COMPASS

Longwoods INTERNATIONAL

Travel USA Visitor Profile

VERMONT

2024

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 2024.

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 2024:

Overnight Base Size

633

Day Base Size

425

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

2024

Past Visitation to Vermont

Base: 2024 Overnight Person-Trips

Past Visitation to Vermont

81% of overnight travelers to Vermont are repeat visitors

57% of overnight travelers to Vermont had visited before in the past 12 months

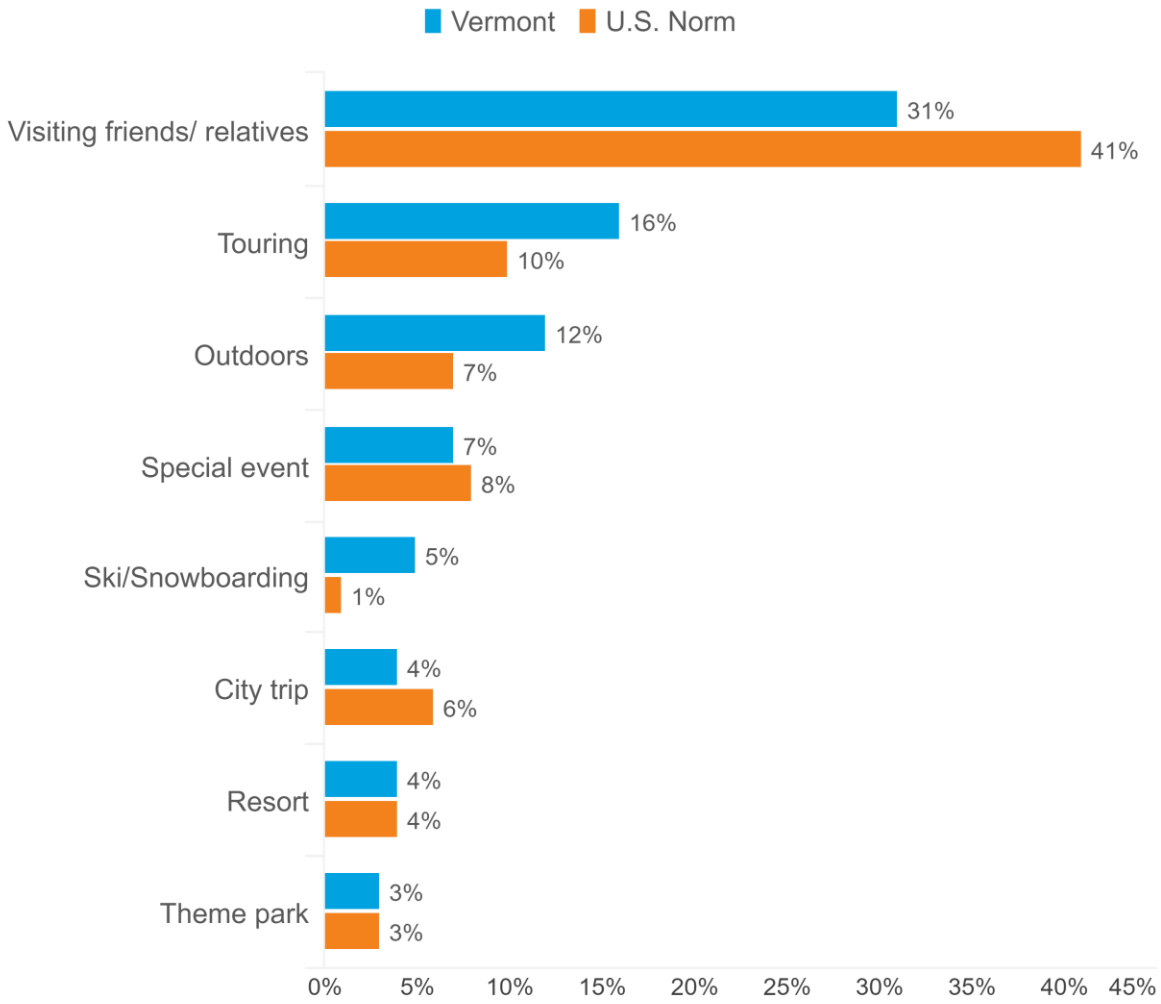
Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	31%
Touring	16%
Outdoors	12%
Special event	7%
Ski/Snowboarding	5%
City trip	4%
Resort	4%
Other business trip	4%
Business-Leisure	4%
Theme park	3%
Conference/ Convention	3%
Golf Trip	2%
Casino	2%
Cruise	2%

Main Purpose of Leisure Trip (Top 8)



Structure of the Vermont Overnight Travel Market

Base: 2024 Overnight Person-Trips

2024 Vermont Overnight Trips

Visiting friends/relatives	31%
Marketable	59%
Business	6%
Business-leisure	4%

2024 U.S. Overnight Trips

Visiting friends/relatives	41%
Marketable	48%
Business	8%
Business-leisure	4%

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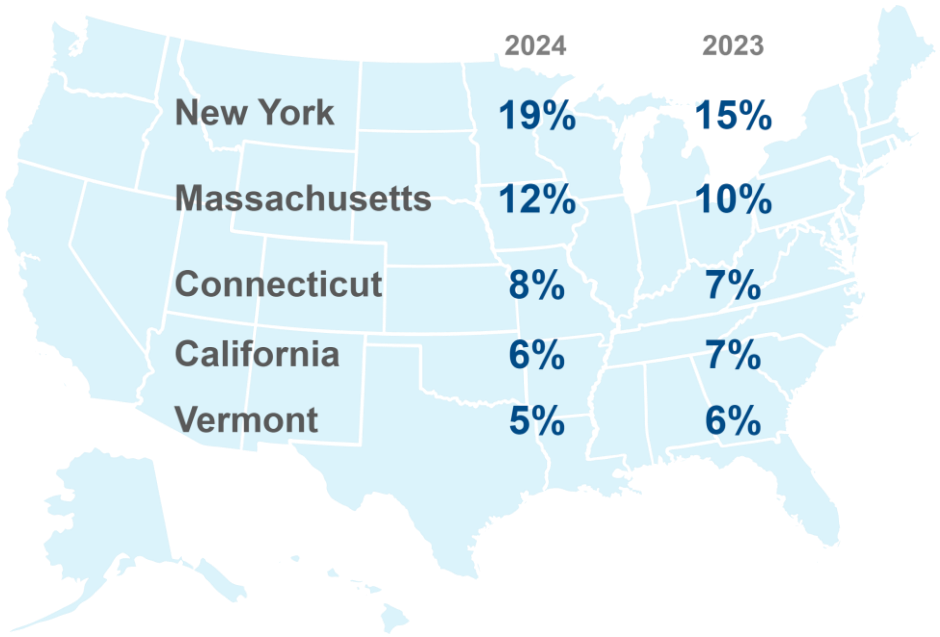
Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

State Origin of Trip
(Top 5)



	2024	2023
New York	19%	15%
Massachusetts	12%	10%
Connecticut	8%	7%
California	6%	7%
Vermont	5%	6%

DMA Origin of Trip
(Top 7)

	2024	2023
New York, NY	16%	14%
Boston, MA	13%	12%
Burlington-Plattsburgh, VT	6%	8%
Hartford & New Haven, CT	6%	5%
Albany-Schenectady-Troy, NY	5%	4%
Los Angeles, CA	4%	5%
Chicago, IL	3%	1%

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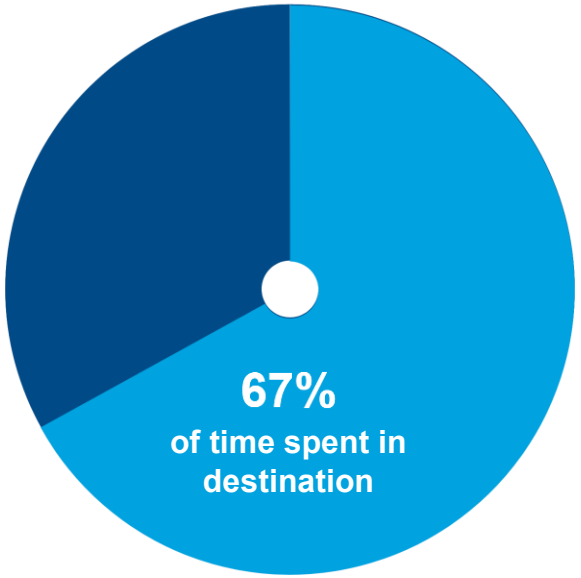
Vermont's Overnight Trip Characteristics

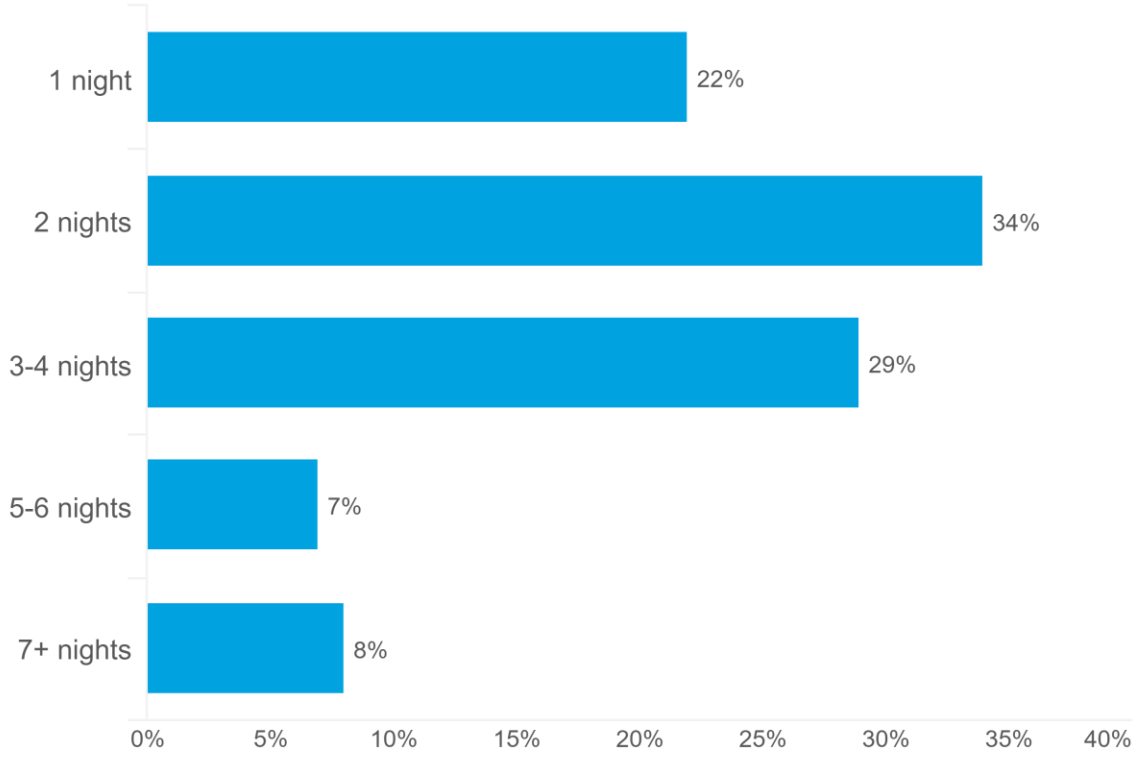
Base: 2024 Overnight Person-Trips

Total Nights Away on Trip



Of the nights spent in the destination

Nights Spent in Vermont



Vermont	U.S. Norm
4.5 Average Nights	3.7 Average Nights

Average number of nights	Average last year
3.0	3.3

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Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Size of Travel Party

Adults Children

*Children is based on age, anyone under the age of 18

Vermont

Total **3.2**

Average number of people

U.S. Norm

Total **2.8**

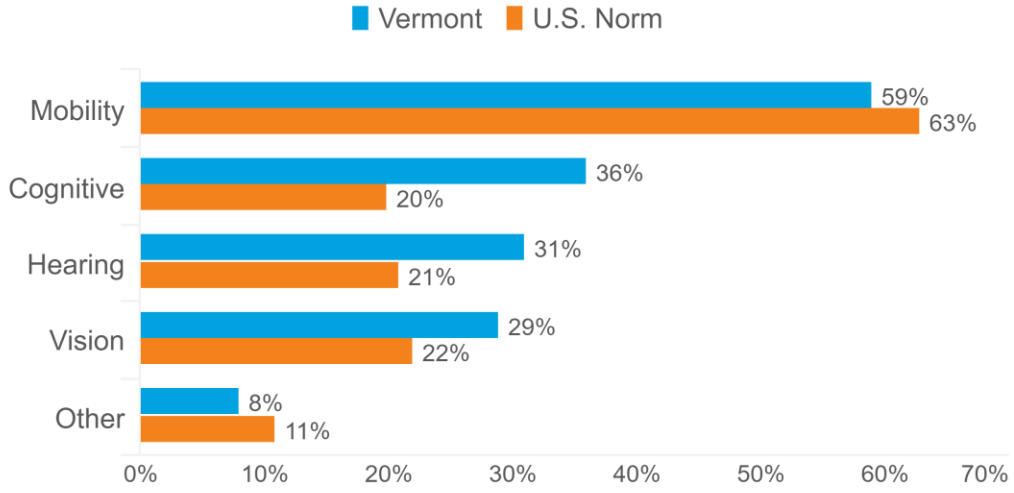
Average number of people

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

U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

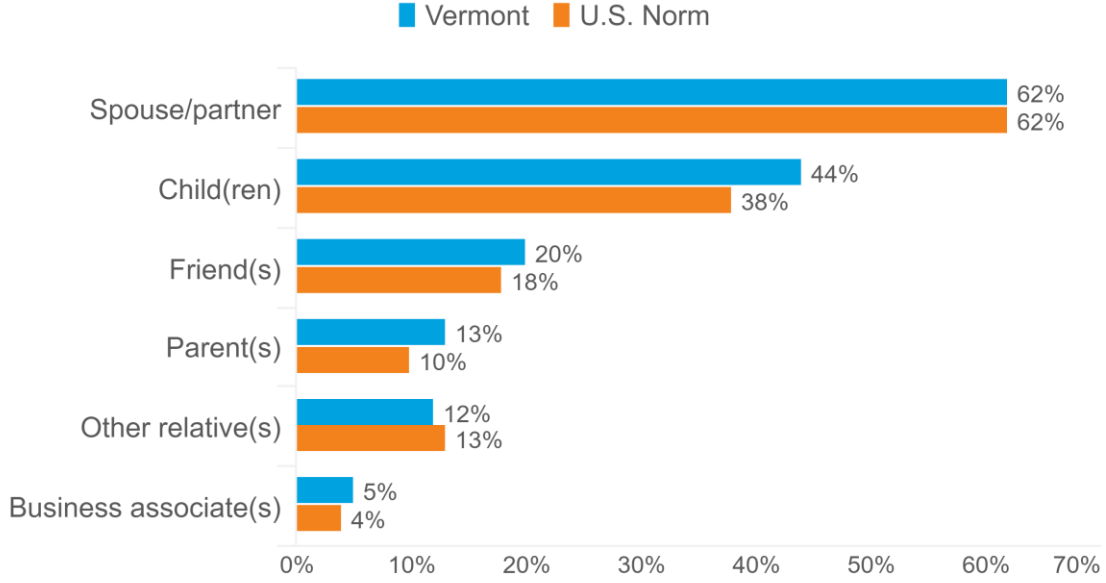
24% **of trips only had one person in the travel party**

