



2026 Vermonter Poll Report for the Vermont Department of Tourism and Marketing

Please share your level of agreement on the following statements.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	Don't know
Tourism provides more benefits than challenges in Vermont	41.0	32.8	11.6	8.8	3.9	1.8
Tourism is important to the state economy	74.6	20.2	3.3	0.3	1.5	0.0
Tourism is important to my local economy	52.0	31.6	8.9	4.2	2.2	1.0
Tourism positively impacts the quality of life in my local area	29.8	34.3	21.1	8.5	5.3	1.0
Increased tourism would have a beneficial impact on my local community	39.2	36.2	12.8	4.9	5.8	1.0
Vermont should invest more resources into promoting the state to others	23.5	28.1	27.8	12.0	7.6	1.0

Please share your level of agreement on the following statements.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	Don't know
Vermont can authentically welcome visitors of different races and ethnicities	45.2	33.3	10.0	7.8	3.0	0.7
Vermont can authentically welcome LGBTQ+ visitors	58.0	29.3	6.0	2.2	3.1	1.4
Vermont has tourism experiences and products that are accessible to visitors with physical, cognitive, or emotional disabilities	23.0	35.6	19.7	8.0	2.0	11.7
Overall, I would recommend visiting Vermont to someone who is a person of color	48.3	31.3	10.0	5.8	3.4	1.2
Overall, I would recommend visiting Vermont to someone who is an LGBTQ+ person	63.7	25.5	7.9	0.9	1.6	0.4
Overall, I would recommend visiting Vermont to someone with a physical, cognitive, or emotional disability	39.2	29.6	17.7	6.8	0.7	6.0

What do you think are the top three most important ways the state could support tourism in Vermont?

	Frequency
Getting rid of this regime in Washington would do wonders. Barring that, I think the state does a good job with tourism.	2
Welcome all ethnicities, LGBTQ+ and those with disabilities and offer entertainment, dining and other resources that are affordable	1
-Reinvest in downtown Burlington and make it more tourist friendly. Shoplifting, petty crime, young homeless, drug addiction: it all adds up. Burlington needs help. -Arts funding! Create a plan to help build large union theaters. Real, professional theater is an enormous tourism draw in many states. And VT, sadly, is not a union state. We need real, large theater. Not the nonunion touring shows featuring underpaid 20 somethings that come through the Flynn. Theater brings in more money than professional sports and agriculture, combined in most states. Get arts funding. It's surprising how far behind VT is on this. - Support public transportation and small businesses better. The more we can move around easily, the better the economy gets. Did you know there isn't a single cobbler in VT? That's just stupid.	2
Queer tourism promotions to support LGBTQ+ tourism and businesses, a centralized tourism website dedicated to providing a spotlight on destinations, and continuing to invest in environmental protection to maintain natural beauty.	4
(1) Natural beauty: recreation opportunities. (2) Advance green energy-powered businesses (HydroQuebec power). (3) Figure out way to continue to "hook" New Yorkers after snow disappears due to climate change. (4) Increase international conferencing and concert venues/events.	2
• Invest in walkability / public transit — turn every small town into a resort-style experience. Park somewhere and enjoy the day. • Provide seed funding through a competitive program to support small businesses. In Waterbury, one of the most popular cafés in town (Stowe Street Cafe) wasn't able to continue operations and wasn't even able to find a buyer for the business, yet it outshined other local cafés "by a mile" as a coffee and community hub. If this had also been an affordable coworking or body	2

movement space in addition to a coffeeshop, it might've had a better chance at succeeding — or if the space had been given a secondary purpose during off-hours.	
\$\$ for local museums, arts, culture. Maintaining "Vermontness". \$\$ for tourism businesses to succeed.	2
1, 2 and 3: Preservation of our natural environment.	1
1. Affordable and available lodging options (variety) 2. Incentivize and market off-season travel package options (this is often the only way I can take advantage of visiting other states myself - off season pricing) 3. Work with national vendors to promote Vermont's tourism options	2
1. Ensure the people who live and work here have a high quality of life (affordable housing & healthcare, livable wages, good schools, etc.). We are what makes Vermont what it is and why tourists want to come here in the first place. 2. Protect our natural environment and keep Vermont green. Increase housing density and eliminate sprawl. Minimize impacts to our waterways, forests, and other important ecosystems. 3. Create more opportunities for local artists and makers to thrive. A rich and diverse art, music, and food scene is what keeps our state vibrant.	2
1. Maintain highways 2. Tastefully promote the State 3. Media ads in other states	2
1. Make State Parks free to residents but continue to charge out of stateers 2, Make restaurants along Burlington waterfront 3. Bring in Balloon rides to let people see Vermont from the air	3
1. More marketing to New England, NY & NJ; 2. Working with strong draw festivals and events to ease permitting; 3. Develop a strong four season marketing plan working with destinations that attract tourists	2
1. Promotion, 2. Update infrastructure, 3. Lodging / housing availability	2
1.) Purposefully supporting our small towns and rural culture so we are actually a "different" place to visit. 2.) Analyze what is unique about Vermont and expand and/or support those things. I mean, really, people who are going to visit Disney World are never going to want to visit Vermont, and we may	2

