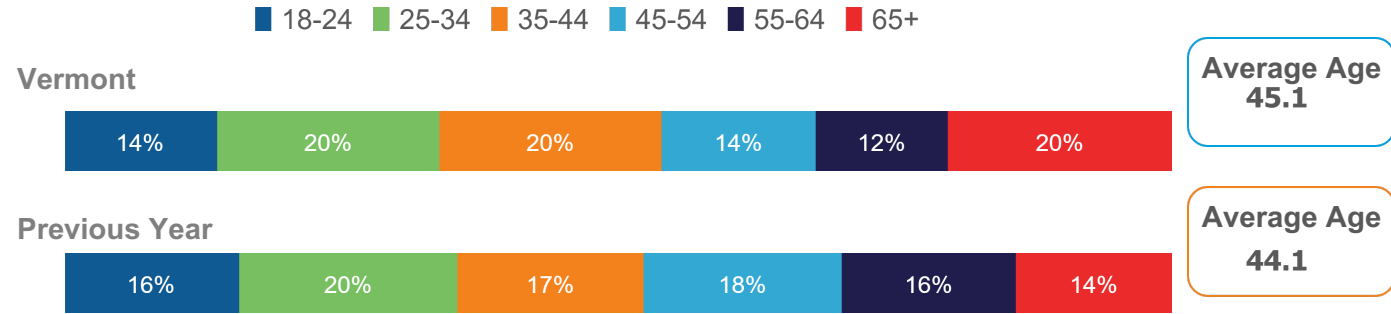
Demographic Profile of Overnight Vermont Visitors