U.S. Norm: 26%

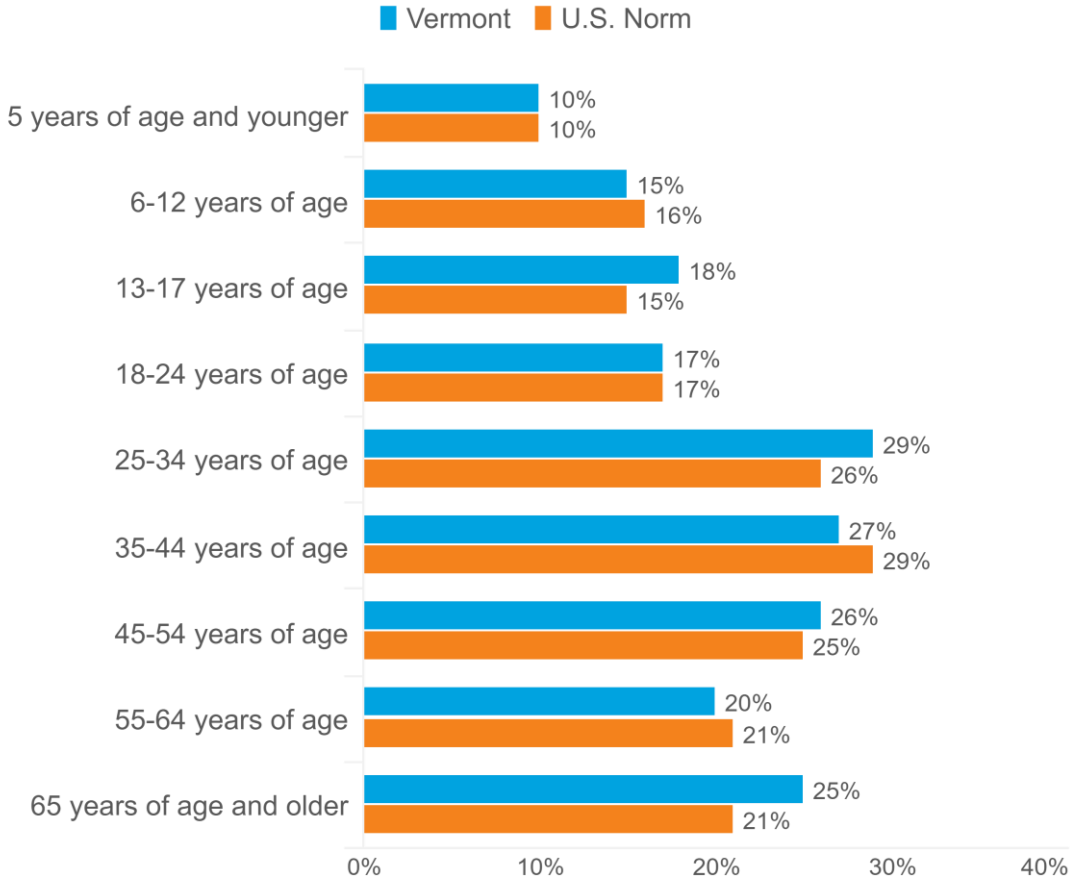
Composition of Immediate Travel Party

Base: 2024 Overnight Person-Trips that included more than one person

*Child(ren) is based on the relationship to the respondent



Travel Party Age



Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

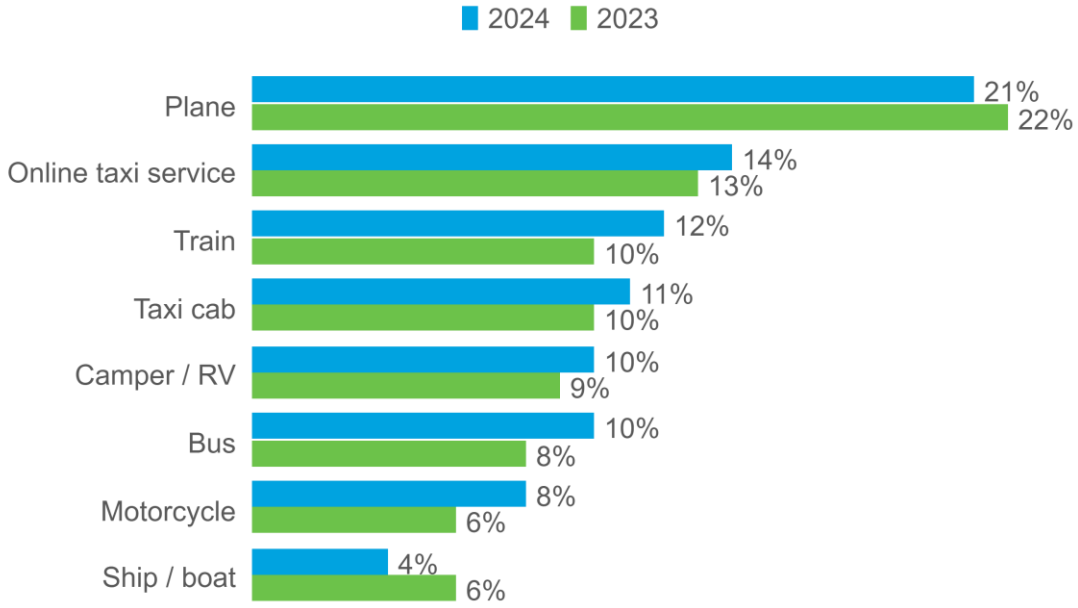
Transportation Used to Get to Destination

73% **used their own car/truck to get to their destination**

Previous year: 75%

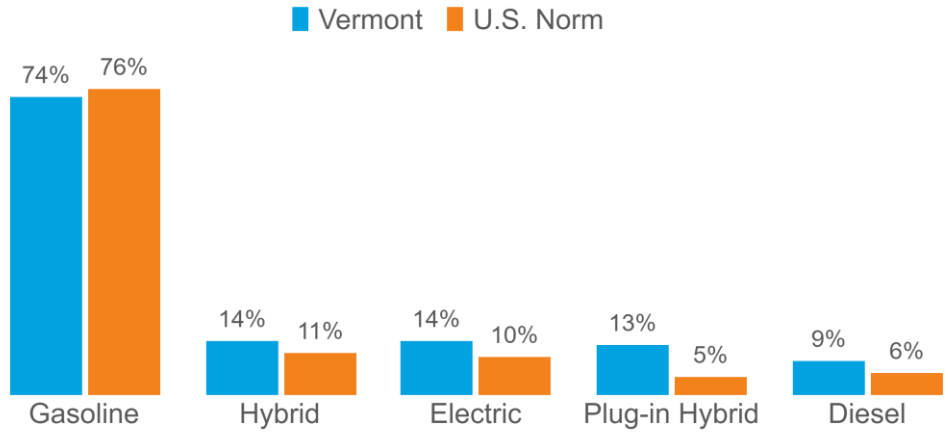
16% **used a rental car to get to their destination**

Previous year: 15%

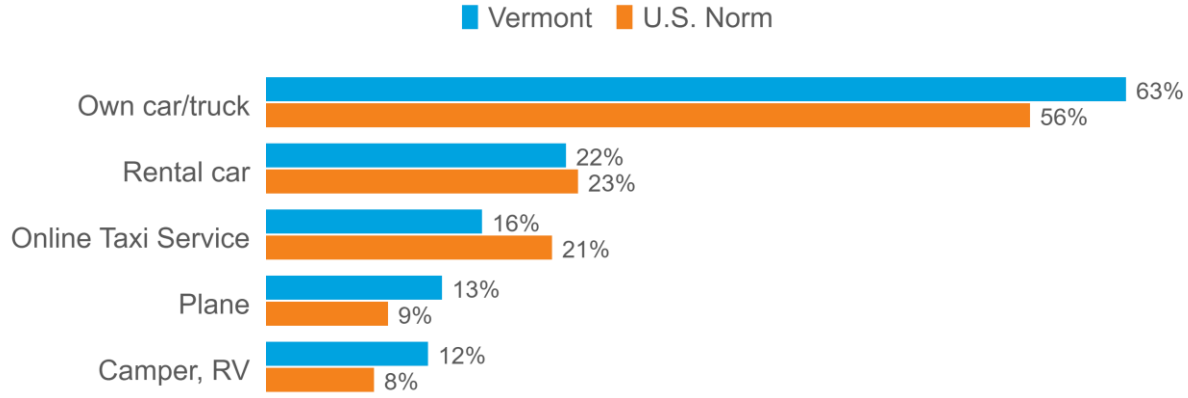


Question updated in 2020

Type of Vehicle Used to Get to Destination



Transportation Used Within Destination (Top 5)



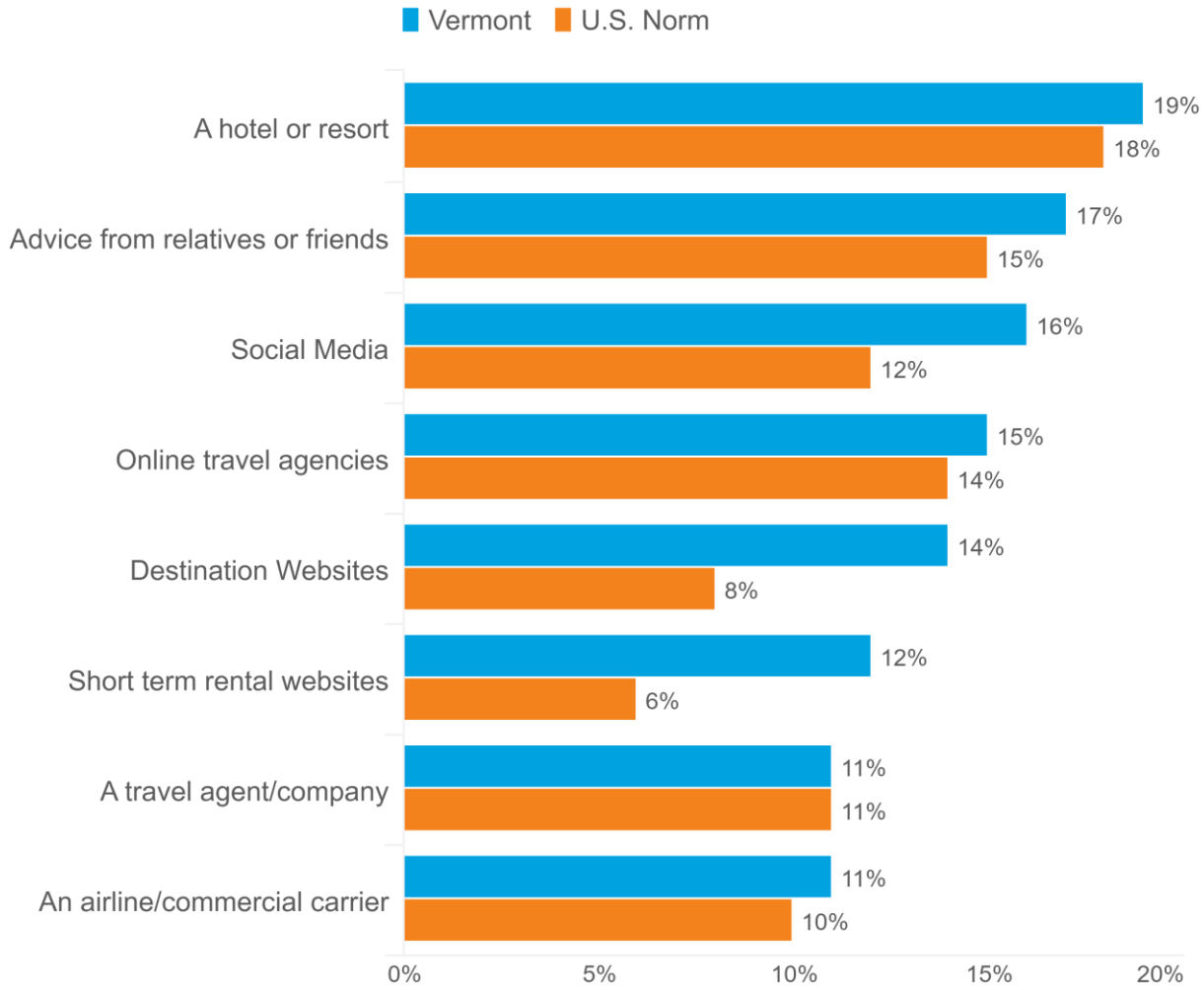
Vermont: Pre-Trip

Base: 2024 Overnight Person-Trips

Length of Trip Planning

	Vermont	U.S. Norm
1 month or less	**30%**	**32%**
2 months	**17%**	**17%**
3-5 months	**23%**	**18%**
6-12 months	**12%**	**14%**
More than 1 year in advance	**6%**	**4%**
Did not plan anything in advance	**12%**	**14%**

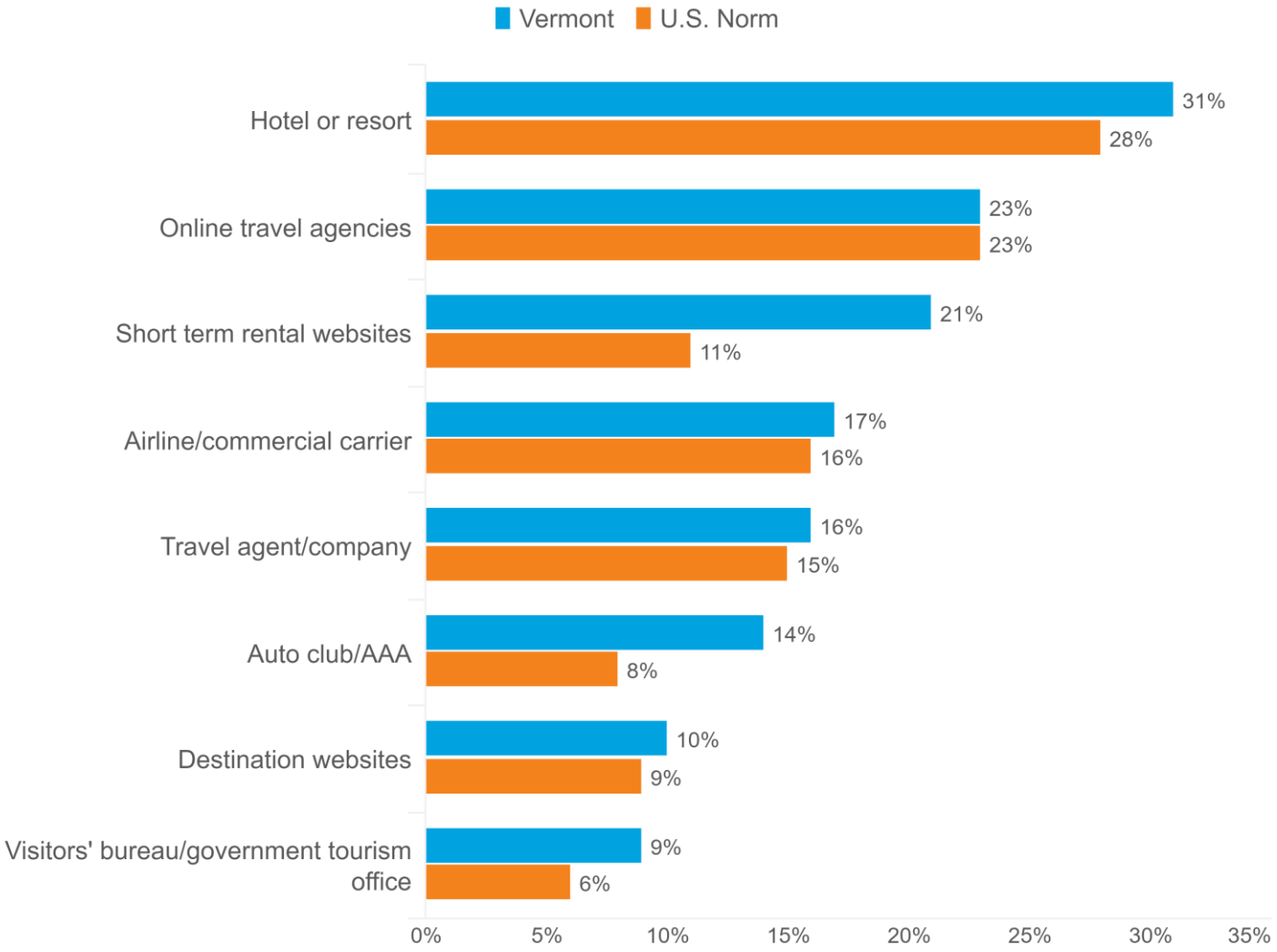
Trip Planning Information Sources (Top 8)



Vermont's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Method of Booking
(Top 8)



Accommodations
(Top 7)

	2024	2023
Hotel	**39%**	**33%**
Home of friends / relatives	**23%**	**24%**
Motel	**14%**	**15%**
Rented home / condo / apartment	**12%**	**15%**
Bed & breakfast	**11%**	**13%**
Resort hotel	**11%**	**11%**
Rented cottage / cabin	**11%**	**10%**

Vermont: During Trip

Base: 2024 Overnight Person-Trips

Activity Groupings

Outdoor Activities

62%

U.S. Norm: 49%

Entertainment Activities

63%

U.S. Norm: 62%

Cultural Activities

38%

U.S. Norm: 31%

Sporting Activities

26%

U.S. Norm: 23%

Business Activities

21%

U.S. Norm: 17%

Other Activities

28%

U.S. Norm: 28%

Activities and Experiences

(Top 10)

