



2025 Vermonter Poll Results for the Vermont Department of Tourism & Marketing

Next, we have a few questions about tourism in Vermont.

Please rate your level of agreement on the following statements from 1-5, one being strongly disagree, and 5 being strongly agree.

Tourism provides more benefits than challenges in Vermont

	Percent
Strongly disagree	3.3
Somewhat disagree	9.0
Unsure	7.3
Somewhat agree	33.8
Strongly agree	46.6
Total	100.0

Tourism is important to the state economy

	Percent
Strongly disagree	2.5
Somewhat disagree	1.9
Unsure	1.3
Somewhat agree	16.3
Strongly agree	78.1
Total	100.0

Tourism is important to my local economy

	Percent
Strongly disagree	4.0
Somewhat disagree	4.8
Unsure	6.3
Somewhat agree	29.5
Strongly agree	55.4
Total	100.0

Quality of life in my local area is positively impacted by tourism

	Percent
Strongly disagree	4.6
Somewhat disagree	12.8
Unsure	10.1
Somewhat agree	38.2
Strongly agree	34.4
Total	100.0

Increased tourism would have a beneficial impact on my local community

	Percent
Strongly disagree	5.6
Somewhat disagree	6.5
Unsure	10.4
Somewhat agree	32.8
Strongly agree	44.7
Total	100.0

What do you think are the three biggest opportunities for tourism in Vermont?

Biggest opportunity is for us to continue to use tourism as a recruiting tool to get people to move here. Once people spend a weekend in may in Vermont they are ready to sell everything and move here. As long as they can find housing and a well paying job.
I think sports are a big opportunity for tourism, food, and events
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1. Fall/change of season for leaves 2. Skiing- particularly if there are more mountains that are not connected to the EPIC pass 3. Guided fishing
1. Year-Round Outdoor Recreation (Beyond Skiing), 2. Agritourism & Culinary Experiences, 3. Cultural, Historical & Creative Economy Tourism
1.The opportunity to visit life as it once was. 2. The opportunity to experience the outdoors. 3. The opportunity to escape the frantic pace and depersonalization of modern culture.
1) advantage in having a lake - build lake resorts, beaches, festivals; 2) mountains - upgrade them to 4-seasons usage; 3) upgrade skiing areas;
1) Tiny home experiences or Glamping; VT State parks are lovely, cabins on any of the lakes can be amazing, however, not everyone wants to experience hardcore camping or can afford the expensive lakefront getaway. This option meets people where their comfortable levels are, less expensive while still enjoying VT's beauty such as hiking trails, being near rivers/lakes, and outside. 2) Arts, Crafts, Hot Air Balloons, Ziplining and Ropes Courses -- expand and get movement outside while exploring a variety of experiences, culture and promoting local artisans 3) Boutique Beverage Trails: expand and highlight more our local distillery's, wineries and bakeries. Vermont Cider Trail – featuring hard ciders made with heirloom apples, Craft distillery experiences (tours, mixology classes), Maple spirits tours (maple liqueurs, maple rum, etc.) or Bundle it all into “Sip & Stay” packages with local inns.
1)History especially with the 250 anniversary of the Revolutionary war the state needs to advertise and FUND the state's Historic sites, Crown Point, Mount Independence, Hubbardton Battlefield, Bennington. 2) Agriculture 3) Fall Foliage
1)Skiing 2) Summer vacations/Camps 3) Music/Art concert/exhibits - currently missed opportunities
4 season ski areas, fall, and Lake Champlain
Access to natural lands (Vt State Parks, skiing, hiking, camping -- these things are continuing to be threatened by the federal government, and we should not only protect what we have but increase the public's knowledge and access to visiting these areas.) Cannabis I'd love for it to still be snow-based tourism but that doesn't seem sustainable in the "long" run due to decreasing winter lengths and subsequent snow conditions. So it