not want them to visit. 3.) Impeach Donald F. Trump so we can get our Canadian tourist friends to return to our State!	
1.) STOP RELYING ON A TOURIST ECONOMY 2.) STOP RELYING ON A TOURIST ECONOMY AND 3.) STOP RELYING ON A TOURIST ECONOMY!!!!!!	4
1.Increase biking infrastructure. 2.reducing poverty among Vermonters. 3) ?	2
1) ensure strong protection for scenic and environmental resources which are the main reason visitors come to this state [e.g. to cite a failure in this regard - the clear-cutting of areas within Smugglers' Notch to create parking lots. Why could a shuttle bus services from (unused) parking lots at Stowe Resort not be used in the summer/fall high seasons instead? The cost of building the parking lots (that are an incredible eye-sore, and detract hugely from the magical experience that was the Notch), could have funded a shuttle bus service for many, many years]; 2) increase public transportation; 3) support local accommodation (e.g. tax-breaks for B&B's)	2
1) More out of state marketing in places that area easy to get to Vermont (i.e. single flight cities, New England/Mid-Atlantic urban areas. 2) State Dept of Tourism & Marketing work more directly to promote events that happen in Vermont along with things like the beer trail. 3) Follow up with guests (work with hotels to identify them) with additional invitations to return to Vermont at other times of the year. "Thanks for skiing with us, we hope to see you back for fun on Lake Champlain this summer."	2
1) Recognize that Burlington is a key attraction, and support beautification/graffiti removal (!!) and homelessness/mental health treatment there. 2) Offer incentives via hotels and restaurants, to include special packages that save \$ for tourists, bingo cards for visiting locations throughout the state, etc. 3) Host major events (concerts and conferences) and include special packages. 4) Eliminate add-on charges by providing free parking, etc.	1
1) Support what we have already before tackling new projects. 2) Focus on quality of life as the primary tourist draw and that helps locals as well. 3) Hone the message and consolidate the approach across the state so every place needn't compete with every other place for the same limited resources and same tourists.	1

1) Train service to Montreal. 2) Highway connecting I-89 to I-87 in NY. 3) A gondola that takes people from the waterfront up to UVM (with stops in between) up/down Main Street in Burlington.	2
A good website accurate, up to date info, better road maintenance so it's fun to drive in the state, a safe downtown	2
A really well oiled, convenient and publicized rail system. More bike and easy access to hiking trails. More gay bars. A winter carnival-like Saranac. Bring back the Burlington-EssexFerry!!!-	2
Add a small tax on short-term rentals that supports promoting the state and it's tourism opportunities to others. Have a discount for residents at tourist locations, especially during off season times when we are more likely the only ones visiting. We have a large state and promoting visiting those parts far from where we live is beneficial for all. Create a challenge similar to the brewery punchcards for visiting each town office, each general store, etc. Fun incentives to check out more places in our brave little state for residents and for out of staters.	1
Addressing park fees in some areas, regulating hotels/service industry to stop overcharging customers, increasing safe public transportation options to get around the state.	4
Advertise in the larger cities in the US.	2
Advertise our lovely summers. Advertise our local festivals throughout the year, advertise progressive and inclusive values.	1
Advertisement, I see ads for places like Texas and Florida but never Vermont. I also think that we should welcome big name musicians to come here, they bring in lots of money!	3
Advertisements in national media systems, working with businesses to create incentives for tourism, and ensuring that we say loudly that all are welcome here.	4
Advertising Promotion of outdoor activities Promoting community events	2

Advertising and reducing taxes on new building of houses and hotels. Improve roads. Host more events concerts etc. Build indoor turf facility	2
Advertising everywhere	1
Advertising in metro areas up to an 8 hour drive. Advertising in the South as well	2
Advertising outside of the New England & New York region. Give tax breaks and incentives to studios to film movies and TV here. New York State has been absolutely eating our lunch in that regard for DECADES. We can't just sit around waiting for Jay Craven to decide to make another arthouse film.	3
Advertising to regional markets as VT is a destination to see. Promote Lake Champlain for fishing, history destinations.	2
Advertising year-round opportunities, partnering with organizations like Vermont Adaptive and the VA to target specific groups, keep costs at state run sites reasonable	2
advertising, update tourism maps, more bus friendly rest areas	2
Advertising; offering grants to communities to support tourism; lower gas tax (thereby lowering cost of gas) in state.	1
Advertising. Literally that's it. Keep destination areas centralized with proper facilities with increased taxes to lower residential/worker burdens	2
affordability, improved secondary roads & less is more here.	2
Appropriately sized infrastructure to handle tourism & local residents	2
As a resident in a designated-uber focused tourist town and area, I am resentful and dismayed at the impact of only looking at bettering experiences for tourists-What about shifting the conversation so that the state and communities focus on bettering life for VTers that live and work and go to school and pay taxes and then once we better life here fo those that live here-then look at tourists' experience. I've lived here since I was 3 starting in 1965	2