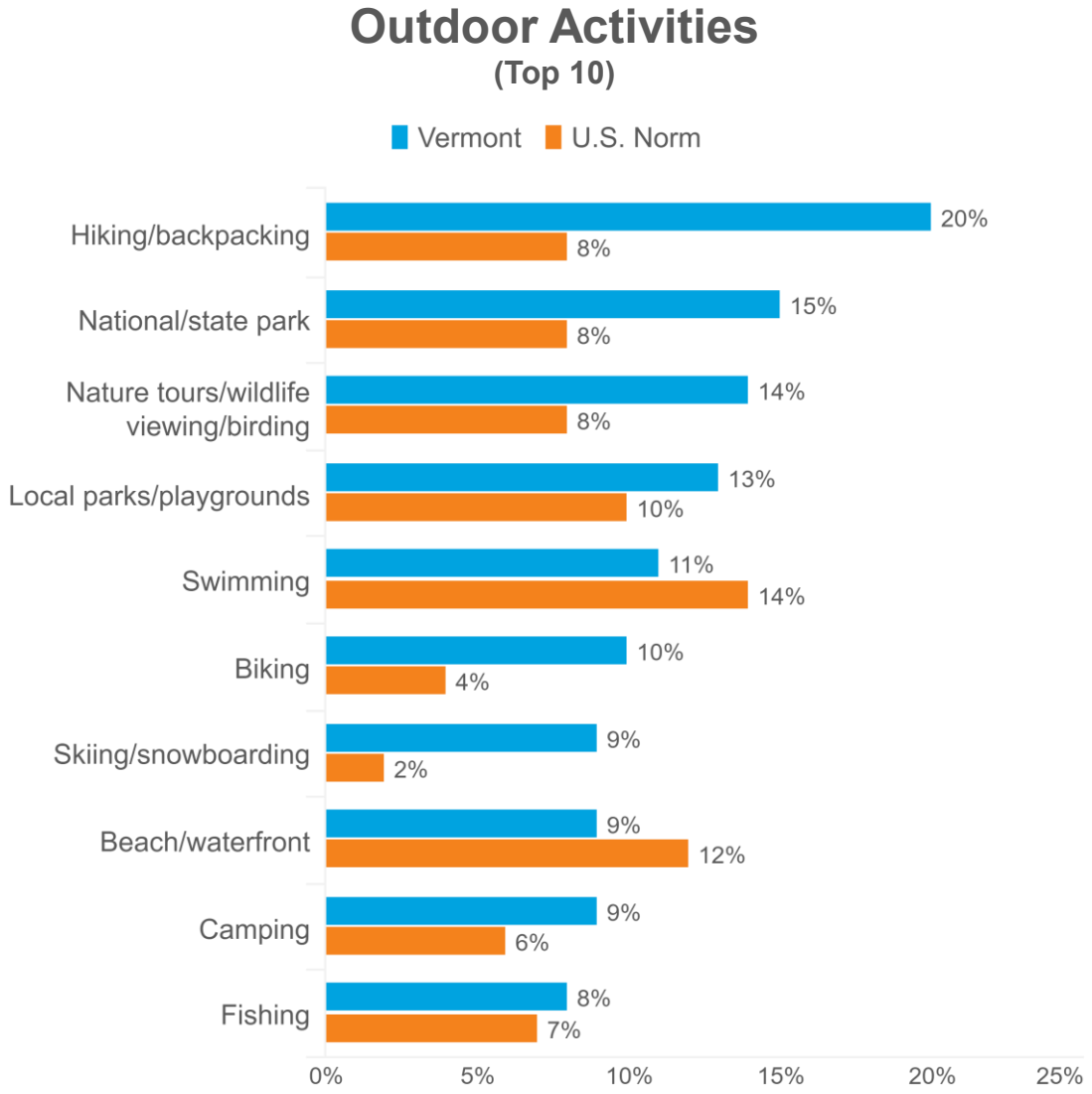
	Vermont	U.S. Norm
Sightseeing	28%	20%
Shopping	27%	26%
Hiking/backpacking	20%	8%
Landmark/historic site	19%	13%
Winery/brewery/distillery tour	17%	8%
Bar/nightclub	15%	16%
Attending celebration	15%	14%
Museum	15%	12%
National/state park	15%	8%
Nature tours/wildlife viewing/birding	14%	8%

Vermont: During Trip - Outdoor Activities

Base: 2024 Overnight Person-Trips

Outdoor Activities

Vermont	U.S. Norm
62%	49%



Vermont: During Trip - Entertainment Activities

Base: 2024 Overnight Person-Trips

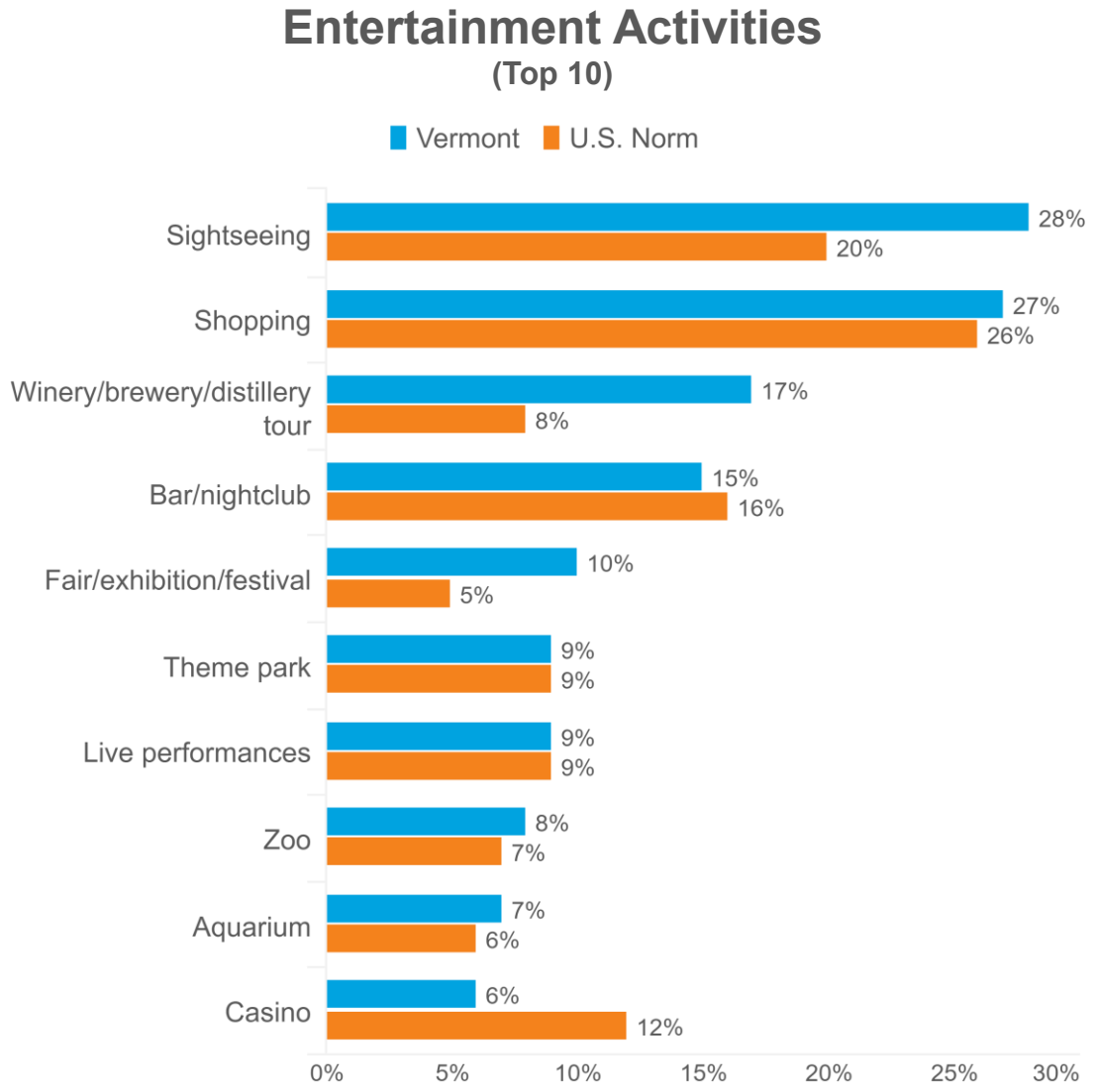
Entertainment Activities

Vermont

63%

U.S. Norm

62%



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Vermont: During Trip - Cultural Activities

Base: 2024 Overnight Person-Trips

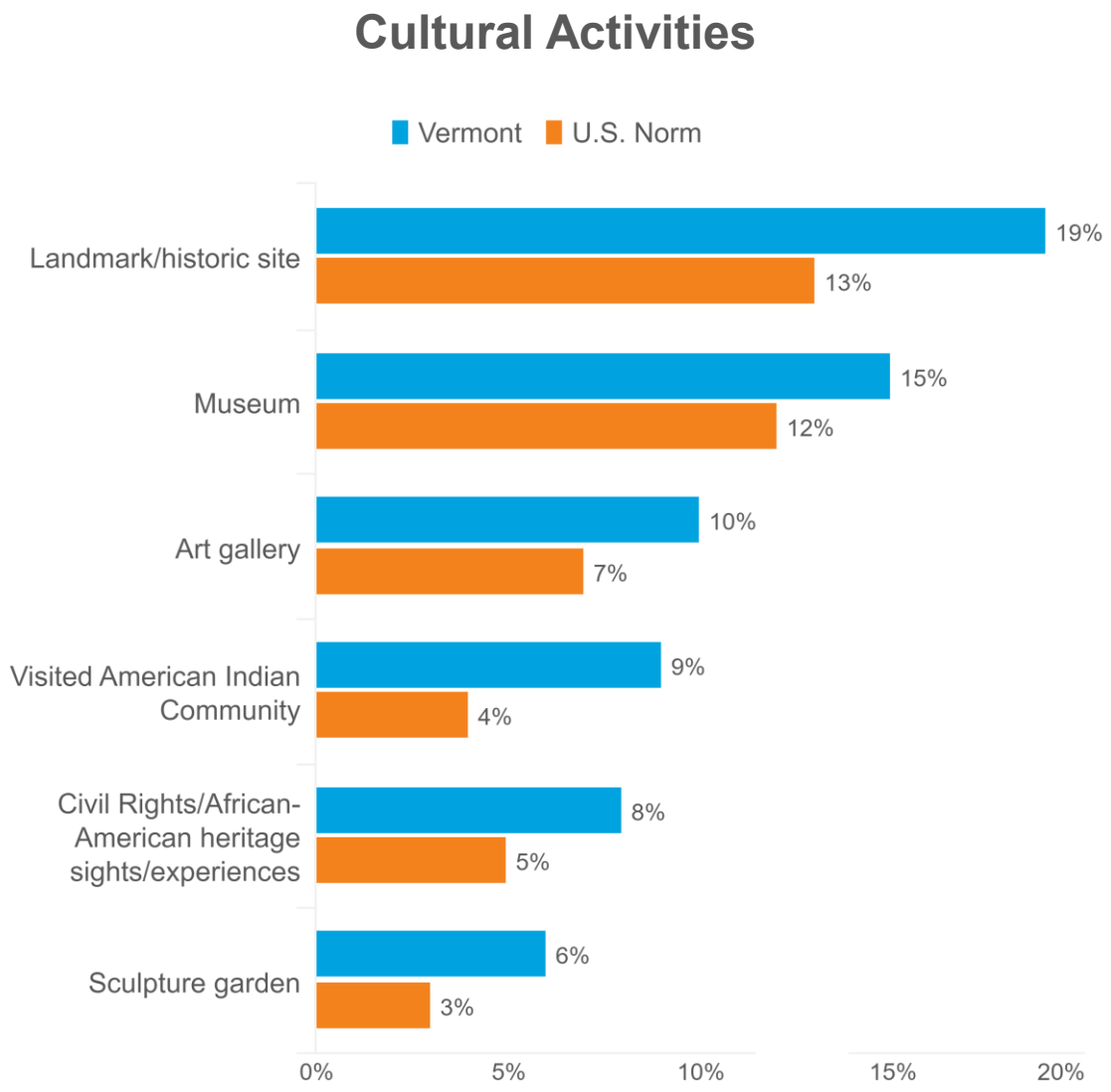
Cultural Activities

Vermont

38%

U.S. Norm

31%



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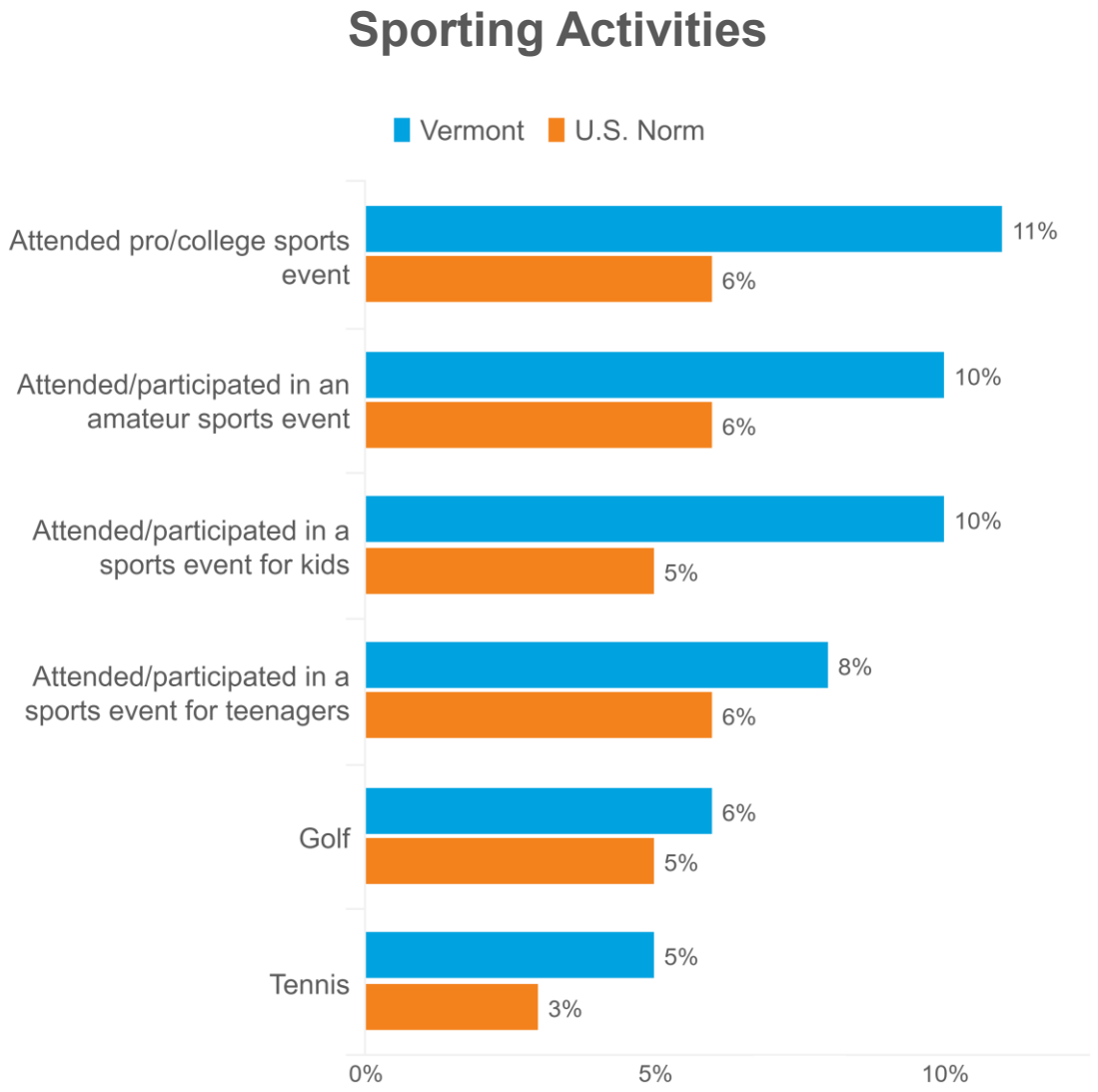
Vermont: During Trip - Sporting Activities

Base: 2024 Overnight Person-Trips

Sporting Activities

Vermont	U.S. Norm
26%	23%



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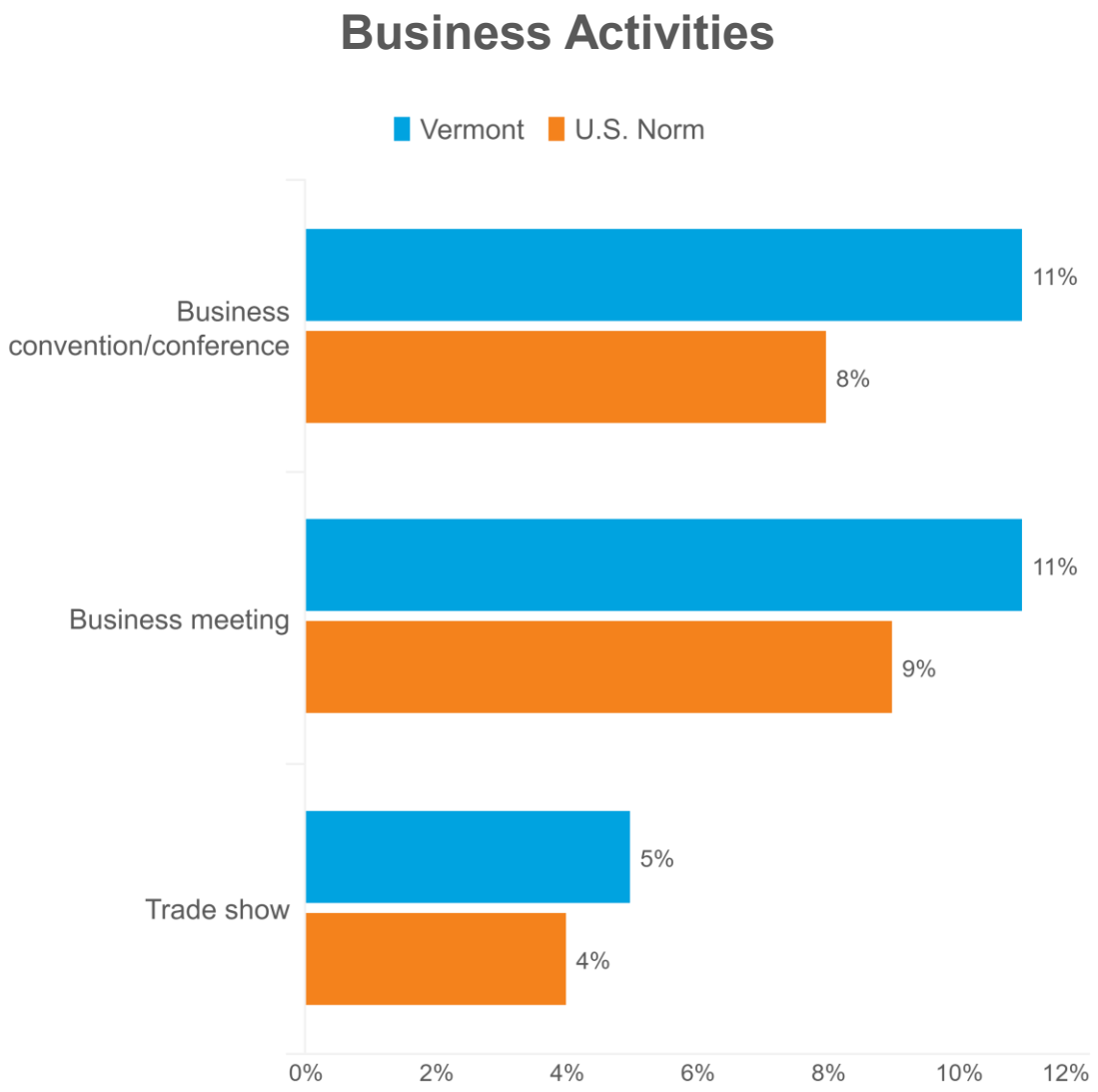
Vermont: During Trip - Business Activities