that case, beer and breweries.
Action to address climate change. The tourism industry relies on snowfall and normal seasonal changes. We need a large performance venue in Chittenden County near the airport with adequate parking. Support clean water initiatives for our lake and streams.
Adding in more stuff to do at more affordable prices. Our current options are church street, hiking, or museums, not bad choices but not as fun or people bringing as many other things that could be added. We especially need more places to bring students
agriculture, environmental, nature
Agritourism, ecotourism, charge a higher rooms tax - I've had tourists say they would be happy to pay more just for the opportunity to visit VT
Agritourism, outdoor recreation with minimal land impact (e.g., hiking, bike trails, cross country skiing), cultural/heritage/music gatherings
Agrotourism, food tourism
ALL outdoor recreation, unique Vermont specialty products, historical places & Lake Champlain
Allowing Atvs on state land
Allowing for greater amounts of development
Anything outdoors
Anything Outdoors
artist collectives summer outdoor recreation theatrical and music events
Attractions, food & more businesses
Autumn leaf peepers, skiing and relate businesses and families visiting VT in order to drop off/pick up their college students.
beautiful environment and recreational opportunities, friendly people
beautiful landscape.....camping.....skiing
Beer, cannabis, reproductive freedom
Better use of the lakes, More Motels, More regional advertising
Biking - mountain and touring, ecotourism, water sports
Biking, hiking, boating
Biking, none none
Bring in revenue, supports small businesses, visit our state parks
Bring wealthier people to the state to spend money. Potentially brings investors to the state that may want to settle and open a business in the state.
bringing money into the economy
Changing of the Leaves, fresh air and beautiful mountains to climb.

Clean water, open spaces, welcoming citizens
Climate change, Tariffs and fighting with Canada, Not enough employees for this industry
Climate, DEI, honesty
Community Festivals, fall leaves, skiing
Connect the rail trails. Connect Kingdom Trails to more towns craft beer festivals
Connecting with nature Unwinding / decompressing / low stimulation Non-cookie cutter experiences / small businesses
Craft beer, history, & family attractions
Create jobs, make it worth our while to protect the beauty, traditions, and open spaces VT is known for, and increase a mix of info flowing through the state.
decrease personal tax burden, increase population of younger workers, decrease overall regulatory burdens
Develop a vibrant food culture, cultural festivals that attract northeast urban intelligencia (film festivals, etc),
Don't understand the ?
Eco tourism, outdoor recreation, Food and drink.
Eco tourism,boating events,
eco-tourism - low impact enjoyment of Vermont's natural landscapes, wildlife and flora
economic boost, connection to people,
economic gain, exposure to what vermont has to offer naturally and recretionally.
Ecotourism, Snow sports, Art / Local crafting
Education, nature, family
Engage in local social activities such as plays, concerts, hiking in nature
Enjoyment of the natural beauty that Vermont offers for visitors to enjoy.
environmental (birding etc), fall foliage, skiing
Environmental tourism; Farm products;
Environmental/scenic But that's it. There isn't much more that is unique here to draw people.
Existing or future? Skiing, foliage, and trails seem to be pretty big currently and I'm ok with that.
Expanding public transportation and pedestrian friendliness. Strongly support/promote farm to table and craft brew industry. Create micro neighborhoods throughout the state to provide nice workforce housing for an affordable price.
expanding the availability of direct flights, expanding the train network, more access to hotels/bnbs