Base: 2023 Overnight Person-Trips

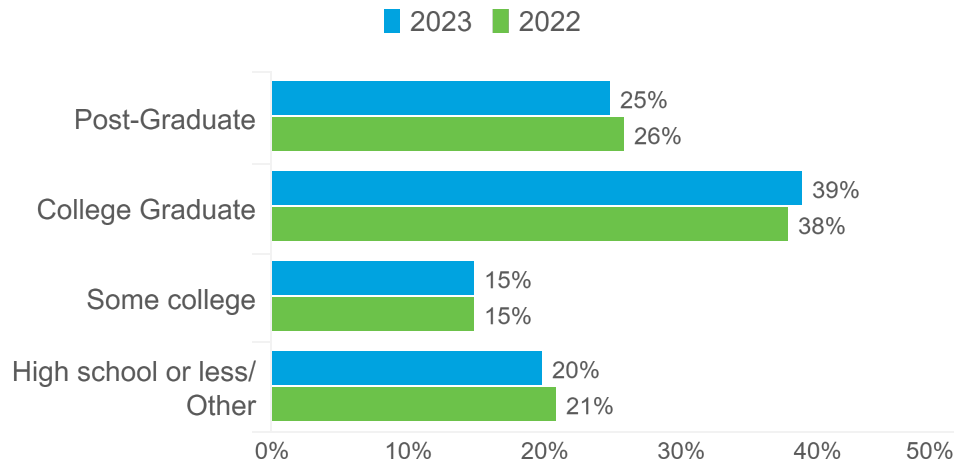
Household Income



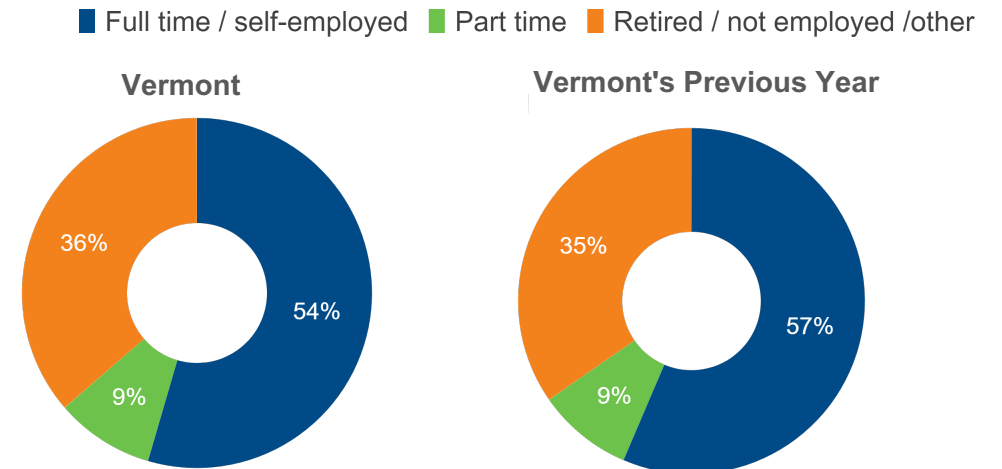
Age



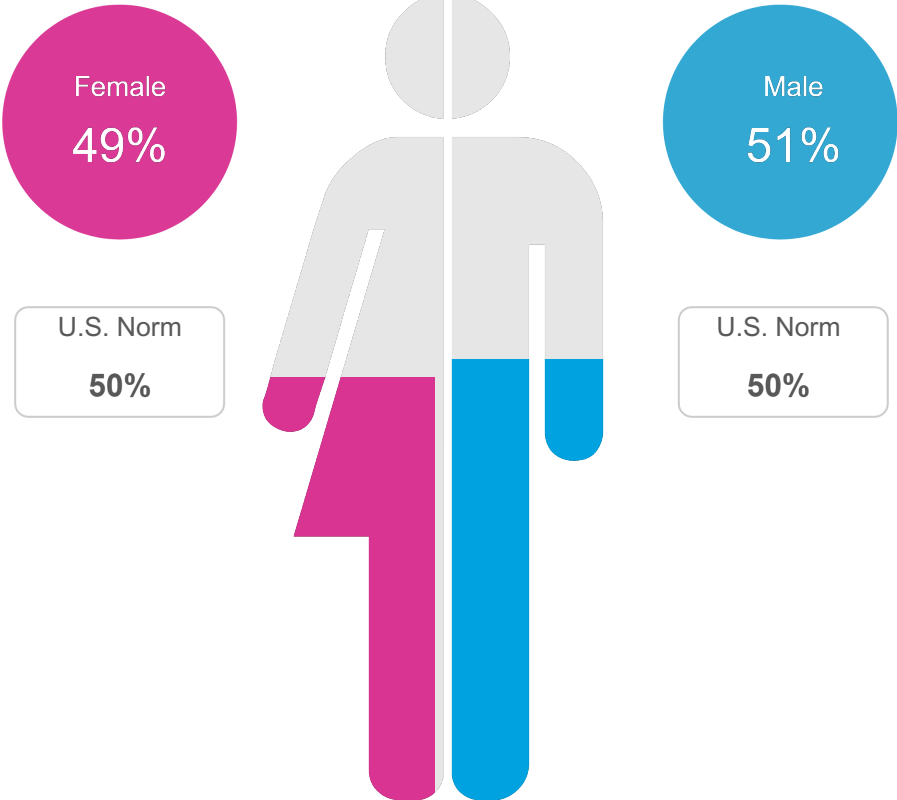
Educational Attainment



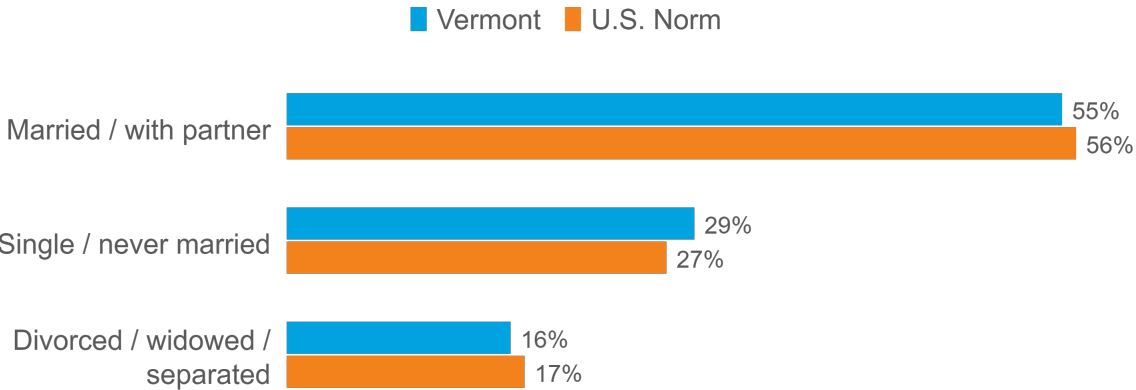
Employment



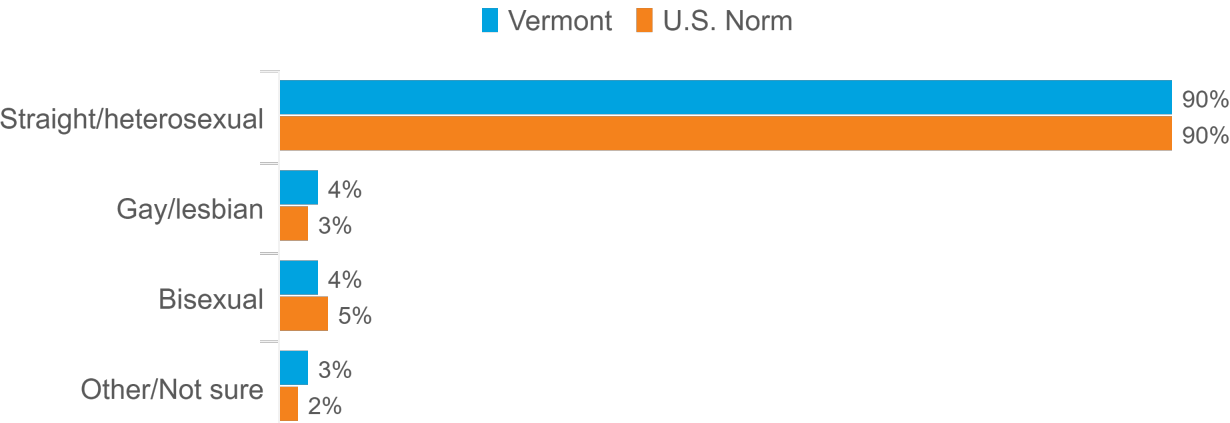
Gender



Marital Status

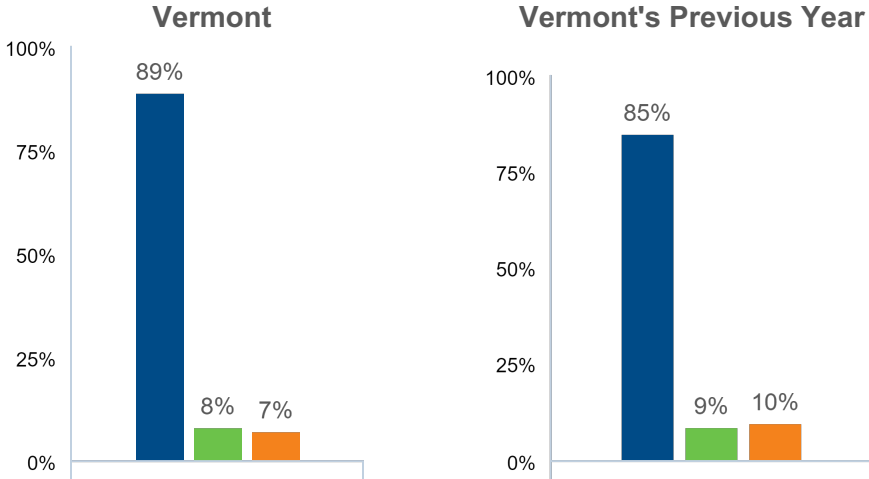