Base: 2024 Overnight Person-Trips

Business Activities

Vermont	U.S. Norm
21%	17%



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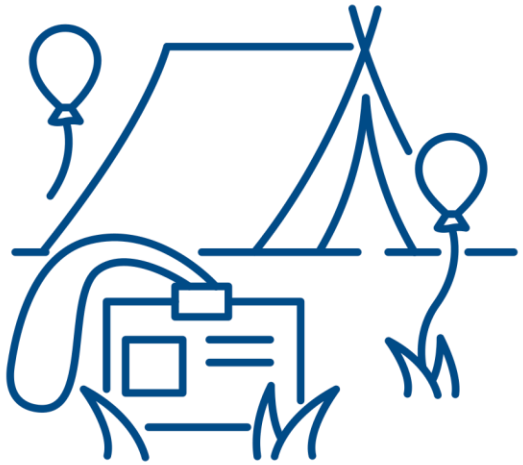
Vermont: During Trip - Other Activities

Base: 2024 Overnight Person-Trips



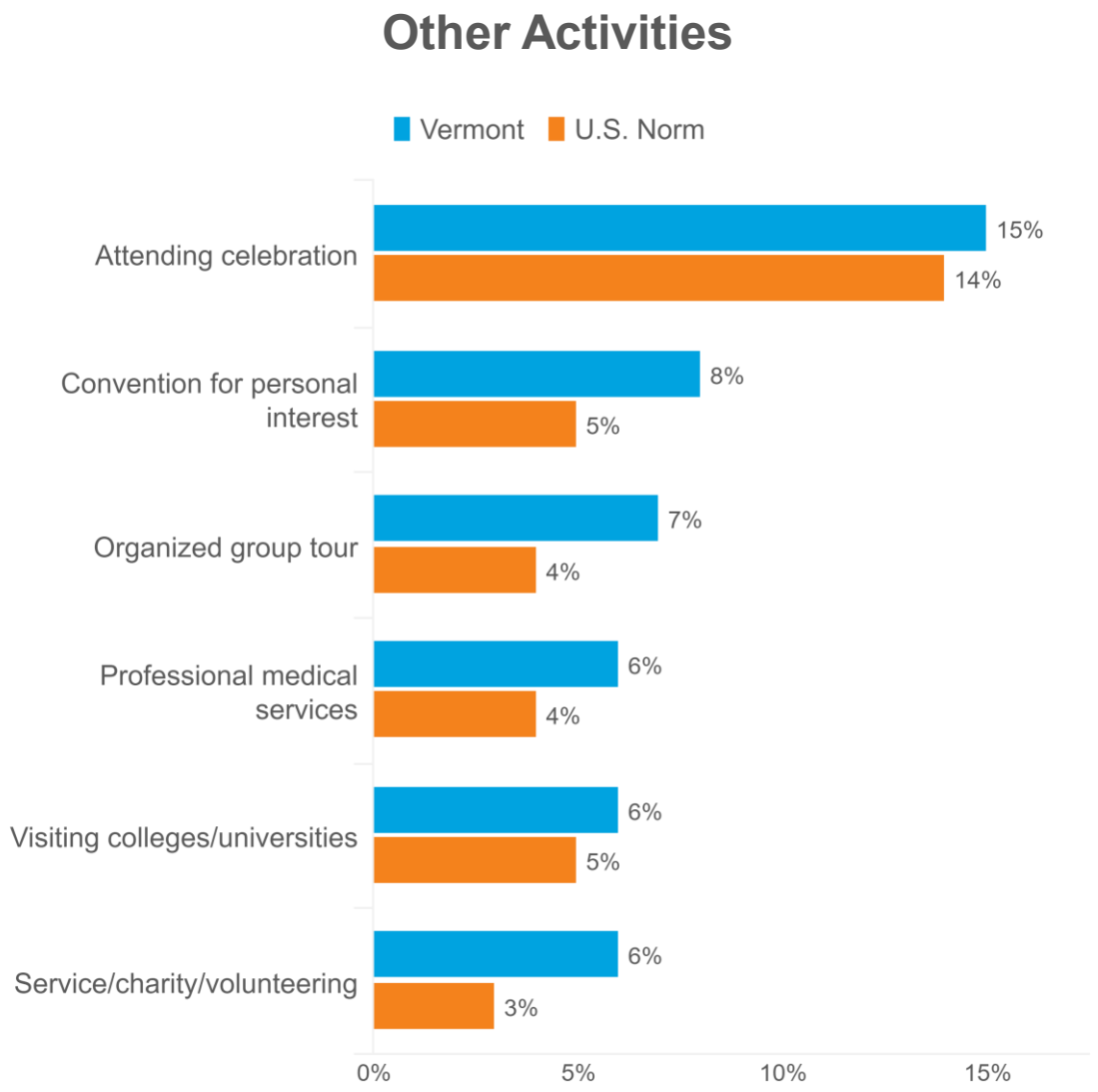
Other Activities

Vermont

28%

U.S. Norm

28%



Vermont: During Trip

Base: 2024 Overnight Person-Trips

Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

	Vermont	U.S. Norm
Shopping at locally owned businesses	62%	48%
Souvenir shopping	49%	37%
Convenience/grocery shopping	42%	43%
Farmers market	26%	17%
Big box stores (Walmart, Costco)	26%	30%
Outlet/mall shopping	26%	45%
Antiquing	20%	12%

Dining Types on Trip

	Vermont	U.S. Norm
Casual dining	59%	57%
Unique/local food	38%	32%
Fast food	34%	45%
Carry-out/food delivery service	25%	24%
Fine/upscale dining	20%	20%
Picnicking	18%	10%

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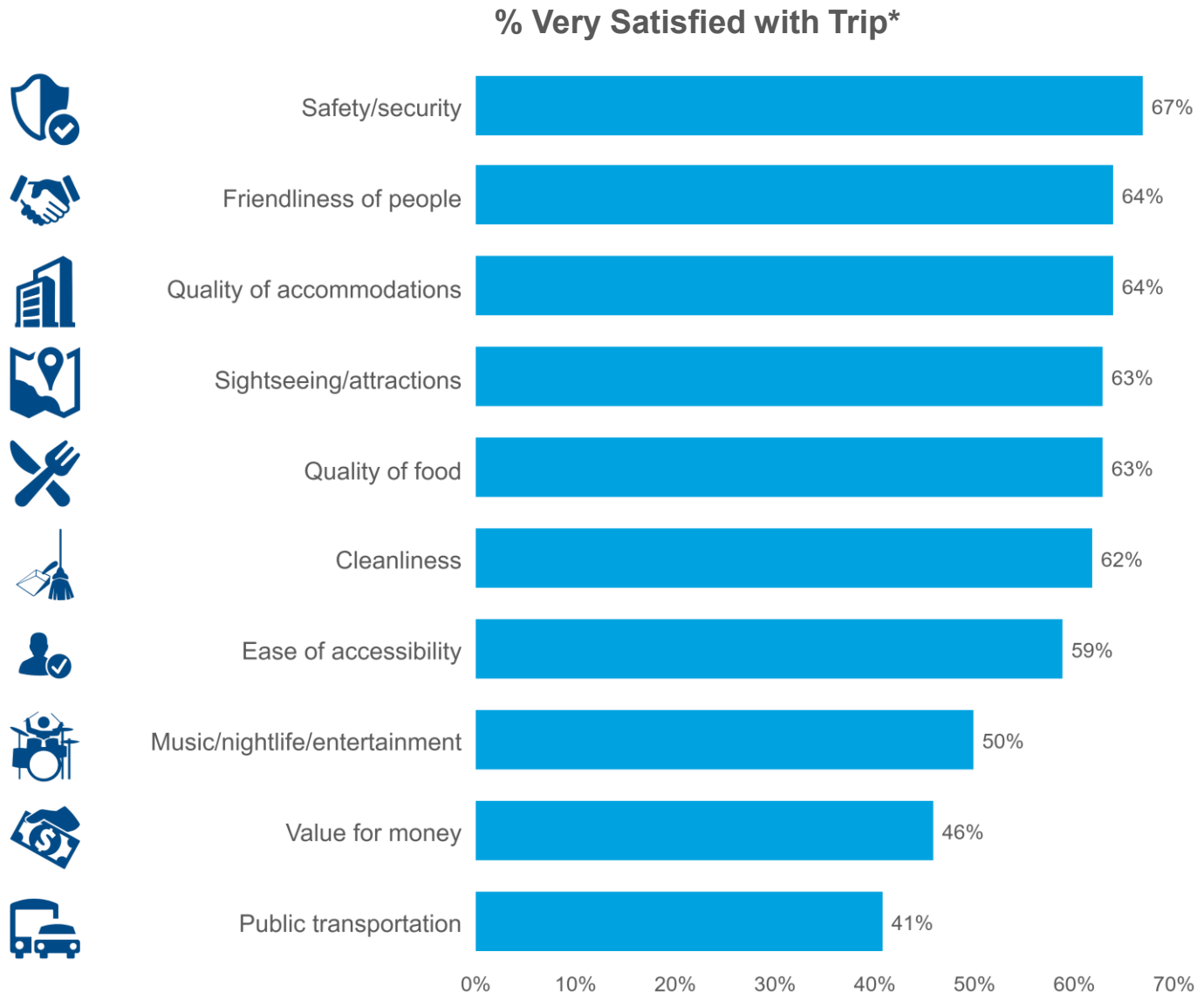
Vermont: During Trip

Base: 2024 Overnight Person-Trips

78%

of overnight travelers were very satisfied with their overall trip experience



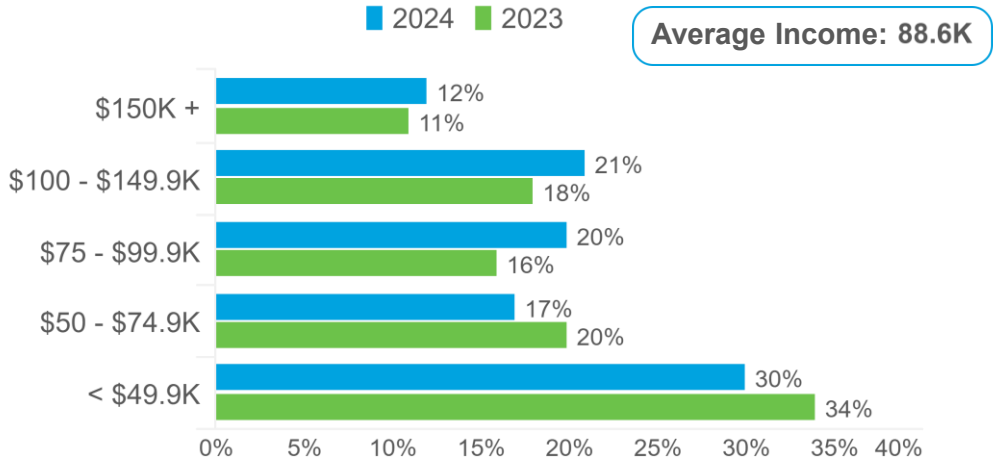
*Very satisfied = selected top box on a five-point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Question updated in 2020

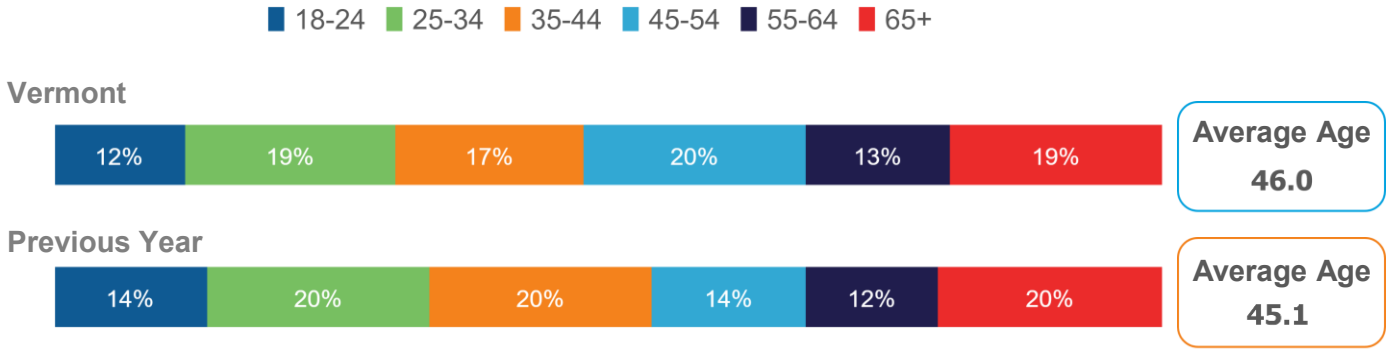
Demographic Profile of Overnight Vermont Visitors