fall activities, winter activities, downtown Burlington scene
Fall color, skiing, hiking/camping
Fall colors, small town look, outdoor recreation
Fall foliage and our landscape
Fall foliage, skiing, hiking
Fall foliage, winter skiing, summer camping
Fall foliage/connecting with nature, winter sports, high quality locally made products.
Fall Winter summer
Farm stays (like in Scotland and Cuba), biking,
farm stays, sugaring, and camping
farm visits/agritourism , outdoor recreation, less crime in downtown Burlington
Farm-based eco-tourism; outdoor recreation; historic site/seasonal tourism (leaf-season & winter, mostly)
Festivals, skiing, sporting events
Foliage season, and winter sports
Foliage, mountains (skiing, snowboarding, mountain biking, hiking etc) & beaches plus special holidays.
foliage, skiing, outdoor adventure
Foliage, summer camping, skiing
Foliage. Skiing.summer
Food and agrotourism, biking, hiking
Four-season resorts, camping and hiking, mountain biking
From what already we have is nature, of course! The beauty of our mountains, lakes and rivers. Another opportunity is winter sports. However, what we still did not develop, yet , is experiential tourism with opportunities to do different crafts, museums based in abandoned houses, family based museums.
Get out of the normal 'trappings' of tourism. Woodstock is not great, Manchester is commercial, Stowe is crowded (and all three are way overpriced) -- find the hidden gems... the actual country stores, the artists, all of the amazing local music & venues.
Green mountain fall foliage farms
Healthy living organic products clean air
Hiking, camping, farm life
Hiking, Skiing and foliage
Hiking, skiing, foliage
Hiking, snow sports, mental health getaways

Hiring of non-native English speakers. We could have better access to our state from other areas - buses, etc. promotions for different areas to get people exploring
History dating back to pre-Revolutionary times
hobby farms and vineyards; Backwoods skiing;
I think the biggest opportunities lie in the natural beauty of the state.
I would say seeing Nature up close, but after what happened during Covid when hordes trampled through our local town forest and wrecked the trails and left trash and dog poop bags everywhere--I can't say "sure, let's encourage visiting Nature."
If we do not destroy traditional VT, then protect the beauty and benefits of our natural environments. This means more that a few small parcels. We need to think big.
Improve broadband, improve roads, facilitate more tourism friendly business
Improved deer hunting Improved roads Cheaper ski tickets
Income,
Income, diversity, culture
Increased capacity for financial growth, diverse perspectives, and marketing of the state
increasing access to lakes and hotels near or on the lake, restaurants and retail on the waterways
its natural beauty, outdoor winter activities, other outdoor activities
jobs, economic growth, state recognition
July 4th, Skiing,
Keeping the rural qualities that make Vermont a desired place to visit. So that means supporting policies that promote clean air and good water quality.
Keeping Vermont in a more natural state so people can enjoy it, revenue, and kindness
Lake Champlain boating, countryside in the fall and skiing in the winter
lake Champlain skiing mountains
Lake Champlain, bike vacations on converted railways, outdoor activities (camping, Hiking)
Lake Champlain, Rural towns,
Lake Champlain, skiing, hiking
Lake Champlain, skiing/outdoor recreation, "fresh air/away from the rat race" environment
Lakes mountains festivals
lakes, mountains, all season outdoor activities
Leaf peeping, skiing, Maple sugaring
leaf peeping, skiing, rental vacation
Leaf season, museums, culture

leaves, skiing, ?
Local food and beverage, quiet, outdoor activities
Lower prices, more businesses, and more restaurants.
Maintain the rural character, don't become like every other generic state, do everything possible to keep Vermont unique. Smart development, sense of community, civility.
Maintaining clean air and water. Regulating large scale commercial development around scenic lake shores, mountains and rivers. Promote and preserve self propelled activities and experiences above motor sports. Carefully and constructively slow the progress ICE recreational vehicles and boats. Noise and tailpipe pollution must be met with more laws enforcement.
Make school systems efficient to make homeownership affordable for residents and 2nd home owners Increase marketing in PA, we get only 5% of our overnight visitors from there yet geographically it's not 3-4 X more difficult to get here than others
Maple Festival, Fall Foliage, Holiday Season
Maple season Fall foliage Outdoor activities such as hiking and biking and camping and swimming
Maple season, summer and leaf peeping
Maple syrup, Skiing, Bernie Sanders
Maple, fall foliage and snow machines
Maple, skiing, leaf peeping
Market all the seasons
more accessible hiking trails for handicap folks,
More eco focused opportunities, more social justice based opportunities. These are our strengths so we should capitalize on them
More festivals that bring people in. Maintain hiking trails and have more "beginner" and handicapped assessable trails (for fat American tourists)
More hospitable downtowns. Too many tourists eschew our commercial downtowns in favor of ski town lodges.
More land needs to be opened up for hunting, snowmobiling, and off road vehicles.
More state parks/ protected lands/ clean waterways
mountain biking, escape from less pleasant political climates, nature!
Mountains- hiking/skiing Maple sugaring Colleges
Mountains, Lake Champlain, Skiing
music, outdoor recreation, food
My guess is state parks/out doors, food and agricultural destinations, I'm not sure what else.