Sexual Orientation



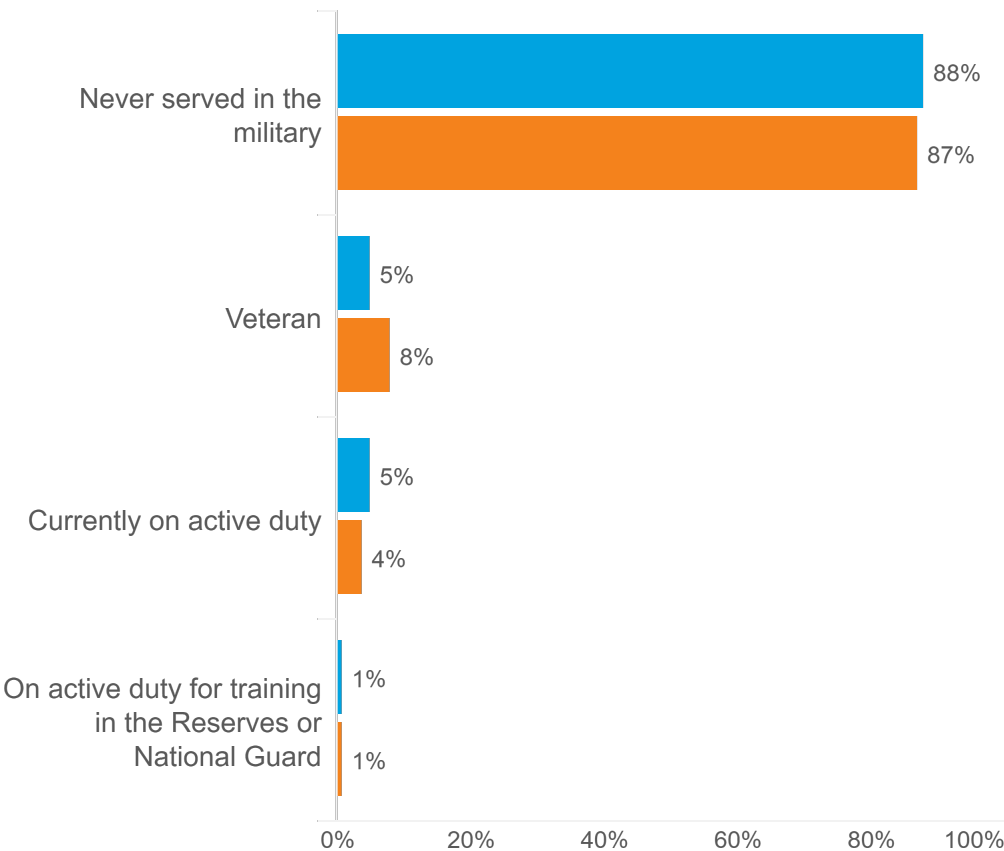
Race

White African-American Other



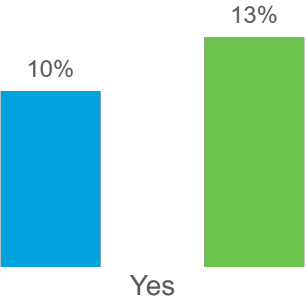
Military Status

Vermont U.S. Norm

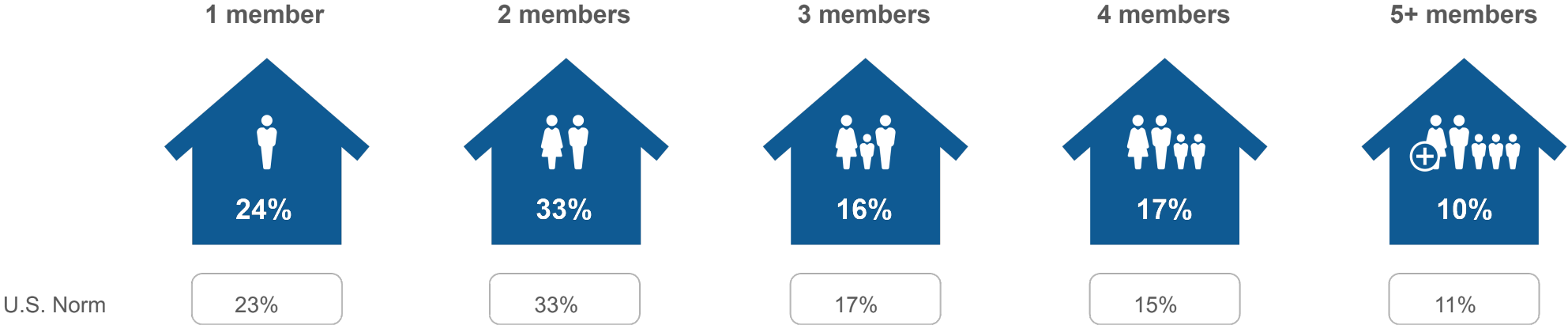


Hispanic Background

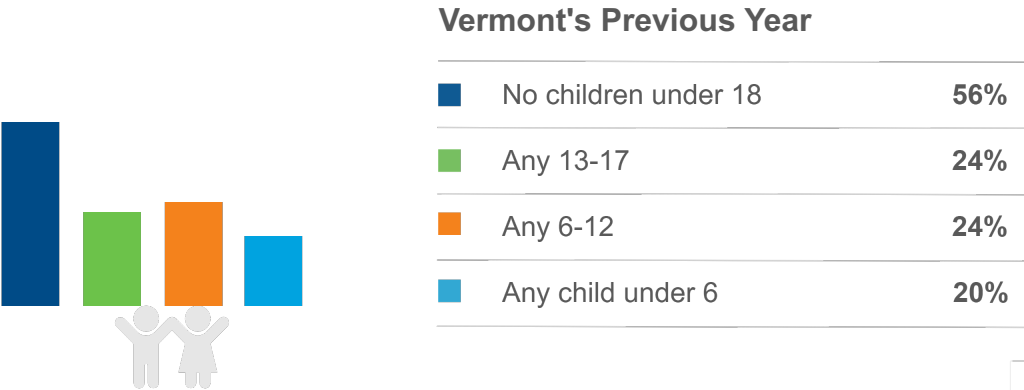
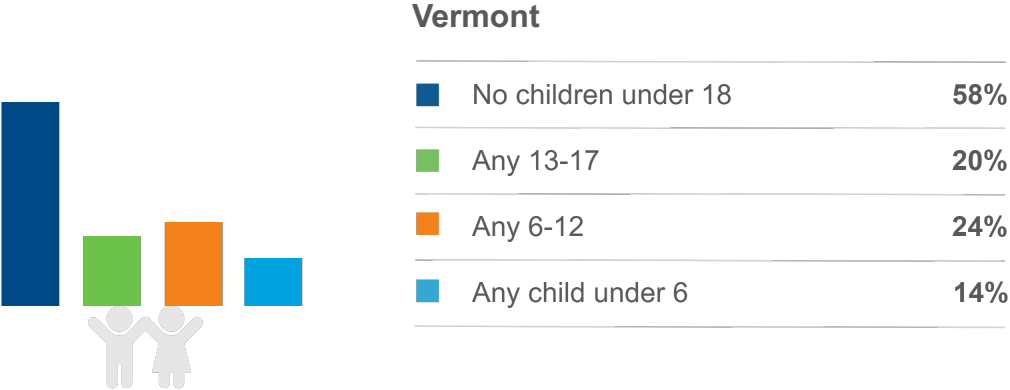
2023 2022



Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation



2023

Vermont's Day Trip Characteristics

Base: 2023 Day Person-Trips

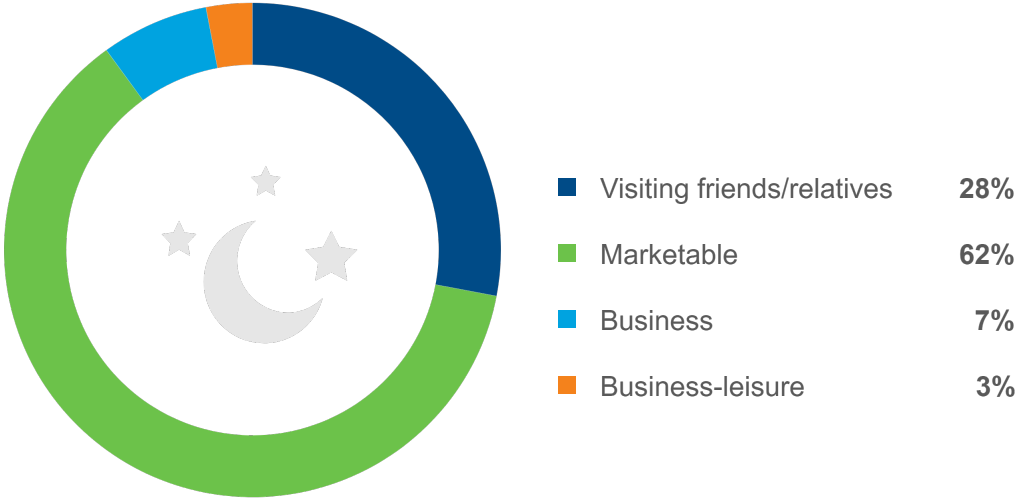
Main Purpose of Trip

 28% Visiting friends/ relatives	
 22% Touring	 1% Conference/ Convention
 9% Special event	
 9% Shopping	
 8% Outdoors	 7% Other business trip
 4% Ski/Snowboarding	
 4% City trip	 3% Business-Leisure
 2% Cruise	

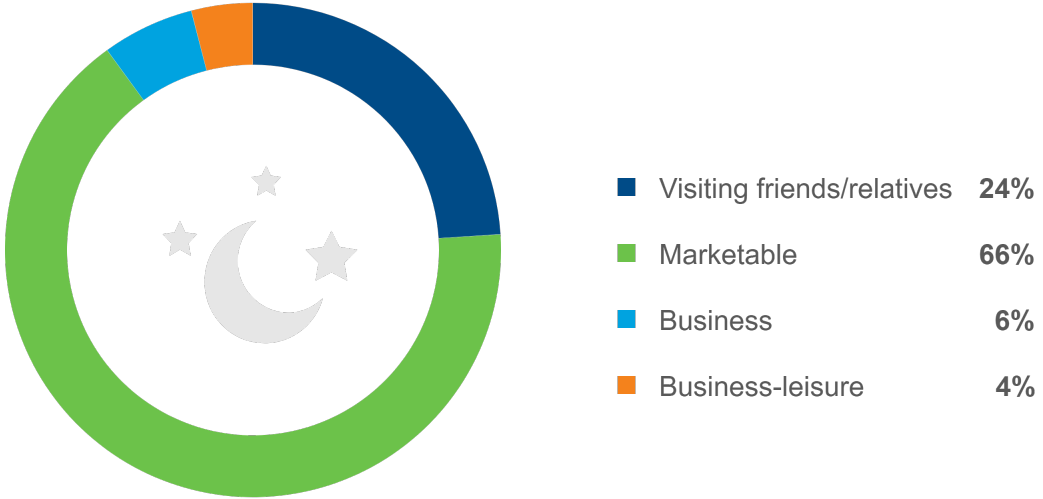
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	28%	24%
Touring	22%	17%
Special event	9%	8%
Shopping	9%	10%
Outdoors	8%	9%
Ski/Snowboarding	4%	4%
City trip	4%	9%
Cruise	2%	3%

2023 Vermont Day Trips



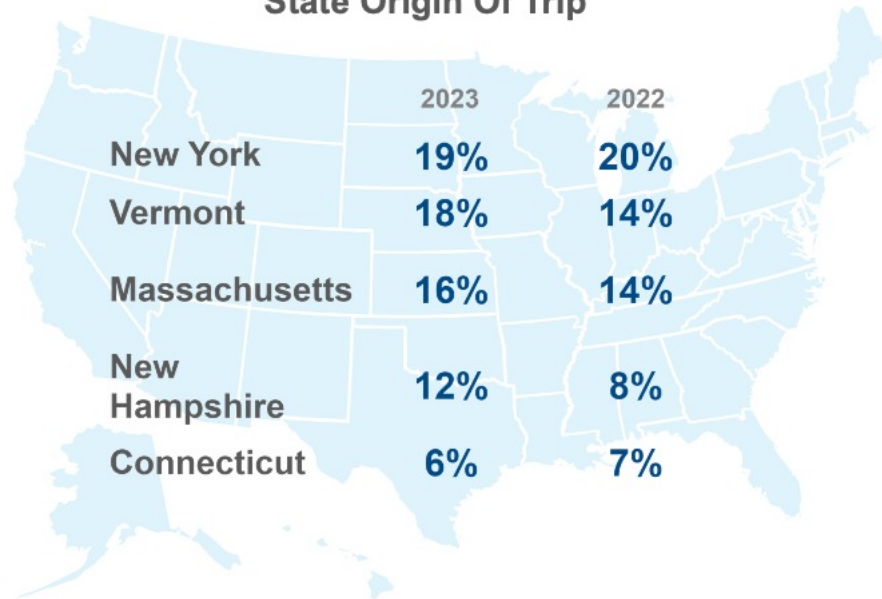
Last Year's Vermont Day Trips



DMA Origin Of Trip

	2023	2022
Burlington-Plattsburgh, VT	22%	20%
Boston, MA	19%	11%
Albany-Schenectady-Troy, NY	10%	9%
New York, NY	9%	9%
Hartford & New Haven, CT	5%	7%
Los Angeles, CA	4%	3%
Springfield-Holyoke, MA	3%	5%
Portland-Auburn, ME	3%	1%
Providence-New Bedford, RI	2%	1%
Denver, CO	2%	1%

State Origin Of Trip



Size of Travel Party

■ Adults ■ Children

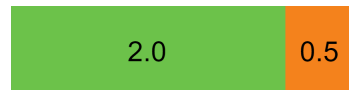
Vermont



Total **2.6**

Average number of people

U.S. Norm



Total **2.6**

Average number of people



19% of travel parties had a travel party member that required accessibility services