Base: 2024 Overnight Person-Trips

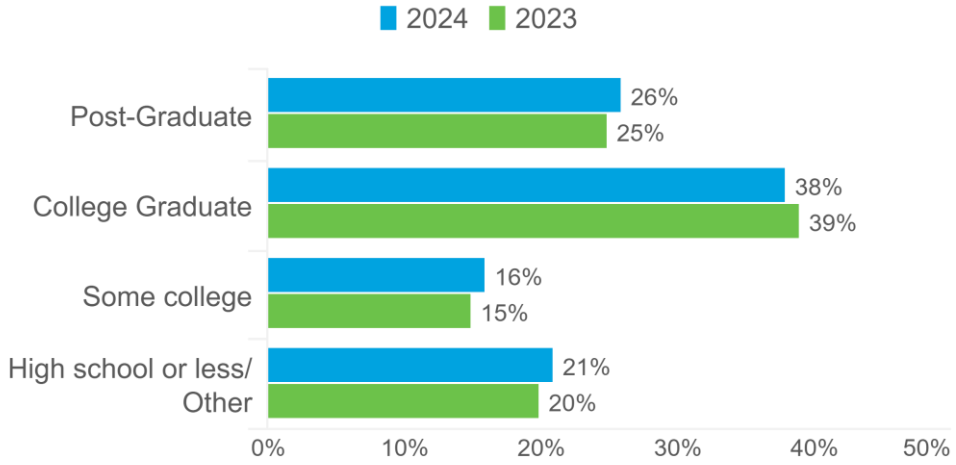
Household Income



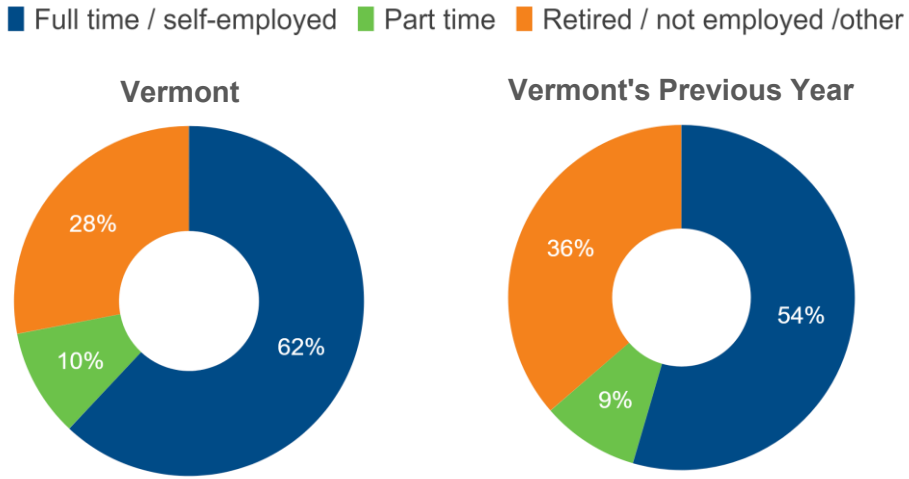
Age



Educational Attainment



Employment



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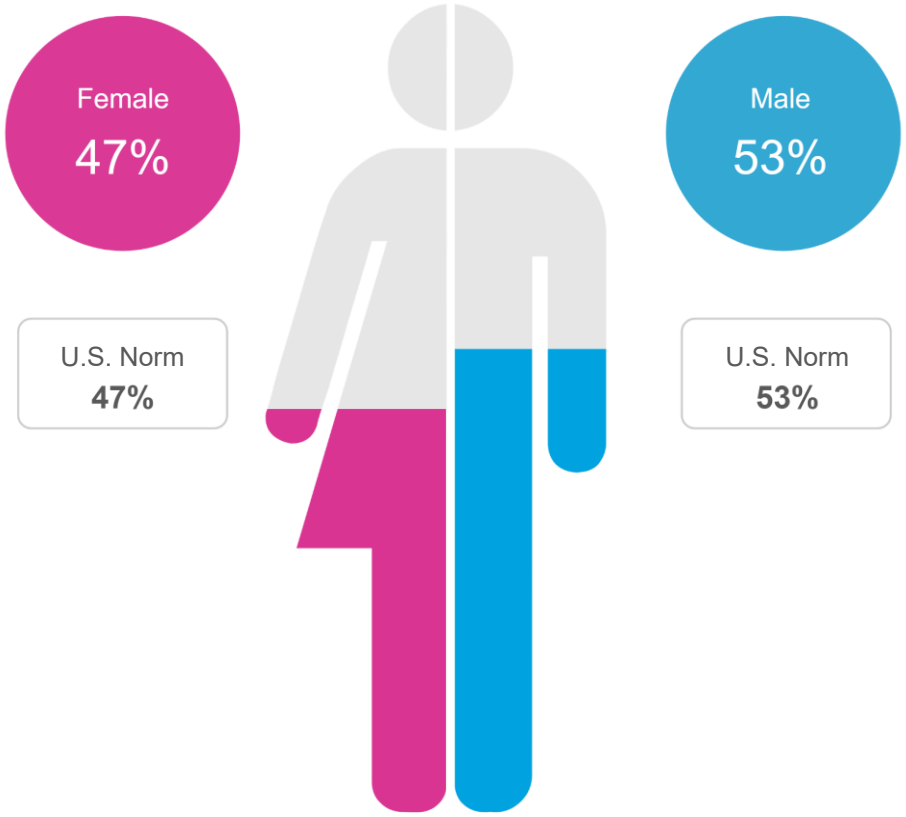
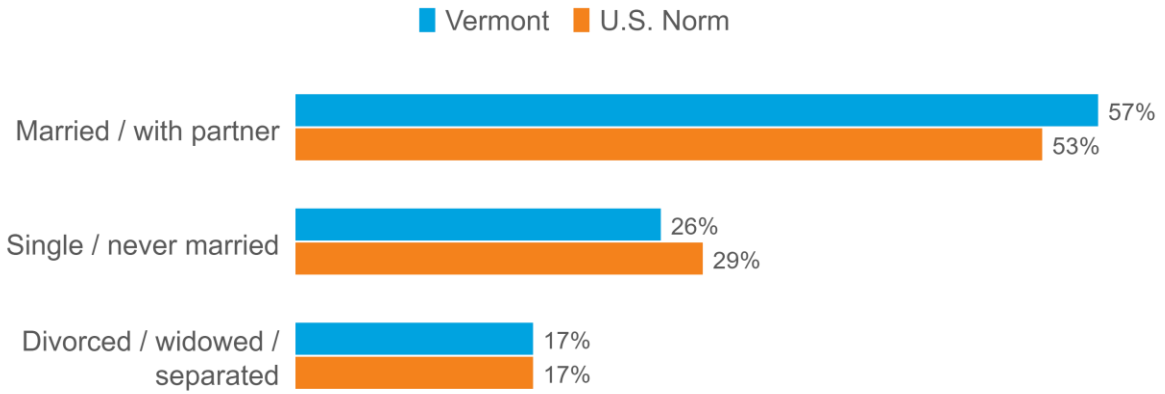
Demographic Profile of Overnight Vermont Visitors

Base: 2024 Overnight Person-Trips

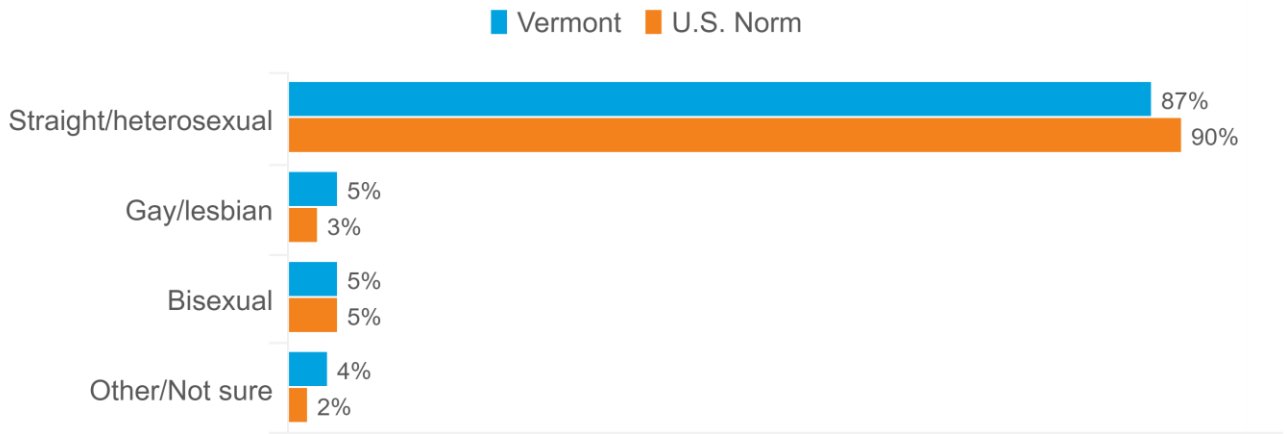
Gender



Marital Status



Sexual Orientation



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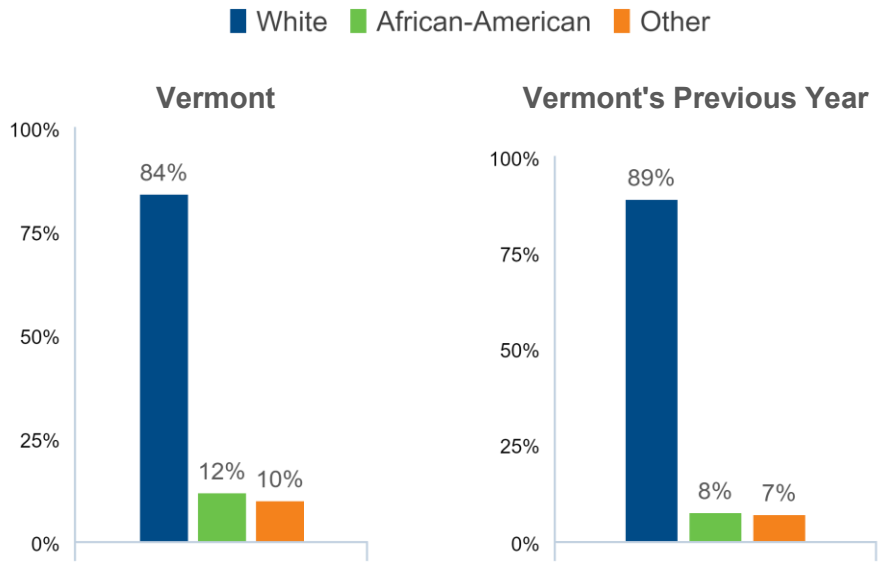
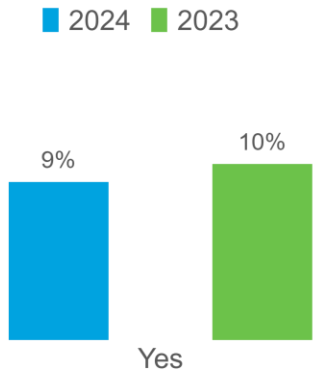
Demographic Profile of Overnight Vermont Visitors

Base: 2024 Overnight Person-Trips

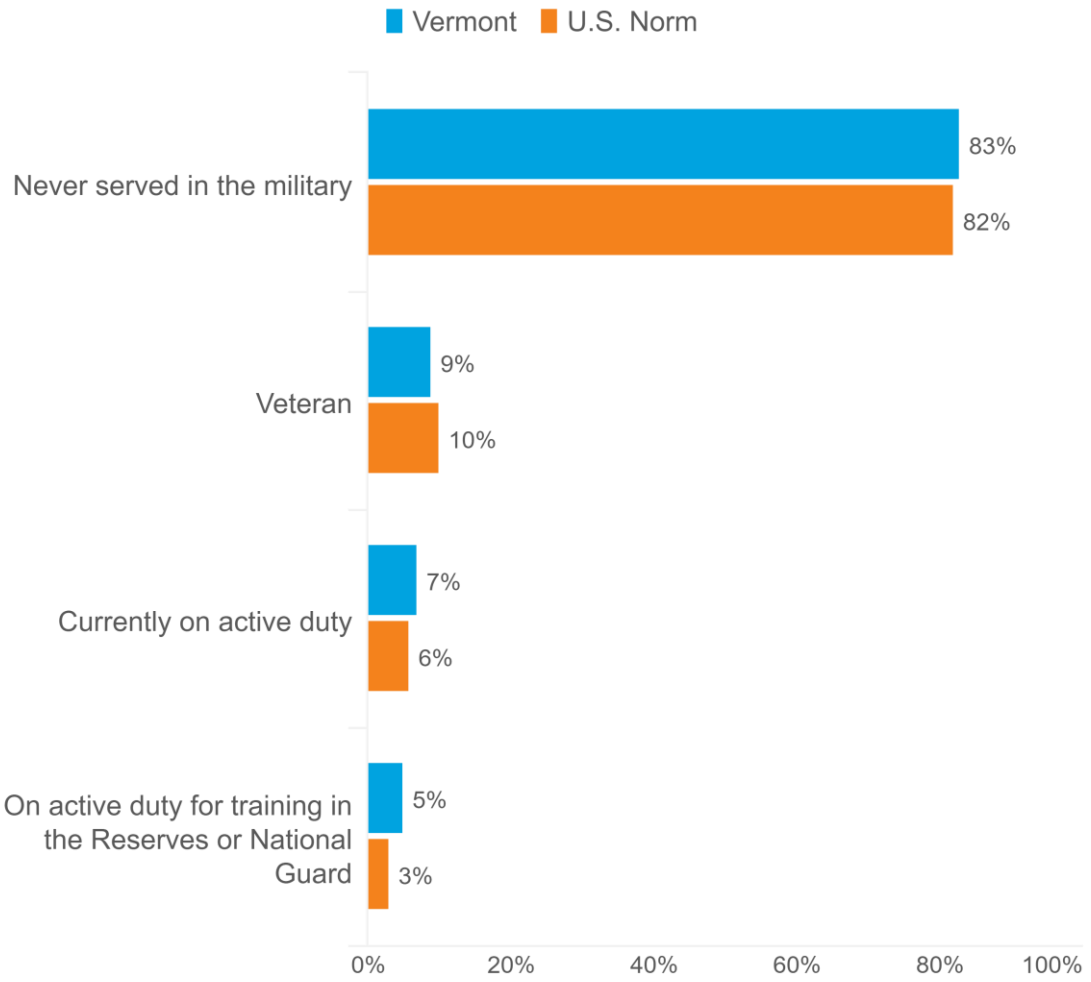
Race



Hispanic Background



Military Status



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Demographic Profile of Overnight Vermont Visitors

Base: 2024 Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	26%	33%	17%	14%	10%
U.S. Norm	24%	33%	17%	17%	10%

Children in Household

Vermont

No children under 18	57%
Any 13-17	23%
Any 6-12	23%
Any child under 6	14%

Vermont's Previous Year

No children under 18	58%
Any 13-17	20%
Any 6-12	24%
Any child under 6	14%

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Travel USA Visitor Profile

Day Visitation

VERMONT

2024

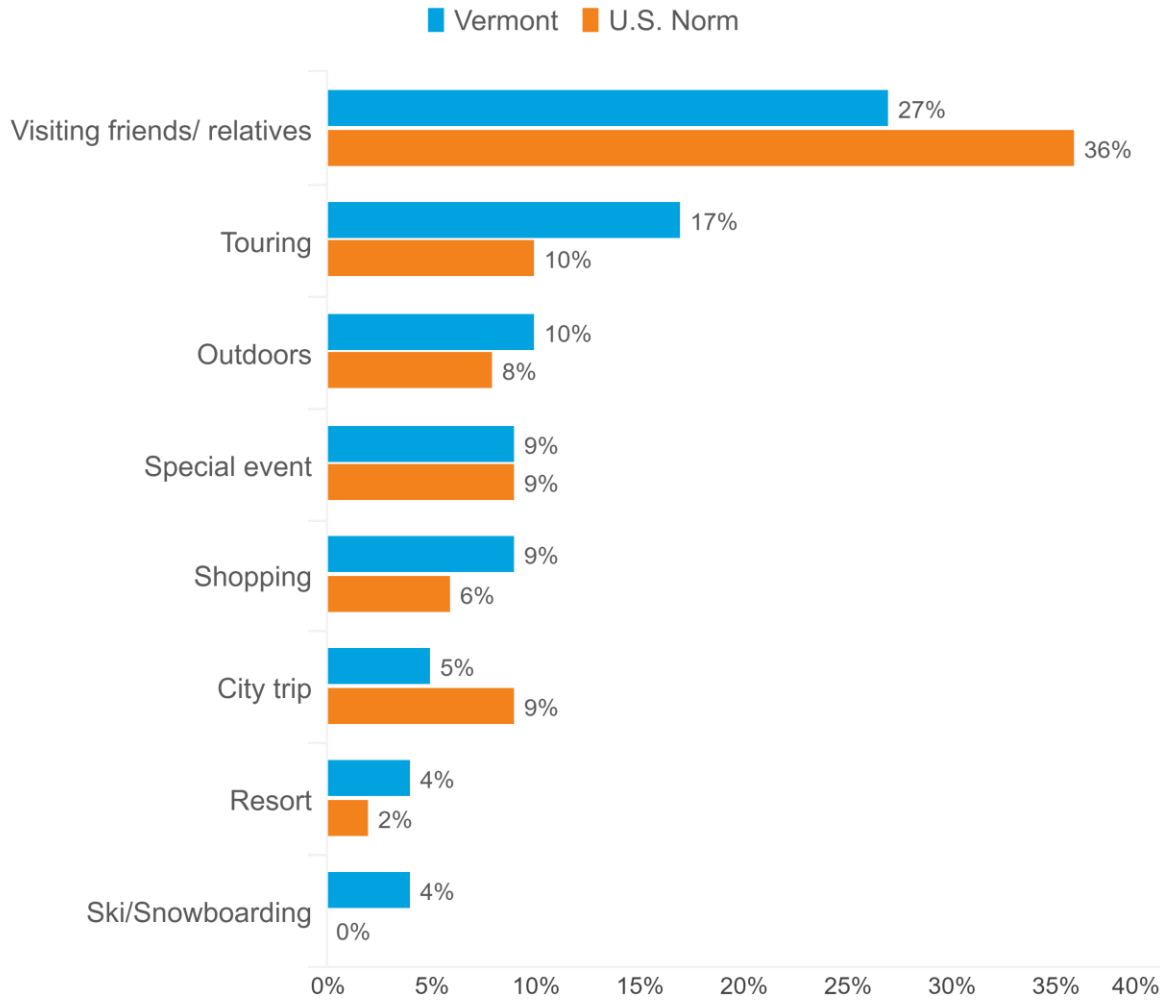
Vermont's Day Trip Characteristics

Base: 2024 Day Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	27%
Touring	17%
Outdoors	10%
Special event	9%
Shopping	9%
City trip	5%
Other business trip	4%
Resort	4%
Ski/Snowboarding	4%
Business-Leisure	3%
Cruise	3%
Theme park	2%
Conference/ Convention	2%
Golf Trip	1%
Casino	<1%

Main Purpose of Leisure Trip (Top 8)



Structure of the Vermont Day Travel Market

Base: 2024 Day Person-Trips

2024 Vermont Day Trips

Visiting friends/relatives	27%
Marketable	64%
Business	5%
Business-leisure	3%

2024 U.S. Day Trips

Visiting friends/relatives	36%
Marketable	55%
Business	6%
Business-leisure	3%

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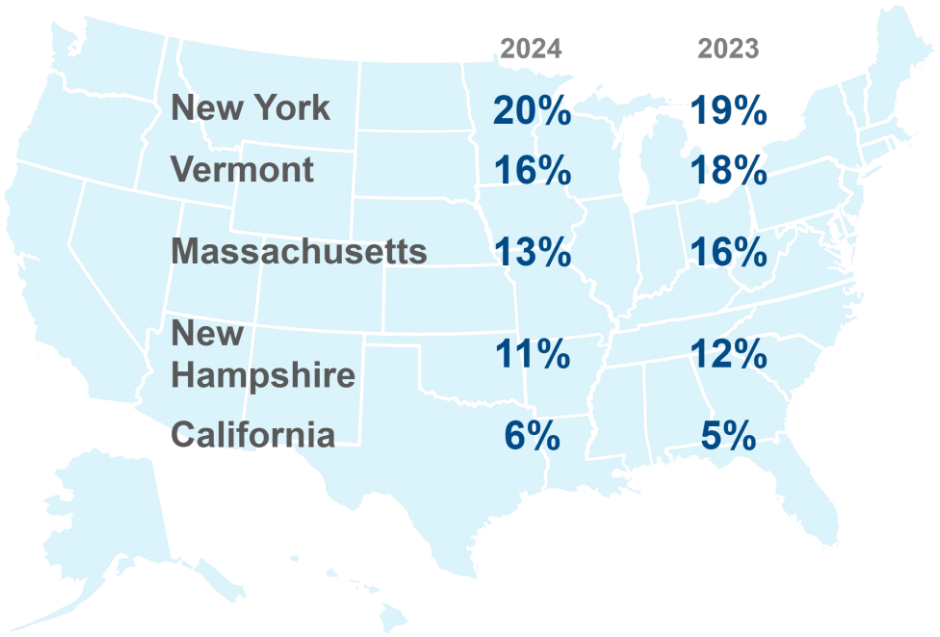
Vermont's Day Trip Characteristics