Natural beauty, unusual events or draws, food
Natural exploration, small village charm, skiing
Nature (mountains, lake - and activities that go with this); downtown Burlington (if re-vamped to how it was 20 years ago); unsure of third opportunity
Nature-skiing
Nature, maple syrup, solitude
Nature, skiing craft food/beer
Nature, Skiing, Food
Nature, sporting, and history (museums, etc.)
Need to get people exploring beyond the major destinations and resorts. Connect local assets and attractions to their nearby downtowns to lift rural economies. Trailhead as gateway to the recreation asset, but also gateway to Main Street.
New local businesses
Not putting tariffs on canada
Not sure but I know it is important to the states economy. Hopefully we don't lose the Canadians that don't want to come to the US because of our idiot US president and tariffs.
Not sure, but I do think AirBnB's need to be strongly regulated and AirBnB hosts should NOT be involved in forming said regulations. We all know more than a few state legislators are hosts who will refuse to regulate their own profits. There is a huge housing shortage and freeing up those AirBnB's would go a long way to creating more affordable housing.
only dirt roads no pavement coming into vt
Open air drug use and homelessness. Local roads unable to handle traffic.
Open spaces, free thinkers, affordable
Opportunities? As in, things tourists don't already come here for? I'm not sure I can even come up with one entry for that. However, categorically: Vermont has an unusual juxtaposition of being very rural and very politically left-leaning. I'm sure there's something we could be exploring there, even if it's just related to how we market ourselves to tourists.
Our beautiful mountains, the northeast kingdom, our lakes
Our natural beauty, open land, undeveloped mountains.
our nature spots, our food and our proximity to Canada
Out activities like biking skiing hiking . Breweries and shops. Camping and RV or air bnb or apps that allow people to make money on our property.
Out door recreation, fishing, hunting.
Outdoor access, local foods with high quality, local producers
Outdoor activities (Lake Champlain, skiing, hiking), Leaf season, Vermont craft and food

outdoor activities like hiking, biking, walking etc
outdoor activities like skiing and hiking, restaurants and brewpubs, camping.
Outdoor activities, farm to table food, foliage
Outdoor activities, foliage, farm and craft tourism
Outdoor activities, history, beauty
Outdoor activities, local food, art
Outdoor activities, natural views, environmental/sustainable practices
Outdoor activities. Skiing, hiking and the lake
outdoor activities/nature, hosting national or international cycling or running competitions, outdoor concerts and festivals
outdoor activity, nature viewing/leaf peepers, and the craft brewing scene
Outdoor adventure, historical pathways throughout the state, maple sugar
Outdoor adventures Farming and environmental learning
Outdoor rec
Outdoor recreation Agri businesses
Outdoor recreation (hiking/biking/skiing/hunting/fishing), Agri-tourism (farm to table), Accessible Recreation
Outdoor recreation, agritourism & culinary (beer, cheese, maple)
outdoor recreation, arts & culture, food & beverage
Outdoor recreation, beer, farms
Outdoor recreation, fall foliage, craft brewery industry
outdoor recreation, farming- sustainable farming, small scale niche farming, farm to table, farm tourism and beautiful environment
Outdoor recreation, Food (beer/wine fest, Ben and Jerry's, etc) and UVM attracting out of staters
Outdoor recreation, local farm to table, healthy lifestyles
outdoor recreation, natural environment, arts
Outdoor recreation; local food and cottage food economy; art and entertainment
Outdoor recreations, local food, local arts and crafts
Outdoor/wild spaces, outdoor recreation, & hospitality
Please don't rely on tourism! It gluts the local economy, industry, and job opportunities for people. You want people to stay in Vermont, join the workforce, and thrive? Invest money to perpetuate strong communities and culture here, not a seasonal service culture that caters to the rich or well off to come and buy Vermont as a trinket!
positive impact on the economy for VT, Create jobs, New Businesses come to VT to create