Balance it with local needs - we dont need more visitirs - we need people who will live here and enroll in schools, volunteer in communities, require the existence of doctors and dentists	2
Be nice. Show respect!!	2
better roads	1
Better marketing across many venues	2
Better more frequent airline access. More hotels of varying levels to take the burden off short term rentals.	2
Better planning for greater accessibility of buildings and sites; better cultural literacy education in Vermont schools (following our new EQS); diversify away from wedding and ski tourism	2
better public transportation, easier & less costly parking in cities, restore Vermont Life magazine	2
Better restaurants, benefits/incentives for businesses to be open all days,	2
Better roads and winter management of roads. Advertisement and promotions. Encourage development.	2
Better roads, more rest/information areas, free parking	2
Better transportation from cities to tourist spots like ski areas.	2
Bring peace to the downtown of Burlington.	2
Bringing market events, music and life back into the downtown. Focus on advertising and tourism on the long trail, ski areas and outdoor activities. Partner with Canadian cities/businesses with collaborations and incentives for cross border travel.	2
Build housing, revitalize downtowns, support outdoor rec industry.	4
Build more thought out town centers. Prohibit Amazon and data centers.	2
By not. It draws too many flatlanders	2

cannabis agritourism (legalize on-farm sales and consumption) Tax second homes to make farming land more accessible more funds to promote agritourism, encourage cooperation and make it a destination like NY's wineries	2
Charge out of staters a fee at all borders	1
Clean air, water preserve the bill board ban.	1
Clean up downtown Burlington and our parks	2
Clean up Downtown Burlington, Disable people asking for Money on the side of the roads and interstate, Continue to find solutions for homelessness.	2
Clean up Lake Champlain, improve fishing and boating. Reduce phosphorus runoff. Extend Scott's accountability Court to Springfield, Brattleboro, and, if needed, Bennington.	1
Clean up the homeless Encampments clean up drug use and clean up graffiti	2
Cleaner roads and streets, reduce beggars at intersections, restaurants that are affordable other than up at ski areas..more needed downtown area of Rutland in particular.	1
Connect towns, focus on city/town centers, incentives to small and local business	2
Continue to make improvements / maintain roads, sidewalks, airport infrastructure	2
Continuing to make it a pleasant place to live (public works, parks, roads, etc.) are the same things that will make it attractive to visitors. We already have the natural beauty. Improve the state parks. They are a disgrace compared to every other state in the country.	2
Coordination of local events calendars, more festivals, reducing open drug use	2
Create a safer city. Downtown Burlington needs work.	4

Create an African American freedom trail connecting historic sites Create a state bike touring trail from top to bottom Host a Special Olympics tour Create an immigrant-owned restaurants map	2
Create areas within communities specifically geared toward tourists, while retaining other areas unchanged for locals to remain connected.	2
deal with the homeless problem in the cities and reduce crime, including petty crime and graffiti	2
Developing policies that support growing the workforce. Lack of human resources is one of the largest factors inhibiting business growth and new business development. And, of course, this ties back into housing, cost of living, cost/ease of transportation, etc.	2
Difficult to answer, given the political atmosphere these days. Easy to say Welcome All, promote our strengths (fall foliage, skiing, maple production, fishing, boating, etc), but if "authentic" is key, it's fairly obvious we want their dollars, not their company. Sad times.	1
diversity and inclusion	2
do more with hut to hut hiking	2
do we have Vermont apps, for tourism ?	2
Doing fine as is.	1
Don't know. Seems we are already doing a lot to promote tourism, almost at the expense of having a well-rounded economy otherwise.	2
Don't OVER state in advertising, continue to support Vermont products rather than imports sold at Vermont establishments, and don't just advertise damned winter sports but also try to convince tourists to visit during spring, summer and autumn also.	1
Don't make it so easy for people to be actively using drugs in Burlington. Continue to have great events that bring our communities together and attract tourism. Clean up our streets (graffiti, trash, needles, etc)	4