Base: 2024 Day Person-Trips

State Origin of Trip
(Top 5)



	2024	2023
New York	20%	19%
Vermont	16%	18%
Massachusetts	13%	16%
New Hampshire	11%	12%
California	6%	5%

DMA Origin of Trip
(Top 10)

	2024	2023
Burlington-Plattsburgh, VT	18%	22%
Boston, MA	16%	19%
Albany-Schenectady-Troy, NY	12%	10%
New York, NY	8%	9%
Los Angeles, CA	5%	4%
Hartford & New Haven, CT	4%	5%
Springfield-Holyoke, MA	3%	3%
Philadelphia, PA	3%	1%
Providence-New Bedford, RI	3%	2%
Dallas-Ft. Worth, TX	3%	2%

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Vermont's Day Trip Characteristics

Base: 2024 Day Person-Trips

Size of Travel Party

Adults Children

*Children is based on age, anyone under the age of 18

Vermont

Total **2.7**

Average number of people

U.S. Norm

Total **2.5**

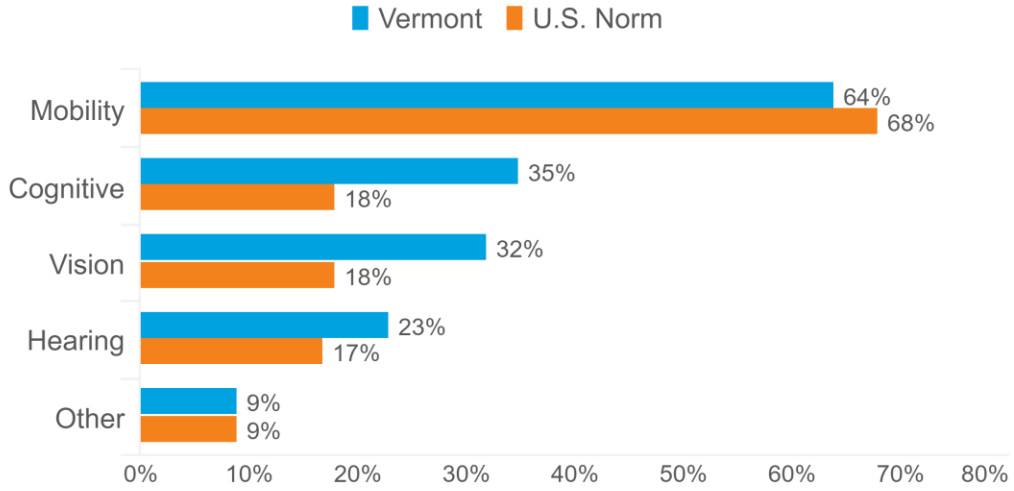
Average number of people

21% **of travel parties had a travel party member that required accessibility services**

U.S. Norm: 17%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Longwoods INTERNATIONAL

Vermont's Day Trip Characteristics

Base: 2024 Day Person-Trips

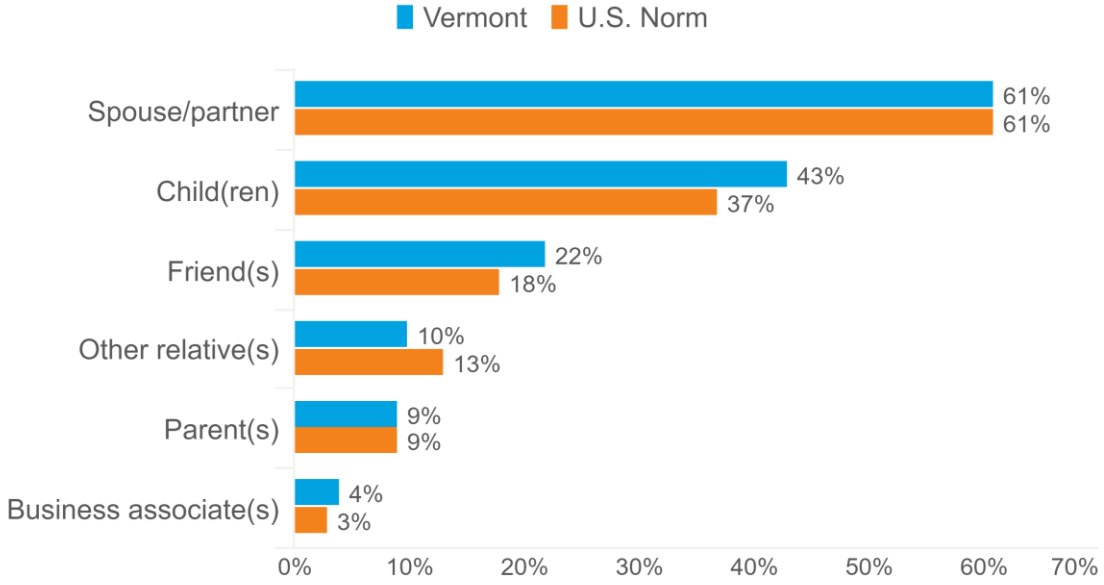
22% **of trips only had one person in the travel party**

U.S. Norm: 27%

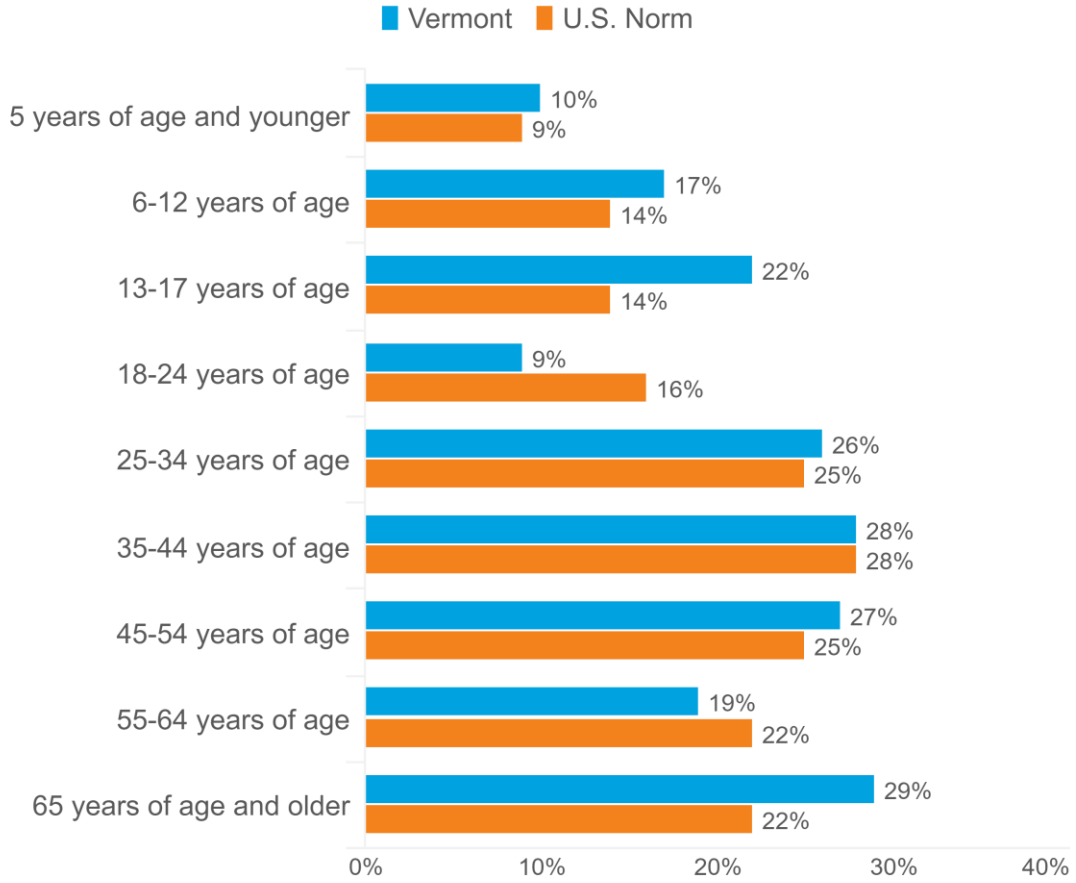
Composition of Immediate Travel Party

Base: 2024 Day Person-Trips that included more than one person

*Child(ren) is based on the relationship to the respondent



Travel Party Age



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Vermont: During Trip

Base: 2024 Day Person-Trips

Activity Groupings

Outdoor Activities

53%

U.S. Norm: 35%

Entertainment Activities

52%

U.S. Norm: 52%

Cultural Activities

33%

U.S. Norm: 23%

Sporting Activities

24%

U.S. Norm: 16%

Business Activities

17%

U.S. Norm: 12%

Other Activities

29%

U.S. Norm: 21%

Activities and Experiences

(Top 10)

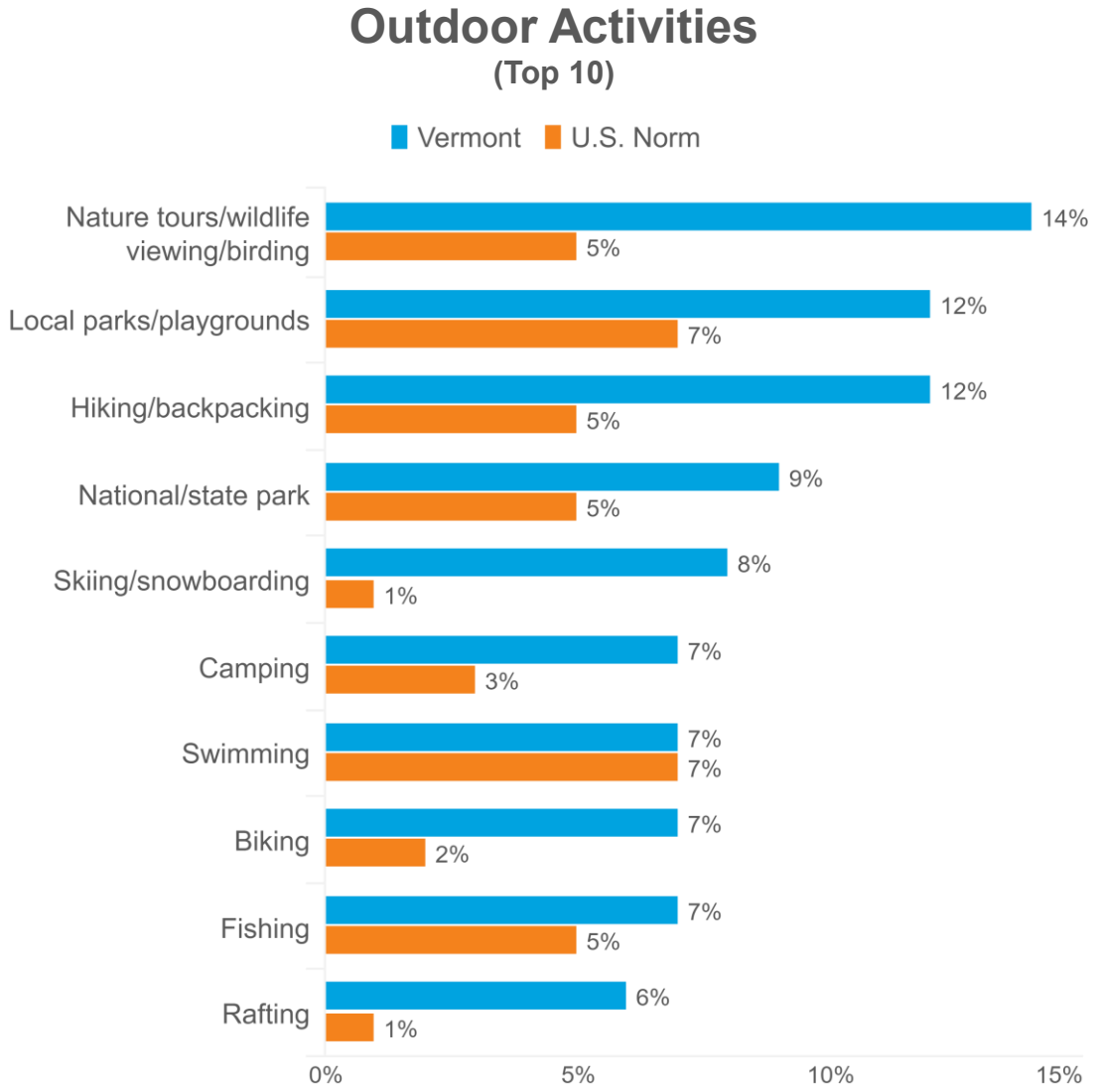
	Vermont	U.S. Norm
Shopping	24%	21%
Sightseeing	20%	13%
Nature tours/wildlife viewing/birding	14%	5%
Landmark/historic site	14%	9%
Local parks/playgrounds	12%	7%
Hiking/backpacking	12%	5%
Museum	12%	8%
Attending celebration	10%	10%
Art gallery	9%	5%
Visiting colleges/universities	9%	3%