jobs.
Potentially getting more people to move to the state
Preservation and promotion of the natural beauty and peace
Preserving nature, helping our economy, teaching others about our state and its uniqueness
promoting our outdoor opportunities: camping, skiing, lakes; promoting our seasonal fairs, arts/crafts, farms ; promoting our products: specialty food/drink
question is unspecific...
recreation and nature so we have places people can go; careful attention to overdevelopment that might threaten
Recreation, agriculture(wine, farms, cheese, etc)
Recreation, Brewery + small towns
Recreation, culture and natural beauty of the state
Recreation, sports and Vermont Farming
Recreation, walkable towns, lakes
Recreational opportunities skiing, biking, hiking and fall in Vermont.
Regulation on short term rentals would provide a boost to existing hotels, motels, and B&B's
Remote worker tourism which would allow remote workers to stay for short durations while working remotely; winter sports and other outdoor activities; fall foliage
Restaurants, Lodging, Outdoor Recreation
Revenue,
Road/trail connectivity improvement, year round use of ski mountain infrastructure (hiking/biking, etc), short term rentals.
safe clean nature to enjoy, healthy products, current White House discourages foreign especially Canadian tourist
Seasonal outdoor activities
Self sufficiency, health and wellness, outdoor recreation
Ski Area improvement
ski areas, fall foliage, summer activities
Ski areas, foliage season, summer
Ski areas, historical locations, festivals
Ski areas, Parks, Snowmobile trails
ski areas, shopping, history of the state
Ski hike bike

Ski in winter, nature in summer
Ski industry, outdoor activities, beer and dining
Ski season, leaf peeping, summer outdoor activities and fairs
Ski season, summer season, fall season.
Ski, leaf peeping, vacation
Ski, water, foliage
Ski/snowboarding. Leaf peeping. Maple syrup season.
skiing
Skiing and other snow sports; summertime arts; family-oriented, nature-based lodging and experiences (family camps, etc.)
Skiing and winter sports, vacations -lakes and summer recreation ,fall foliage touring
Skiing foliage hiking snow machines
Skiing Hiking State Parks
Skiing outdoor sports and recreation colleges
Skiing Sightseeing Hunting
Skiing snow activities and lake life
Skiing, mountain biking, vacation
Skiing, beer, foliage
Skiing, Ben and Jerry's, hiking
Skiing, biking, foliage
Skiing, camping, hiking
Skiing, crafting (showing as well as producing), hiking/camping.
Skiing, Fall festivals, Coming to see the foliage in the fall.
Skiing, fall foliage, agritourism
Skiing, fall foliage, hiking
skiing, fall foliage, summer fesivals
Skiing, fall leaf peeping, summer hiking
Skiing, fall sight-seeing, historical sites.
Skiing, fishing, hiking
Skiing, foliage and golf
Skiing, Foliage Season and Summer / Fall Tourism.
Skiing, foliage, birding
Skiing, foliage, camping
Skiing, foliage, lifestyle
skiing, foliage, maple sugaring