Don't raise sales taxes, don't charge for parking in cities like Burlington, Do things that make it nice to visit, do not excise a penalty of local use and food taxes on every resident and visitor.	2
Easier border commuting/crossing. Be more business friendly, ???	2
educate legislature on the importance of tourism, redouble efforts support Amtrak and airlines, stop threatening short term rental owners with taking away their options to raise money to pay their bills. Many short term rentals can provide the authentic and welcoming experiences.	2
eliminate tarriffs	2
Encouraging modest prices, promoting ecologically sensitive tourism, discouraging high impact activities such as extreme powerboats.	2
Enforce handicap access to buildings, support the current understanding use program to keep open spaces, leave Act 250 intact as is now	2
Expanding accessibility of current attractions and diversity Of activities.	5
Explore affordable alternatives to large hotels and short-term rentals. Motels? Small cabins? How can we keep Vermont a wonderful place to visit for all without pricing out people with lower incomes?	2
Festivals,	2
Figure out how to charge the Airbnb's hotel tax. That doesn't really support tourism, but it does support our local economy and the housing problems Vermont is pretty attractive on its own. We are definitely low on diversity, which may make folks of diverse backgrounds, not wanna come here because they feel like they'll stand out for me that applies more for people of color than it does for the LGBTQ community.	2
Fix roads, make garfiti illegal	2
Fix the roads Casino Pro team	2
FIX THE ROADS AND BRIDGES !!	2
Fix the roads, diverse foods, fix up historic sites	2

Fix the roads, increase cell signal, allow for hotel development in more areas without red tape and never ending Act 250 appeals	1
Fixing the local economy so there will be more attractions and a better-kept state. Tourism relies on locals more than locals rely on tourism. Fix the roads so people want to come here. Push for better hotels instead of short term rentals.	2
Focus on increasing aspects that may draw in more diverse tourists- cultural events, social support, etc. with strong advertisement.	2
Focus on keeping the environment clean and aesthetically pleasing. Stop permitting activities that destroy the environment and habitat. Strongly regulate open pit quarrying. Try enforcing ACT 250 instead of writing more useless environmental laws that are never enforced. We only have 2 Act 250 enforcement officers for the whole state. There are violations that have continued for years and years and no enforcement to remedy. Put more resources into enforcement officers and better attorneys to uphold ACT and environmental laws. Polluters are getting away with destroying the environment	2
Focus on the brand of what Vermont is and why tourists come: nature, environment, clean living.	2
Get residents on board embracing tourism and helping promote, use social media and other free ways to tell VT stories and show VT pics to attract visitors, do all we can to make the experience memorable in a positive way	2
Get rid of graffiti. More support for substance use disorder, mental health, and homelessness to make cities safer. More safe, clean public restrooms.	3
get the damn president to apologize to Canada so they start coming over the border to visit us again.	2
get the major tourism draws to come together to promote their businesses. They don't need the state to pay for their promotion, they just need to send a unified message to their consumers.	2

Give people something a reason to come here. Vermont is boring, people visit to look at trees. Thats corny. Build a shopping center and ferris wheel on Burlington waterfront.	2
Grow the economy by being more business friendly. That creates attractions for visitors as well as locals. Raise awareness of what we offer. Stop trying to pass idiotic laws against wood stoves, snowmobiles, chainsaws etc.! Elect sane people to our government, local and federal. The state is run by Chittenden county much to its detriment.	2
Growth and building in communities (rural and more populated areas) has to be something that is affordable and that is being demolished currently. The taxes are beyond what the amenities are for towns and states and we have to handle that before we focus on tourism. Once that is fixed, and Vermonters feel like they are able to grow here and prosper, then addressing how to beef up tourism is acceptable. Until then, honestly, nothing should be a higher priority.	3
Handicap access, affordable, entertainment options	2
Help encourage lodging options outside of short-term rentals, improve road conditions (cleaned during winter storms and maintained appropriately year round), and advertise more outside the state.	2
Help out the existing tourist spots that are here 2 make them pay their fair share.3 and do not create any cheesy, amusement parks, things like that.	2
Help small business by making sure they are included in directories or web pages about Vermont tourism.	2
higher sales tax for visitors to pay for the roads, etc. Get our democracy to work again. Let people pay for passes like going to Disneyland.	2
Highlight that VT doesn't want to be a hurried and impersonal place to live and visit. Improve highway safety throughout the state. Maintain the no billboard legislation.	1
Host National Special Olympics programs. Host more ski races. Host something like a British Baking show, cheese competitions and golf tournaments.	2