Vermont: During Trip - Outdoor Activities

Base: 2024 Day Person-Trips

Outdoor Activities

Vermont	U.S. Norm
53%	35%



Vermont: During Trip - Entertainment Activities

Base: 2024 Day Person-Trips

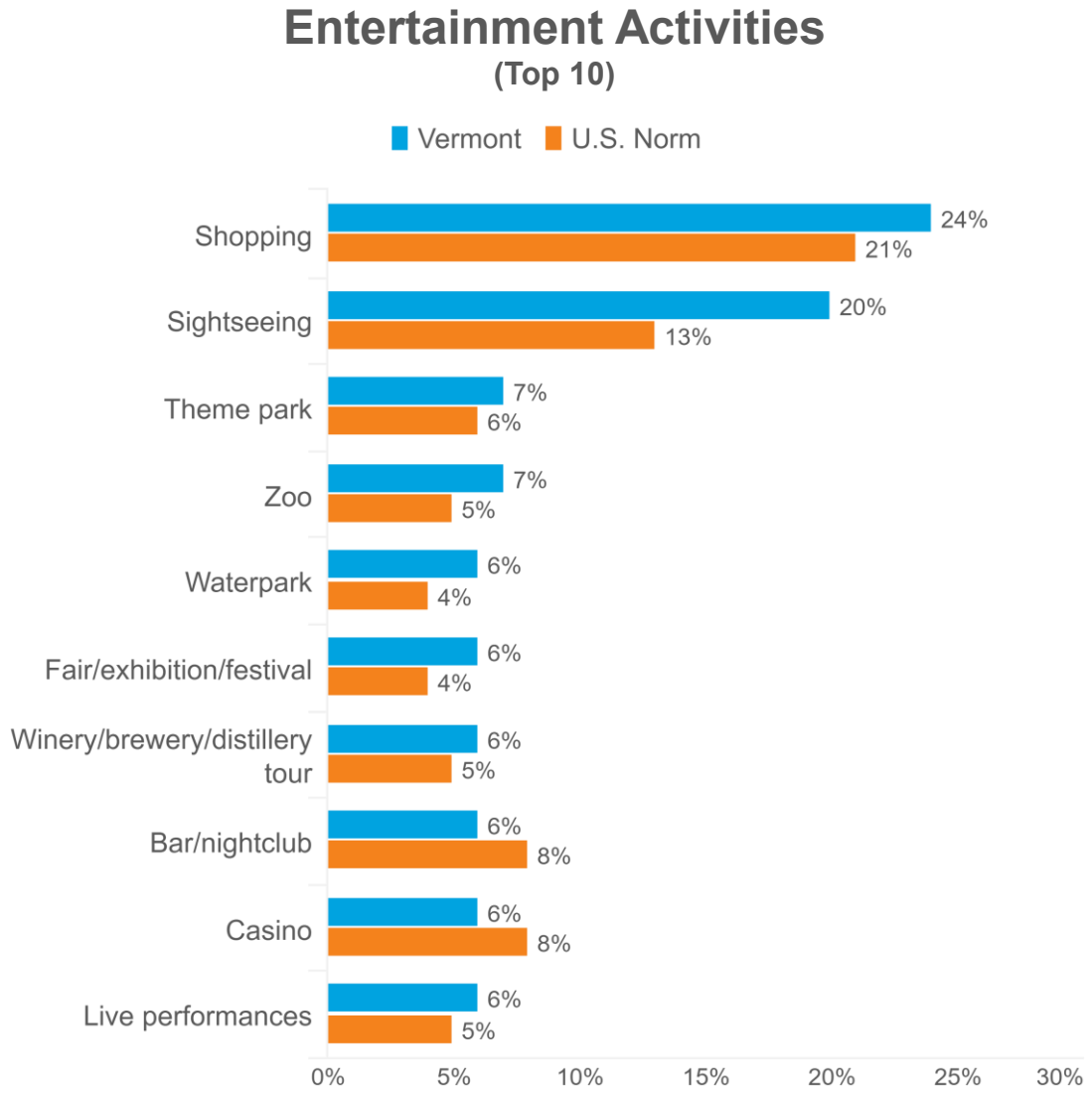
Entertainment Activities

Vermont

52%

U.S. Norm

52%



Vermont: During Trip - Cultural Activities

Base: 2024 Day Person-Trips

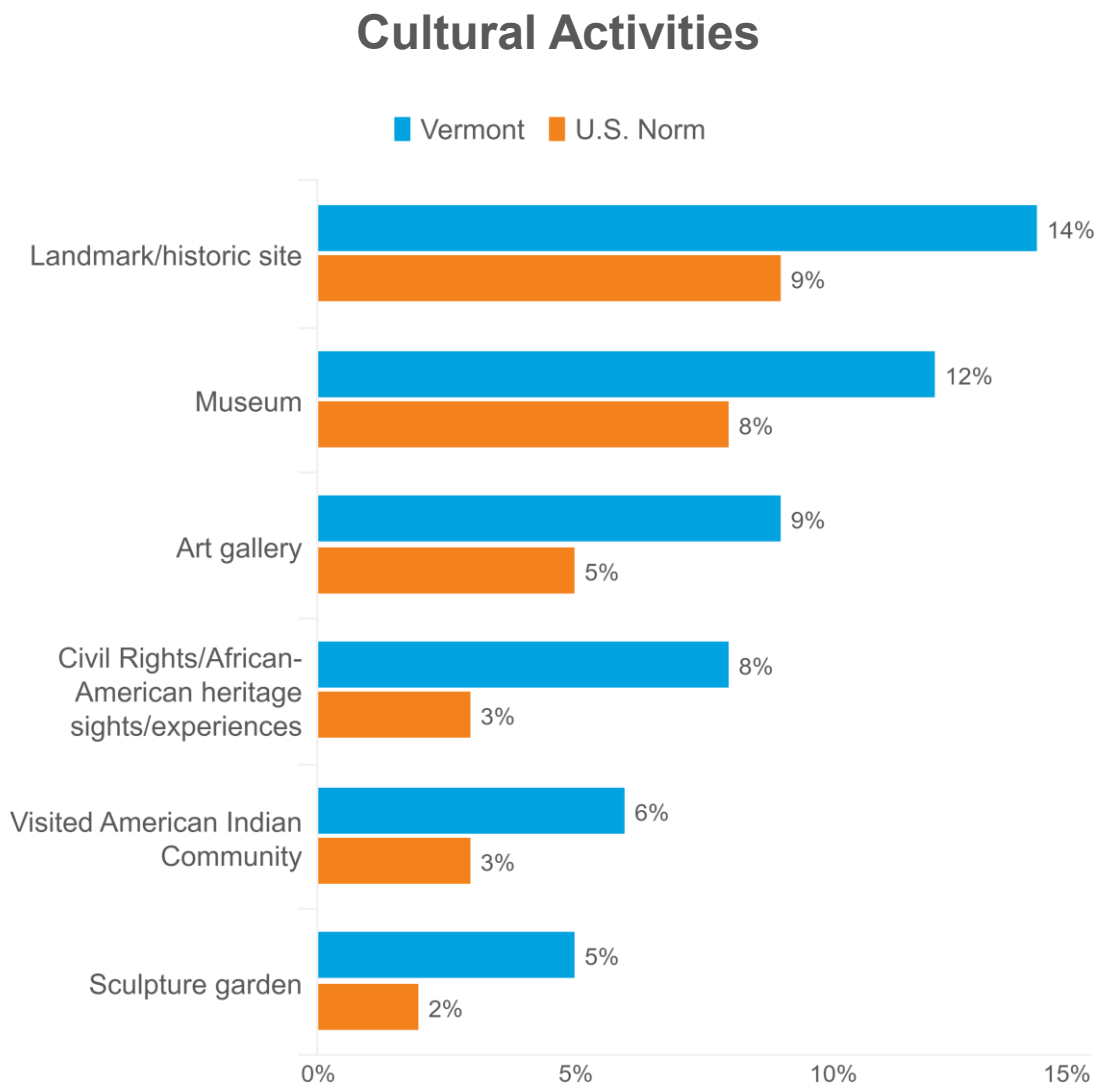
Cultural Activities

Vermont

33%

U.S. Norm

23%



Vermont: During Trip - Sporting Activities

Base: 2024 Day Person-Trips

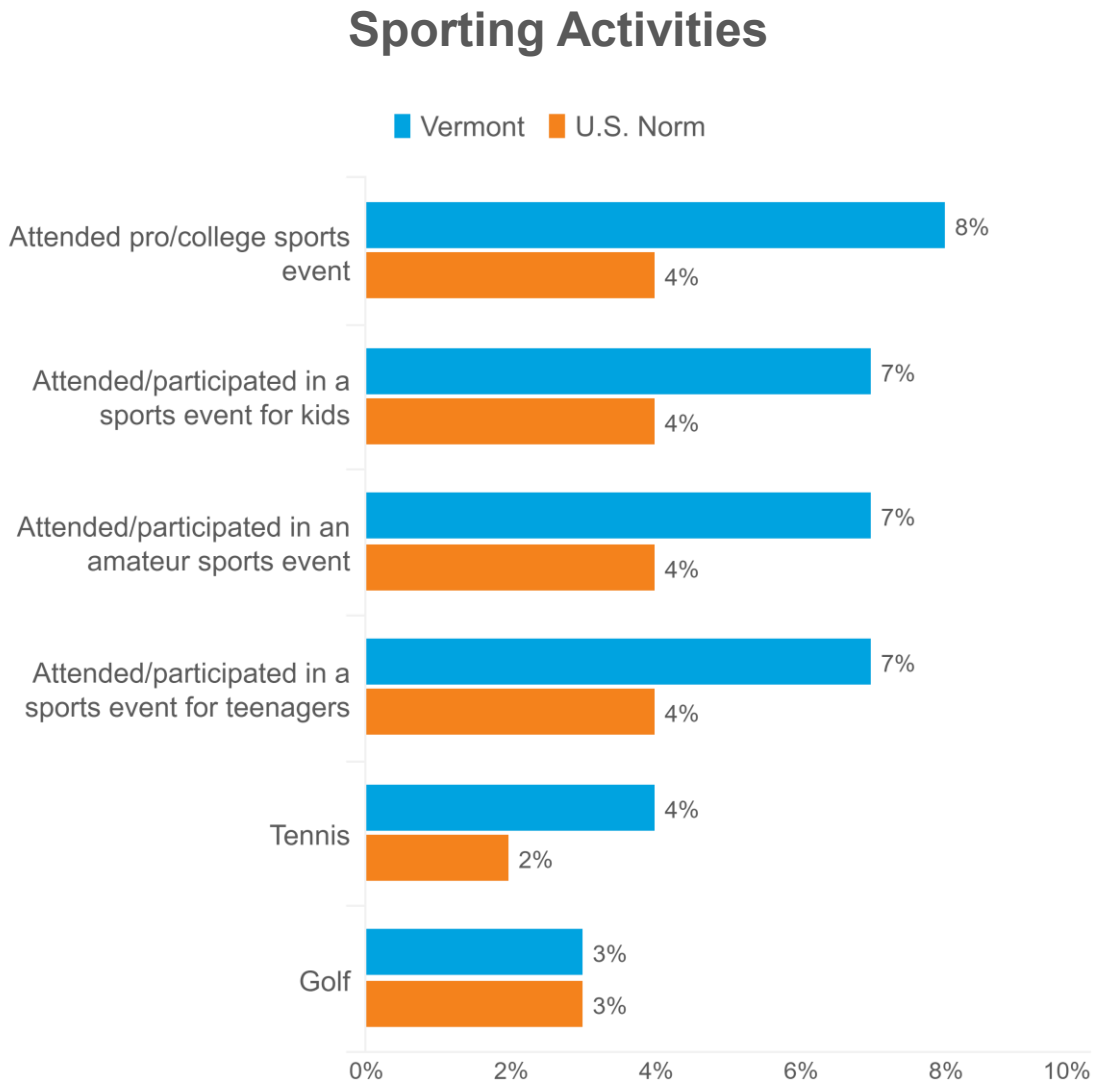
Sporting Activities

Vermont

24%

U.S. Norm

16%



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Vermont: During Trip - Business Activities

Base: 2024 Day Person-Trips

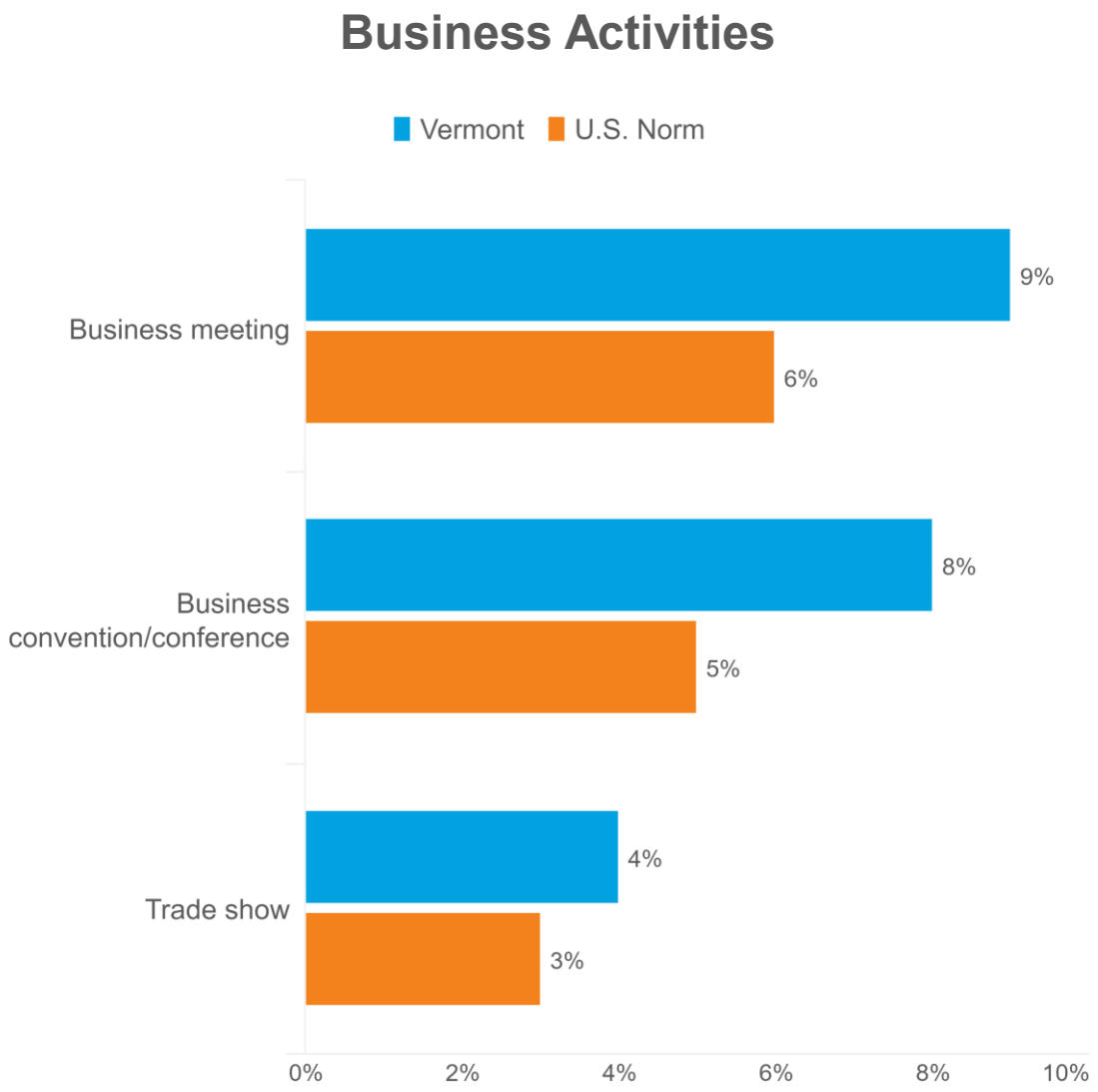
Business Activities

Vermont

17%

U.S. Norm

12%



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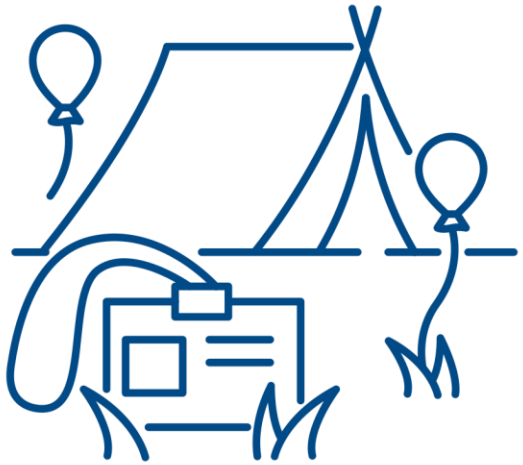
Vermont: During Trip - Other Activities

Base: 2024 Day Person-Trips



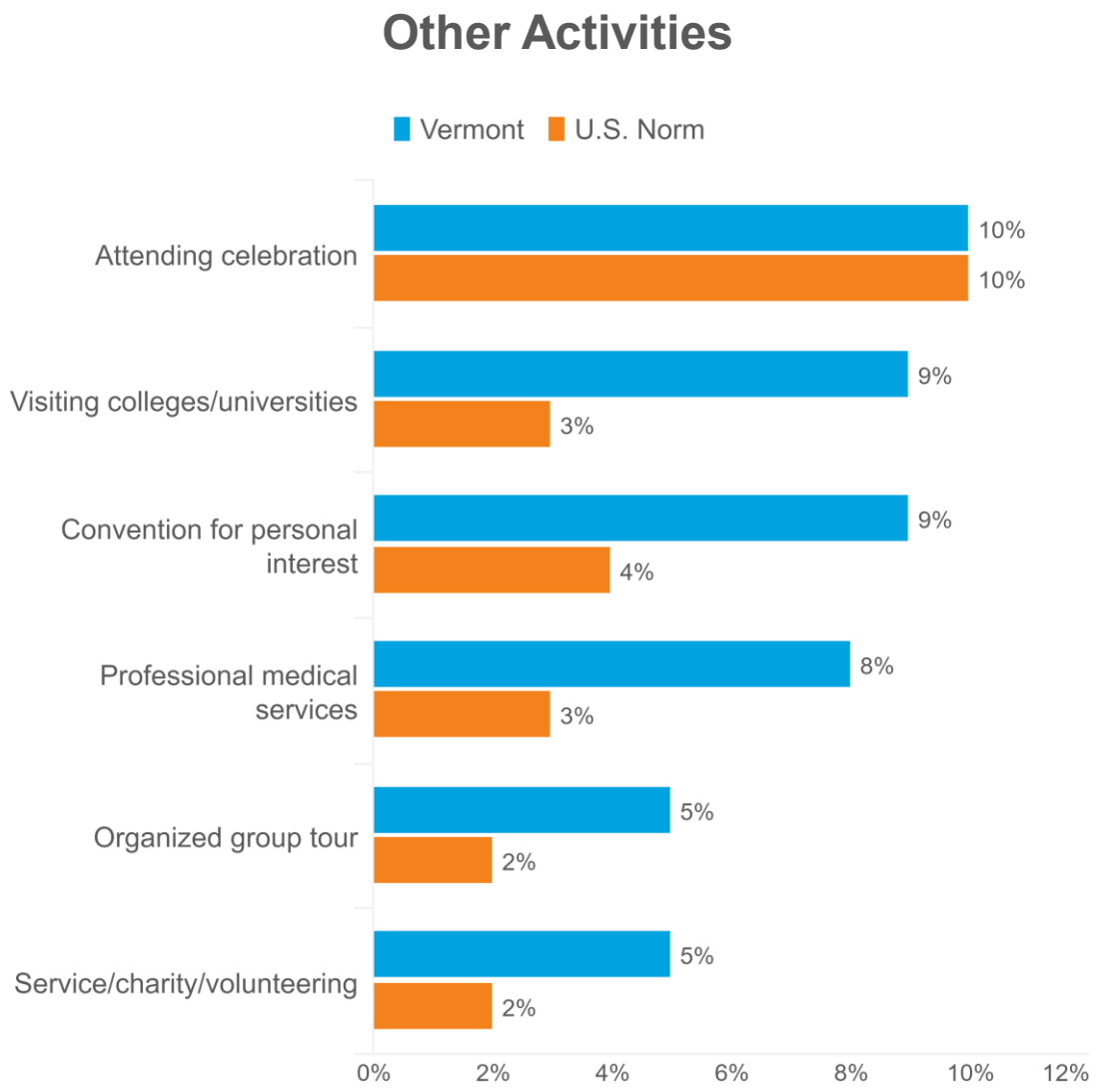
Other Activities

Vermont

29%

U.S. Norm

21%



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Vermont: During Trip

Base: 2024 Day Person-Trips

Shopping Types on Trip

Base: 2024 Day Person-Trips that included Shopping

	Vermont	U.S. Norm
Shopping at locally owned businesses	52%	42%
Outlet/mall shopping	40%	45%
Souvenir shopping	32%	25%
Convenience/grocery shopping	32%	28%
Big box stores (Walmart, Costco)	27%	26%
Antiquing	21%	12%
Farmers market	19%	15%

Dining Types on Trip

	Vermont	U.S. Norm
Casual dining	49%	45%
Fast food	35%	40%
Unique/local food	27%	23%
Fine/upscale dining	18%	12%
Carry-out/food delivery service	17%	15%
Picnicking	17%	9%