Skiing, golf, site seeing
Skiing, hiking and Lake Champlain.
Skiing, hiking, Vermont cuisine
skiing, hiking, camping
Skiing, Hiking, Festivals
Skiing, hiking, lakes
Skiing, hiking, leaf peeping
Skiing, hiking, outdoor adventure
Skiing, hiking, swimming
Skiing, hiking, water sports
Skiing, lake Champlain and hiking
Skiing, Lake Champlain, and Foliage
skiing, Lake Champlain, autumn leaves
Skiing, Lake Champlain, leaves
Skiing, leaf peeping and maple syrup
Skiing, leaf peeping, state parks
skiing, locally made food and spirits, summer outdoor activities
Skiing, maple farms, foliage
Skiing, n/a, n/a
skiing, state parks, and historical sites
skiing, Stowe, leaf-peeping
Skiing, summer vacationing, leaf peeping
Skiing, water sports, nature
Skiing: a backcountry skiing route through the Greens, with huts.
snow sports, foliage, maple producers
Sports, environment, hunting
Start taxing and tolling tourists coming into the state, and stop taxing the people that actually live here and contribute.
Stop selling out our state. Everything is geared towards CT incomes and is wildly unaffordable and so crowded that we can never enjoy our state. Tolls for out of state plates to fund our crumbling roads. Tax the ski resorts more to pay for all this nonsense. Tourism has not benefited us at all. We have more money but everything is far worse.
Support small to mid sized farming and promote as a tourist attraction ie Open Farms and encourage farming to return back to local farms
Supporting our skiing community, enhance our fall tourism, develop visits during the off

season.
tax revenues, small business opportunities, attract skilled workers
Tax second home owners at the same rates as residents, use tourism dollars to fund affordable housing, lessen environmental impacts of tourism
THE ABILITY TO SHARE LOCAL PRODUCTS AND CRAFTS. SHARE OUR HISTORY. LEARN ABOUT OTHER CULTURES.
The beauty of Vermont's small towns. The ski resorts. The enviroment.
the fall leaf season, skiing, maple production
The focus should be on sustainable business that will bring families the VT building community. Rather than all properties sold for outrageous prices then turned into air bnb.
The lake, skiing and cycling
the mountains - winter sports, summer activities, fall colors
The mountains and views in the fall, our mountain resorts in the winter, maple and brewery festivals
The Northeast Kingdom is under-represented in tourism. If people want to see Vermont as real as it gets, invest in the Kingdom.
The outdoors, food and breweries
The Vermont brand in general.
They get to know the lay of our land, economically boost our revenue and has potential for relocation.
Too much bypass structure to ease traffic leading to avoidance of wonderful areas in Vermont. Probably large rental prices for retail space.
Unfortunately, Airbnb. Beer. Scenery/hiking
Use of lake, history, winter activities
UVM, Lake Champlain, Music
Vermont Arts and fine crafts, recreation, natural beauty - fall tourism, etc
Vermont is a well kept cleaned state, with beautiful views. Cheese and maple syrup tasting
Vermont should focus on the economy and creating jobs as tourism and policies that encourage tourism but discourage other job growth is causing people to leave making higher taxes
Vermont's strong agricultural heritage is a major draw. Expanding farm-to-table culinary experiences. Developing agritourism trails that connect farms, breweries, and wineries. Promoting seasonal food festivals and events. This can create unique and authentic experiences that appeal to foodies and travelers seeking local flavors.
VT foods, hiking, foliage
Whatever the people want

Wildlife watching adventures. Other outdoor adventures. Large scale concerts.
Wildlife, food, nature
Winter recreation, foliage, outdoor recreation
Winter snow sports, fall foliage activities, summer hiking/biking
Winter sport, foliage season, camping
winter sports like skiing, summer activities like camping & hiking, local breweries, vineyards and distilleries
Winter sports, agriculture and water activities
Winter sports, fall leaves, state parks
Winter sports, lakes and water activities, fall foliage
Winter sports, outdoor activities, local markets specific to vt like maple syrup, cheese and farms
Winter sports, reputation (people want to see it after seeing us in the news), education
Winter sports, unique local festivals, outdoor rec activities like camping, hiking, bicycling, swimming
Winter, summer and Fall outdoors activities
work trade experiences "work on my farm, husbandry" etc
Year round oppetunities. Niche areas Healthy living
Year round outdoor recreation, artisan crafts and opportunities, Historic and Scientific museums and landmarks