Host various festivals that would bring people to the state on an annual basis.	3
I do not feel that we lack tourists	2
I don't know enough about the data to answer most of these questions. But I do know we need housing, services, and affordability for locals so the people who work hospitality jobs can live here and do hospitality.	2
I don't think we should support tourism - I think we should support residents who already live here, but are being priced out by short term rentals and second home owners.	4
I don't want Vermont to support tourism, we need less people here that don't live here. Out of state people bring drugs.	2
I honestly think there doesn't need to be as much advertising of the state (put that money elsewhere!) so much as make visiting here more affordable (hotels are insane), offer tantalizing events that might draw more outsiders, and perhaps find ways to better road flow during congestion (ex, Stowe in fall).	4
I think more advertising to encourage out of state folks to visit vermont all year, not just during ski season would be good.	2
i think recreation and conservation are important together and go hand and hand.	4
I think the state is doing a good job with - promotion of different regions of the state, trips with special themes, and more rest areas.	2
I want to strongly agree with all of the sentiments above, but I personally just don't know, for example if people of color feel comfortable visiting Vermont. Same for people who are disabled. I would *like* to think anyone would feel comfortable here. Three ways: 1. Major push for bike infrastructure in areas other than the current rail trails and around Burlington. 2. Seamless rail connections to Montreal. (we used to have this, right?) 3. Better public transport opportunities.	2

Improve access to the state through improved transportation. Provide assistance to towns and cities to develop natural resources such as waterways, wooded areas, recreation. Promote railroads.	1
Improve accessibility, provide jobs at the state level to people who look our community members (BIPOC, LGBTQ+) and not lose its authenticity.	2
improve downtowns, incentives to tourism sites, more events in twosn	2
Improve road conditions. Invest in town and village centers, such as Newport.	2
Improve roads, let larger businesses come to the state to attract more travelers, keep sales taxes lower.	2
incentives and grants for small businesses so that they can thrive and not be overtaken by outside corporations who would reap the benefit of a tourism boost or left in disrepair (I'm thinking of the Proctor Marble Museum, which should have been important enough to Vermont to rescue from COVID-related shutdown); more hotels in village centers to support local economies and fewer short term rentals; better transportation options between tourism sites and village centers so that tourists have easy ways to visit small towns and spend money there	2
Incentives for small businesses and artists.	1
Inclusive practices.	2
Increase accessibility, expand opportunities, better advertising	2
Increase moderate priced hotel accommodations, encourage more public transit options from nearby cities, improve highway access on state highways from neighboring states.	2
increase online, newspaper, and brochure listings of local events and places of interest	2
Increase protected bike lanes in towns/cities and between towns, increase transit services	2
increase sales tax	3

Increase state parks...Increase visibility of state recreational areas...Improve the existing state parks	2
invest in access for the disables, make activities affordable, market tourist venues outside of Vt.	2
Invest in the things that already draw people to VT: Lake Champlain, Green Mountains, natural spaces in general and somehow make them more accessible with less impact on the environment	4
Invest in venues for markets and festivals	1
It is expensive to visit too!	2
It would be nice if my children and grands could afford to use ski, golf and other outdoor activities. I did all that with my single mother of 2, it is price prohibitive now. What a shame. I know money from tourism is important to our tax base....	2
Keep costs low for them, keep them safe, that's it	4
Keep farms and open lands	2
Keep open spaces. Maintain forests and water. Keep restaurant and hotel taxes low so people will be inclined to spend more to keep tourist facilities prosperous.	2
Keep our highways and bridges in good shape. Keep the tax rate reasonable and welcome ALL people	2
Keep the trails updated. Tourism levels are fine now. Rest stops opened	1
keep them out	1
Leave short term rentals alone!	1
Less drug use and homelessness in the Burlington area would be a good start! I haven't shopped or dined there in years due to panhandlers, naked mentally ill people walking down the street and an attempted mugging in a parking garage. Not worth it— to me and to an increasingly number of others.	1

Less gas costs. Affordable lodging. Remove act 250.	2
Less taxes and fees.	3
Local festivals beer tours cheese tours farm to table events	2
Lodging that does not deplete local housing stock; continued emphasis on recycling etc as it maintains Vermont's cleanliness and beauty; increased travel options i.e. rail.	2
Lodging, accessibility, advertising	2
Lower costs and taxes	2
Lower costs, travel expenses, road conditions	2
Lowest environmental impact.....like eliminate the use of snowmobiles and ATV's	2
Maintain natural beauty	2
Maintain roadways. Incorporate more public parking in downtown areas. Advertise in outdoor recreation publications.	2
Maintain the population of Vermont minimal growth, to retain the value of rural living, Retain our family farms, and livelihood. Retain the Value of coming to Vt. A place to get away from the hustle and bustle of other regions.	2
Maintaining of roads, bridges, etc; Improved signage for local hot spots (popular swimming spots, etc);	1
Make a good for the people who live here first, traffic rules for out of staters, and trooper giving out tickets higher at the end of their work quarter??	3
Make it affordable.	2
Make it business friendly so people will have a reason to come to Vermont.	1
Make it more affordable for sportsmen to visit Vermont.	2
Make it more friendly for Veterans.	2