U.S. Norm: **15%**



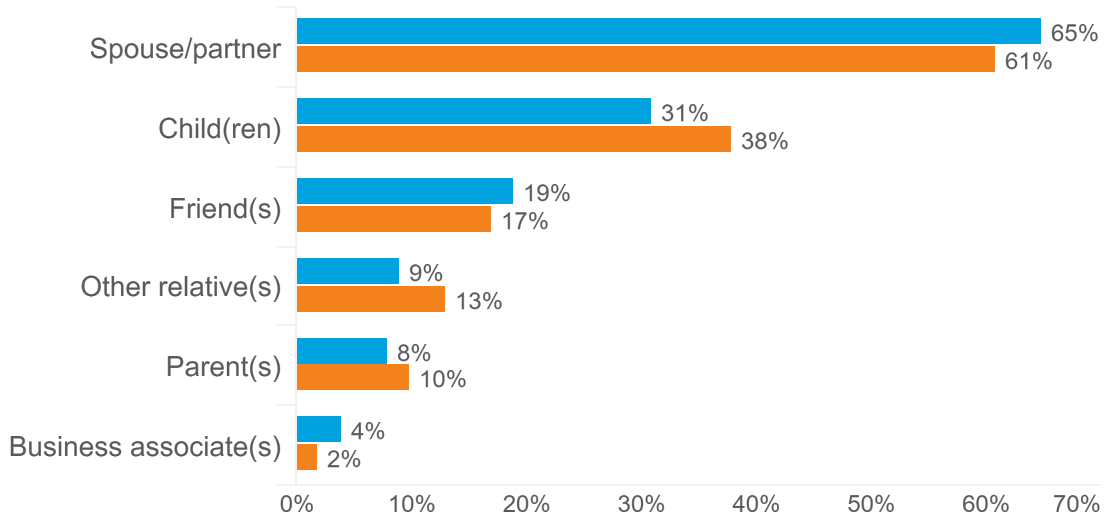
23% of trips only had one person in the travel party

U.S. Norm: **25%**

Composition of Immediate Travel Party

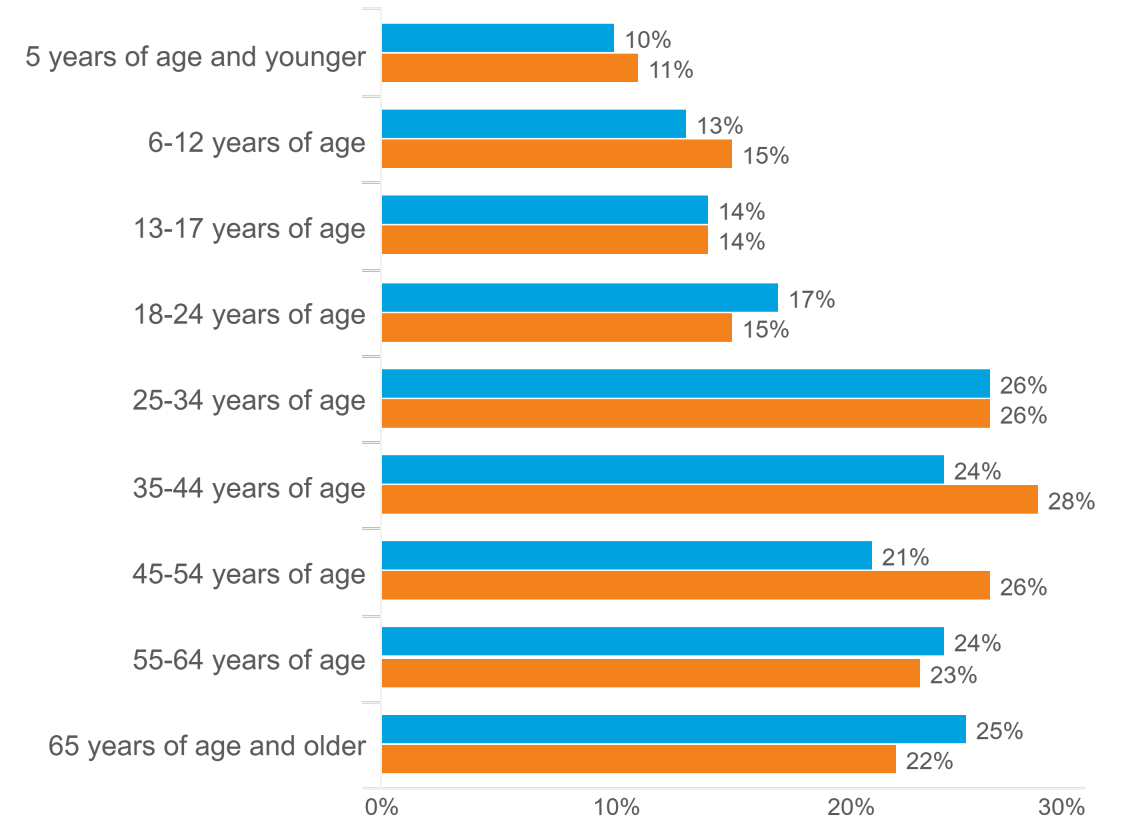
Base: 2023 Day Person-Trips that included more than one person

■ Vermont ■ U.S. Norm



Travel Party Age

■ Vermont ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 32%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities







U.S. Norm: 10%

Activities and Experiences (Top 10)







	2023	2022
Shopping	24%	27%
Sightseeing	20%	19%
Landmark/historic site	13%	13%
Hiking/backpacking	13%	12%
Attending celebration	11%	14%
Nature tours/wildlife viewing/birding	11%	10%
Winery/brewery/distillery tour	9%	11%
Museum	8%	10%
Bar/nightclub	8%	7%
Attended/participated in an amateur sports event	8%	8%

Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Vermont	U.S. Norm
 Shopping at locally owned businesses	52%	42%
 Outlet/mall shopping	31%	45%
 Souvenir shopping	23%	23%
 Big box stores (Walmart, Costco)	22%	26%
 Farmers market	22%	13%
 Antiquing	21%	12%
 Convenience/grocery shopping	19%	26%

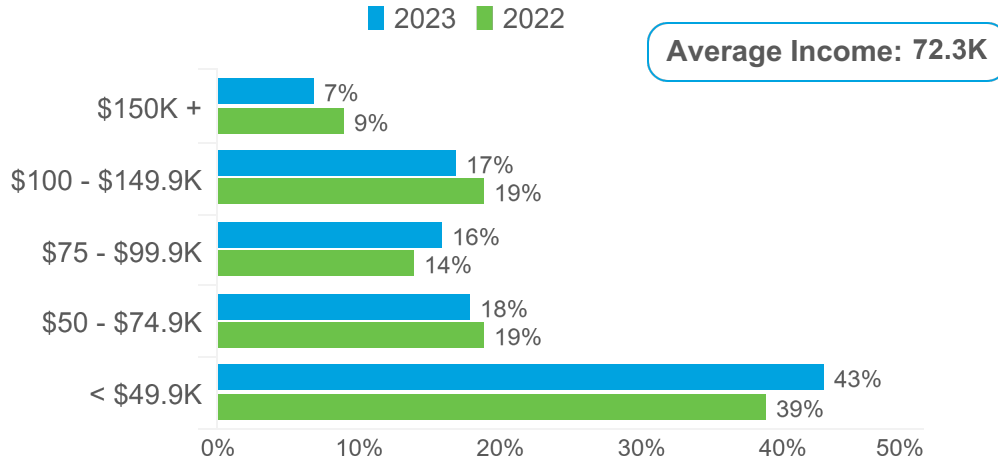
Dining Types on Trip

	Vermont	U.S. Norm
 Casual dining	47%	43%
 Fast food	32%	39%
 Unique/local food	25%	20%
 Carry-out/food delivery service	16%	12%
 Picnicking	13%	9%
 Fine/upscale dining	11%	10%