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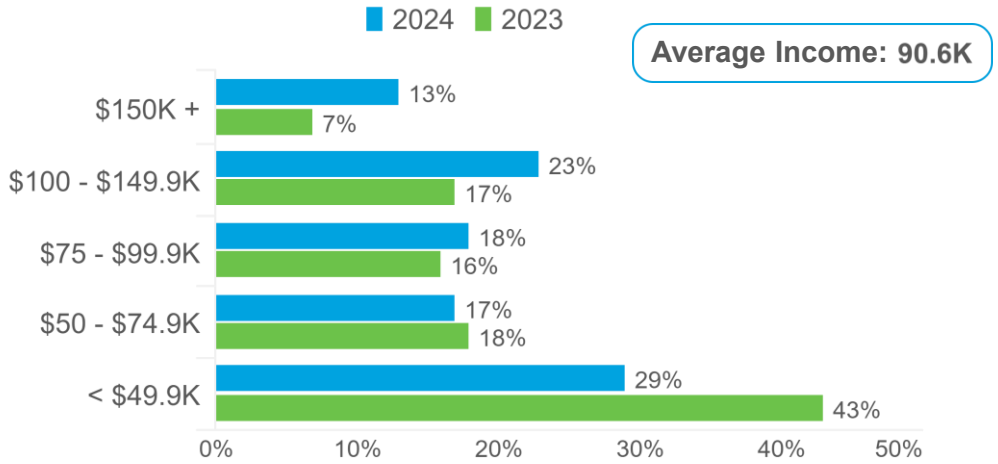
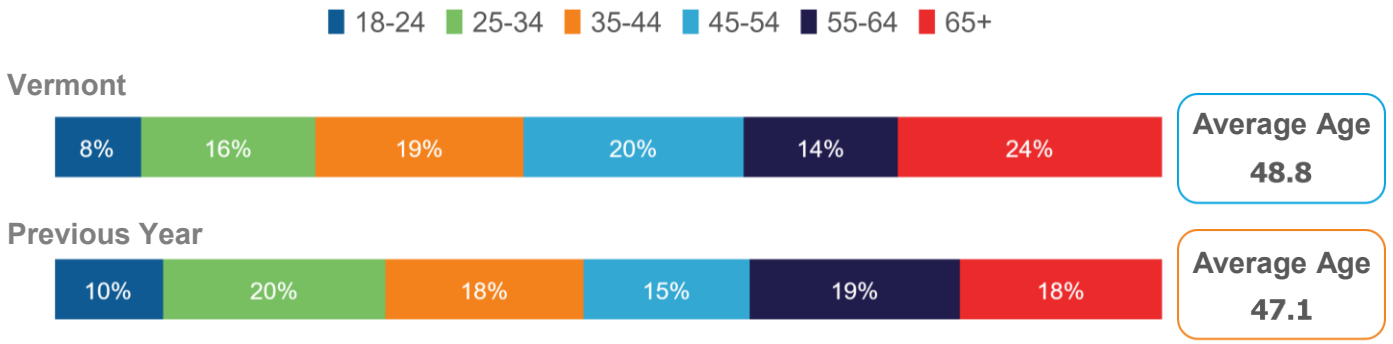
Demographic Profile of Day Vermont Visitors

Base: 2024 Day Person-Trips

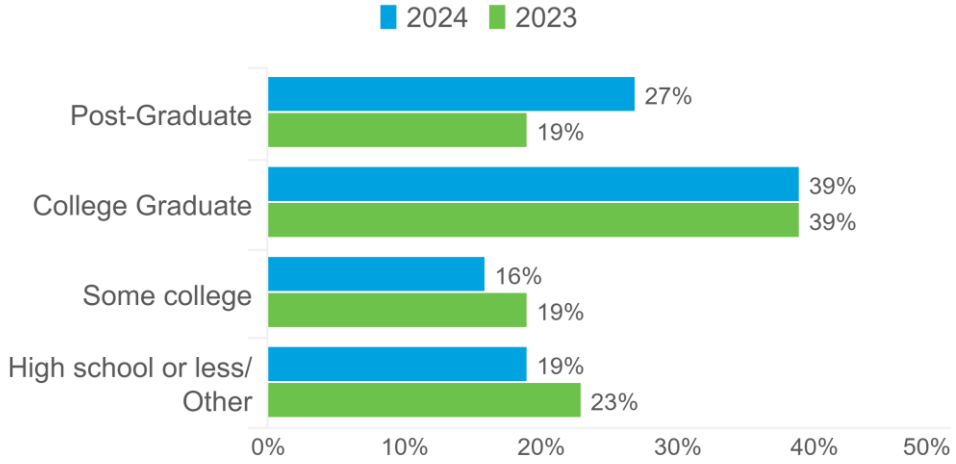
Household Income



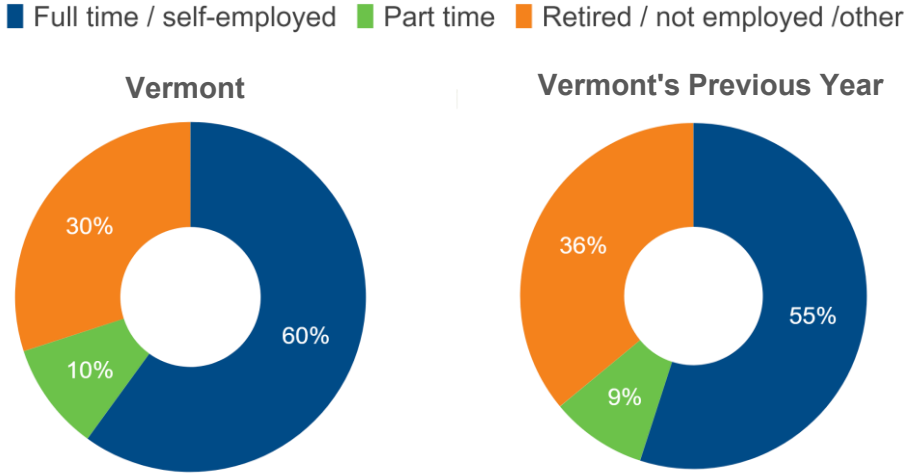
Age



Educational Attainment



Employment



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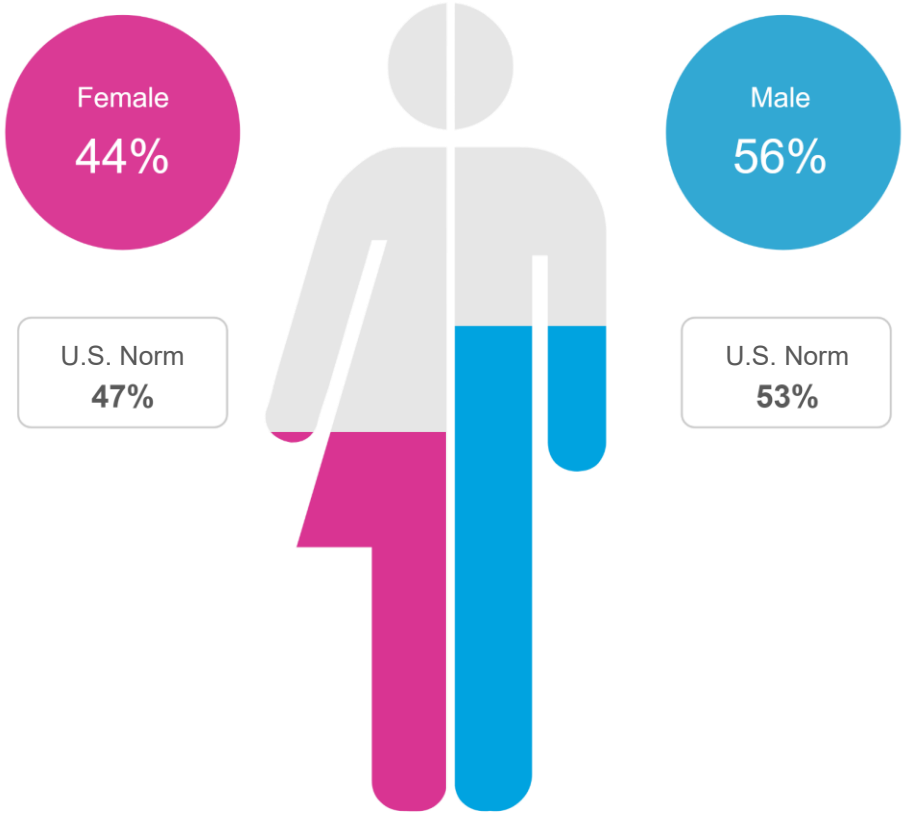
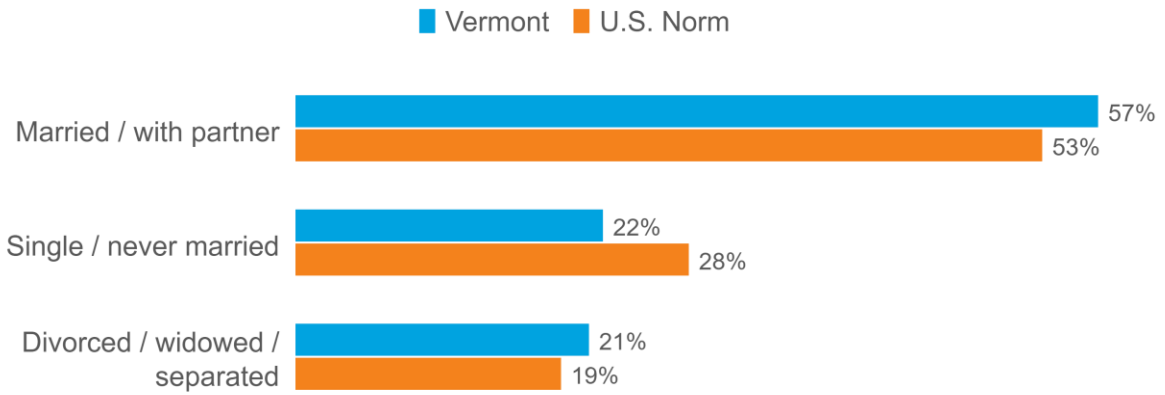
Demographic Profile of Day Vermont Visitors

Base: 2024 Day Person-Trips

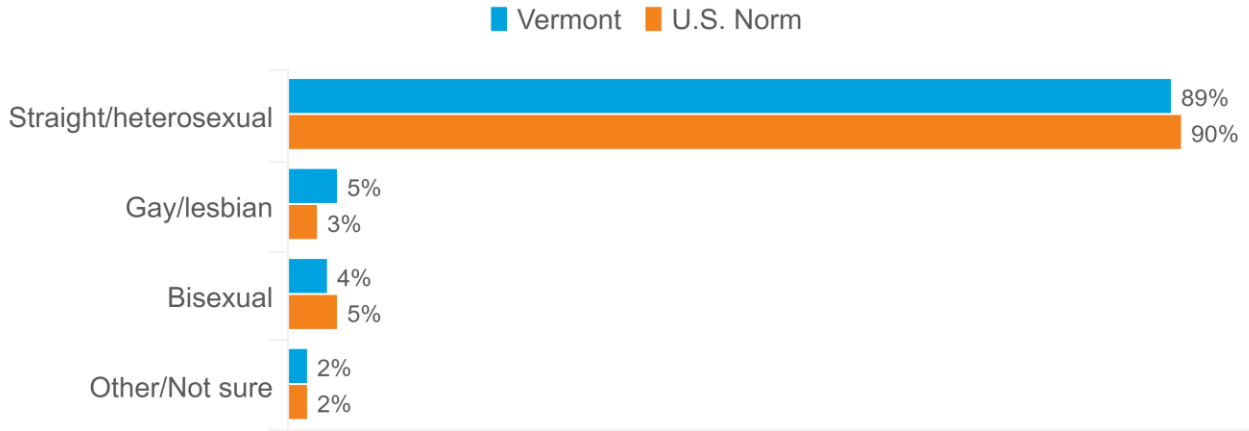
Gender



Marital Status



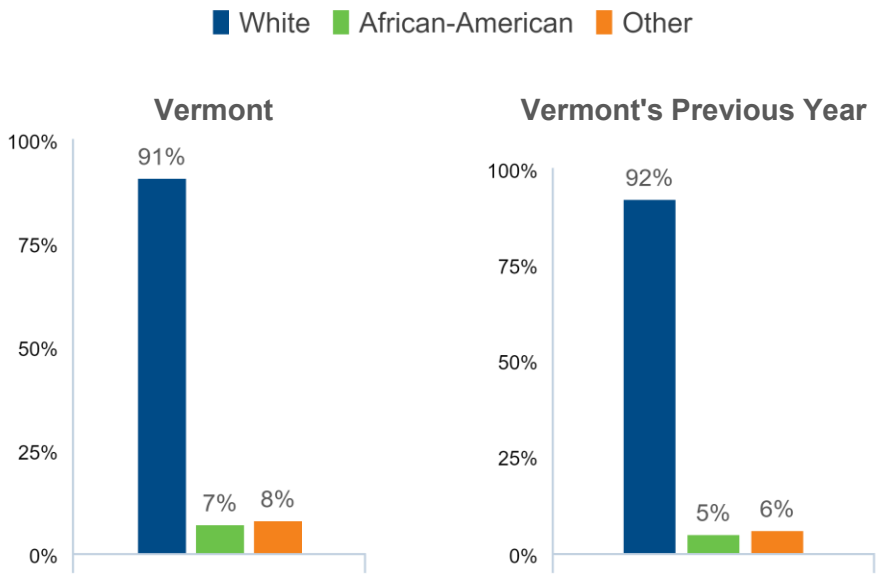
Sexual Orientation



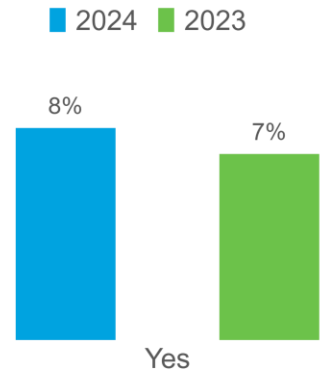
Demographic Profile of Day Vermont Visitors

Base: 2024 Day Person-Trips

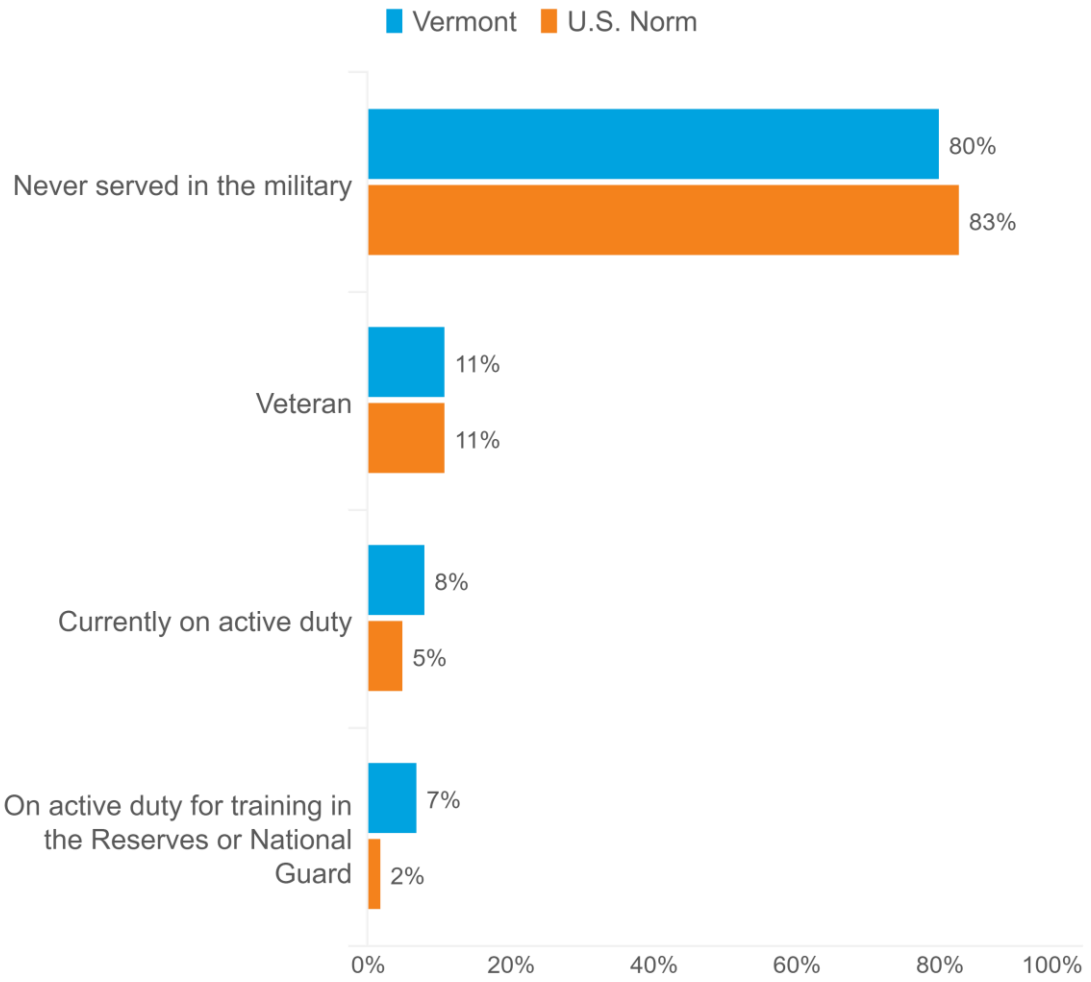
Race



Hispanic Background



Military Status



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Demographic Profile of Day Vermont Visitors

Base: 2024 Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	25%	32%	16%	19%	7%
U.S. Norm	25%	33%	17%	16%	9%

Children in Household

Vermont

No children under 18	55%
Any 13-17	29%
Any 6-12	21%
Any child under 6	13%

Vermont's Previous Year

No children under 18	61%
Any 13-17	20%
Any 6-12	25%
Any child under 6	16%

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