Make roads better like NY NH	1
Make sure that rest areas are open and full of information. Do some more advertising. Make sure there are active regional chambers of commerce.	2
Make sure tourist destinations are handicapped accessible, provide family friendly accommodations for food & restrooms at tourist sites, provide educational & historical information where appropriate.	2
Make the businesses that benefit from tourism pay to support tourism. More public access to water and forests. More parks. A new CCC to develop and maintain parks.	2
make tourism less negatively impactful on small towns and consider more anti-bias training in rural areas to support being welcoming to people of color	2
Make Vermont ECONOMICAL!!! Stop just spending time on adding more Fees and Taxes!	2
Making it more available by pushing down short term rentals and increasing worker availability.	2
Marketing Increased access Better transportation	2
Marketing, development monies, less short term housing	2
Marketing, infrastructure investments, economic incentives to small businesses that want to open in Vermont	2
Mass Transit. Decrease dependence on cars to get to Vermont. Train to Montreal	2
Maybe local tours, like town by town. Encourage small hotels or inns in small Vermont towns, instead of Airbnbs.	1
More advertising, more accommodations, and lowering the cost of experiences	3
More all-season advertising promoting Vermont. Promote off-the-road vistas and relatively unknown places of beauty. Promote the unusual business and locations that proliferate the state.	2

More diversity would help combat racism.	2
More dynamic town centers, more downtown hotels, younger workforce to support service industry	2
More events and venues, accessible parking, cleaning up streets	2
More free festivities of art, food, music, history. Bring back youth hostells for all ages. Transportation deals.	2
More promotion of tourism, more electric charging stations on highway rest areas, partnering with lodging options	2
More smiles, (I make 'have a good day stones') , more information places, more eateries ☺	3
More Theme parks and recreational activities, advertising and opportunities for out of state visitors.	3
No tariffs with countries that border us. Advertising that is welcoming to tourists. Preserve Vermont rural. Also preserve forests natural resources and waterways.	3
Not support it. Businesses should run tourism not the state. Making tourism it's main industry was a mistake most jobs are seasonal,low pay and only job where you can work 50-60 hours a week for just minimum wage.	2
Not sure if there is a program to help businesses convert to ADA compliant. With our older structures this can be a great burden on a small business, rather than enforcement fines, incentives and grants?	1
Offer packages to groups to explore VT with guidance and exposure to key areas that may make folks want to move here!	2
Open State Forests to logging and cutting new back country ski zones to stimulate eco-tourism and support local rural economies. Stop passing legislation against short term rentals.	1
Open town and state roads to UTV's, Advertise our no bill board law (most people don't even know that's why Vermont is so beautiful.	1

Our farms, lakes/streams/rivers, and mountains are beautiful and rugged, we are not a city and we don't want to be a city. Most of us are simple people with grounded ideas. Market what makes Vermont special.	2
Our state already supports tourism.	2
Out of state advertising. Better traffic signage (some villages are very confusing). Better road conditions	1
Out of state promotion, state wide plan to link towns and events together, expand bike trails like the LVRT	1
outdoor activities	1
Outreach/advertising	2
Pave the damned roads.	2
Please please don't. Support the people that have loved this state so much that they've forfeited a more lucrative and easy life somewhere more affordable and less burdensome to live. You all really don't get it.	2
Promote agritourism, improve trail systems, and marketing	2
Promote diversity and inclusion in its population.	2
Promote it more, make it easier to get to (roads) and easier to stay (parking).	2
Promote State Parks, promote driving tours- beer trail, waterfall trail, LVRT,	1
Promote the state more through the media, provide vouchers for attractions and retailers, reduce hospitality tax	1
promote vermont products. have hotels promote deals. offer unique experiences only from vermont.	2
Promote year-round activities for all regions, not just ski areas	1
Promoting (light?) hiking as an affordable vacation activity with sights you can't well duplicate elsewhere? Make it seem safe and easy to come and go. Keep the first destinations welcoming and nice (parks, trailheads, beaches).	4

Promoting our parks utilization our ski areas for summer activities promote hiking	2
Promoting the state while finding a method to reduce the number of short term rentals that are taking up local housing inventory	2
Promotion is all I can think of. Sorry!	1
promotion, festivals	1
Provide support and tax breaks to local businesses so that small towns can thrive making the desirable to visit	4
reconnect Amtrak to Montreal. hostels or cheap basic hotels downtown, not AirBnbs winter carnivals	2
Reduce crime, enforce laws, provide a thriving economy by reducing taxation and regulations	2
Reform the hotel voucher program to fund services in the town with the hotel accepting the vouchers, educate town leadership that every Vermont town is a tourist town if they want it to be, provide statewide leadership on short term rentals	2
Reinforce old Vermont values. Stop the political nonsense and stop promoting LGBT. Need to make Vermont a safe place to visit again for families.	2
Rely less on it.	2
Rest areas open 24 hours, at least the bathrooms, more promotion for the small towns.	2
Revitalize downtowns!	2
Revitalizing downtowns	2
Road conditions, hotel/motel availability, marketing more local events	3
Safety, accommodations, natural areaa	2