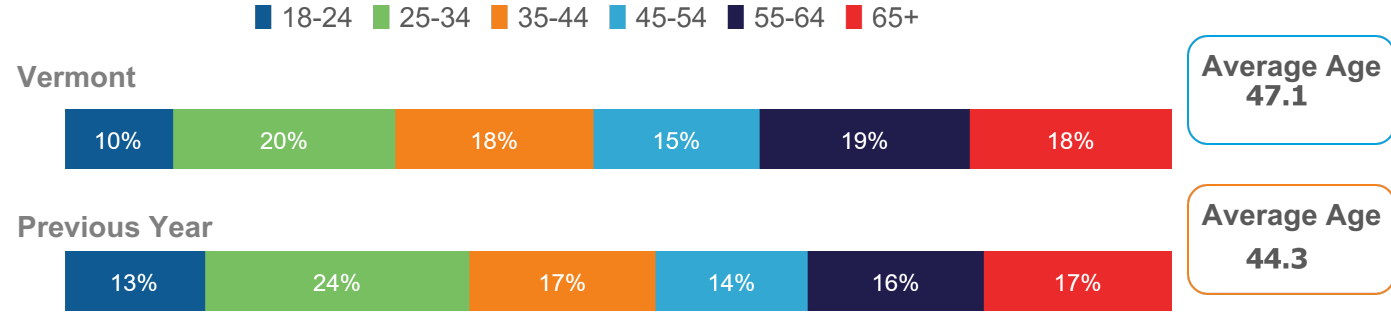
Demographic Profile of Day Vermont Visitors