Scenery, waterways and farm products.	1
Seasonal activities maps and destinations. Promote arts and sciences, museums and nonathletic activities Promote individual towns festivals or fairs, unique places +/- or sites	2
Sharing/promoting/taking a stance in support of all humans and denouncing our current federal administration.	2
Small business grants, national advertising, focus on Canadian tourism	2
Social media	2
Staying as is.	2
Stop ICE. Stop increasing cost of gas. Advertise state beauty and activities.	2
Stop letting big corporations buy everything.	2
Stop making stuff political. The state with in its self is a beautiful place let's is nature beauty sell it self	2
Stop subsidizing second homes.	2
Stop worrying about minorities and lgbtq and start worrying about taxpayers. Sick of funding liberal pet projects.	2
Strong marketing of the state. Allow more recreation on state land (multiple uses). Work intently with all municipalitys within the state to promote their town / City.	2
Support agriculture; host visits by influencers; more alignment between state agencies	3
Support agritourist programs such as used in Europe. Increase programs that link Vermont and NY interconnections such as ferry and bridges. Broaden winter activities beyond skiing.	2
Support businesses that offer tourism services. Invest modestly in branding efforts to promote the state to outsiders. Include the states values of inclusivity in all branding materials and information	2

Support farmers by creating agri tourism opportunities, wine and cheese trails beer tourism maple tourism..... it all requires infrastructure and investment that the state needs to support.	2
support farmers, small businesses	2
support farming more, reduce sprawl, electrify transportation	2
Support longer stay options that include full experiences including a variety of restaurants, farm to table, and other benefits to small businesses. More hotels in larger downtowns to create more experiences. More rail/bike/ski trips to strengthen downtowns and leverage the ease of rail travel. Help regions promote wedding and other high revenue events across the state.	2
Support ski areas, allow them to expand. Support snowmobiling & encourage land owners to support it with tax incentives. Support off road recreation as NH & ME has done. Make Lake Champlain more friendly to boaters with mariners to dock at and eat. Dismiss any idea of prohibiting short term rentals.	2
Support small businesses. Support small businesses. Support small businesses.	2
Support small resorts, support inns/bnbs over Airbnbs, set up a film and television board	4
Supporting community wastewater in rural communities (for new businesses and housing/accommodations). Public transit routes from the airport to popular destinations.	4
Sustainability & viability	2
Teach languages from an early age in our schools so we can communicate with our visitors.	3
The state could make it easier to run small businesses. Get rid of the sign fees and allow for signs (not billboards) stating what each exit has. Allow more chains to come in that are recognizable in places that don't have a lot of options for food/drink/shopping. Vermont does not want to move forward with the times, but it needs to. There is not enough here to make people	2

want to visit unless they have a tremendous amount of money and are willing to try the only mom and pop diner in town and buy gas from a shady gas station. Lack of street lights and darkness at 4pm in the winter makes it hard to want to be here.	
The state is already a slave to tourism. That's why we have as many STRs as full time residents. We just need to capitalize on it and not push out the last few working people. Taxes the tourism!! The state has been anti-business for decades. Tax STR like they do regular business. Ezpass for road maintenance. Tax breaks for full time residents that work full time.	2
The state needs to work on other things, education number one	2
the state should invest in small businesses and agritourism	2
The very nature of the questions that you just asked are a huge part of our problems. Stop the DEI initiatives and focus on what is best for all Vermonters.	2
There aren't as many handicapped accessible areas and a lot of the tourism involves physical activities	2
They could open more businesses that promote it. Which would create more jobs as well. Have more rest stops for people to stop at. With pora poddys. They took down a lot of rest stops on interstate. They do nothing with the buildings. Open back up with stores, gas and such. Stop pulling over people from out of state for bullshit reasons. So they feel comfortable to come visit here. Stop harassing people who are pulled over on side of road that are checking out scenery or testing for a bit. Feel like people get harassed a lot by police for being on side of road.	2
Things like keeping up our roads, preserving our natural areas, and making our cities safer	1
This may be a stupid answer, but I'm not sure that we have to promote tourism- I think people are generally aware of how great Vermont is to visit! Maybe promoting how convenient it is to fly in and out of Burlington for those who come by plane?	2