Base: 2023 Day Person-Trips

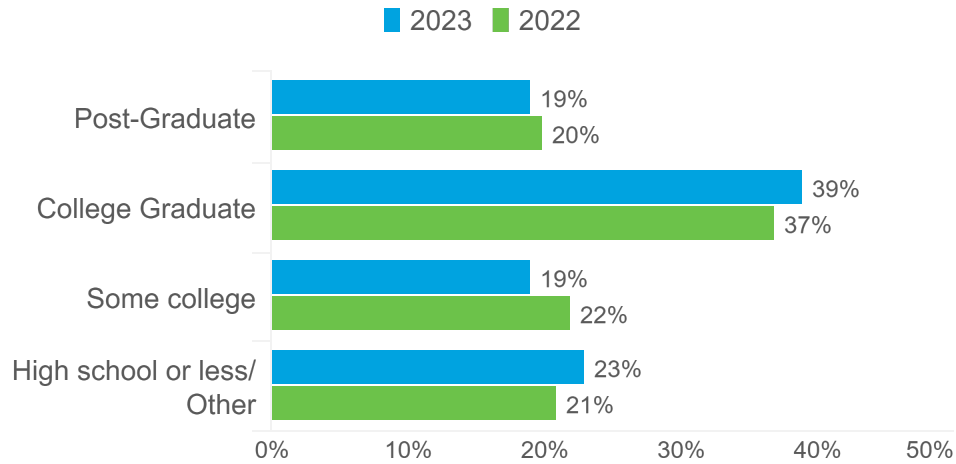
Household Income



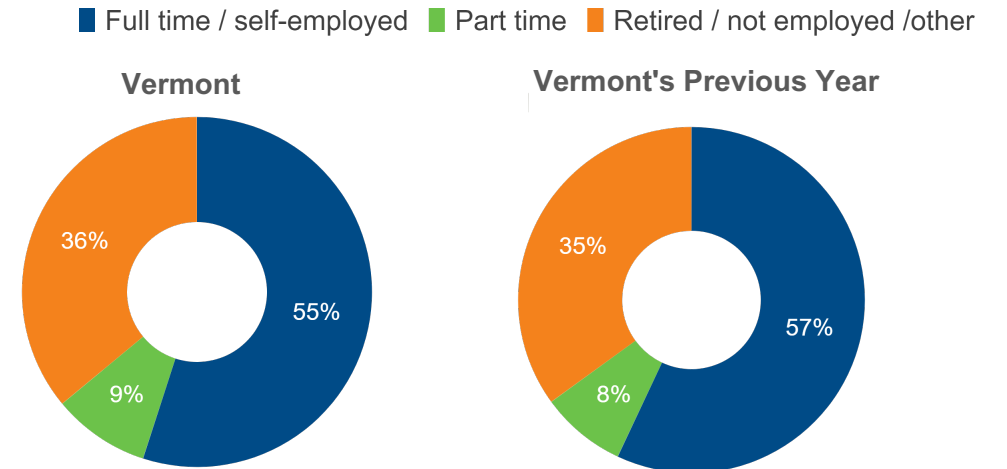
Age



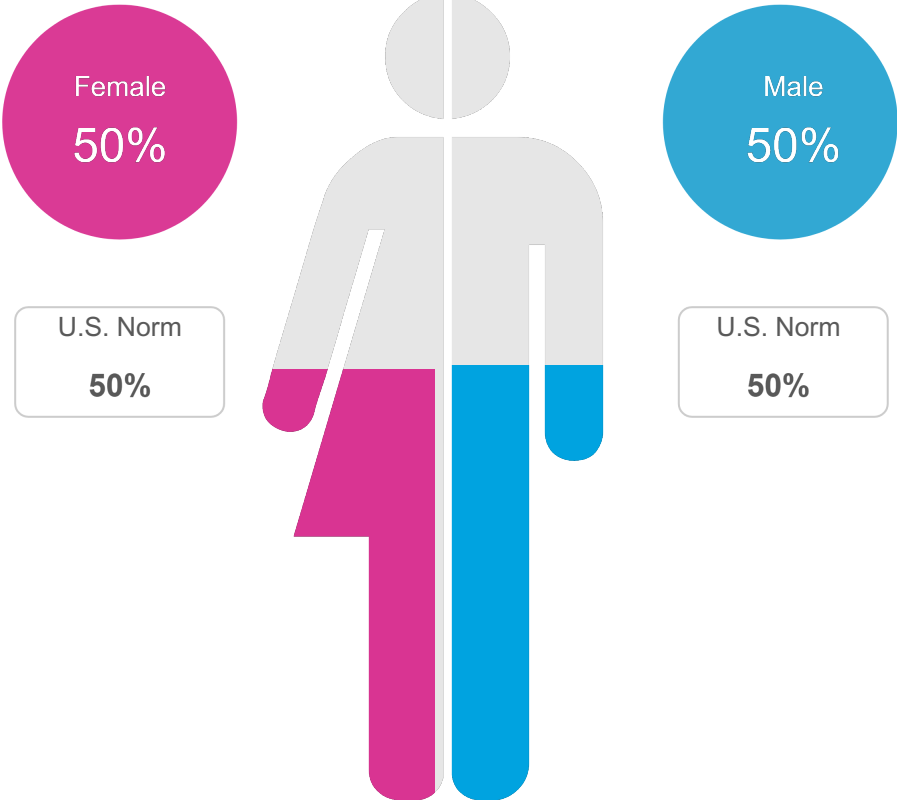
Educational Attainment



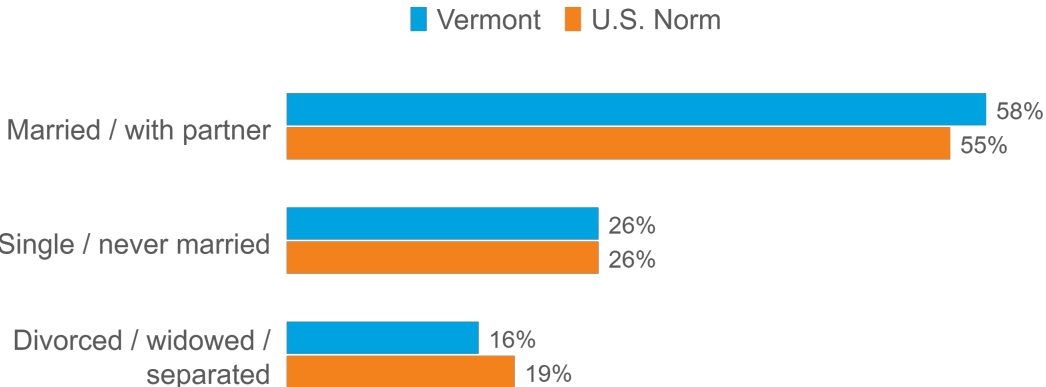
Employment



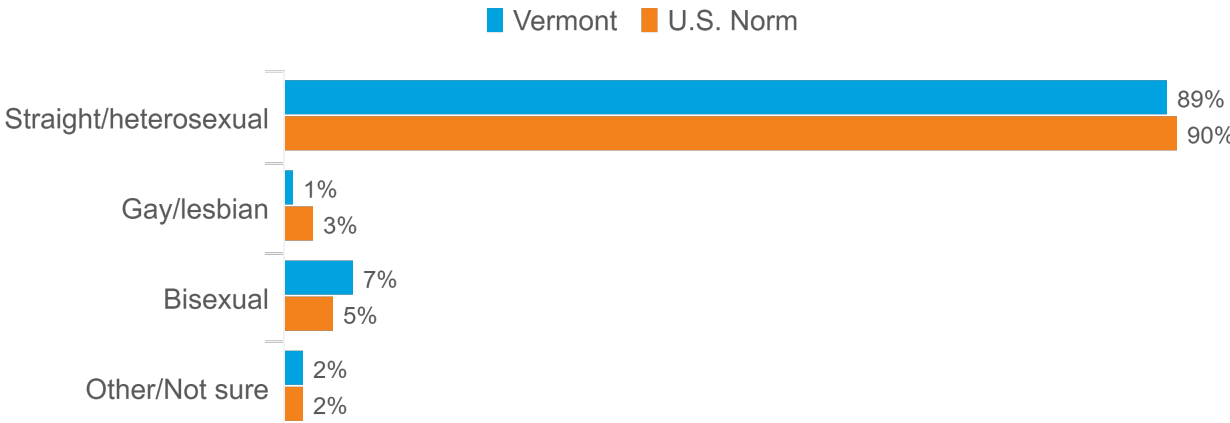
Gender



Marital Status

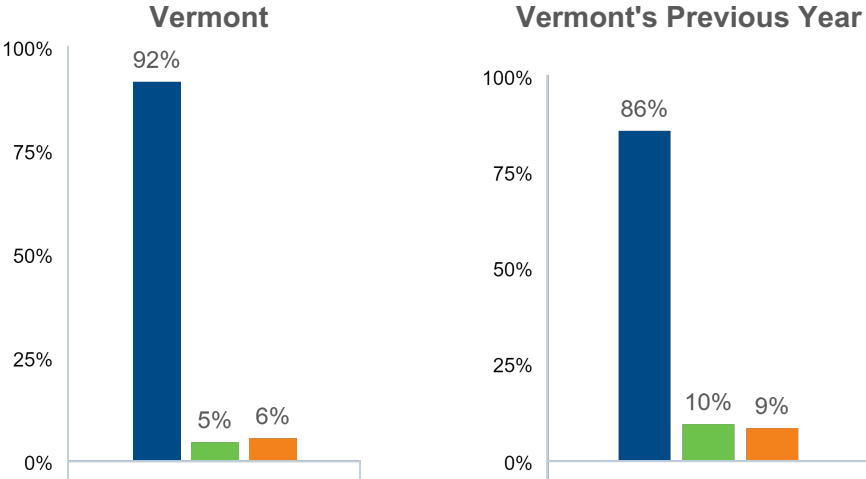