Tourism is a bit out of control in my area (mad river valley). I don't really want more tourism esp in the summer. Too crowded at the swim holes!	4
Tourism marketing for the state, REMOVE regulatory barriers like act 250 on trails, remove barriers to affordable housing and other resort development in resort areas. Like Stowe couldn't build a bigger parking lot. I think the towns can't NIMBY but get the state to have policies to beat back NIMBY people.	2
Transportation options, increase support, and access to local festivals, and economic inducements	2
Truthfully, social media presence is so pivotal for attention/promotion, so I would say increased social media presence, more affordable rent for businesses to allow for longer hours/more days open for restaurants/shops on Church St (at least during peak season), and as previously asked about, tax breaks or grants for businesses to allow to offer a more competitive wage, hopefully enabling adequate staffing	4
Vermont is beautiful. There isn't much to do other than provide better public access to waterways.	2
Vote Donald Trump out of office. Create one minute ads, that show driving along a beautiful road, or thru a rural town or at a museum or attraction, 10 shops of 5-0r six of above. Create a "gee I would like to go there" vibe. And bring back " Keep Vermont Green, Bring money" campaign.	2
We already do a good job of promoting tourism	2
We have to be more than just clean green and historic, that will only draw folks in on occasion the we get boring	2
we need more restaurants and hotels. also, campgrounds would be great (not including state parks)	1
Welcome everyone.	2
While tourism is currently important to the economy, reliance on tourism is fickle and often pits what would be best for local communities versus what best supports tourism. 1) Support local communities to have vibrant village centers that are an attraction with their novelty. 2) Access to the outdoors	2

that minimizes/concentrates negative impacts (such as ski resorts and mountain bike trails). 3) Develop a system of affordable health care so workers can afford to support the tourism industry	
Why do you have to emphasize color, gender identity and preference, and disability for tourism? When I travel, and people ask about Vermont, I recommend coming here to every person that is curious. I personally don't see how the above descriptors matter nor cause a person that fits the description above to not visit and travel to Vt. We are a predominantly white state. But that doesn't matter because everyone is welcome here. It's been that way ever since I was born in the NEK.	2
With the 4 seasons being so different, advertising all the activities to an area each season would be helpful to those from out of the area. Advertising to our neighboring states and even nationally would be helpful...does public television do that in some sort of reciprocal manner? We Vermonters see ads for warm and sunny places like Florida during winter months, why can't we do ads in Southern states that show all of our seasons to promote experience to what we have to offer?	2

***Note: Frequency of responses reflects the weighted percents added to data to accurately represent demographic populations in Vermont (i.e. age and income).**



2026 Vermonter Poll Methodology

Data were collected by the Center for Rural Studies at the University of Vermont as part of the 2026 Vermonter Poll. The survey was conducted using email-based outreach in March-April. A random sample for the poll was drawn from commercially available email lists. Respondents identified as current Vermont residents over the age of eighteen were eligible to participate. The poll included questions on a variety of subject areas relevant to Vermonters including, but not limited to, transportation, growth, and policy issues.

A total of 542 Vermont residents over the age of 18 were considered to have completed the survey by answering all or most questions. Aggregated respondent demographics were compared to the Census Bureau's 2024 (the most recent year for which Census data are available) American Community Survey (ACS) demographic estimates for Vermont. The 2026 Vermont Poll data were weighted to more closely align results to Vermont's actual demographic characteristics. Demographic weighting ensures survey responses are as representative as possible.

Based upon 542 valid responses and a Vermont 18+ years of age population estimated to be at 536,465 (2024 ACS), the overall study results have a margin of error of plus or minus 4.2 percent with a confidence level of 95 percent. This means that if this study were replicated 100 times, 95 of those times, the results would fall within +/- 4.2% of the reported results.

Selected Demographics

Age	2026 VT Poll Weighted Percent	2024 Census Percent
18 to 34 years	19.7	25.5
35 to 44 years	14.3	15.4
45 to 54 years	17.0	14.7
55 to 64 years	17.9	16.8
65 to 74 years	19.3	16.3
75 to 84 years	10.3	8.6
85 years and over	1.6	2.8

Income	2026 VT Poll Weighted Percent	2024 Census Percent
Less than \$25,000	8.6	12.5
\$25,000 - \$50,000	14.4	16.5
\$50,000 - \$75,000	15.3	16.6

\$75,000 - \$100,000	19.6	13.7
More than \$100,000	42.0	40.8

Employment	2026 VT Poll Weighted Percent
Employed full-time (35 or more hours per week)	55.8
Employed less than full time by choice	9.6
Employed less than full time NOT by choice - underemployed	2.6
Unemployed, seeking employment	2.7
Unemployed, NOT seeking employment	1.1
Retired, not seeking employment	28.2

Educational Attainment	2026 VT Poll Weighted Percent
Less than High School (no diploma)	0.8
High School graduate (includes GED)	7.5
Some College, no degree	11.6
College Degree at any level or equivalent certification	80.1

Political Affiliation	2026 VT Poll Weighted Percent
Republican	8.9
Democrat	31.8
Independent	24.6
Progressive	14.5
Libertarian	2.5
No political affiliation	13.9
Another political affiliation (write in)	3.8