Sexual Orientation



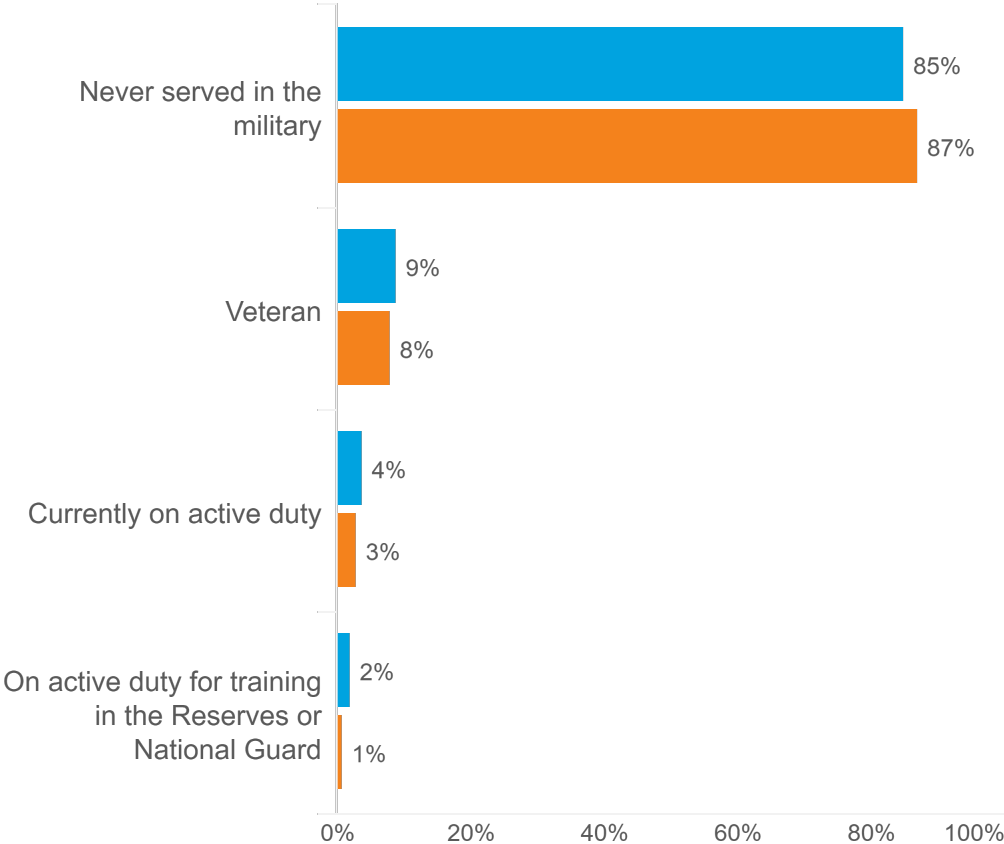
Race

White African-American Other



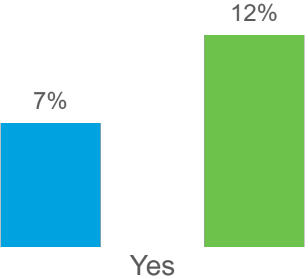
Military Status

Vermont U.S. Norm

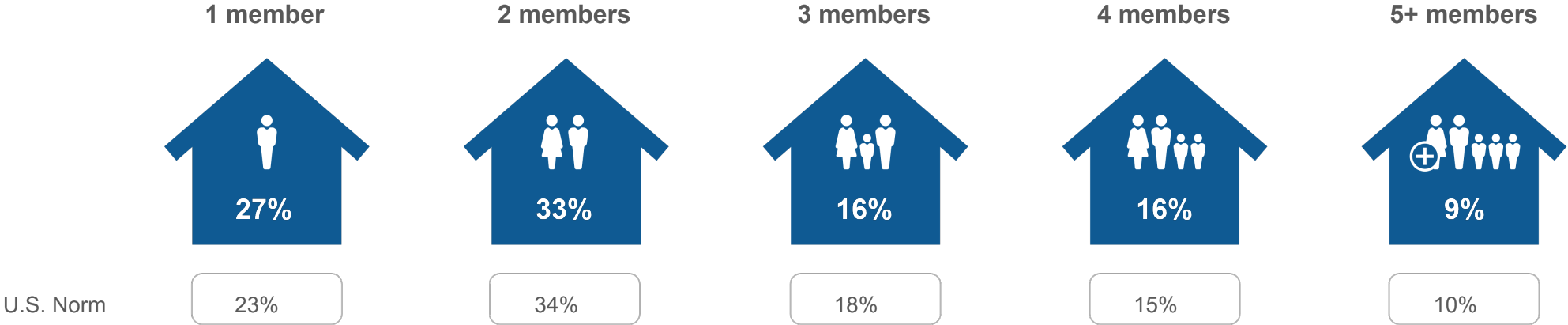


Hispanic Background

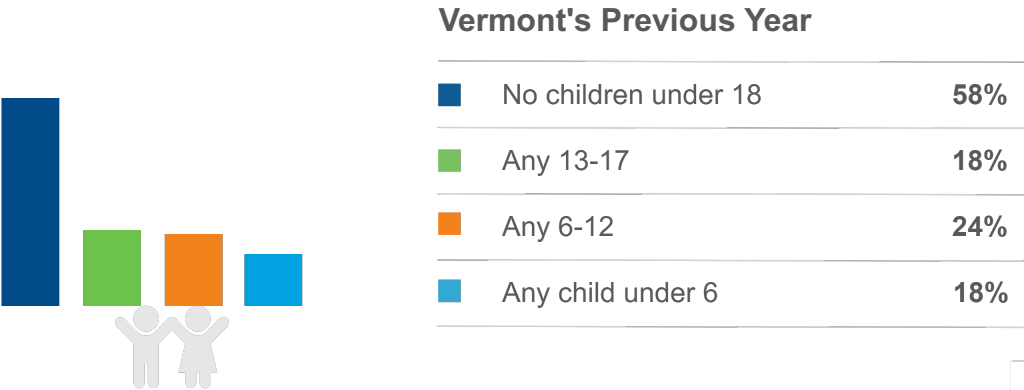
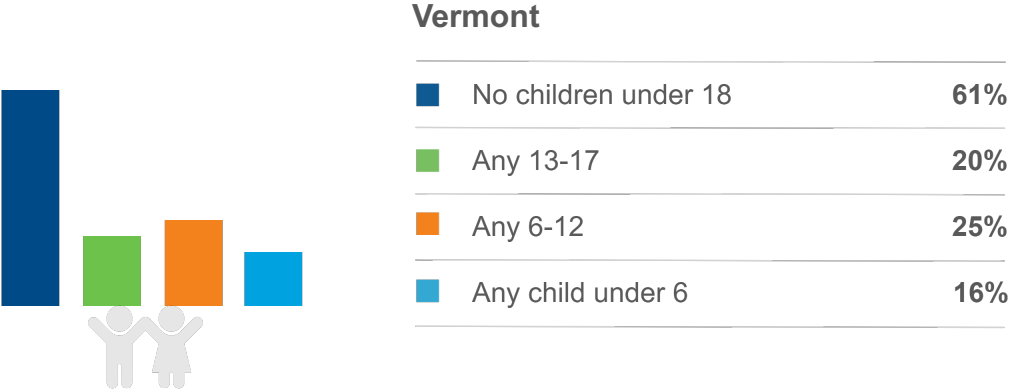
2023 2022



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL