

VERMONT TOURISM

Annual Visitor Tracking Report

October 2024 – October 2025

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STUDY OBJECTIVES: OVERVIEW

STUDY OVERVIEW

The purpose of this study was to develop a comprehensive understanding of the typical Vermont visitor, including their motivations, behaviors, travel party profile, trip satisfaction, and seasonality.

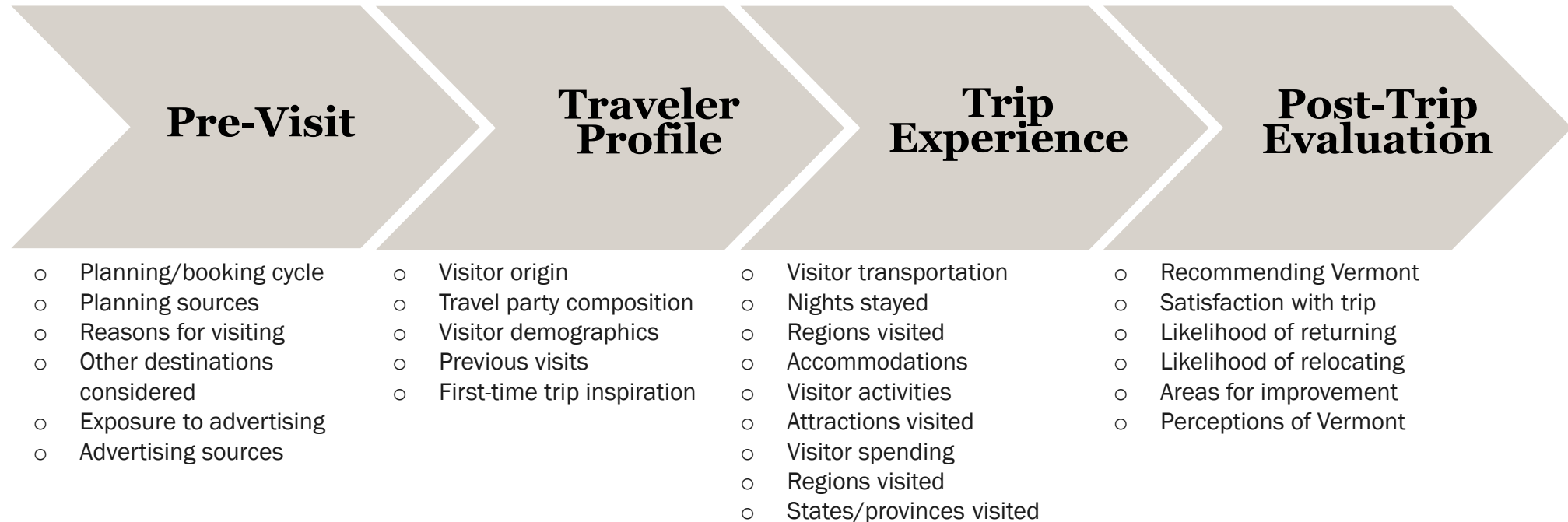
This was done through a 13-month visitor tracking initiative involving surveys given to Vermont's visitors primarily by intercepting them in person during their trips. This in-person data was supplemented with additional online data collection methods to reach visitors shortly after their trip.

Findings are intended to inform statewide tourism planning, marketing strategies, and investment decisions; help partners enhance the visitor experience; strengthen competitiveness; and support sustainable growth across Vermont's communities.



STUDY OBJECTIVES: VISITOR JOURNEY

The insights in this report are based on visitors to Vermont from October 2024 through October 2025.
In the report, we follow these visitors in their journeys from pre-trip planning to post-trip reflections.



REPORT OVERVIEW

REPORT OVERVIEW

This report is broken into four sections:

- Annual findings – data from all visitors across a year
- Seasonal comparisons – data broken out by season of the year
- Regional comparisons – data broken out by region of Vermont
- Visitor personas – data broken out by personas, which are defined by intrinsic travel behavior

Some metrics appear in more than one section. When they do, the numbers may differ because each section is based on a different visitor group. As a result, values shown in one section should not be expected to match values shown in another.



VISITOR SNAPSHOT¹

Across personas, seasons, and regions, Vermont's visitors come to the state for one main reason: to rest and relax.

Fall	Winter
Fall foliage draws first-time visitors from farther away coming to the state to “do it all”	Vermont's visitors are single-minded in the winter, in the state to ski/snowboard
Spring	Summer
Spring brings late-winter skiers, early-summer hikers, and visitors spending time with friends and family	In summer, visitors take advantage of the good weather to do a variety of outdoor activities

Northwest	Northeast Kingdom
Visitors to northwest Vermont tend to be solo and business travelers taking longer trips and spending more money	Visitors to northeast Vermont more often travel with friends and seek out adventurous outdoor recreation
Central	South
Central Vermont brings in foodies, hikers, shoppers and sightseers, typically for overnight visits	Older, higher-income couples often book last-minute day trips to the southern region of Vermont to enjoy the state's beauty

¹Please see page 83 and 138 for the definitions of seasons and regions, respectively.



STUDY METHODS

METHODS OVERVIEW

VISITOR TRACKING

8,208 surveys were completed by visitors to the state of Vermont from October 1st, 2024 through October 31st, 2025.

Data was collected online and in person at local attractions, visitor centers, ski resorts, food and drink establishments, museums, parks, shops, downtown areas, and events.



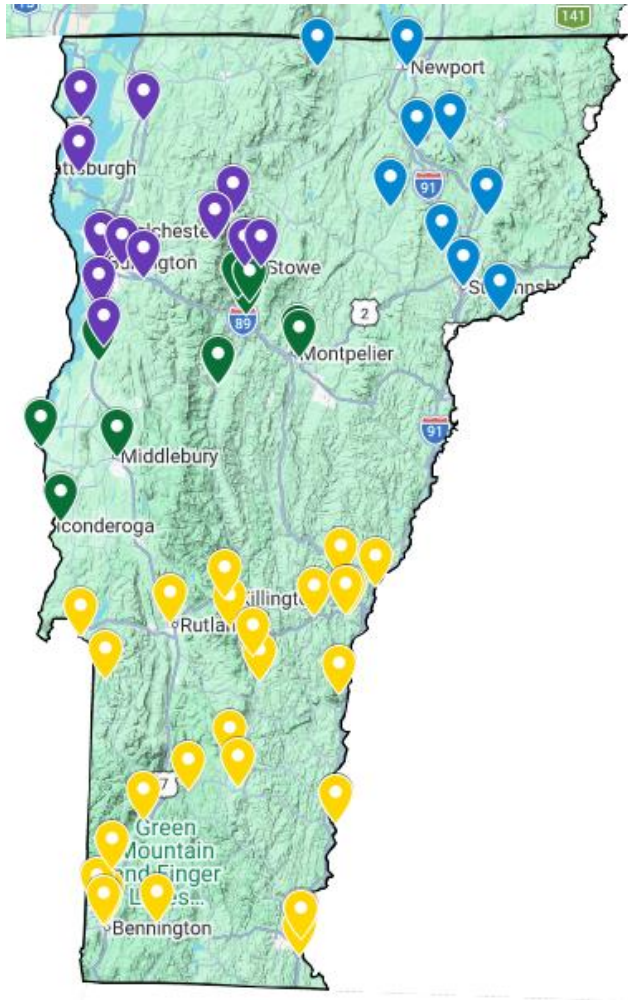
SURVEY SOURCES

Region	Responses	Percent
Northwest	2,159	26%
South	2,114	26%
Northeast Kingdom	1,985	24%
Central	1,950	24%
Total	8,208	100%

Survey Source	Responses	Percent
Intercept Interview	6,084	74%
Online	1,283	16%
State Parks Email	663	8%
QR Code	178	2%
Total	8,208	100%

Survey Source Breakdown	Responses	Percent
Intercept Interview	6,084	74%
Attraction or Store	1,081	13%
Craft Beverages, Food + Farmers Markets	807	9%
Ski resort	767	9%
Airport	704	9%
Visitor Center	626	8%
Museum/Arts & Culture	618	8%
Downtown	468	6%
Hotel	408	5%
Outdoor Rec	331	4%
Event	274	3%
Online	1,283	16%
State Parks Email	663	8%
QR Code	179	2%
Total	8,208	100%

INTERCEPT SURVEY LOCATION MAP¹



Northeast Kingdom Survey Sites

- Jay Peak Resort
- Downtown Newport
- Lake Willoughby
- Crystal Lake State Park
- Hill Farmstead Brewery
- Fairbanks Museum & Planetarium
- Kingdom Trails
- Great Vermont Corn Maze
- Downtown St. Johnsbury
- Waterford Welcome Center

Northwest Survey Sites

- Downtown St. Albans
- Hero's Welcome
- Grand Isle State Park
- Burlington International Airport
- Burlington Waterfront
- Hotel Vermont
- Church Street Market
- Vermont Teddy Bear Factory
- Williston Welcome Center
- Shelburne Museum
- Underhill State Park
- Smugglers' Notch Resort
- Trapp Family Lodge
- Stowe Area Association
- Mt. Philo State Park

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Champlain Orchards
- Downtown Montpelier
- Barr Hill Distillery
- Waitsfield Shopping Center
- Lawson's Finest Liquids
- Dakin Farm
- The Middlebury Inn
- Little River State Park
- Waterbury Center State Park
- Chimney Point State Historic Site

South Survey Sites

- Sharon Welcome Center
- Quechee State Park
- Quechee Gorge
- Billings Farm & Museum
- The Vermont Country Store (Weston)
- King Arthur Baking Company
- Fair Haven Welcome Center
- Lake St. Catherine State Park
- Guilford Welcome Center
- Bennington Welcome Center

South Survey Sites (cont'd)

- Bennington Museum
- Bennington Downtown
- Bellows Falls Downtown
- Brattleboro Downtown
- Killington Resort
- The Vermont Country Store (Bellows Falls)
- Hildene
- Lake Paran
- Brattleboro Museum
- Camp Plymouth State Park
- Calvin Coolidge State Historic Site
- Lowell Lake State Park
- Gifford Woods State Park
- Lake Shaftsbury State Park
- Mt. Ascutney State Park
- Bennington Battle Monument
- Rutland Pine Hill Park
- Woodford State Park
- Bromley Mountain Resort

¹ Includes 66 total intercept survey locations.

INTERCEPT SURVEY LOCATION MAP (EVENTS)¹



Northeast Kingdom Events

- Fall for St. Johnsbury
- Bean & Brew Festival
- Highland Center Winter Market
- Highland Center Snowlights
- Highland Center Curds & Curling
- Kingdom Maple Festival
- Summer Dog Party

Northwest Events

- Pumpkin Chuckin' Festival
- Shelburne Winter Lights
- BTV Winter Market
- Vermont Maple Festival
- Stowe Balloon Festival

Central Events

- Waterbury Winterfest
- Silloway Maple Open House
- Lawson's Oktoberfest

South Events

- Killington Cup
- Wine & Harvest Festival
- Killington Brewfest
- Rutland Foliage Festival
- Heirloom Apple Day
- Rockingham Flannel Festival
- Bookstock
- Gilfeather Turnip Festival
- Blueberry Festival
- Best of Vermont Summer Fest
- Baird Farm Maple Open House
- Merck Forest Maple Open House

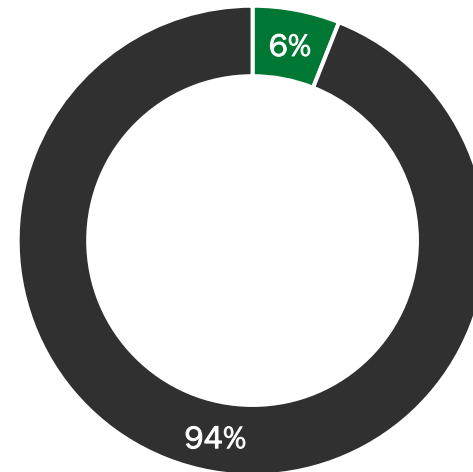
¹ Includes 27 total events.

VISITORS JUST PASSING THROUGH

- » This data represents visitors who agreed to take a survey, but indicated they were just passing through Vermont rather than spending time in the state
- » Surveyors did not collect further data from these individuals; data from these individuals is not included in this report outside of this slide
- » **6%** of Vermont's visitors **are just passing through** the state on their way to another destination
- » **37%** of visitors at **Vermont Welcome Centers** are just passing through the state

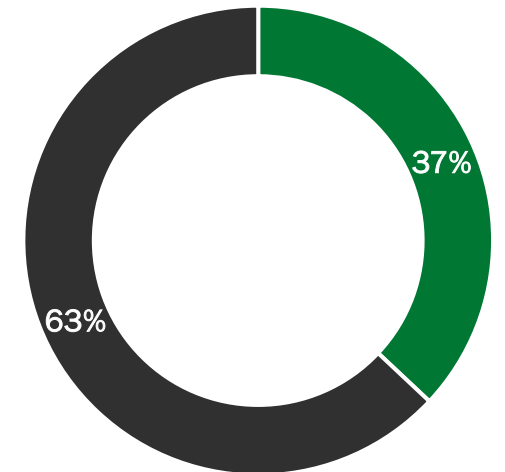
Visitors Only Passing through Vermont

All Visitors Surveyed



- Just passing through
- Spending time in Vermont

Visitors Surveyed at Welcome Centers



- Just passing through
- Spending time in Vermont



ANNUAL FINDINGS

ANNUAL FINDINGS¹: OVERVIEW

ANNUAL FINDINGS

The annual findings section uses the data from all 13 months of the Vermont Visitor Study to break down what we know about Vermont's *typical* visitor – who they are, what motivates them, and how they behave.

By focusing on the full-year view, this section identifies the common characteristics and behaviors that define the typical Vermont visitor, providing a baseline against which seasonal and regional differences can be better understood. While this section mentions important seasonal and regional differences where relevant for context, these are not its focus.



¹ Based on data collected at 66 regular survey locations and 27 events.

VISITOR JOURNEY: PRE-VISIT



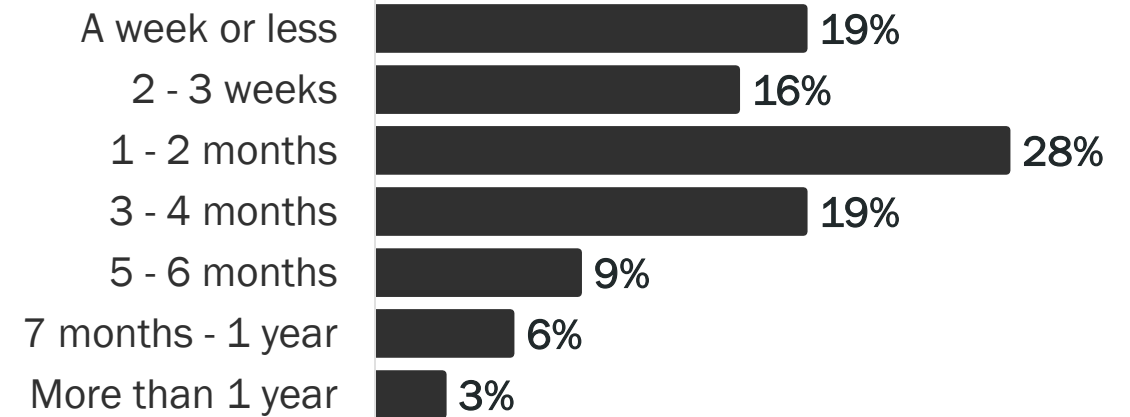
TRIP PLANNING CYCLE

The average Vermont visitor spends about 10 days planning their trip before booking.

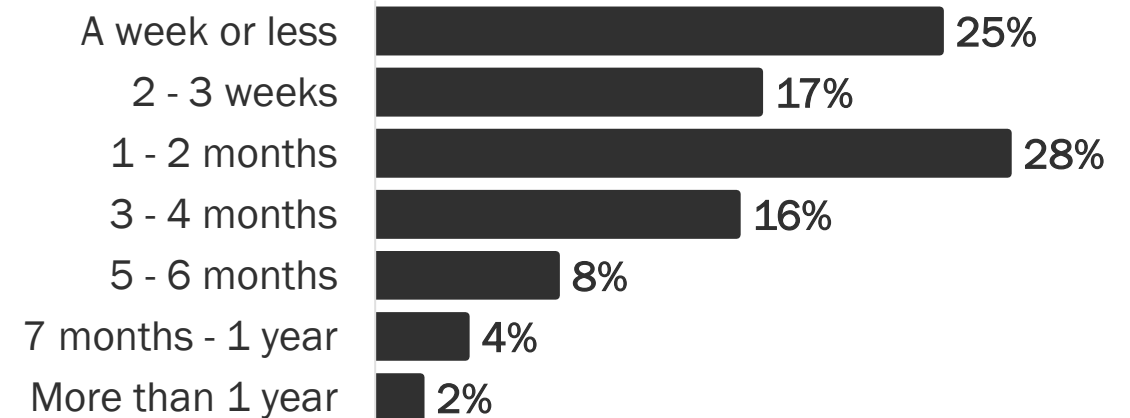
» Typical visitors begin planning their trip to Vermont **42 days** in advance

» Typical visitors book accommodations or definitively decide to take the trip **32 days** in advance

Beginning of Trip Planning Cycle¹



Booked Accommodations/Made Trip Decisions²



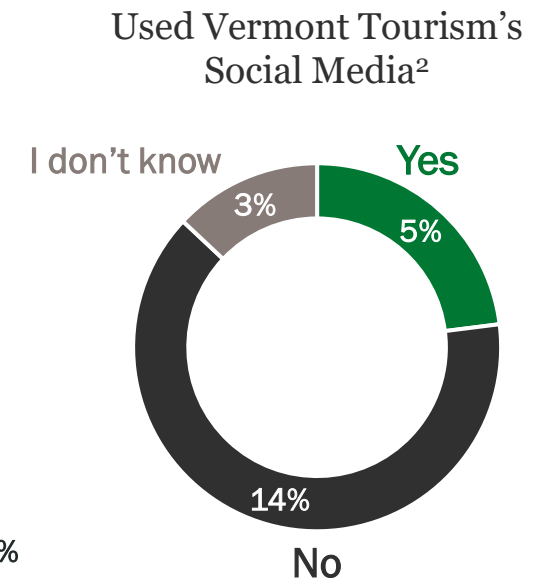
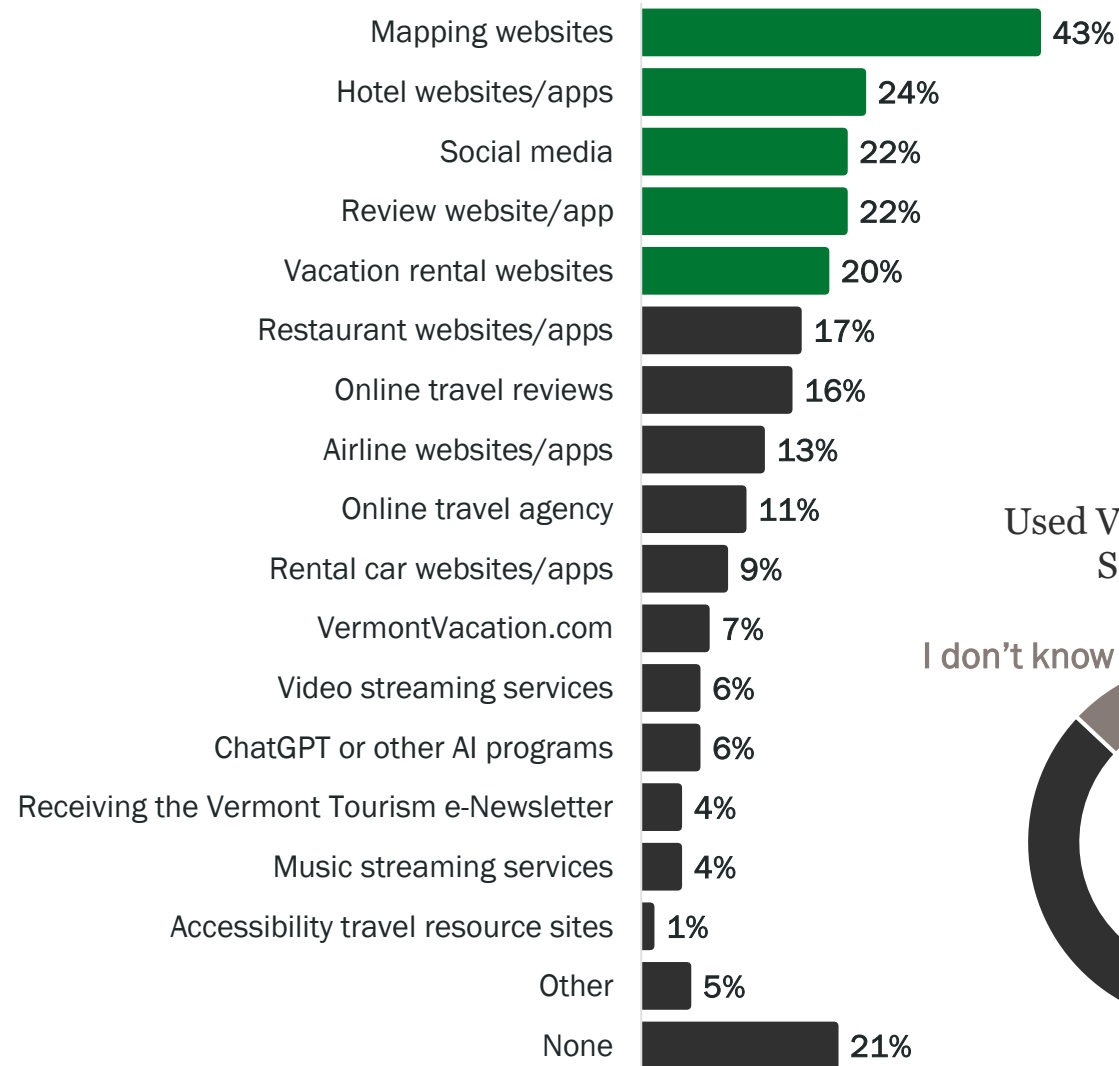
¹ How far in advance did you start planning this trip?

² How far in advance did you book accommodations or definitively decide to take this trip?

ONLINE TRIP PLANNING SOURCES¹

While planning their trips, visitors look for where to stay and how to get around – but they also seek out what others have to say about Vermont.

- » **Mapping websites** are the most-used trip planning source by a large margin, used by over **2 in 5** visitors (43%)
- » **Hotel websites/apps, social media, and review websites/apps** are other popular sources, used by nearly **1 in 4** (24%, 22%, and 22%, respectively)
 - » **Fall** visitors are most likely to use **social media** (26% of visitors) and use a **wider variety** of sources
- » **5%** of visitors use **Vermont Tourism's social media** to help plan their trips



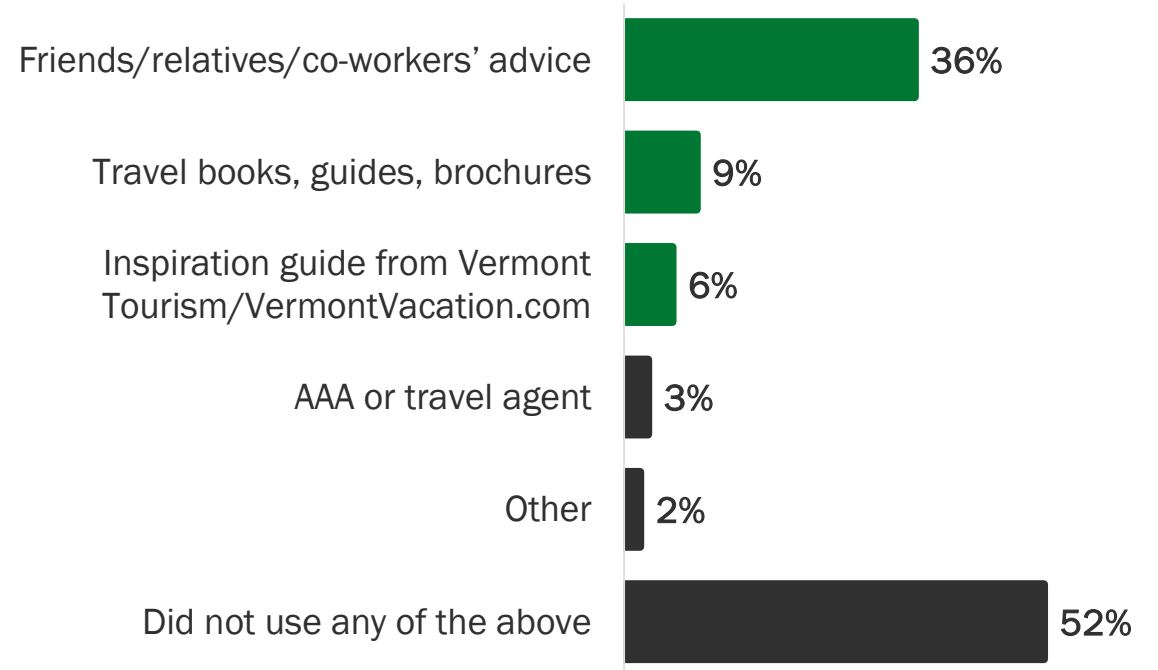
¹ While planning this trip, which of the following online sources did you use? *Multiple responses permitted.*

² You mentioned you used social media as a source to help plan this trip. Did that include Vermont Tourism's official social media? *Percents out of all visitors.*

OTHER TRIP PLANNING SOURCES¹

Nearly half of Vermont's visitors turn to offline resources for information about their trip.

- » **Word of mouth** is the most popular offline trip-planning resource among Vermont's visitors, used by **over 1 in 3** (36%)
- » **Travel books, guides, and brochures** follow distantly, used by **9% of visitors**
 - » Fall visitors are more likely to use these resources to plan their trips (14% of visitors)
- » **6%** of visitors use **Vermont's Inspiration Guide** in their trip planning

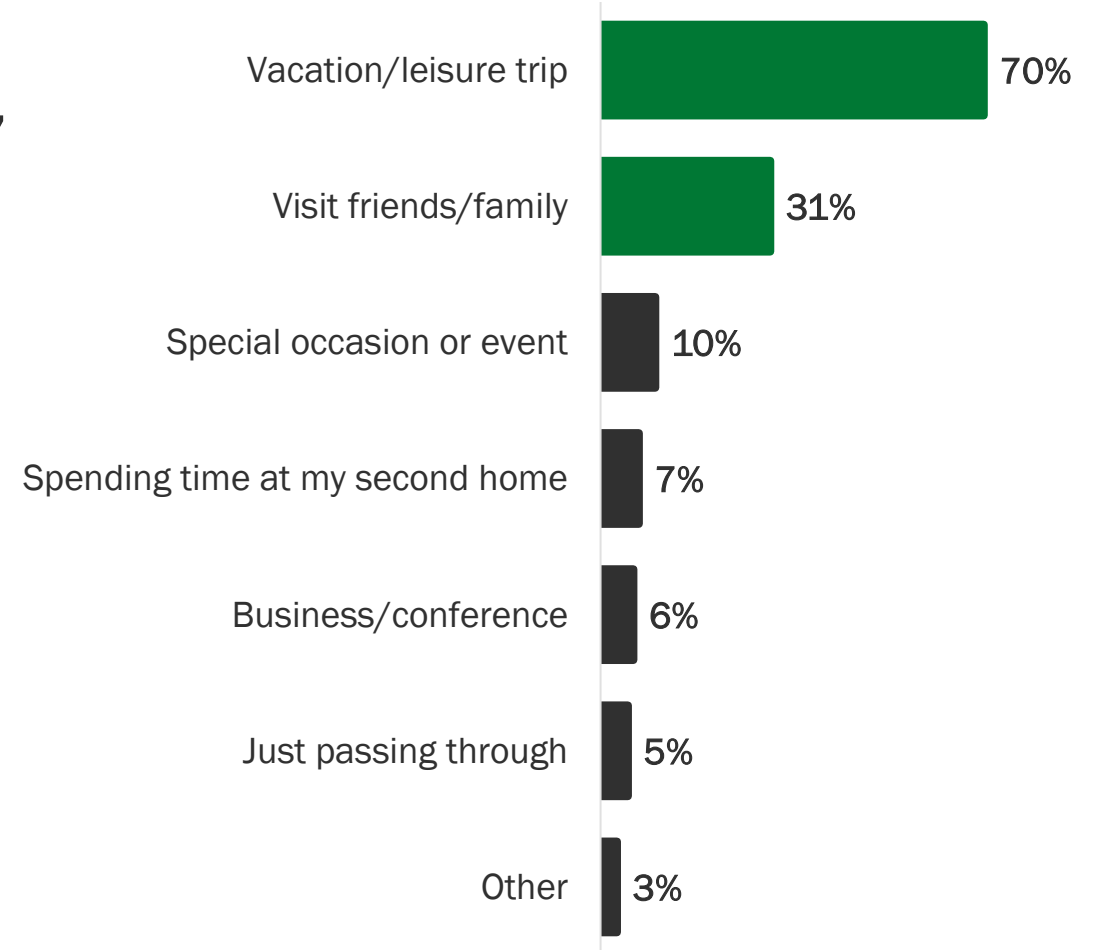


¹ When you were planning this trip, what other sources of information did you use? *Multiple responses permitted.*

REASONS FOR VISITING¹

Leisure emerges as the top reason visitors come to Vermont, though many also travel to see friends or family.

- » **7 in 10** visitors (70%) come to Vermont for a **vacation/leisure trip**
- » **Over 3 in 10** (31%) come to the state to **visit friends and family**

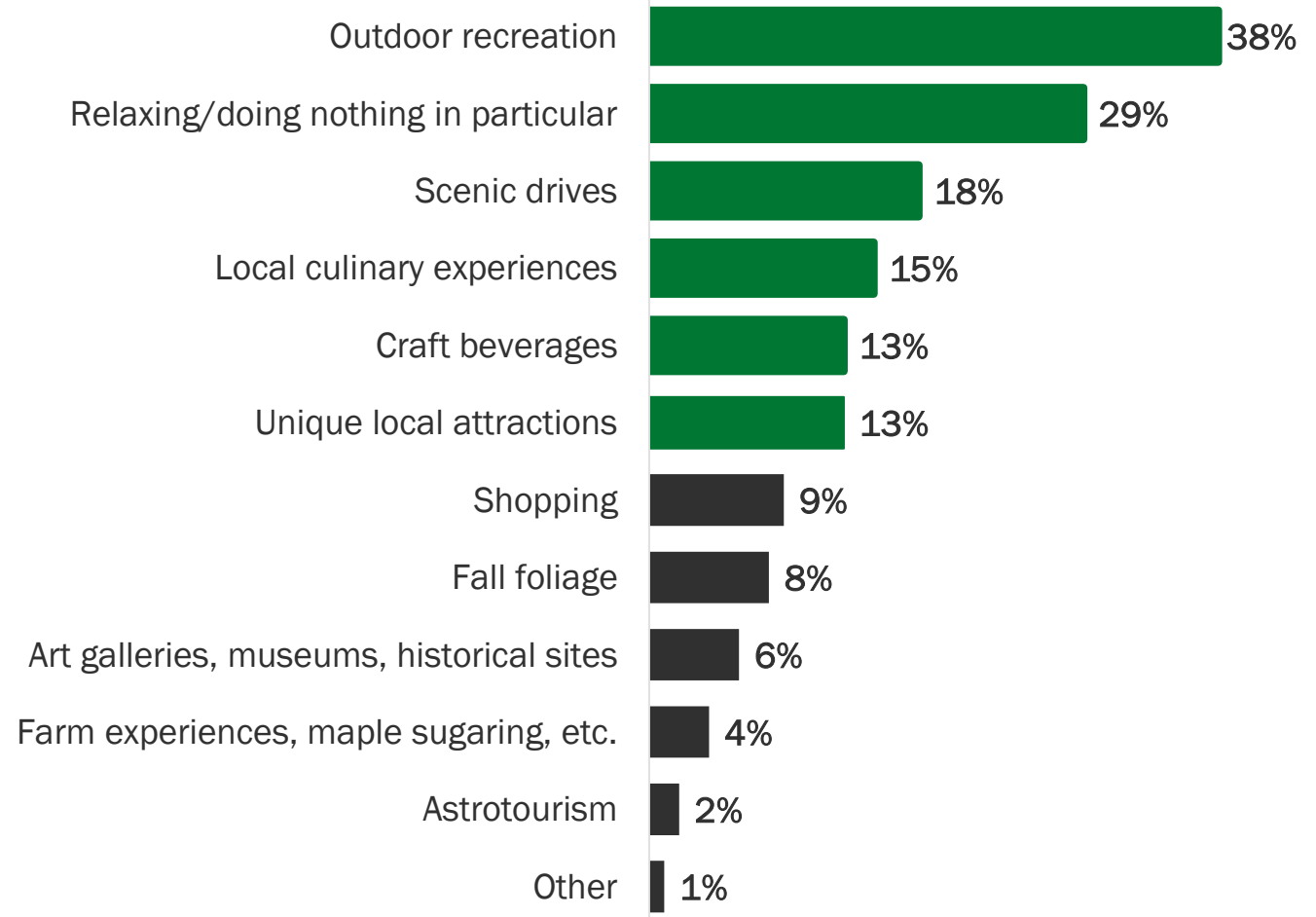


¹ What was your main reason for taking this trip to Vermont? Up to 3 responses permitted.

TYPE OF LEISURE TRIP¹

Breaking leisure visitors down into more specific reasons for visiting:

- » **Nearly 2 in 5** visitors (38%) come to Vermont for its **outdoor recreation**. In the winter and summer seasons in particular, the percentage is even higher – 51% and 41% of visitors, respectively. (See page 90 for seasonal breakdowns.)
- » **Nearly 3 in 10** (29%) come to simply **relax**
- » Other leisure visitors come to the state for **scenic drives** or for **local food, drinks, and attractions**
- » **Fall** visitors more often come to Vermont for **scenic drives** and **foliage**, while **spring** visitors come for **galleries, museums**, and simply to **relax**. (See page 90 for seasonal breakdowns.)

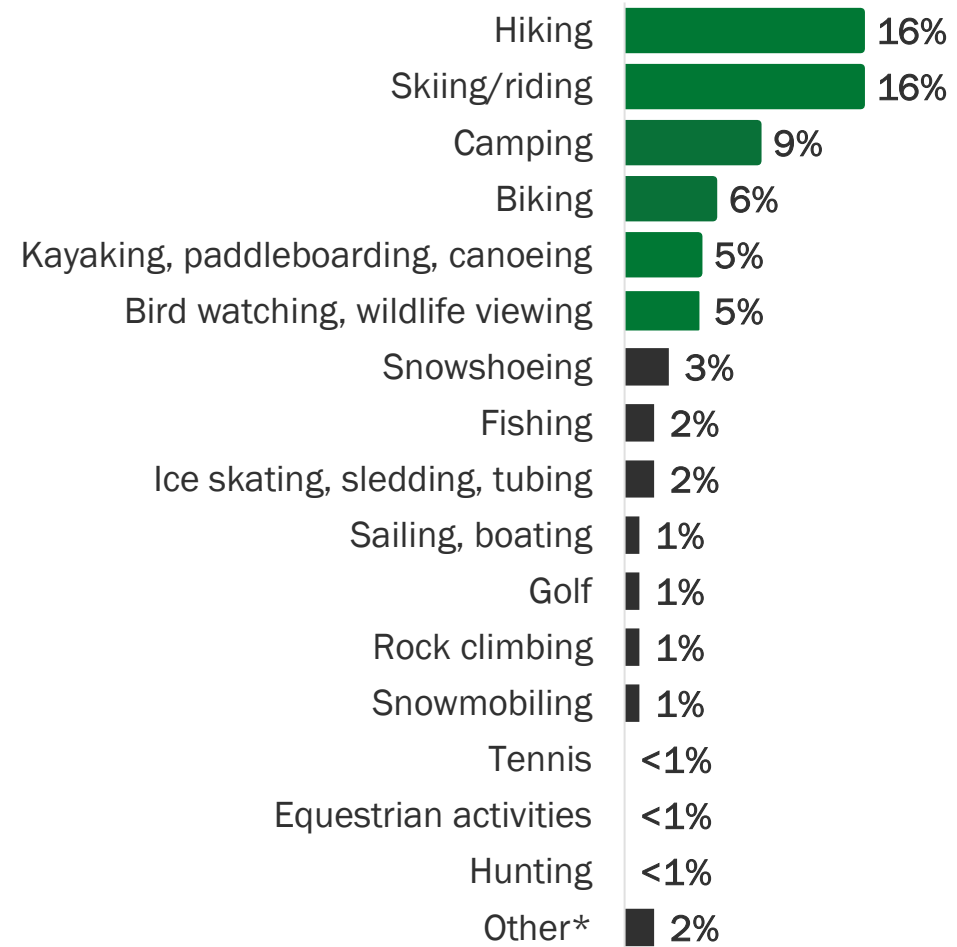


¹ What type of vacation/leisure trip? Multiple responses permitted. Percents out of all visitors.

TYPE OF OUTDOOR RECREATION¹

Breaking down the 38% of Vermont's visitors who come to the state for its outdoor recreation:

- » The top outdoor recreation draws are **hiking** and **skiing**, each bringing in **16%** of Vermont's visitors
- » **Over 4 in 5** outdoor rec visitors (81%) intend to engage in **more than one** outdoor activity
 - » **Winter** visitors tend to come to Vermont **for just one** outdoor activity – skiing
 - » **Summer** visitors come for a **variety** of outdoor activities, including hiking, biking, and kayaking



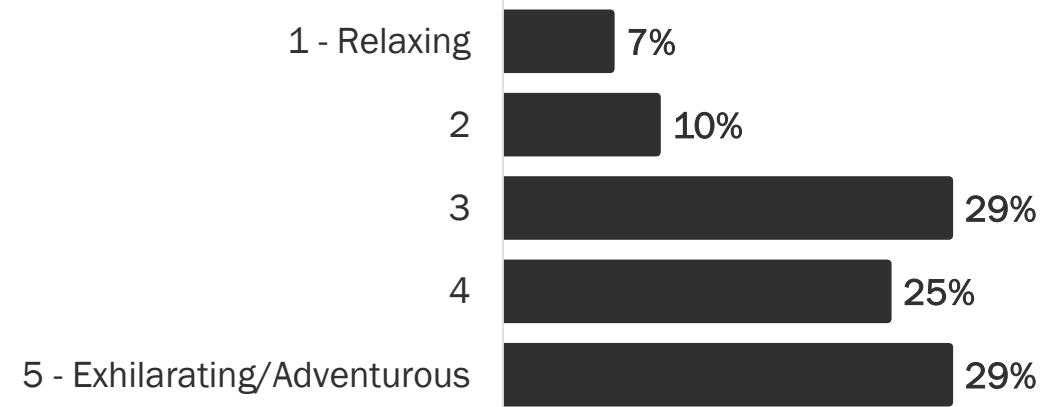
¹ What type of outdoor recreation? Multiple responses permitted. Percents out of all visitors.

*Largest "Other" category is swimming.

RATING OUTDOOR RECREATION¹

- » **Over half** (54%) of visitors who come to Vermont for outdoor recreation rate their outdoor activities as a 4 or 5 (**exhilarating/adventurous** or just a step below)
 - » This is particularly true of winter visitors
- » Fewer (**17%**) rate their outdoor activities as a 1 or 2 (**relaxing or a step above**)
- » Visitors rate snowmobiling, climbing, and skiing/riding as most **adventurous** and equestrian activities, camping, kayaking/paddleboarding, and bird/wildlife viewing as most **relaxing**

Outdoor Activity Ratings

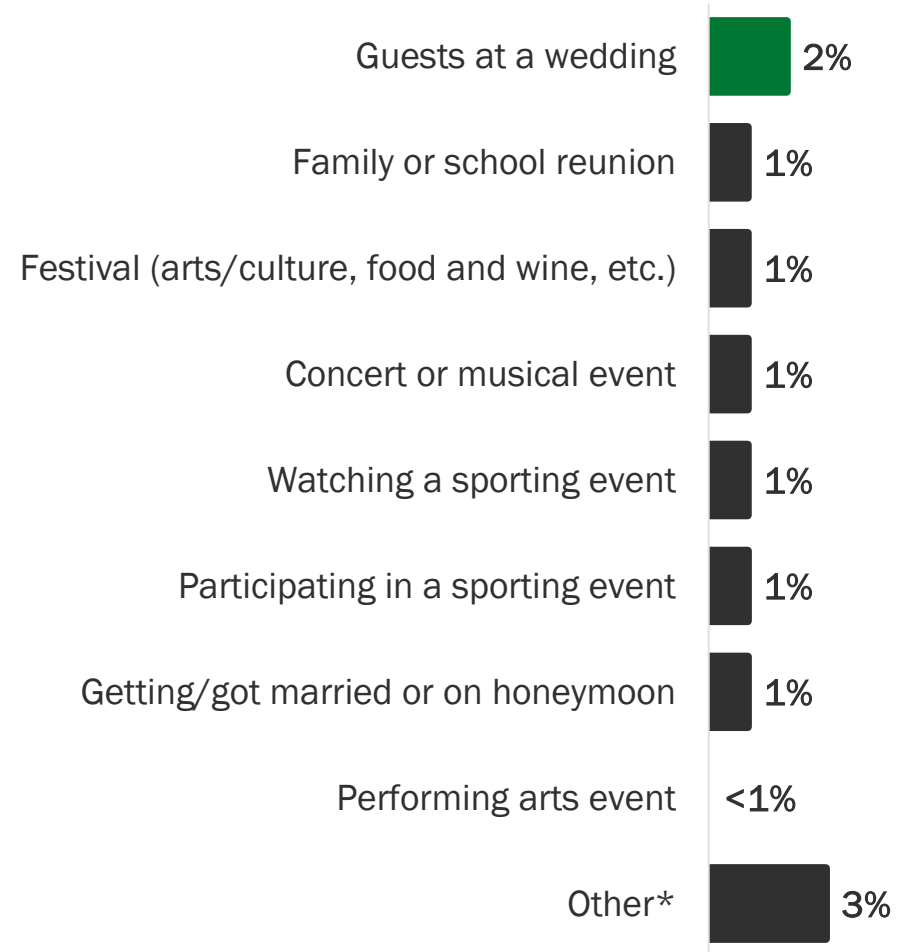


¹ How would you rate your outdoor recreation activities in Vermont, where 1 is relaxing outdoor activities and 5 is exhilarating/adventurous outdoor activities?
Percents out of visitors who come to Vermont for outdoor recreation.

TYPE OF SPECIAL OCCASION/EVENT¹

Special occasions/events brought in 1 in 10 (10%) of Vermont's annual visitors.

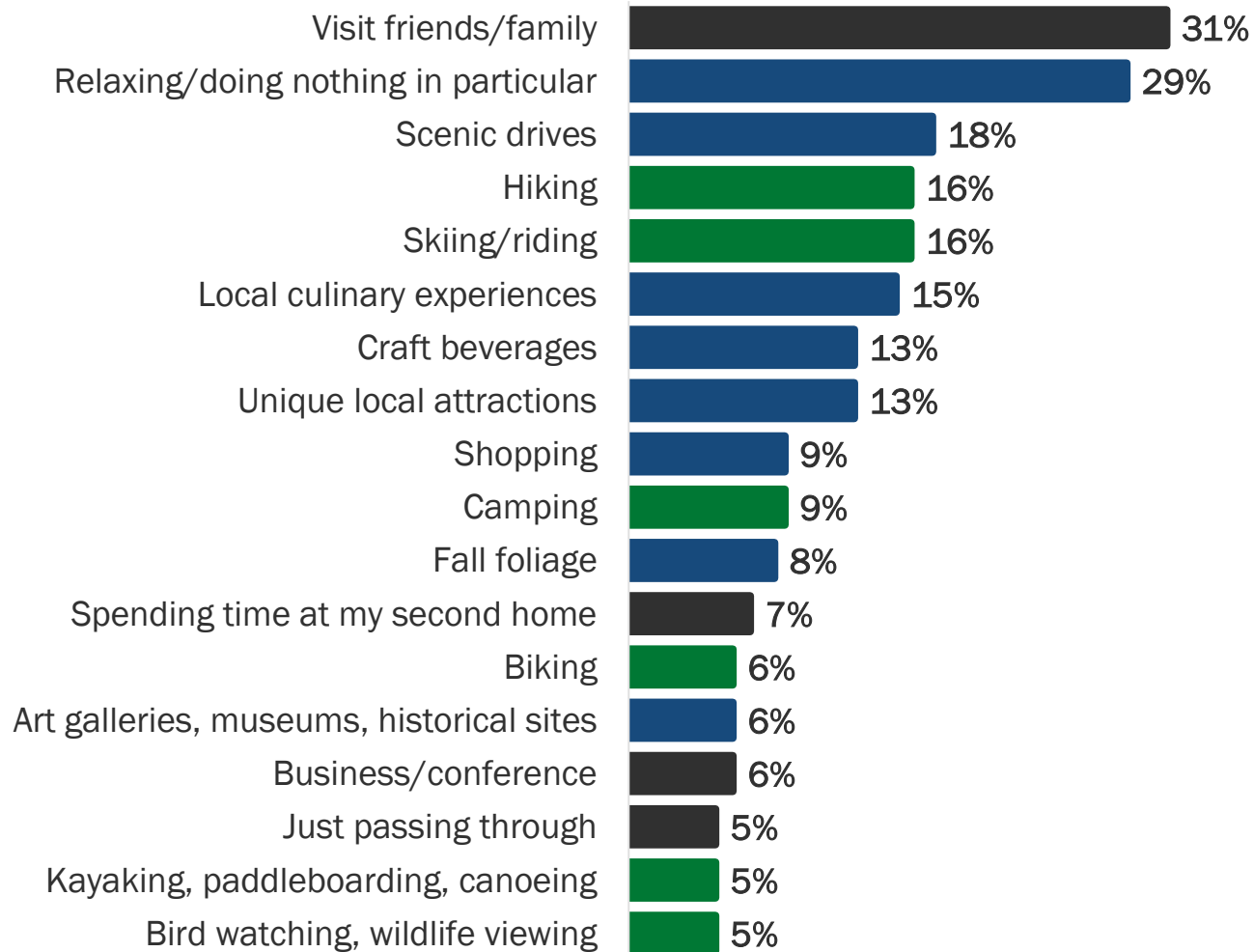
» Most of these visitors come to the state to attend a **wedding, festival, or birthday/anniversary celebration.**



¹ What type of special occasion or event? Percents out of all visitors.

* "Other" includes birthdays, anniversaries, and funerals.

TOP MAIN REASONS¹



Compiling top reasons for visiting
from the previous 5 pages

Represents TOP reasons for visiting; see next page for all.

☐ Vacation/leisure trip

☐ Outdoor recreation

☐ Other reasons for visiting

¹ What was your main reason for taking this trip to Vermont?

Multiple responses permitted. Percents out of all visitors. Top 18 reasons shown; all reasons on next slide.

ALL MAIN REASONS

Main Reason	Percent	Main Reason	Percent
Visit friends/family	31%	Snowshoeing	3%
Relaxing/doing nothing in particular	29%	Guests at a wedding	2%
Scenic drives	18%	Fishing	2%
Hiking	16%	Ice skating, sledding, tubing	2%
Skiing/riding	16%	Astrotourism	2%
Local culinary experiences	15%	Family or school reunion	1%
Craft beverages	13%	Sailing, boating	1%
Unique local attractions	13%	Golf	1%
Shopping	9%	Festival (arts/culture, food and wine, etc.)	1%
Camping	9%	Rock climbing	1%
Fall foliage	8%	Snowmobiling	1%
Spending time at my second home	7%	Concert or musical event	1%
Biking	6%	Watching a sporting event	1%
Art galleries, museums, historical sites	6%	Participating in a sporting event	1%
Business/conference	6%	Getting/got married or on honeymoon	1%
Just passing through	5%	Tennis	<1%
Kayaking, paddleboarding, canoeing	5%	Equestrian activities	<1%
Bird watching, wildlife viewing	5%	Performing arts event	<1%
Farm experiences, maple sugaring, etc.	4%	Hunting	<1%

ALL MAIN REASONS (BREAKOUTS)

- » While the previous pages show the main reasons that visitors took their trip to Vermont as a percentage of the total population, those percentages were calculated based on follow-up questions asked within each main reason category (e.g., leisure visitors were asked “What type of vacation/leisure trip?”). More details and context are included in the chart to the right to provide clarity about what people were asked, how they answered, and how “percent of total” was calculated.
- » For example, 54% of leisure visitors come to Vermont for outdoor recreation. This means 38% of all of Vermont’s visitors come to the state for outdoor rec.
- » Note: Visitors may have multiple reasons for traveling to the state. For example, one might come for business but extend their trip for a mini vacation. Or one might come for both a vacation and to go to a specific event.

Main Reason for Visiting ¹	Percent of “Main Reason” Subgroup	Percent of ALL Visitors
Vacation/leisure trip		70%
Outdoor recreation	54%	38%
Relaxing/doing nothing in particular	41%	29%
Scenic drives	25%	18%
Local culinary experiences	22%	15%
Craft beverages	19%	13%
Unique local attractions	19%	13%
Shopping	13%	9%
Fall foliage	12%	8%
Art galleries, museums, historical sites	9%	6%
Farm experiences, maple sugaring, etc.	6%	4%
Astrotourism	3%	2%
Other	2%	1%
Visit friends/family		31%
Special occasion or event		10%
Guests at a wedding	23%	2%
Family or school reunion	12%	1%
Festival	11%	1%
Concert or musical event	7%	1%
Watching a sporting event	7%	1%
Participating in a sporting event	7%	1%
Getting/got married or on honeymoon	5%	1%
Performing arts event	2%	<1%
Other	26%	3%
Spending time at my second home		7%
Business/conference		6%
Just passing through		5%
Other		3%

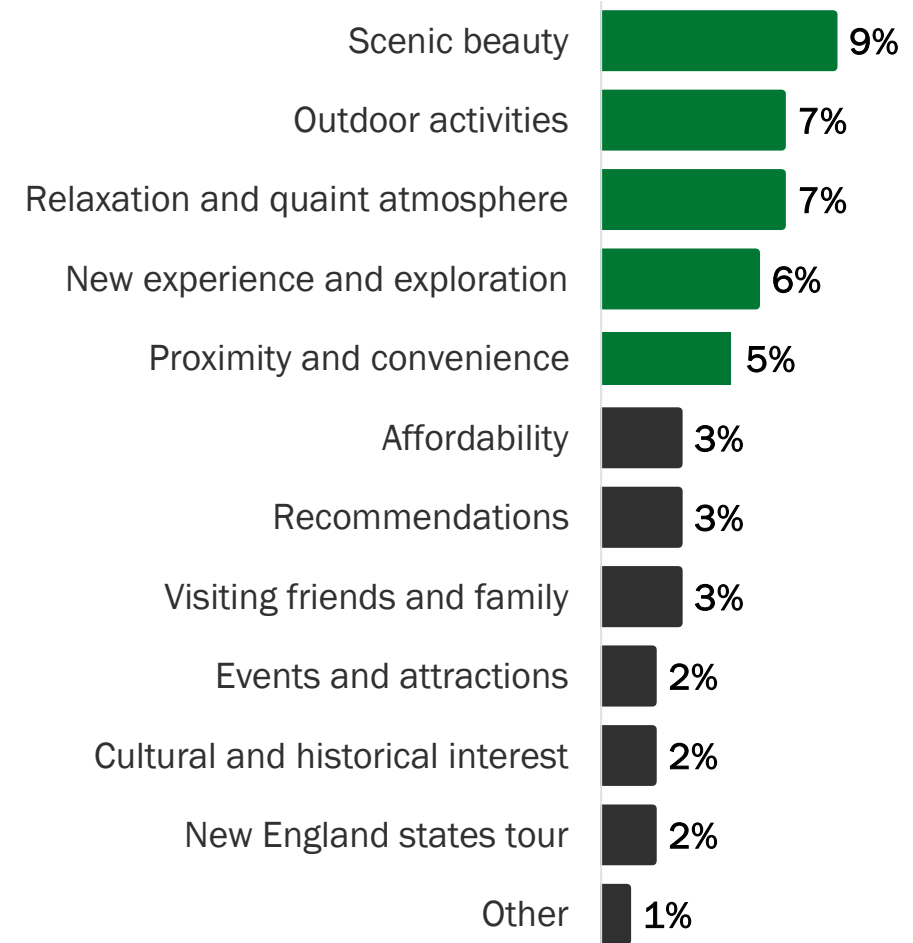
¹ Multiple responses permitted.

REASONS FOR CHOOSING VERMONT

17% of visitors consider other destinations before choosing to travel to Vermont.¹

- » The state's **scenic beauty** is the **most popular reason** visitors choose Vermont over other destinations
- » **7% of all visitors** settle on Vermont for its **outdoor recreation opportunities** or its **relaxation and quaint atmosphere**
- » Other popular reasons for choosing Vermont over other destinations include the desire to **explore a new area** as well as the state's **closeness and convenience**

Reasons for Choosing Vermont²



¹ Did you consider any other destinations before choosing Vermont for this trip?

² Why did you choose Vermont over the other destinations you considered?

Multiple responses permitted. Percents out of all visitors.

CHOOSING VERMONT (BREAKOUTS)

- » Visitors who considered other destinations before choosing Vermont were asked, “Why did you choose Vermont over the other destinations you considered?”
- » The “Percent of ‘Considered Other Destinations’ Subgroup” column shows percents out of those who considered other destinations before choosing Vermont.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who considered other destinations.
- » For example, 52% of visitors who considered other destinations choose Vermont over those destinations for its scenic beauty. This means 9% of all of Vermont’s visitors chose it over other options for its beauty.

Reasons for Choosing over Other Destinations ¹	Percent of “Considered Other Destinations” Subgroup	Percent of ALL Visitors
Scenic beauty	52%	9%
Outdoor activities	44%	7%
Relaxation and quaint atmosphere	39%	7%
New experience and exploration	35%	6%
Proximity and convenience	32%	5%
Affordability	20%	3%
Recommendations	17%	3%
Visiting friends and family	16%	3%
Events and attractions	14%	2%
Cultural and historical interest	13%	2%
New England states tour	11%	2%
Other	6%	1%

¹ Multiple responses permitted.

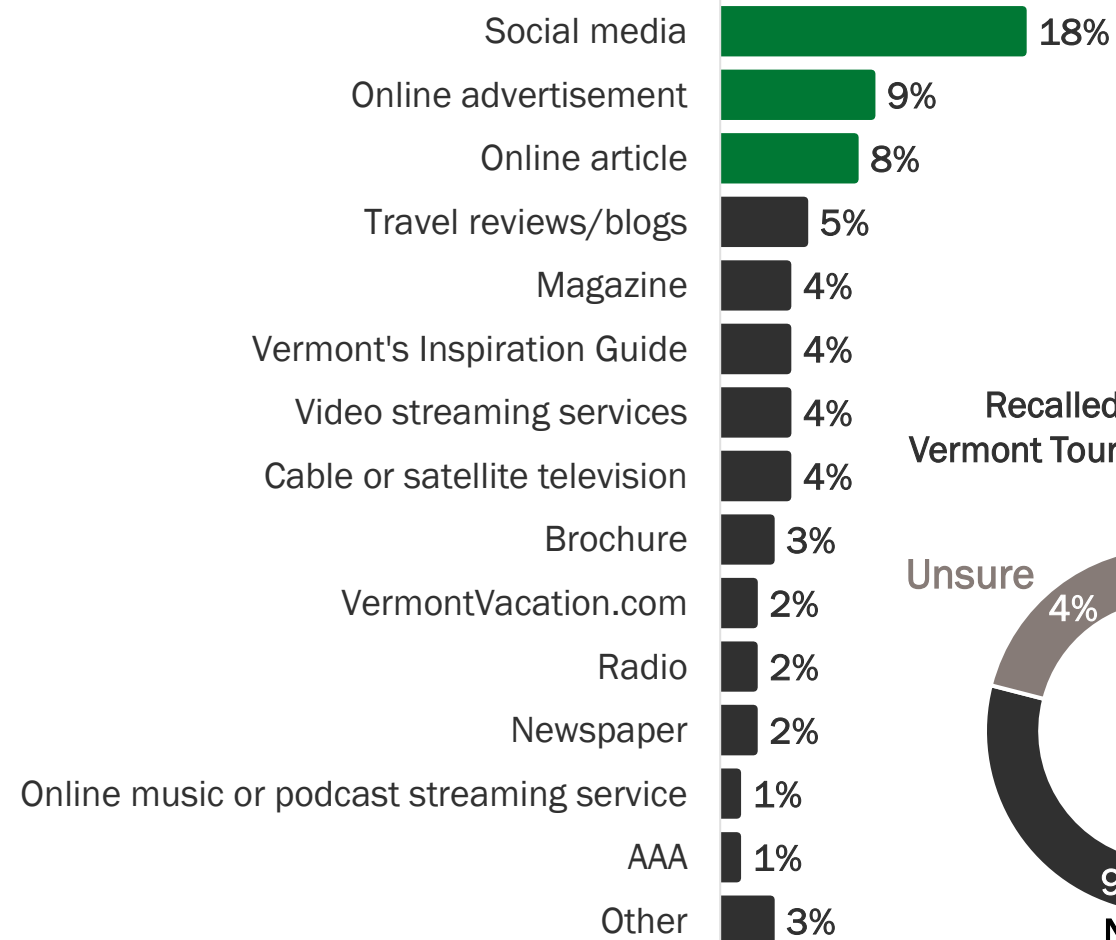
PRE-TRIP RECALL OF ADVERTISING

Nearly 2 in 5 visitors (39%) recall seeing ads for Vermont before their trip.¹

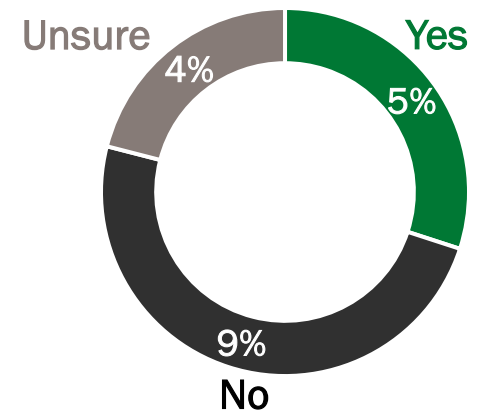
» **Social media** is the most common source of ad recall, followed distantly by **online ads** and **online articles**

» **5%** recall seeing ads on **Vermont Tourism's social media**

Sources of Ad Recall²



Recalled Seeing Ads on Vermont Tourism's Social Media³



¹ Over the past six months, have you seen, read, or heard any travel stories, advertising, or promotions for Vermont?

² Where did you see this information about vacationing in Vermont? *Multiple responses permitted. Percents based on all visitors.*

³ You mentioned social media as a source where you recalled information about Vermont. Did that include Vermont Tourism's official social media?

*Top "Other" response is a Vermont State Parks website.

PRE-TRIP AD RECALL (BREAKOUTS)

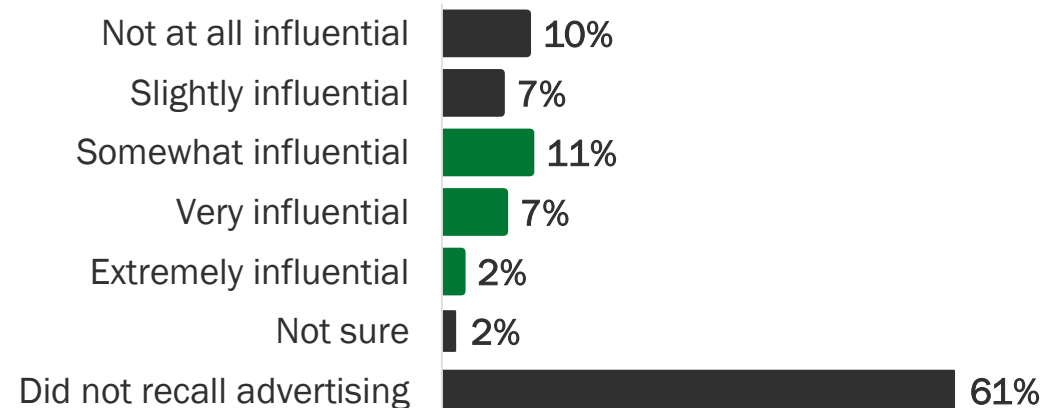
- » Visitors who recalled seeing advertising for Vermont in the 6 months before their trip were asked, “Where did you see this information about vacationing in Vermont?”
- » The “Percent of ‘Recalled Advertising’ Subgroup” column shows percents out of those who recalled seeing advertising for Vermont.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who recalled advertising.
- » For example, 45% **of visitors who recalled ads** saw those ads on social media. This means **18% of all of Vermont’s visitors** recalled seeing ads on social media.

Source of Advertising Recall ¹	Percent of “Recalled Advertising” Subgroup	Percent of ALL Visitors
Social media	45%	18%
Online advertisement	24%	9%
Online article	20%	8%
Travel reviews/blogs	13%	5%
Magazine	11%	4%
Vermont’s Inspiration Guide	10%	4%
Video streaming services	10%	4%
Cable or satellite television	9%	4%
Brochure	7%	3%
VermontVacation.com	5%	2%
Radio	5%	2%
Newspaper	5%	2%
Online music or podcast streaming service	3%	1%
AAA	3%	1%
Other	7%	3%

¹ Multiple responses permitted.

ADVERTISING INFLUENCE¹

- » **1 in 5** visitors (20%) find advertising, promotions, or travel stories **somewhat to extremely influential** in their decision to travel to Vermont



¹ How influential were these travel stories, advertising, and promotions in your decision to come to Vermont? *Percents out of all visitors.*

ADVERTISING INFLUENCE (BREAKOUTS)

- » Visitors who recalled seeing advertising for Vermont in the 6 months before their trip were asked, “How influential were these travel stories, advertising, and promotions in your decision to come to Vermont?”
- » The “Percent of ‘Recalled Advertising’ Subgroup” column shows percents out of those who recalled seeing advertising for Vermont.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who recalled advertising.
- » For example, 6% of visitors who recalled ads said the ads were extremely influential in their decision to come to Vermont. This means 2% of all of Vermont’s visitors felt ads were extremely influential.

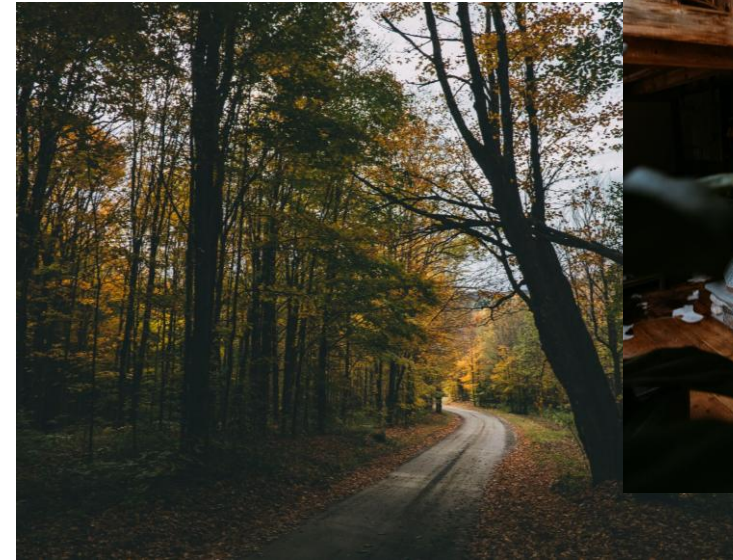
Advertising Influence	Percent of “Recalled Advertising” Subgroup	Percent of ALL Visitors
Not at all influential	26%	10%
Slightly influential	18%	7%
Somewhat influential	27%	11%
Very influential	19%	7%
Extremely influential	6%	2%
Not sure	4%	2%
Did Not Recall Advertising	NA	61%

PRE-VISIT SUMMARY

TOP DRAWS WHY VERMONT?

Visitors come to Vermont to slow down and take a real break in a place that feels calm, scenic, and authentic. They're drawn by the state's natural beauty and outdoor-centered atmosphere, plus the chance to explore charming small towns and enjoy local food and drink - especially farm-to-table meals, breweries, and other made-in-Vermont flavors.

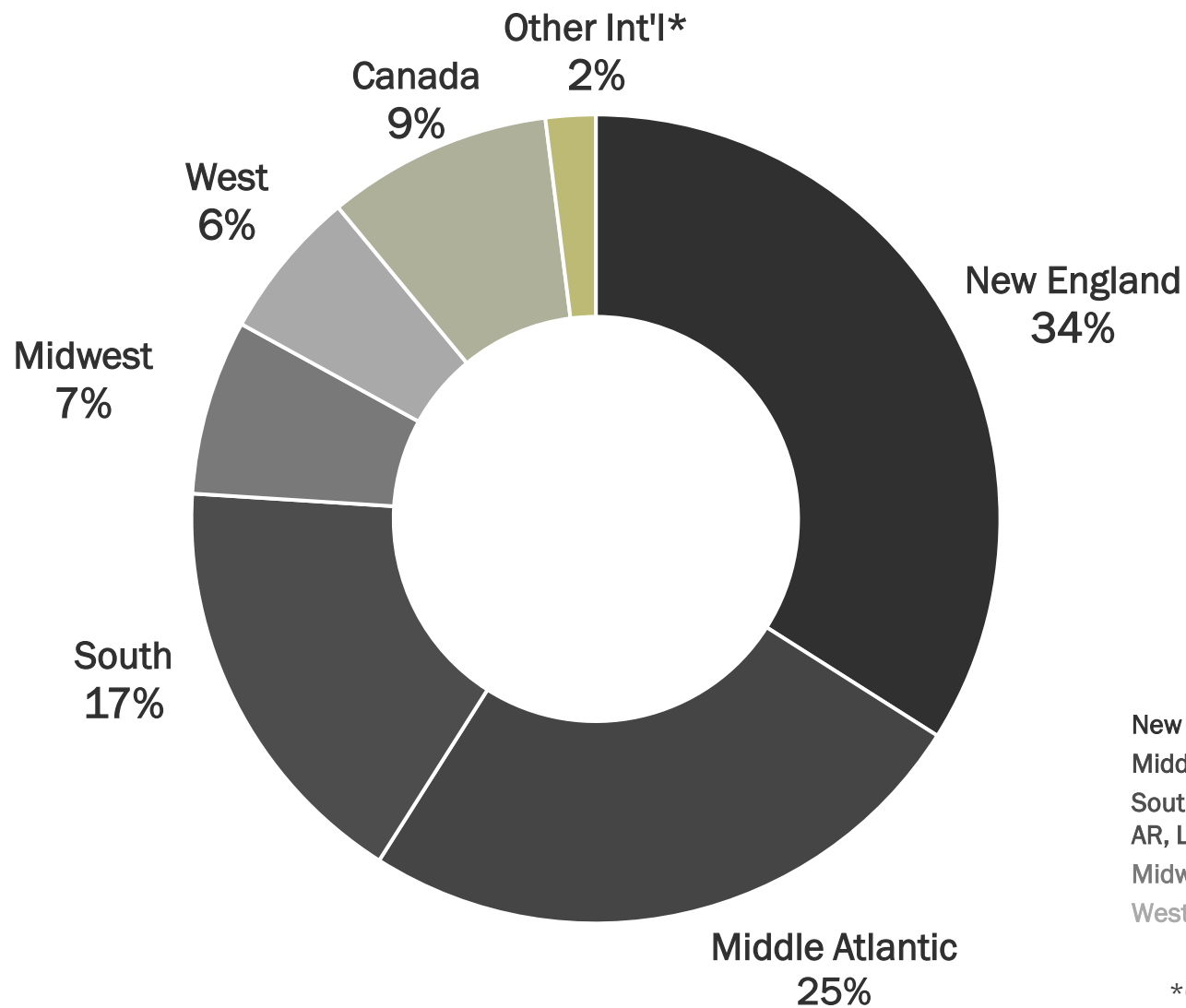
Vermont's appeal is that of a simple, stress-free getaway that helps people re-center and reconnect with nature.



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



New England: CT, ME, MA, NH, RI

Middle Atlantic: NJ, NY, PA

South: FL, GA, NC, SC, VA, DC, MD, DE, WV, AL, KY, MS, TN, AR, LA, OK, TX

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD

West: AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA

*Other top country of origin is the United Kingdom (2%).

TOP ORIGIN STATES & PROVINCES

- » **Over 4 in 5** visitors (81%) travel from 14 U.S. states and 2 Canadian provinces
- » Most **domestic** visitors travel from **elsewhere in the northeast**, especially New England
 - » Winter visitors in particular are more likely to be traveling from New York than visitors in other seasons
- » **9%** of visitors travel from **Canada**

State/Province	Percent of Visitors
Massachusetts	16%
New York	14%
Connecticut	8%
New Hampshire	7%
New Jersey	6%
Quebec	6%
Florida	4%
Pennsylvania	4%
California	2%
Maine	2%
Maryland	2%
North Carolina	2%
Rhode Island	2%
Texas	2%
Virginia	2%
Ontario	2%
Other states and provinces ¹	19%

¹ Fewer than 2% of visitors travel from each other state or province.

TOP ORIGIN MARKETS

- » **Over half** (55%) of annual visitors travel from **10** U.S. markets
- » Visitors most commonly travel to Vermont from the **Boston** or **New York** areas

U.S. Market	Percent of Visitors
Boston	16%
New York ¹	12%
Hartford-New Haven	6%
Albany-Schenectady-Troy	5%
Philadelphia	4%
Burlington-Plattsburgh	3%
Springfield-Holyoke	3%
Portland-Auburn	2%
Providence-New Bedford	2%
Washington, DC-Hagerstown ²	2%
Other markets ³	45%

¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

³ Fewer than 2% of visitors travel from each other market.

TRAVEL PARTIES

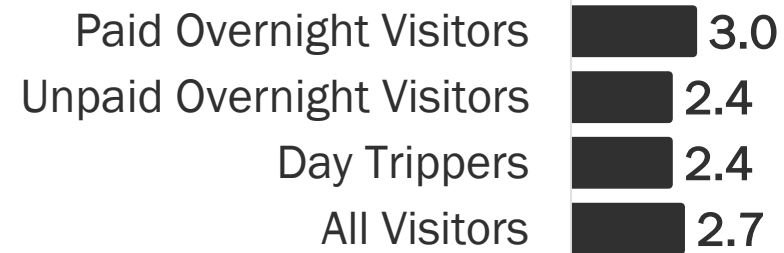
» Typical visitors travel to Vermont in **parties** of **2.7¹** **people**

» Paid overnight visitors (those staying in paid accommodations) travel in the largest parties

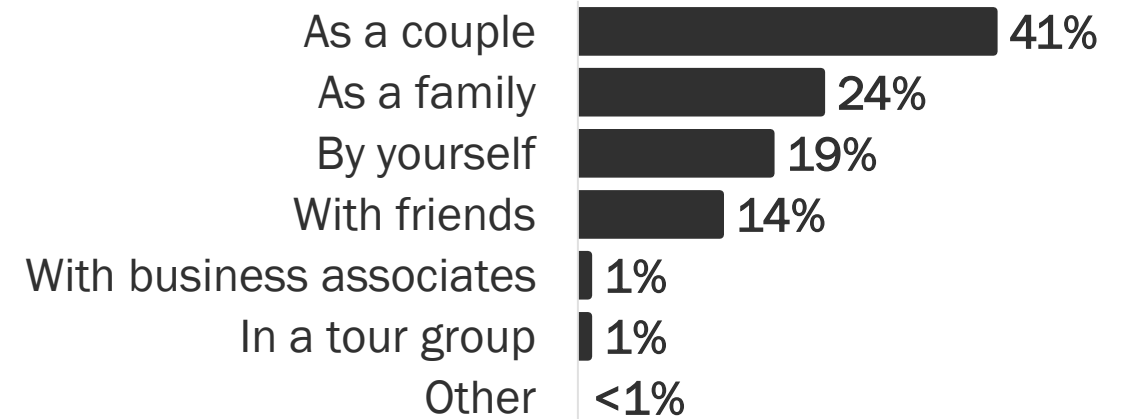
» **18%** of visitors travel with one or more **children⁴** in their travel party

» Visitors most commonly travel to Vermont **as a couple**

Travel Party Size by Visitor Type²



Travel Party Composition³



¹ Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

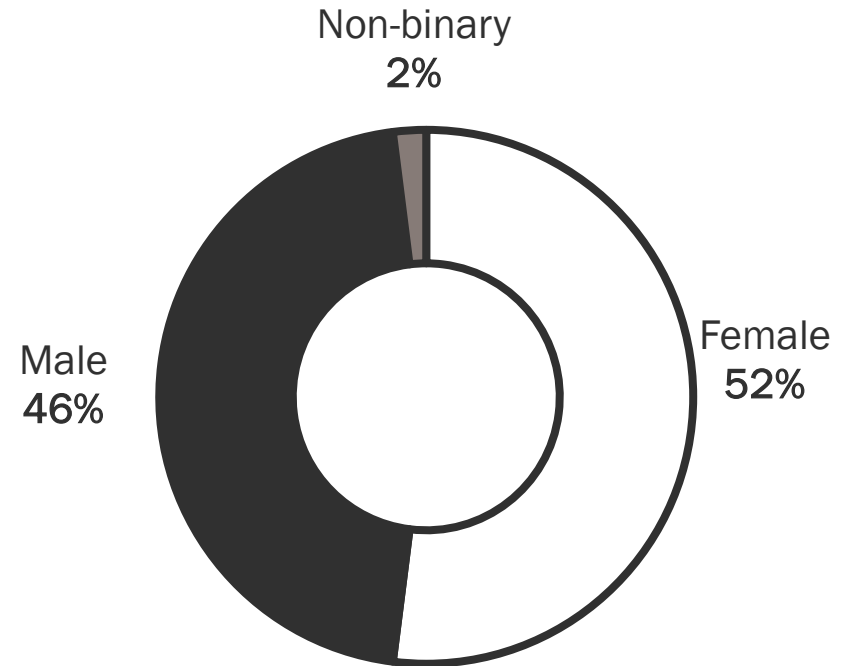
² Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³ On this trip, are you traveling:

⁴ Were there any children in your immediate travel party on this trip?

GENDER¹

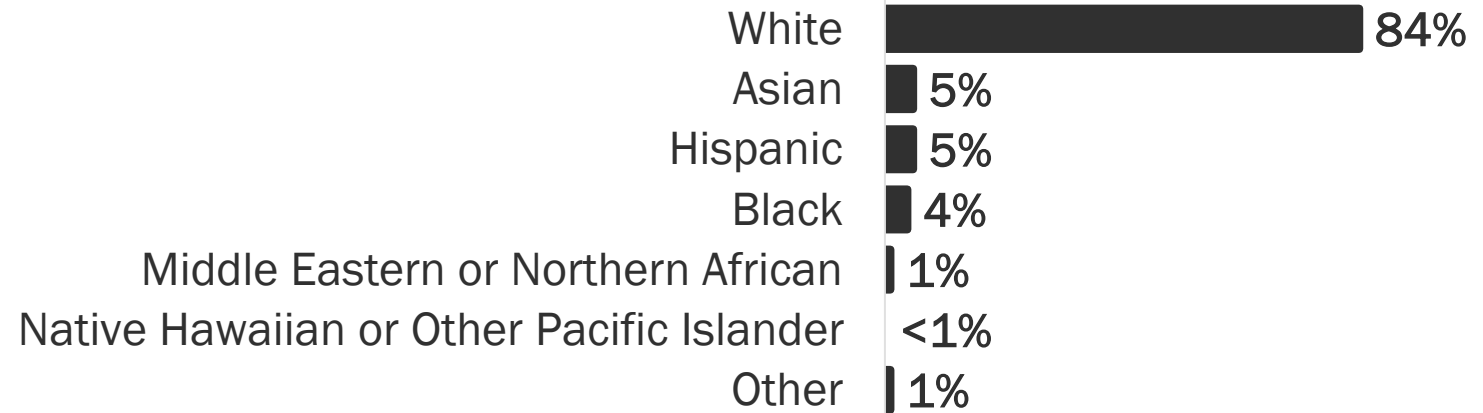
- » **Over half** (52%) of visitors to Vermont interviewed were **females**
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



RACE & ETHNICITY¹

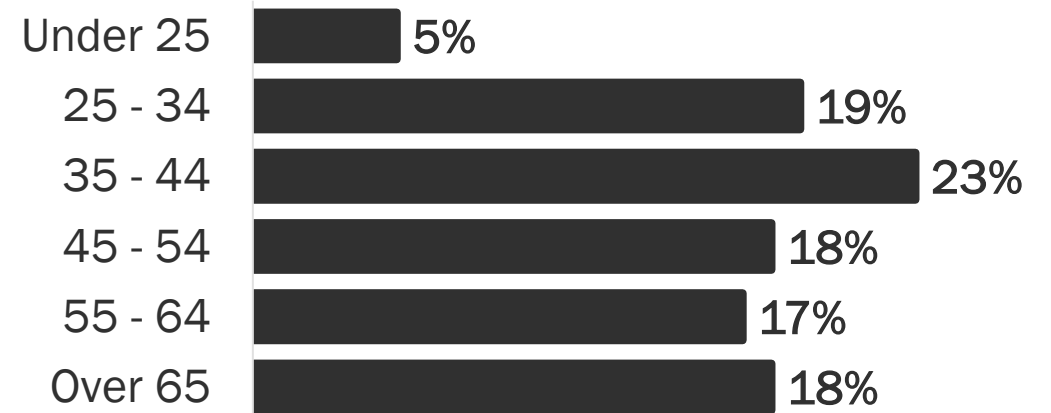
» **Over 4 in 5** annual visitors to Vermont (84%) identified their race as **White/Caucasian**

» This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



¹ How do you identify your race/ethnicity?

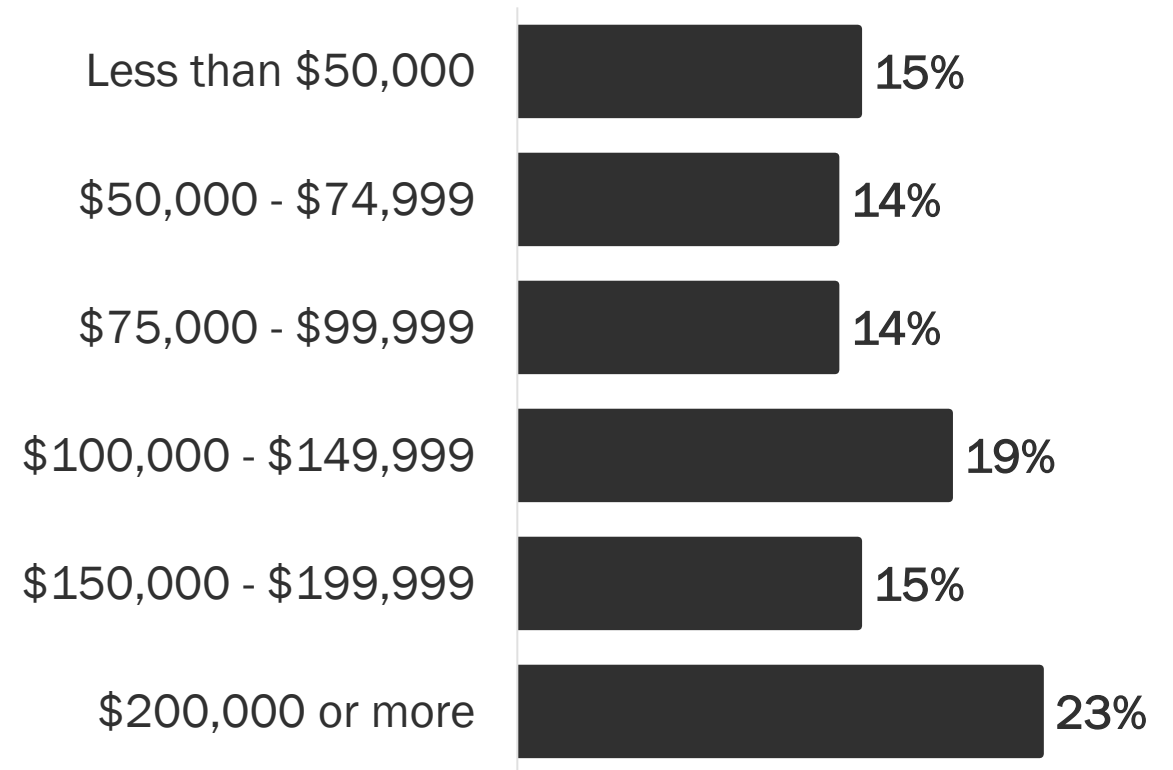
- » The median **age** of adult visitors to Vermont who participated in this survey on behalf of their travel party is **46** years old
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



¹ Which category best fits your age?

HOUSEHOLD INCOME¹

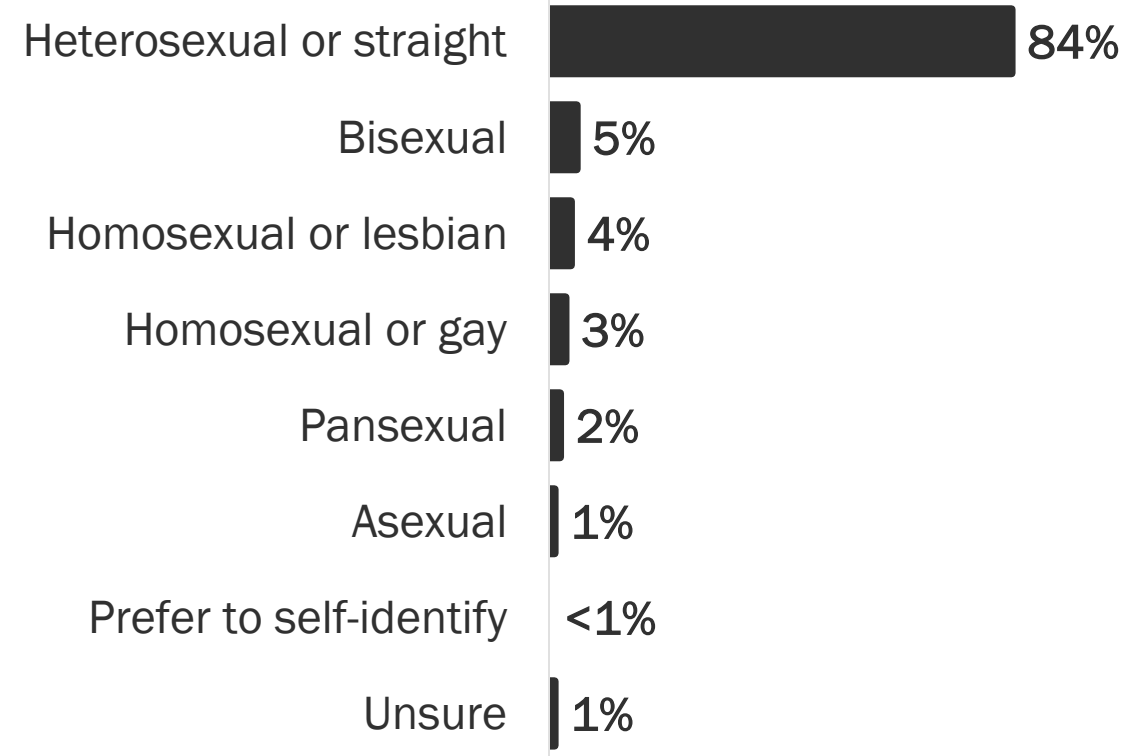
- » The median **annual household income** of annual visitors to Vermont is **\$118,420**
- » **Nearly 3 in 5** visitors to Vermont (57%) earn **\$100,000 or more** per year
- » **Nearly 1 in 4** (23%) earn more than **\$200,000**
- » This household income data reflects the surveyed individual's household income, who may not fully represent the entire travel party if they are not all from the same household.



¹ Which category best fits your total household income last year from all sources?

SEXUAL ORIENTATION¹

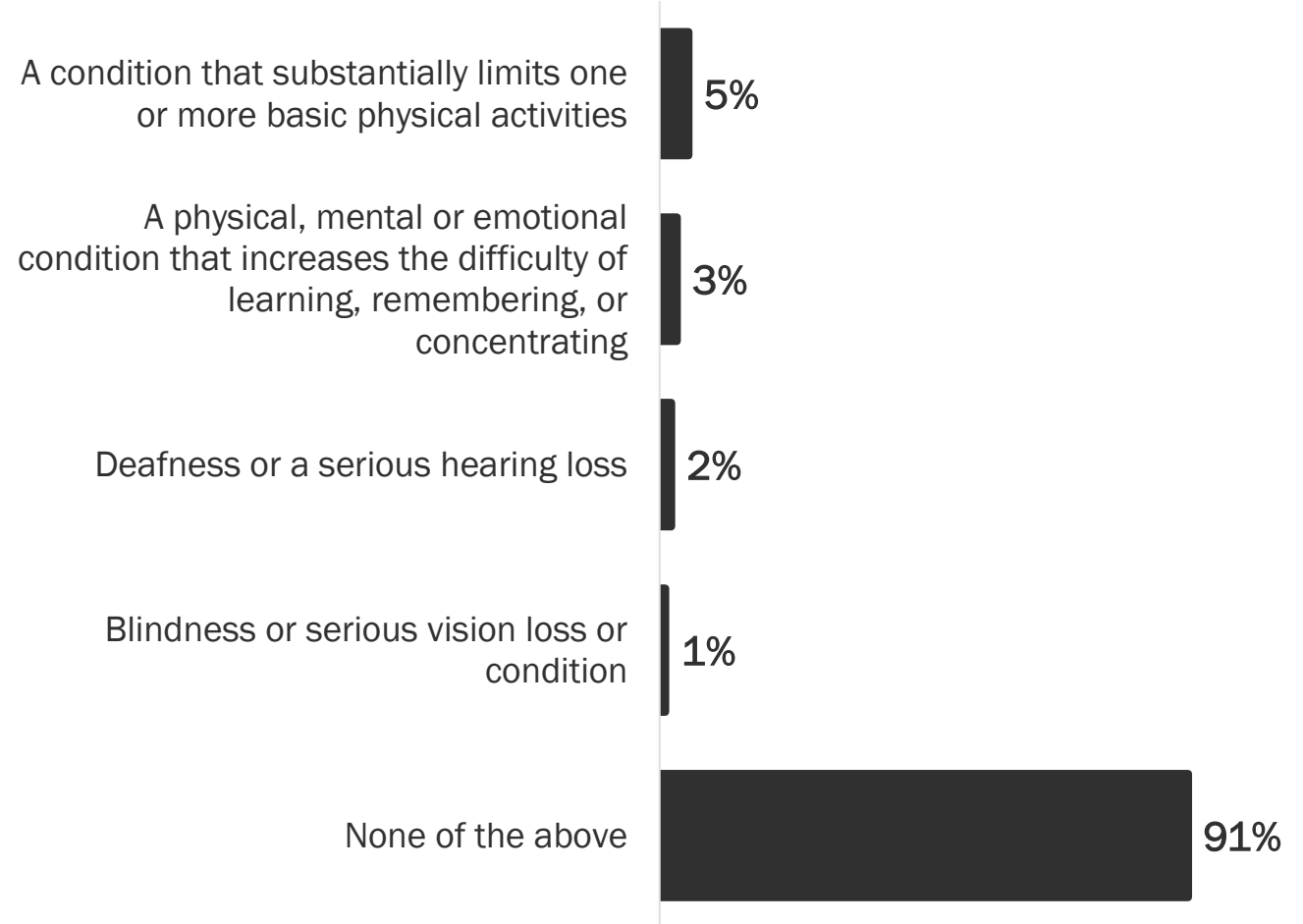
- » **Over 4 in 5** visitors to Vermont (84%) consider themselves **heterosexual** or straight
- » **16%** do **not** consider themselves heterosexual
 - » **7%** consider themselves **gay or lesbian**
 - » **5%** consider themselves **bisexual**
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



¹ Which of the following do you consider yourself to be?

DISABILITY¹

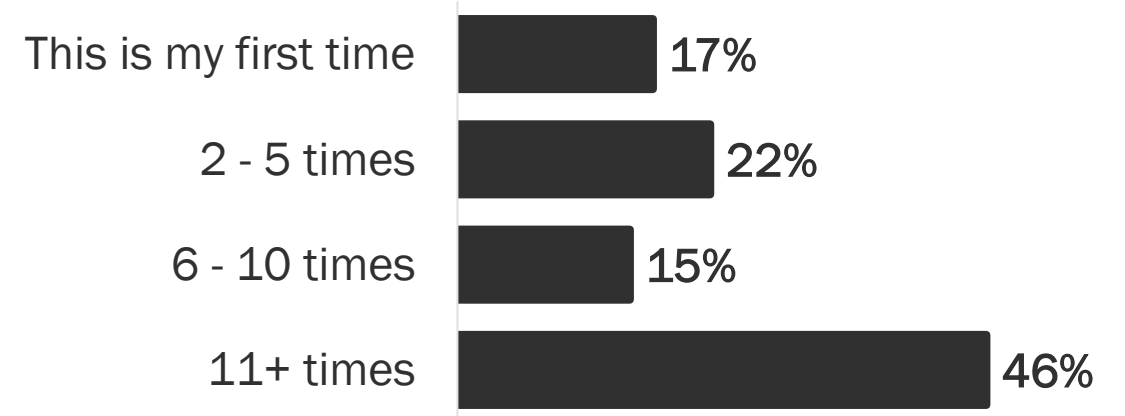
- » **Nearly 1 in 10** visitors to Vermont (9%) report themselves or someone in their travel party having a long-lasting condition, disability, functional limitation or health problem
- » The most common disability is a condition **limiting physical activities**, reported by **5%** of visitors



¹ Does anyone in your travel party have any of the following long-lasting conditions, disabilities, functional limitations or health problems? *Multiple responses permitted.*

NEW & RETURNING VISITORS¹

- » **Nearly half** (46%) of Vermont's visitors have been to the state **more than 10 times**
- » That said, **nearly 1 in 5** (17%) are in the state for the **first time**
- » **Fall** visitors are much more likely to be in the state for the **first time** (26% of visitors), while **winter** visitors are more likely to have visited **more than 10 times** (53% of visitors)

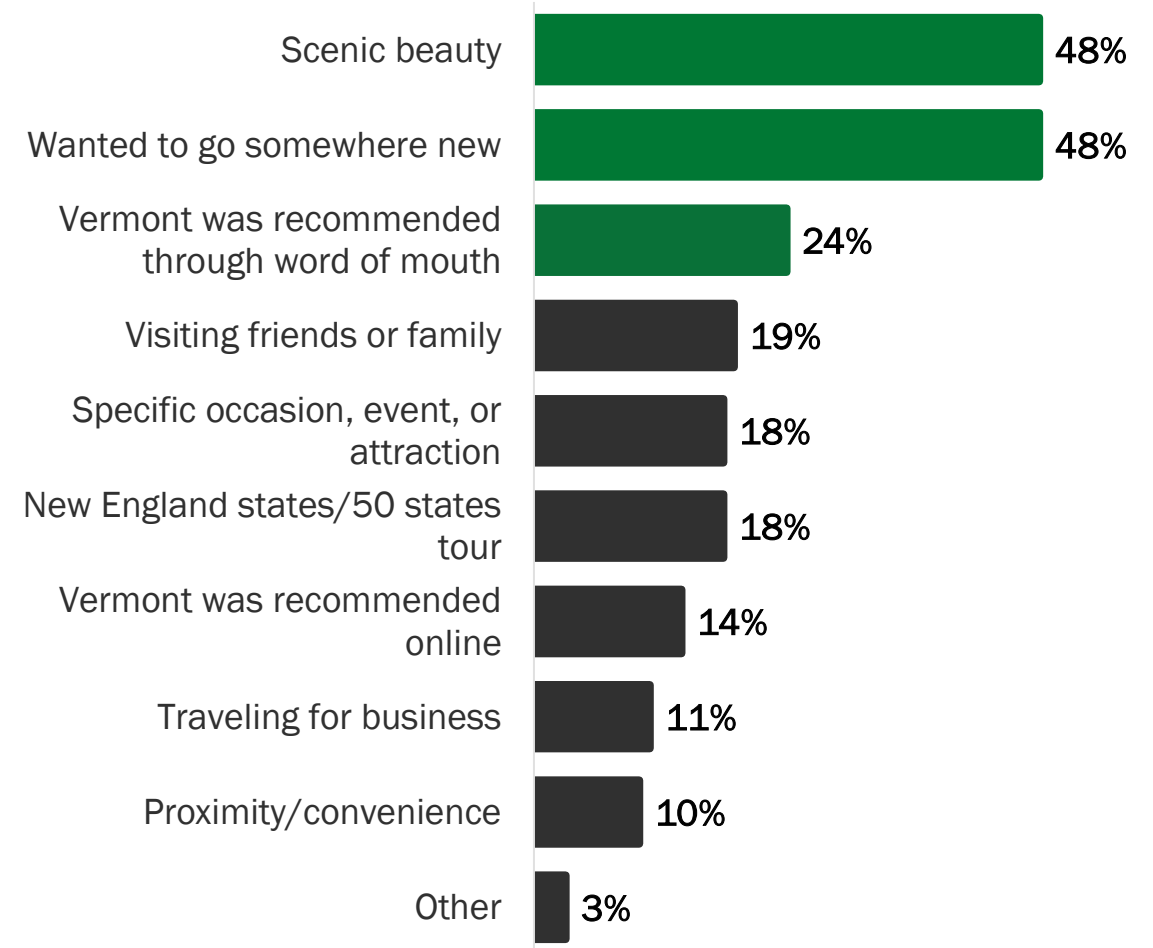


¹ Approximately how many times have you visited Vermont?

REASONS FOR FIRST TRIP TO VERMONT¹

Of the 17% of Vermont's visitors who are in the state for the first time:

- » **Nearly half** (48%) come to Vermont for its **scenic beauty** or because they want to **go somewhere new**
- » Another **nearly 1 in 4** (24%) visit Vermont for the first time on the **recommendations** of others



¹ What inspired this first trip to Vermont? Multiple responses permitted. Percents out of first-time visitors.

REASONS FOR FIRST TRIP (BREAKOUTS)

- » Visitors who were in Vermont for the first time were asked, “What inspired this first trip to Vermont?”
- » The “Percent of ‘First-Time Visitor’ Subgroup” column shows percents out of first-time Vermont visitors.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who were in the state for the first time.
- » For example, 48% **of first-time visitors** were inspired to visit by the state’s beauty. This means 8% **of all of Vermont’s visitors** were inspired to visit by Vermont’s beauty.

Reason for First Vermont Trip ¹	Percent of “First-Time Visitor” Subgroup	Percent of ALL Visitors
Scenic beauty	48%	8%
Wanted to go somewhere new	48%	8%
Vermont was recommended through word of mouth	24%	4%
Visiting friends or family	19%	3%
Specific occasion, event, or attraction	18%	3%
New England states/50 states tour	18%	3%
Vermont was recommended online	14%	2%
Traveling for business	11%	2%
Proximity/convenience	10%	2%
Other	3%	1%

VISITOR PROFILE SUMMARY

VERMONT'S TYPICAL VISITOR WHO ARE THEY?

Vermont's visitors are mostly leisure travelers - often couples, plus a strong share of families and some solo trips or friend groups. Many come from nearby (especially New England), seeing Vermont as an easy getaway. But there's also a meaningful stream from farther away - both from the South and from major markets like New York, New Jersey, and Pennsylvania.

Vermont attracts a mix of loyal repeat visitors who return again and again, and first-timers who come after hearing great things and want to experience the state for themselves.



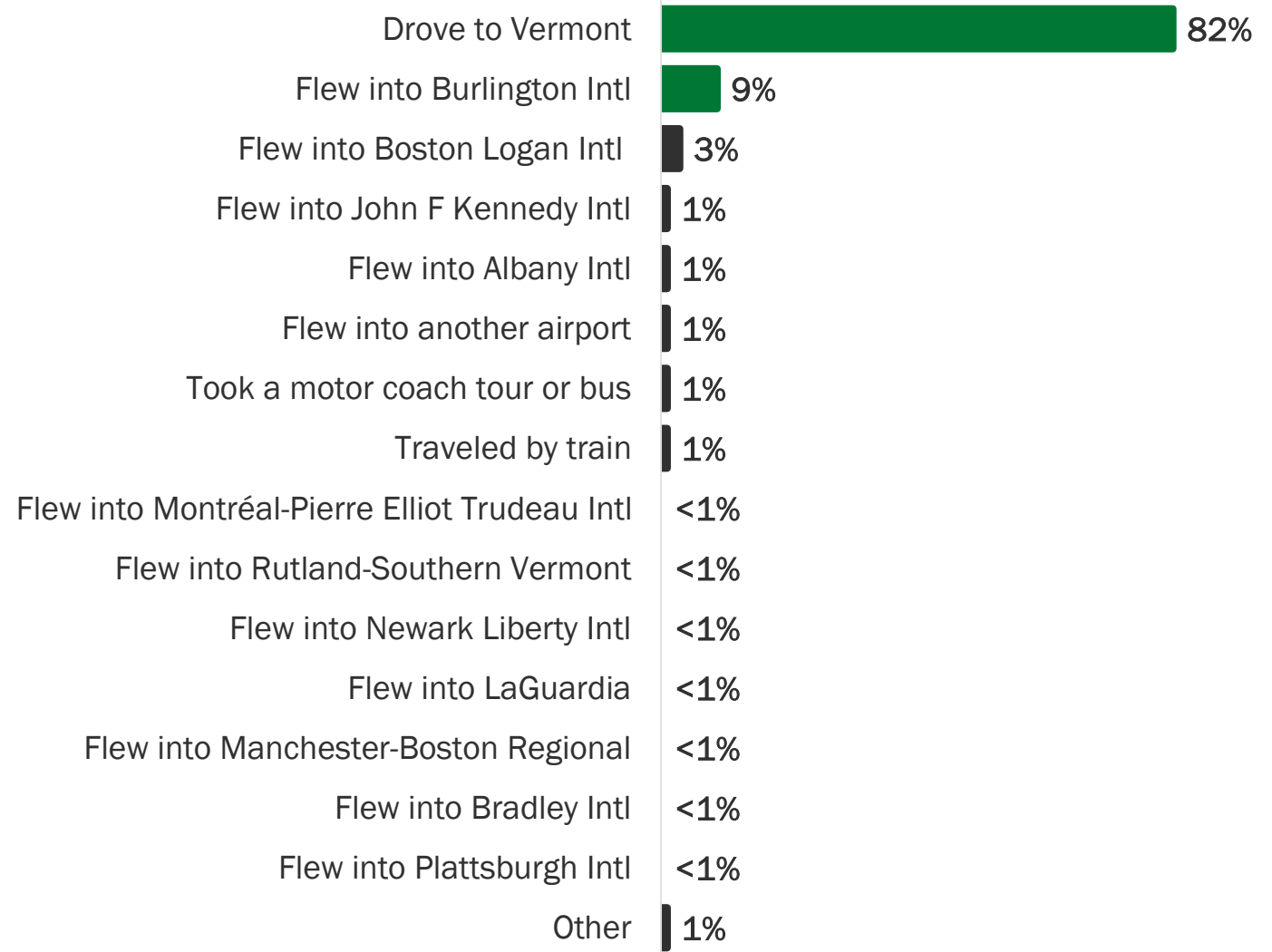
VISITOR JOURNEY : TRIP EXPERIENCE



MODES OF TRANSPORTATION¹

Vermont is a drive market for most visitors.

- » **Over 4 in 5** (82%) choose to **travel by car** over plane, motor coach/bus, or train
- » **5%** drive to Vermont in a **fully-electric vehicle** (EV)²
- » Most visitors who **fly** to Vermont arrive at **Burlington International Airport**
- » **Fall** visitors, who are most likely to come from farther away (particularly the Midwest and the West) are **most likely to fly** rather than drive to Vermont



¹ What was your primary mode of transportation on this trip?

² Was your vehicle a fully electric vehicle (EV)? *Percents out of all visitors*

NIGHTS STAYED¹

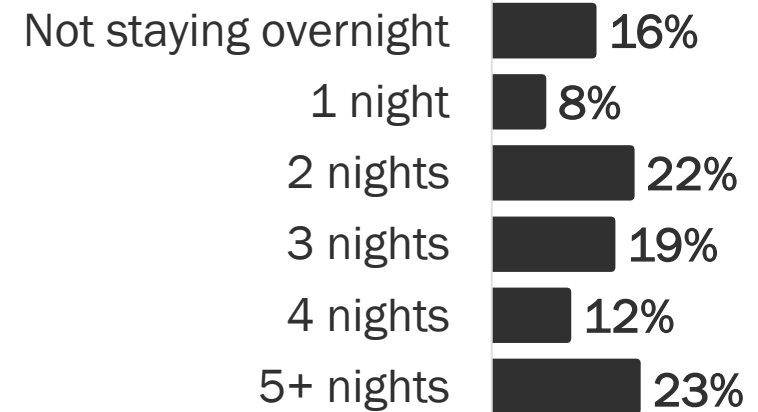
Over 4 in 5 visitors (84%) stay **one or more nights** in Vermont on their trip.

» Typical visitors stay **3.8 nights²** in the state

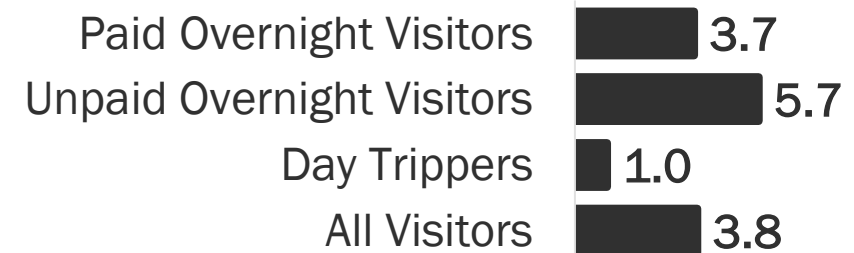
» Typical visitors staying overnight in **paid accommodations** stay **3.7 nights**

» For visitors staying in a **hotel**, the average length of stay is **3.2 nights**. For those staying in a **vacation rental**, it is **4.5 nights**.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



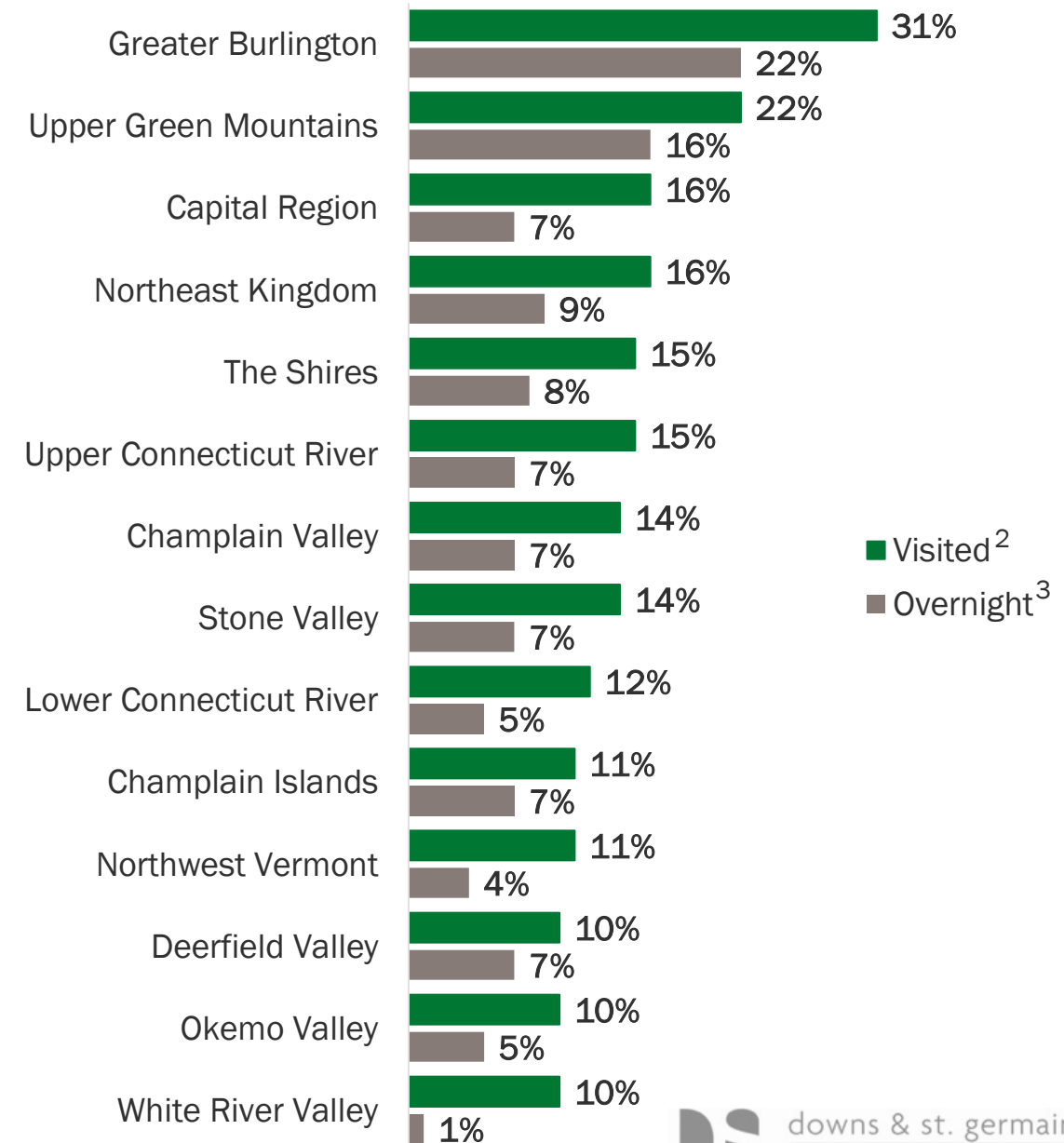
¹ How many nights are you staying in Vermont on this trip?

² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

REGIONS STAYED IN AND VISITED¹

Vermont's visitors spend most of their time in the central and northwestern regions of the state.

» **Greater Burlington** and the **Upper Green Mountains** are the **most popular** destinations, both for overnight stays and day trips



¹ For a map of these regions, please see <https://vermontvacation.com/places-to-visit/vermont-regions>

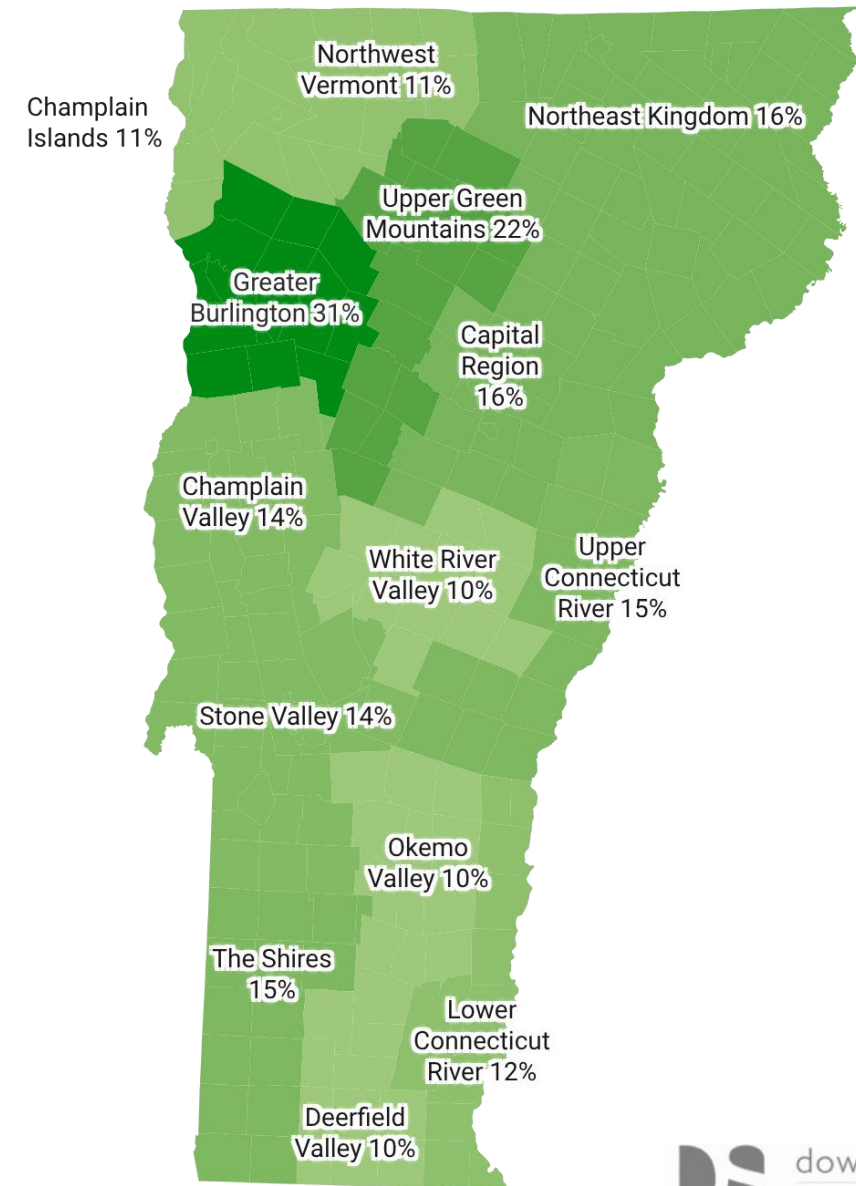
² Which regions of Vermont do you intend to visit on this trip?

³ In what city(s)/town(s) of Vermont are you staying overnight?

Multiple responses permitted.

REGIONS STAYED IN AND VISITED

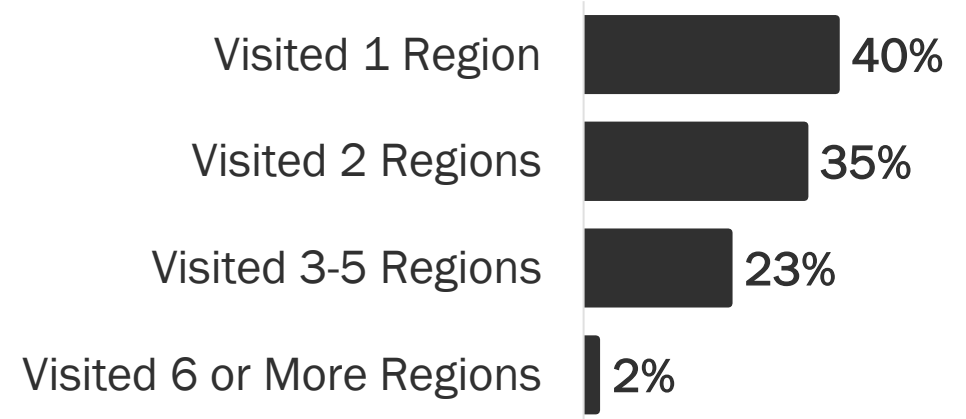
- » This map depicts the regions of Vermont that visitors said they visited while on their trip. This includes visitors staying overnight in those regions and visitors who take day trips to regions other than where they are staying.
- » Although **Greater Burlington** and the **Upper Green Mountains** are the **most popular** destinations for visitors:
- » **16%** visited the **Capital Region** or the **Northeast Kingdom**
- » **15%** visited the **Upper Connecticut River** or **The Shires**
- » Compared to those in other seasons, **fall** visitors are more likely to visit **Deerfield Valley**; **winter** visitors, **Okemo Valley**; **spring** visitors, the **Upper Green Mountains** and the **White River Valley**; and **summer** visitors, **Champlain Islands**



NUMBER OF REGIONS VISITED¹

Most visitors remain in 1 or 2 regions of Vermont during their trips.

- » **2 in 5** visitors (40%) only traveled to **one region** on their trip to Vermont
- » Over **1 in 3** (35%) went to **2 regions**
- » **1 in 4** (25%) went to **3 or more regions**
- » **Summer** visitors are most likely to travel to **3-5 regions** (27% of visitors), while **winter** visitors are most likely to remain in **just one region** (46% of visitors)



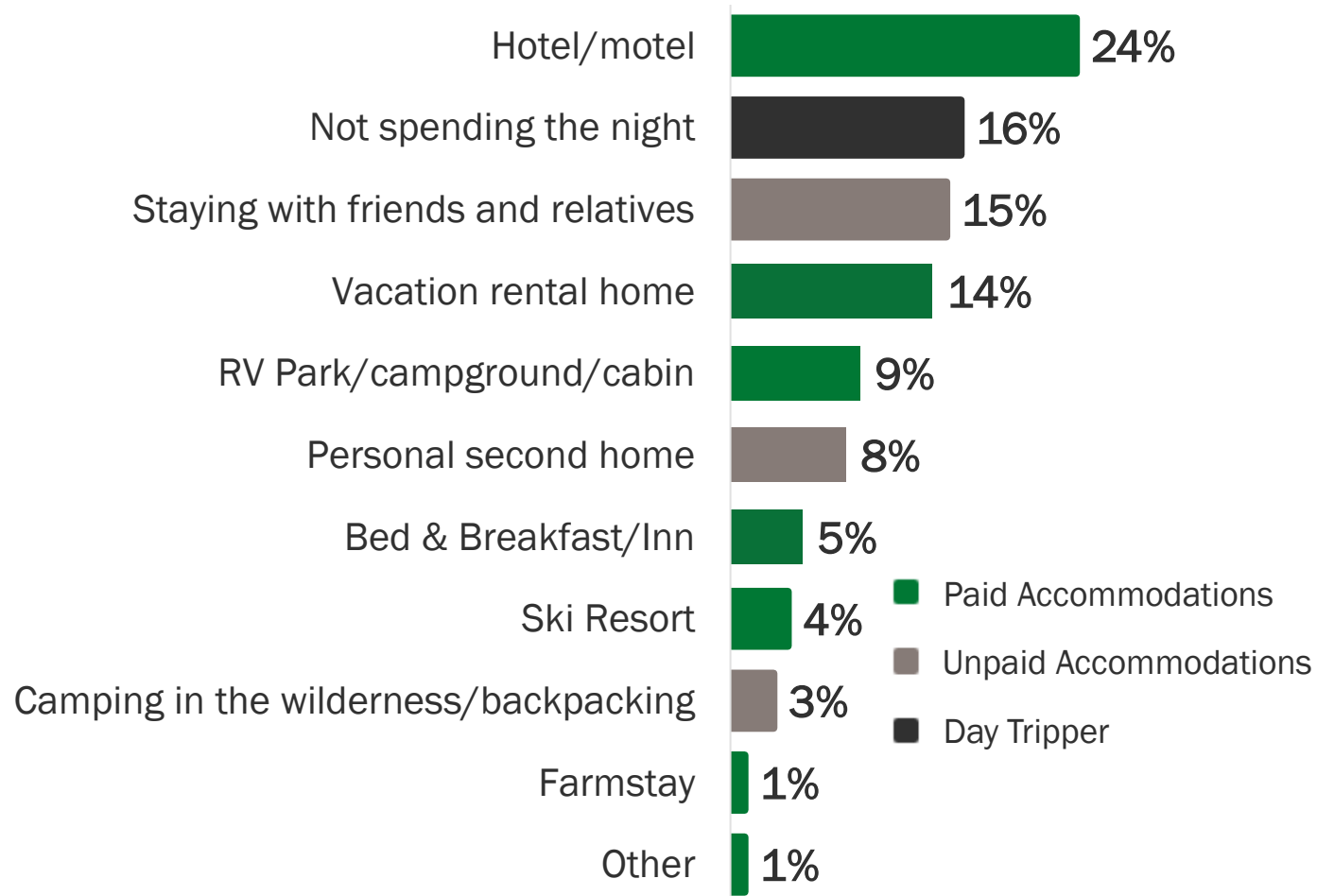
¹ Which regions of Vermont do you intend to visit on this trip? Recoded into number of regions visited.

ACCOMMODATIONS¹

Nearly 3 in 5 (58%) of Vermont's visitors stay overnight in paid accommodations.

- » **24%** stay overnight in a hotel/motel
- » **14%** stay in a vacation rental
- » **9%** stay in a campground, RV park, or cabin
- » **5%** stay at a B&B/inn
- » **4%** stay at a ski resort
- » **1%** stay at a Farmstay
- » And **1%** stay in another type of paid accommodation

Another over 2 in 5 visitors (42%) stay overnight in unpaid accommodations or come to Vermont only for the day.

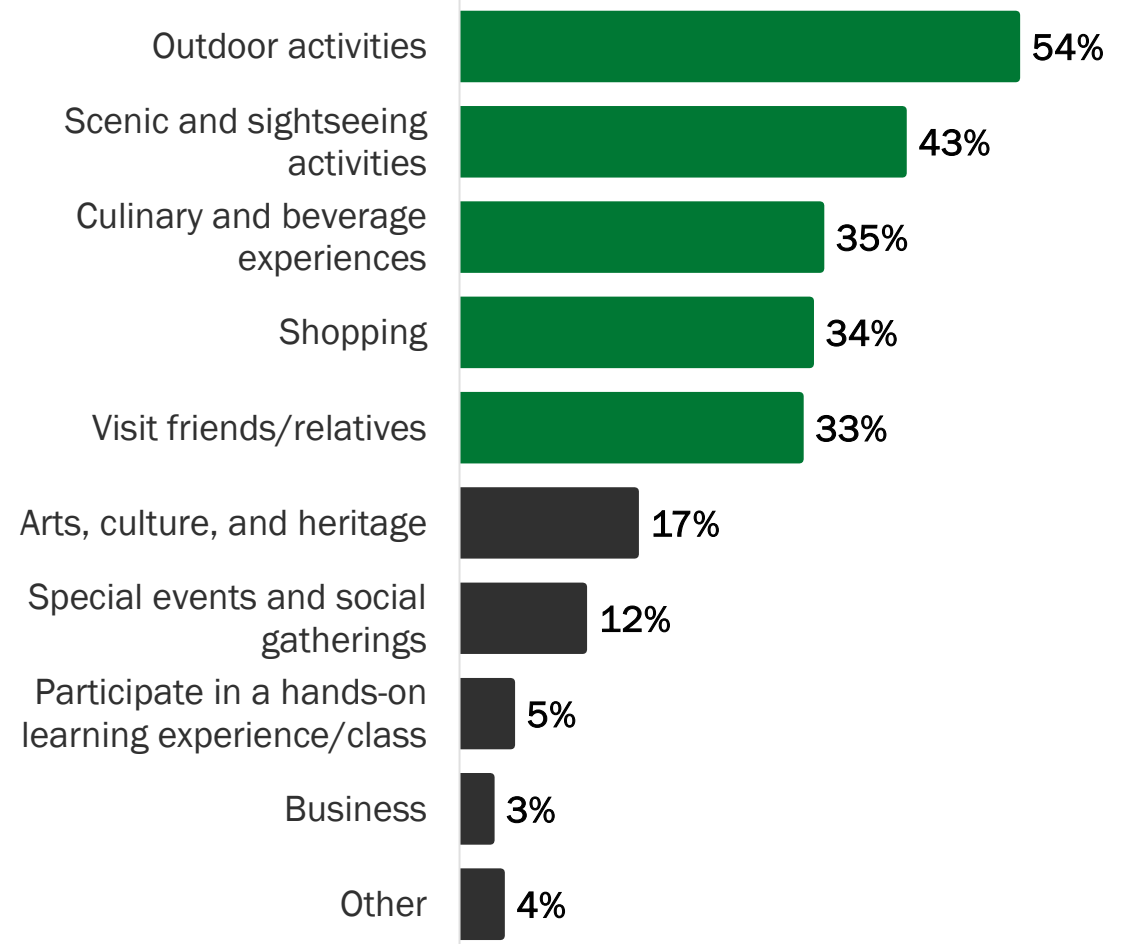


¹ In what type of accommodations are you staying on this trip?

VISITOR ACTIVITIES¹

Separately from their main reasons for coming to Vermont, visitors were also asked what activities they engaged in during their trips.

- » **Over half** of visitors (54%) enjoy the state's **outdoor activities** during their trip
- » **Over 2 in 5** visitors (43%) spend time doing **scenic and sightseeing activities**
- » **Another around 1 in 3** visitors enjoy **culinary and beverage experiences (35%), shopping (34%), or visiting friends and relatives (33%)**
- » **Winter** and **summer** visitors are most likely to participate in **outdoor activities**; **fall** visitors, in **scenic and sightseeing** activities; **spring** visitors, to spend time with **friends and family**

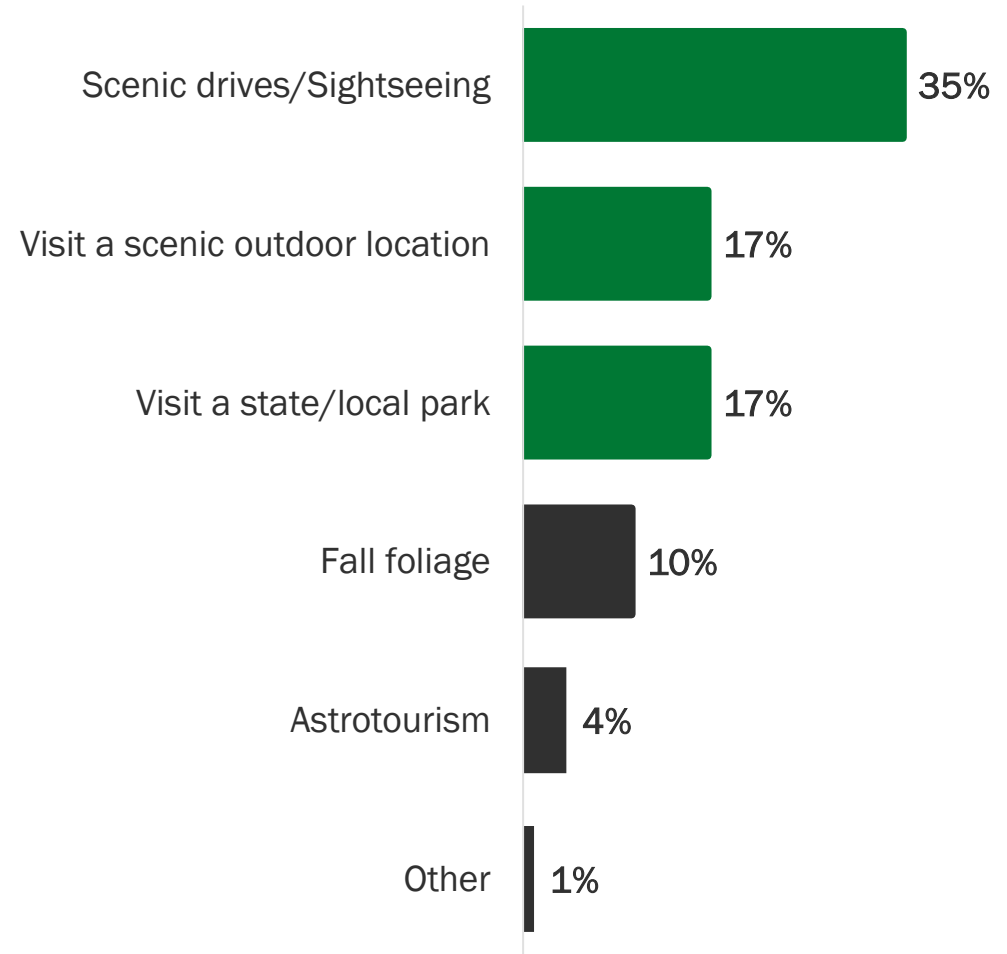


¹ In which of the following activities did/will you participate during this trip? *Multiple responses permitted.*

SCENIC & SIGHTSEEING ACTIVITIES¹

Over 2 in 5 visitors (43%) enjoy scenic and sightseeing activities while in Vermont.

- » The most popular activity is going on a **scenic drive/sightseeing**, enjoyed by **over 1 in 3** visitors (35%)
- » Another **17%** visit a **scenic outdoor location**, including **state/local parks**

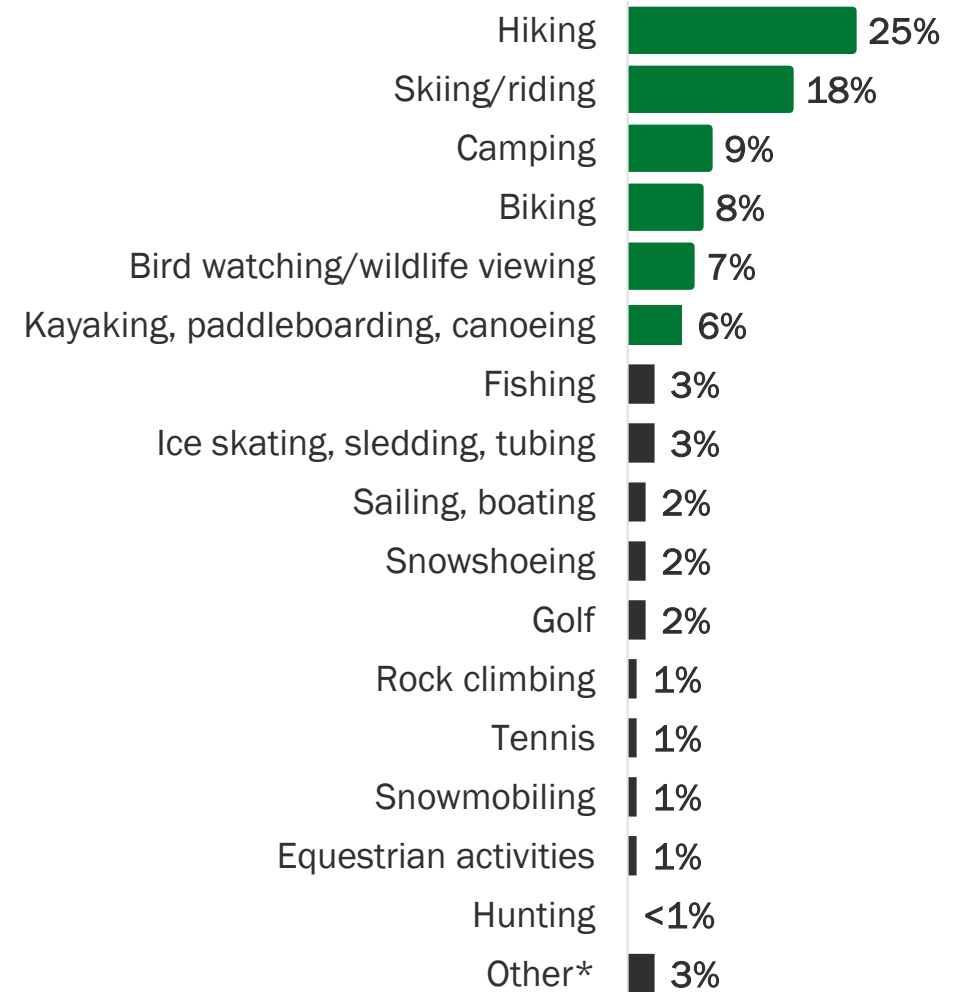


¹ Which of the following scenic and sightseeing activities did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

OUTDOOR ACTIVITIES¹

Over half of Vermont's visitors (54%) engage in outdoor activities while in the state.

- » **Hiking** is the most popular outdoor activity, enjoyed by **1 in 4** (25%) of the state's visitors
- » **Skiing/riding** follows at nearly **1 in 5 visitors** (18%)
- » Of those who engage in outdoor recreation activities, **over 7 in 10** (71%) do **more than one activity**
 - » **Winter** visitors are much more likely than visitors in other seasons to engage in **just one outdoor activity** (skiing/riding)



¹ Which of the following outdoor activities did/will you participate in during this trip?

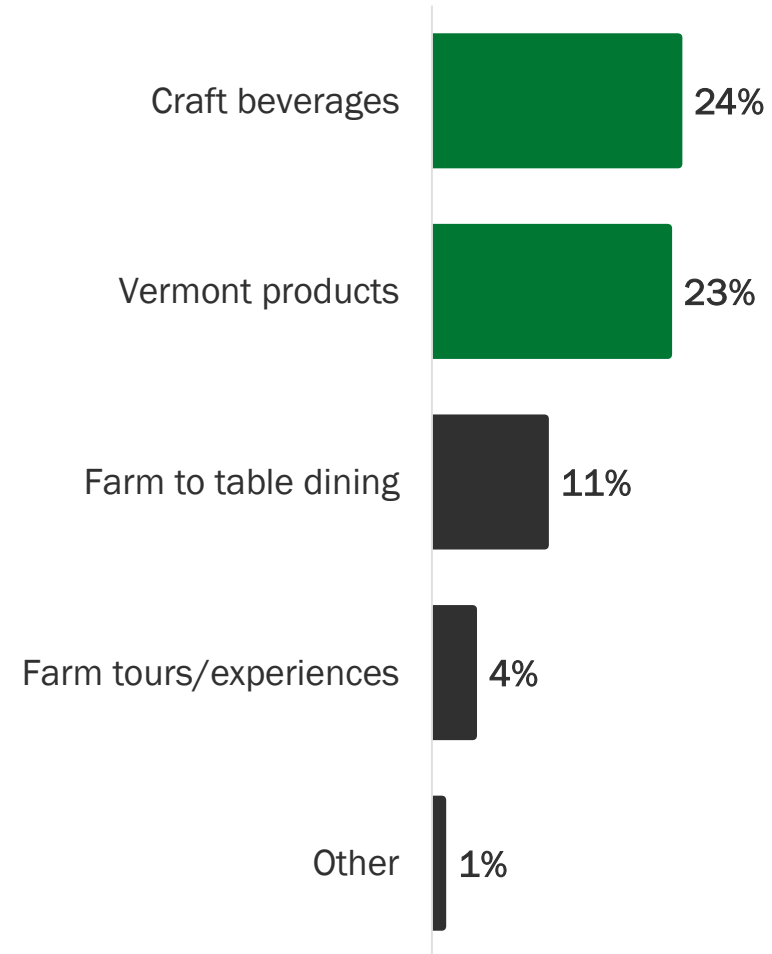
Multiple responses permitted. Percents out of all visitors.

*Top "Other" responses are walking/running and swimming.

FOOD & BEVERAGE ACTIVITIES¹

Wineries, cideries, breweries, distilleries, creameries, and cheese/maple product shops are popular destinations for over 1 in 3 Vermont visitors (35%).

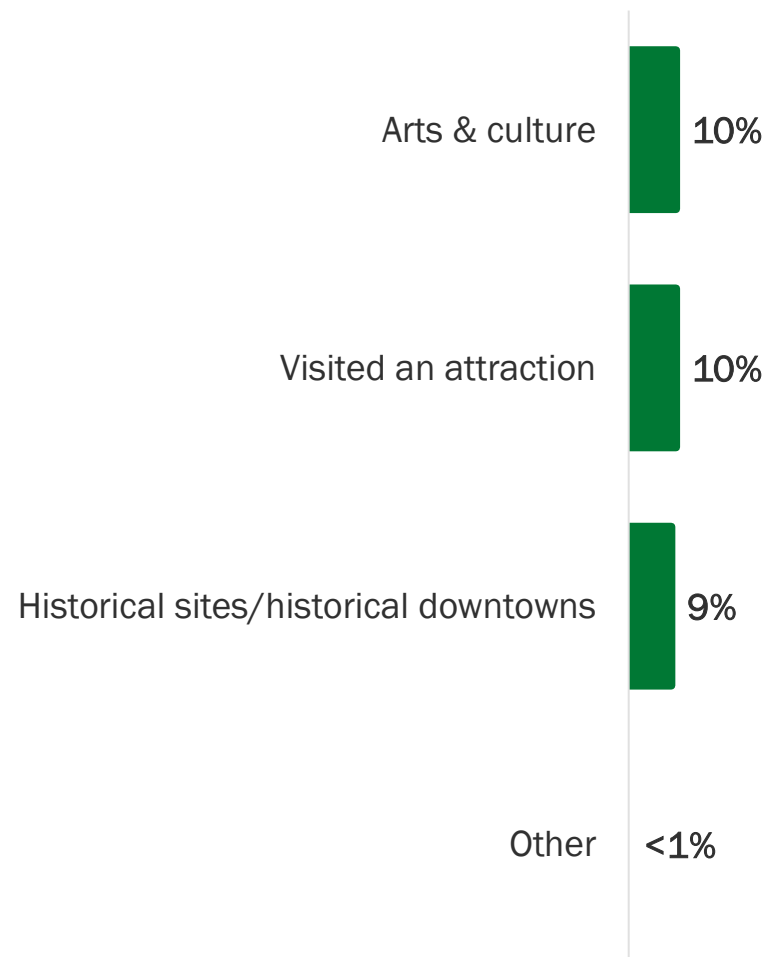
» Nearly 1 in 4 sample Vermont's **craft beverages (24%)** or other **Vermont products (23%)**



¹ Which of the following culinary and beverage experiences did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

ARTS, CULTURE, & HERITAGE ACTIVITIES¹

Nearly 1 in 5 of Vermont's visitors (17%) engage in arts, culture, and heritage activities while in the state.



¹ Which of the following arts, culture, and heritage activities did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

SPECIAL EVENTS¹

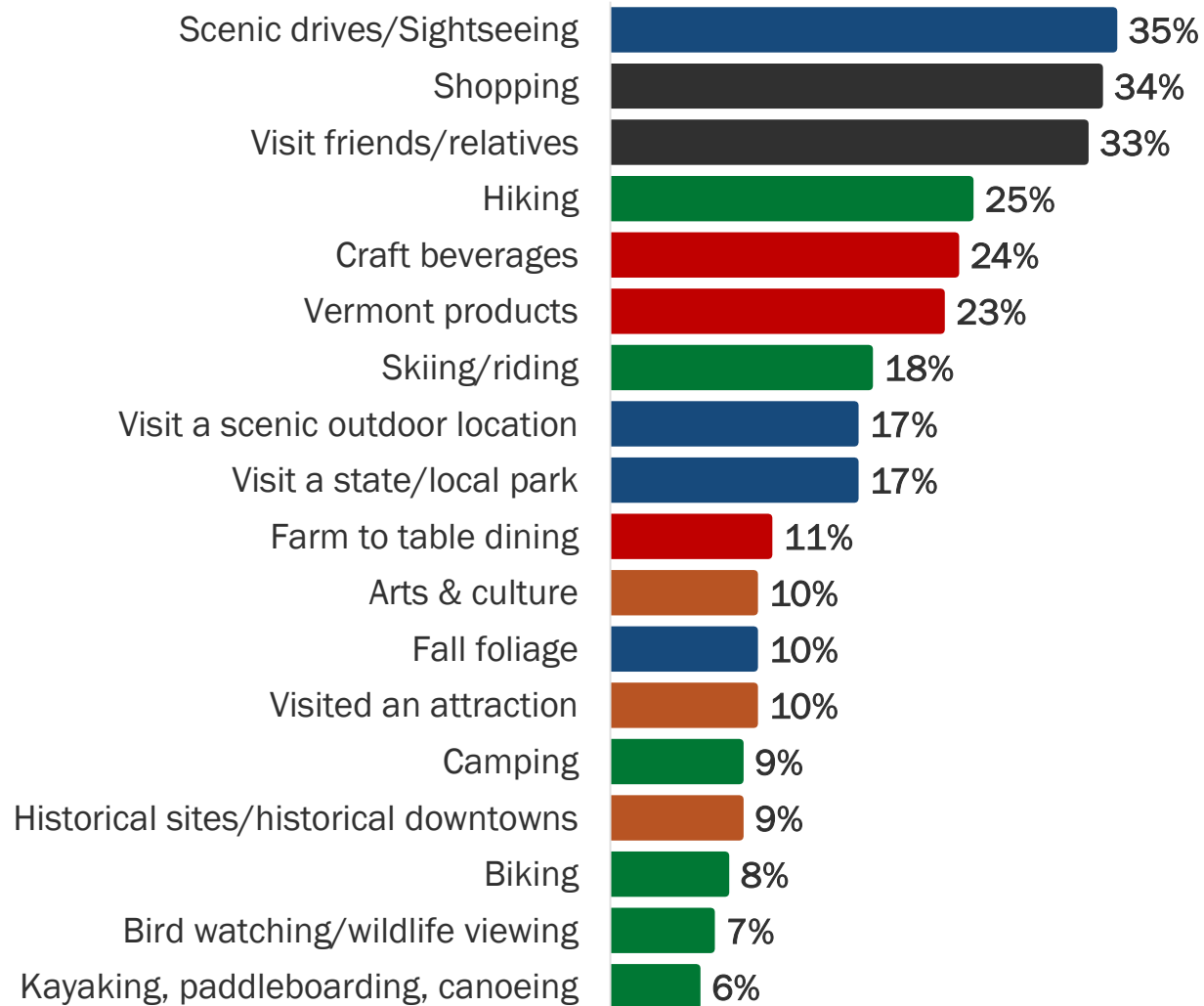
12% of visitors attend a special event or social gathering while in Vermont.

» Most of these **(5%)** attend or participate in a **sporting event**



¹ Which of the following special events or social gatherings did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

TOP ACTIVITIES¹



Compiling top activities from the previous 6 pages:

Represents TOP activities; see next page for all.

- 54% participate in outdoor recreation (shown in green)
- 43% participate in a scenic/sightseeing activity (shown in blue)
- 35% participate in a culinary and beverage experience (shown in red)
- 34% go shopping and 33% visit friends or relatives (shown in black)
- 17% participate in an arts, culture, and heritage experience (shown in orange)

¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top 17 activities shown; all activities on next slide.

ALL ACTIVITIES¹

Activity	Percent	Activity	Percent
Scenic drives/Sightseeing	35%	Attend or participate in a sporting event	5%
Shopping	34%	Hands-on learning experience/class	5%
Visit friends/relatives	33%	Farm tours/experiences	4%
Hiking	25%	Astrotourism	4%
Craft beverages	24%	Special event/festival	4%
Vermont products	23%	Fishing	3%
Skiing/riding	18%	Ice skating, sledding, tubing	3%
Visit a scenic outdoor location	17%	Business	3%
Visit a state/local park	17%	Sailing, boating	2%
Farm to table dining	11%	Snowshoeing	2%
Arts & culture	10%	Attend a wedding	2%
Fall foliage	10%	Golf	2%
Visited an attraction	10%	Rock climbing	1%
Camping	9%	Tennis	1%
Historical sites/historical downtowns	9%	Snowmobiling	1%
Biking	8%	Equestrian activities	1%
Bird watching/wildlife viewing	7%	Hunting	<1%
Kayaking, paddleboarding, canoeing	6%		

¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors.

ACTIVITIES (BREAKOUTS)

Visitors who participated in...

- » Culinary and beverage experiences
- » Special events or social gatherings
- » Scenic and sightseeing activities
- » Arts, culture, and heritage activities
- » Or outdoor activities

...were asked to give more detail on the activities they were doing in Vermont within these categories. **Activity data continued on next page.**

- » The “Percent of ‘Activities’ Subgroup” column shows percents out of visitors doing each type of activity.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who participated in that type of activity.
- » For example, 47% of visitors who did outdoor rec activities went hiking. This means that 25% of all of Vermont’s visitors went hiking during their trip.

Activity Participated In ¹	Percent of “Activity” Subgroup	Percent of ALL Visitors
Outdoor activities		54%
Hiking	47%	25%
Skiing/riding	34%	18%
Camping	17%	9%
Biking	15%	8%
Bird watching/wildlife viewing	13%	7%
Kayaking, paddleboarding, canoeing	11%	6%
Fishing	5%	3%
Ice skating, sledding, tubing	5%	3%
Sailing, boating	4%	2%
Snowshoeing	4%	2%
Golf	3%	2%
Rock climbing	2%	1%
Tennis	1%	1%
Snowmobiling	1%	1%
Equestrian activities	1%	1%
Hunting	<1%	<1%
Scenic and sightseeing activities		43%
Scenic drives/Sightseeing	82%	35%
Visit a scenic outdoor location	40%	17%
Visit a state/local park	40%	17%
Fall foliage	24%	10%
Astrotourism	9%	4%
Culinary and beverage experiences		35%
Craft beverages	69%	24%
Vermont products	66%	23%
Farm to table dining	30%	11%
Farm tours/experiences	12%	4%

¹ Multiple responses permitted. Continued on next page.

ACTIVITIES (BREAKOUTS CONT'D)

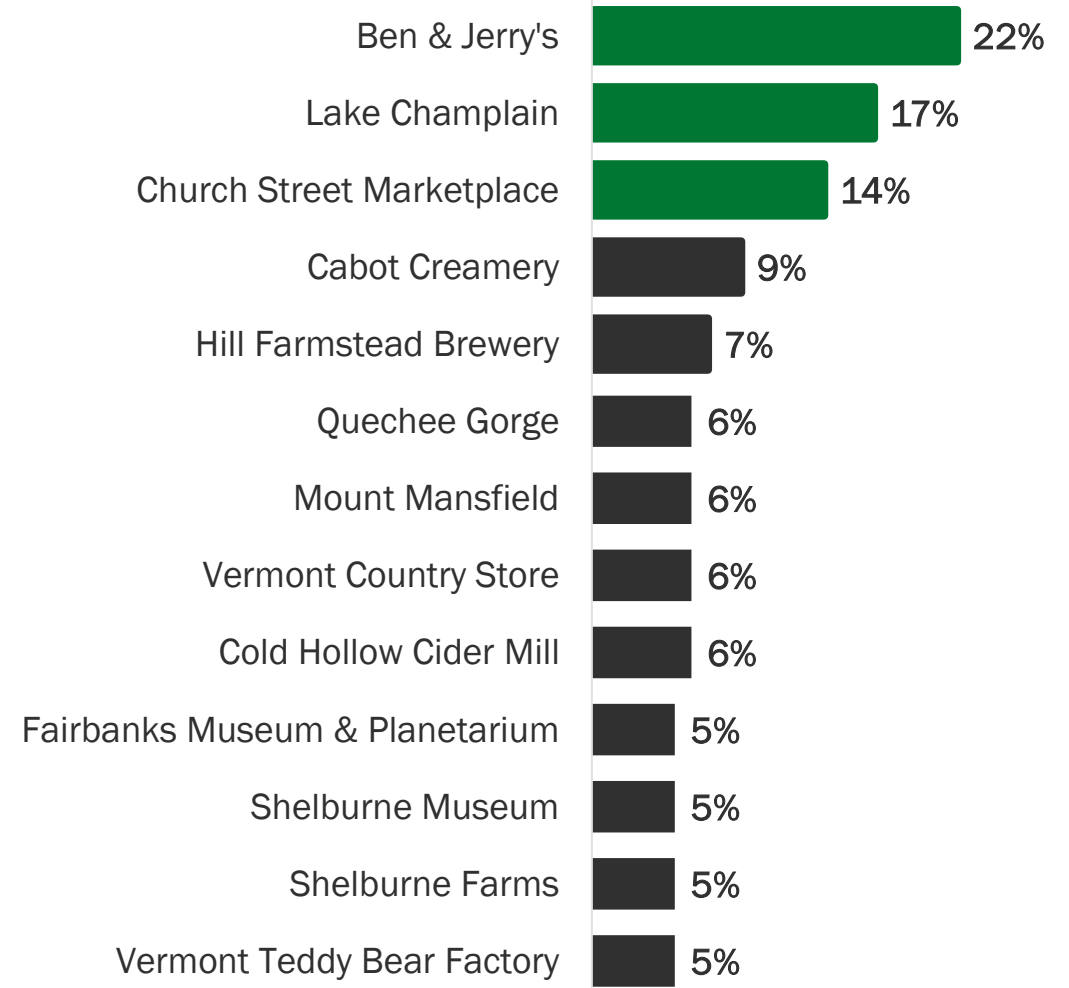
Activity Participated In (Cont'd) ¹	Percent of "Activity" Subgroup	Percent of ALL Visitors
Shopping		34%
Visit friends/relatives		33%
Arts, culture, and heritage		17%
Arts & culture	61%	10%
Visited an attraction	60%	10%
Historical sites/historical downtowns	50%	9%
Special events and social gatherings		12%
Attend or participate in a sporting event	45%	5%
Special event/festival	32%	4%
Attend a wedding	14%	2%
Hands-on learning experience/class		5%
Business		3%

TOP PLACES VISITED¹

Vermont's visitors enjoy sampling local food and drinks, shopping in downtown areas, and seeking out scenic vistas.

» **Ben & Jerry's** and **Lake Champlain** are the most popular destinations, visited by **around 1 in 5 visitors** (22% and 17%, respectively)

» Another **14%** visit **Church Street**



¹ Did you/do you plan to visit any of the following places?
Multiple responses permitted. Top 13 places shown; continued on next slide.

ALL PLACES VISITED¹

Attraction Visited	Percent	Attraction Visited	Percent	Attraction Visited	Percent
Ben & Jerrys	23%	Echo, Leahy Center for Lake Champlain	4%	Jay Peak Resort ²	<1%
Lake Champlain	19%	Hildene	4%	Smuggler's Notch Resort ²	<1%
Church Street Marketplace	15%	The Alchemist Brewery	4%	Killington Resort ²	<1%
Cabot Creamery	9%	Morse Farm Maple Sugarworks	3%	University of Vermont ²	<1%
Cold Hollow Cider Mill	8%	Bennington Battle Monument	3%	Ethan Allen Homestead ²	<1%
Mount Mansfield	7%	Colchester Causeway	3%	Crystal Lake State Park ²	<1%
Hill Farmstead Brewery	6%	Billings Farm	2%	Downtown Stowe ²	<1%
Quechee Gorge	6%	Lamoille Valley Rail Trail	2%	Lake Champlain Chocolates ²	<1%
Vermont Country Store	6%	Lawsons Finest Liquids	2%	Sugarbush Farm ²	<1%
Fairbanks Museum and Planetarium	5%	Marsh-Billings-Rockefeller National Park	2%	Okemo Resort ²	<1%
Shelburne Farms	5%	Caledonia Spirits	2%	Dog Mountain ²	<1%
Shelburne Museum	5%	Mount Equinox Skyline Drive	2%	Zero Gravity Brewing ²	<1%
Vermont Teddy Bear Factory	5%	Vermont Institute of Natural Science	1%	Long Trail Brewing Company ²	<1%
Lake Willoughby	5%	Montshire Museum of Science	1%	Other	2%
Vermont State House, Montpelier	4%	Southern Vermont Arts Center	1%	None	32%
King Arthur Baking Co	4%	Trapp Family Lodge	1%		
Kingdom Trails	4%	The Bennington Museum ²	1%		

¹ Did you/do you plan to visit any of the following places?

² Recoded from "other" write-in responses.

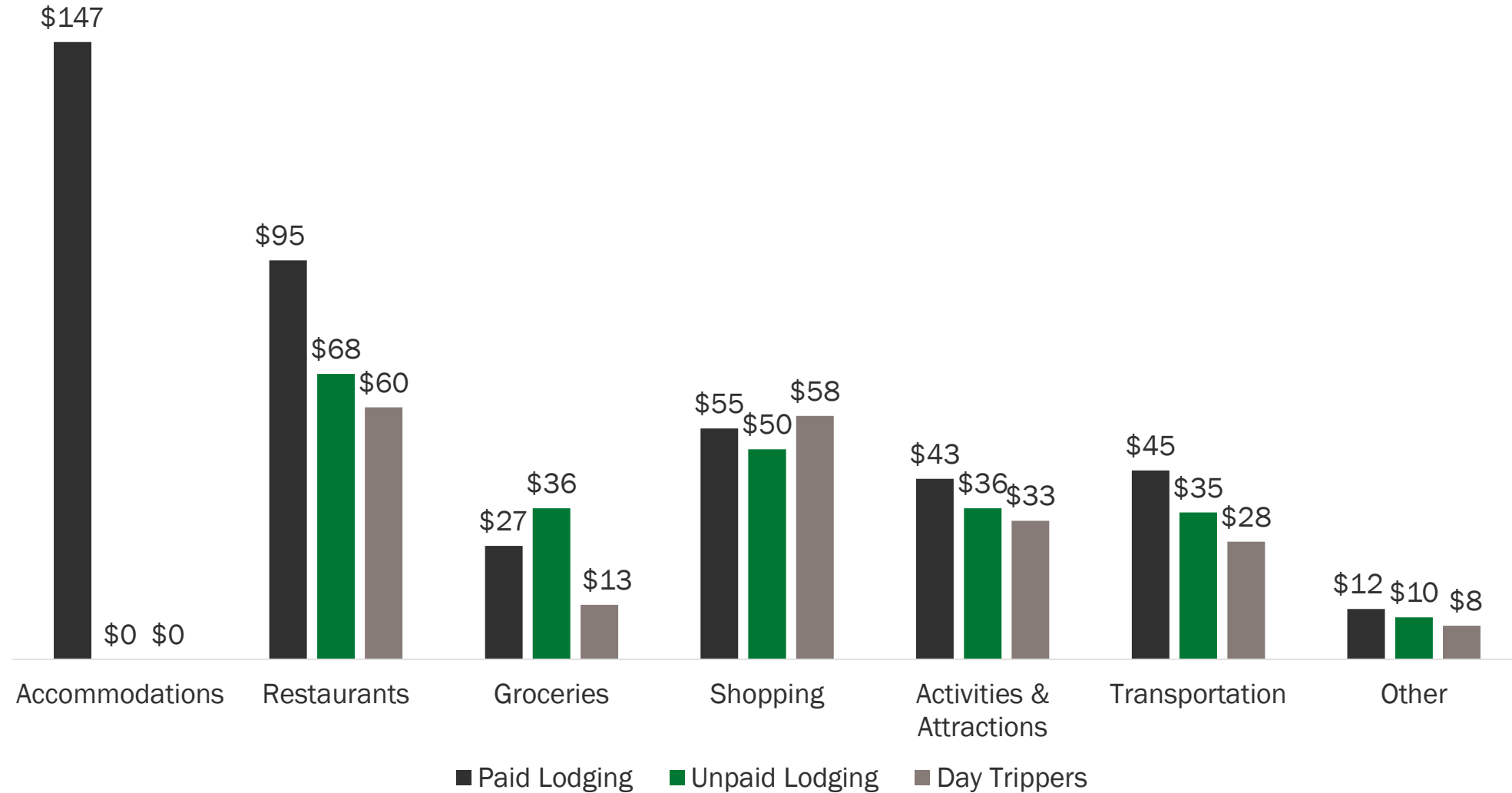
DAILY TRAVEL PARTY SPENDING¹

Average spending for each travel party, **each day of their trip:**

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$147	\$0	\$0
Restaurants	\$95	\$68	\$60
Groceries	\$27	\$36	\$13
Shopping	\$55	\$50	\$58
Activities & attractions	\$43	\$36	\$33
Transportation	\$45	\$35	\$28
Other	\$12	\$10	\$8
Daily Spending	\$424	\$235	\$200

¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

DAILY TRAVEL PARTY SPENDING (CONT'D)

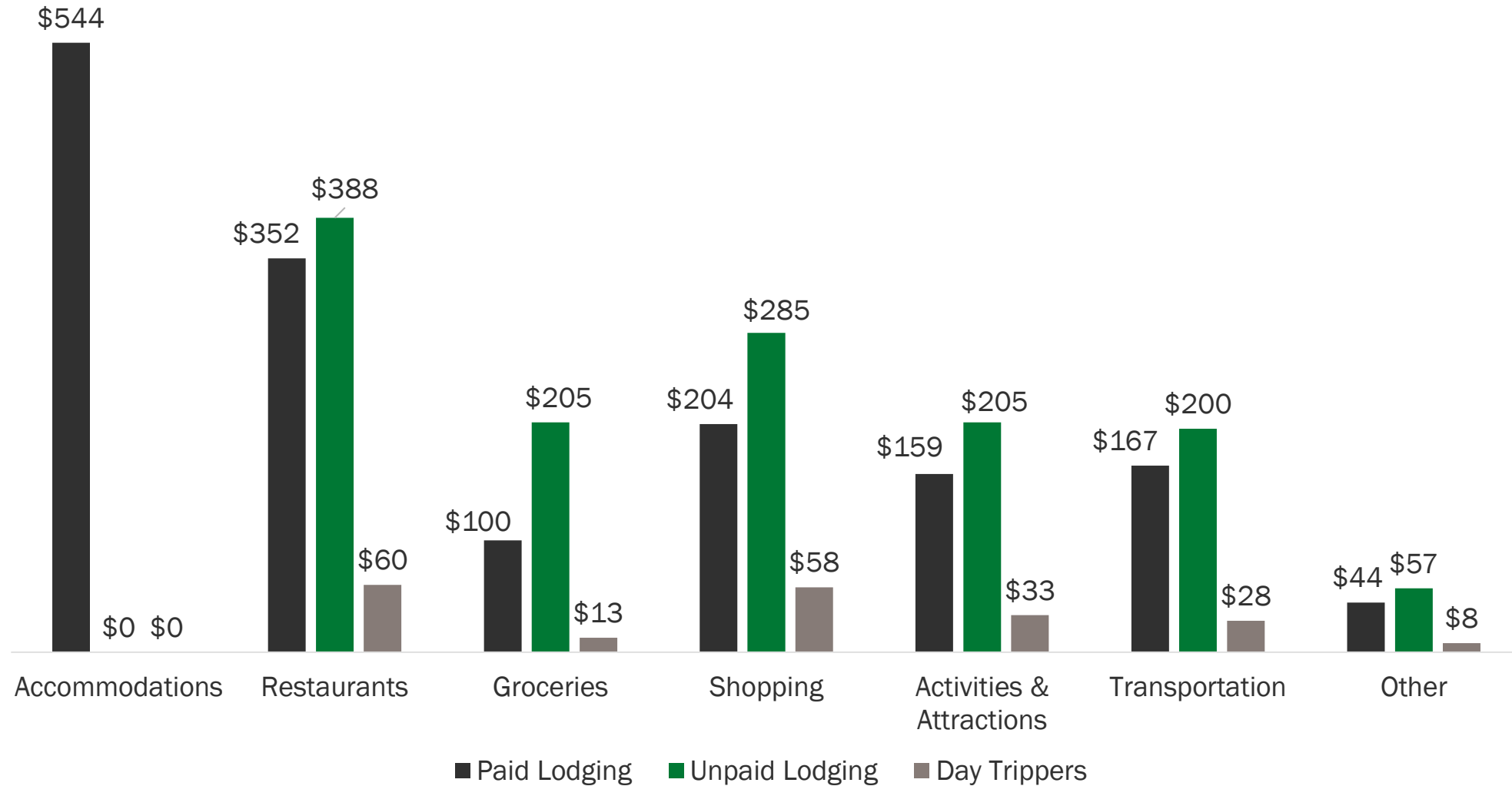


TOTAL TRAVEL PARTY SPENDING

Average spending for each travel party, **across their entire trip:**

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$544	\$0	\$0
Restaurants	\$352	\$388	\$60
Groceries	\$100	\$205	\$13
Shopping	\$204	\$285	\$58
Activities & attractions	\$159	\$205	\$33
Transportation	\$167	\$200	\$28
Other	\$44	\$57	\$8
Trip Spending	\$1,569	\$1,340	\$200

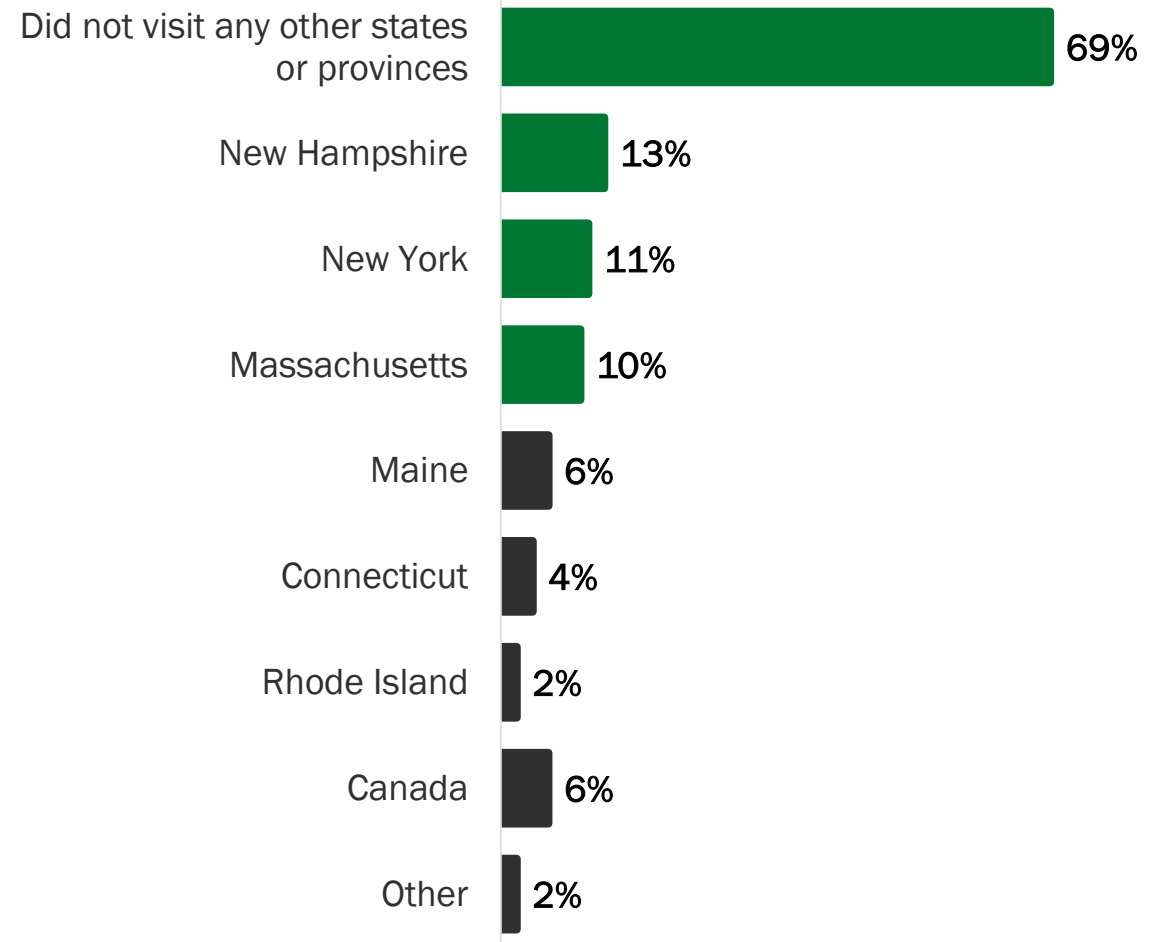
TOTAL TRAVEL PARTY SPENDING (CONT'D)



OTHER STATES & CANADA VISITED¹

While a majority of Vermont's visitors seek out the state as their sole travel destination, some visit other states or Canada on the same trip.

- » **Nearly 7 in 10** visitors (69%) **do not visit any other** U.S. states or Canadian provinces during their trip
- » Those who do visit states other than Vermont primarily go to other states in **New England**
 - » This is particularly true among fall visitors



¹ What other states or Canada did you/do you plan to visit on this same trip? *Multiple responses permitted.*

TRIP EXPERIENCE SUMMARY

THE VISITOR EXPERIENCE

WHERE TO GO & WHAT TO DO?

Vermont's visitor spends most of their trip in Greater Burlington and the mountain regions, using them as a base to explore nearby towns and scenery. They devote a lot of time to sightseeing and scenic drives, stopping in small downtowns to browse shops and take in the "quaint Vermont" feel.

Outdoor time is a core part of the itinerary, with hiking and other trail-based activities in warmer months and skiing in winter concentrated in the resort valleys.

Typical "Vermont" activities also include maple creemees and other local specialties as well as a strong food-and-drink scene (farm-to-table restaurants, craft beer, and cider).



VISITOR JOURNEY : POST-TRIP EVALUATION

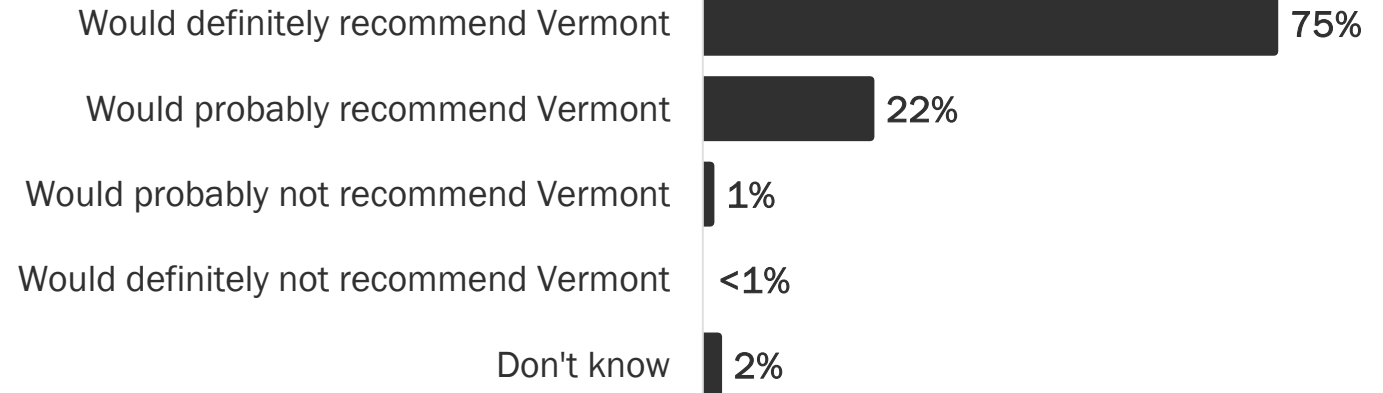


RECOMMENDATION & SATISFACTION

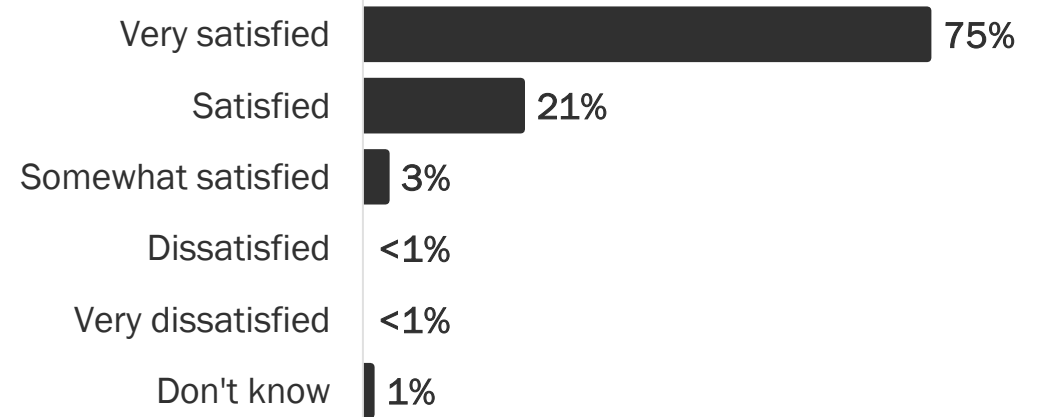
» **97%** of visitors **would recommend** that their friends and family choose Vermont as a vacation destination

» **96%** of visitors are **satisfied** with their visit to Vermont

Likelihood of Recommending Vermont¹



Satisfaction with Visit²



¹ Would you recommend Vermont to friends/family over other vacation areas?

² How satisfied are you with your visit to Vermont?

RETURNING & RELOCATING

» **Over 9 in 10** visitors (92%) may **return** to Vermont for a future visit or vacation (**74%** are very likely to return)

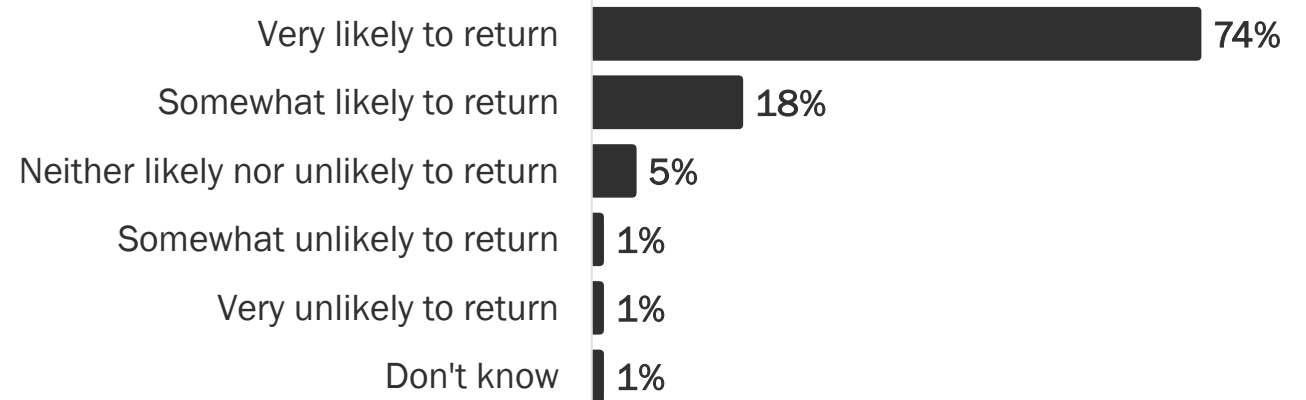
» **3%** are unlikely to return to Vermont for the following reasons:

1. Prefer a variety of destinations
2. Too long a drive/too difficult to get there
3. Once is enough to see and do everything

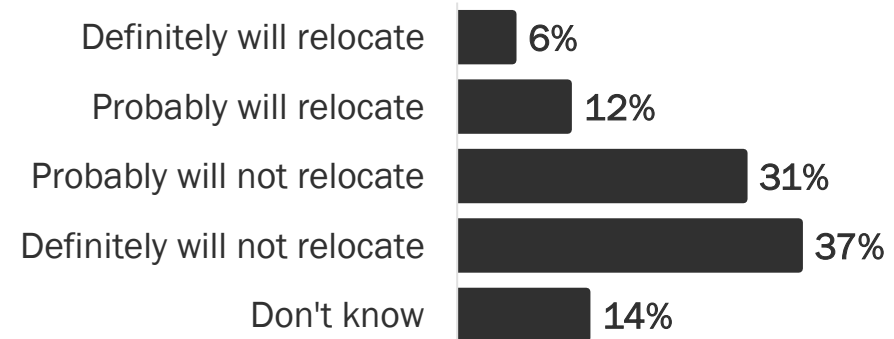
» **Nearly 1 in 5** visitors (18%) **may relocate** to Vermont (**6%** will definitely relocate)

» **Fall** visitors, who may see Vermont's foliage as a once-in-a-lifetime bucket list item, are slightly **less likely to return** to the state than visitors in other seasons

Likelihood of Returning to Vermont¹



Likelihood of Relocating to Vermont²



¹ How likely are you to return to Vermont for a vacation?

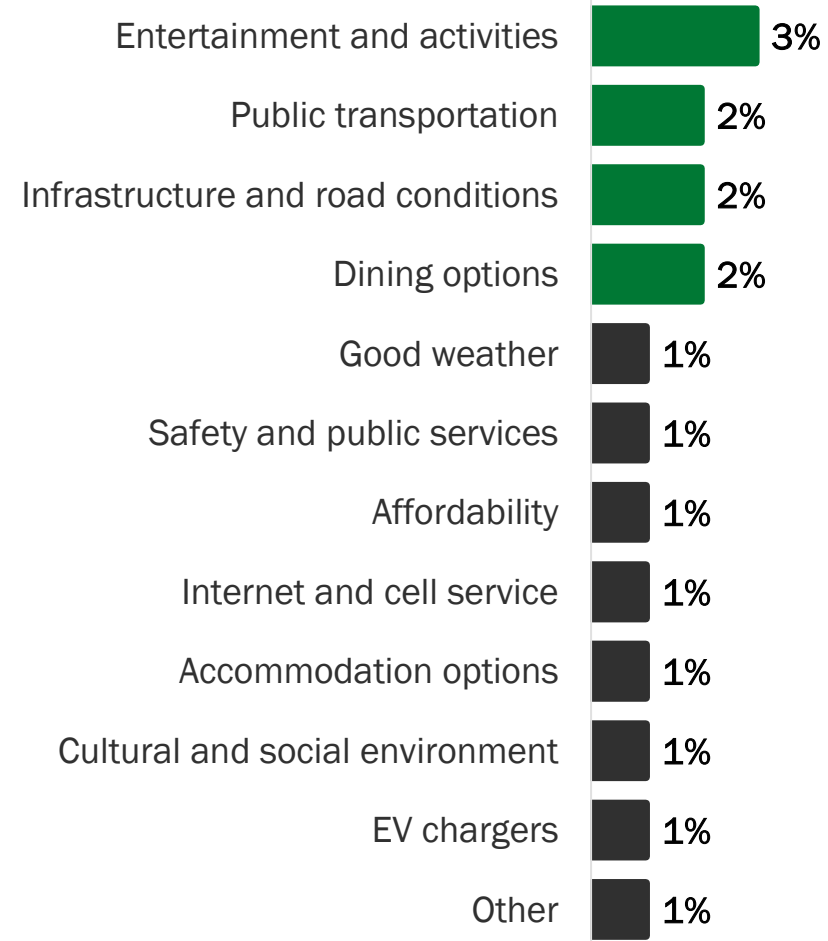
² How likely are you to relocate to Vermont as a resident?

MAKING VERMONT BETTER

Only 14% of visitors feel something is missing from their Vermont travel experience.¹

- » **3%** want more and better **entertainment and activities** and more extended business hours
- » **2%** mention better **public transportation, infrastructure and road conditions, and dining options**

Missing from Vermont Travel Experience²



¹ Was anything missing that would make Vermont a better vacation destination?

² What do you think was missing in your travel experience?

Coded open-ended responses. Multiple responses permitted. Percents out of all visitors.

MAKING VERMONT BETTER (BREAKOUTS)

- » Visitors who said they felt something was missing that would make Vermont a better vacation destination were asked, “What do you think was missing?”
- » The “Percent of ‘Something Missing’ Subgroup” column shows percents out of visitors who felt something was missing from their Vermont experience.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL of Vermont’s visitors, not just those who felt something was missing.
- » For example, 18% of visitors who felt something was missing pointed to entertainment and activities as an area for improvement. This means 3% of all of Vermont’s visitors feel the state could improve its entertainment and activity options.

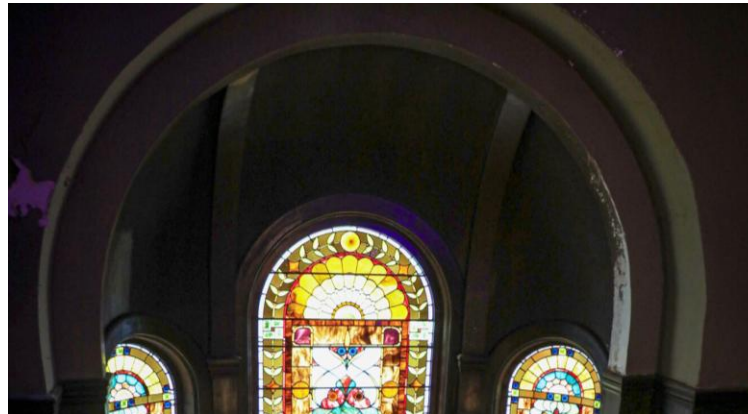
Suggested Areas for Improvement ¹	Percent of “Something Missing” Subgroup	Percent of ALL Visitors
Entertainment and activities	18%	3%
Public transportation	13%	2%
Infrastructure and road conditions	12%	2%
Dining options	11%	2%
Good weather	10%	1%
Safety and public services	9%	1%
Affordability	8%	1%
Internet and cell service	8%	1%
Accommodation options	7%	1%
Cultural and social environment	5%	1%
EV chargers	4%	1%
Other	8%	1%

¹ Multiple responses permitted.

PERCEPTIONS OF VERMONT¹



“The most consistently picturesque state I’ve been to. I was moved by the beauty and kindness here.”



“It’s a haven and a place of rest. You can recharge your soul here.”



“Even on cold days, Vermont feels alive. Always something to do and somewhere to go.”



¹ If you were talking to a friend who’d never been here, how would you describe Vermont as a place to visit?

PERCEPTIONS OF VERMONT (CONT'D)¹



“Vermont is a both/and: active, but full of places to sit and have a coffee.”



“Room to roam without a lot of hubbub: that’s the beauty of Vermont.”



“No matter what time of year you visit, you can’t go wrong with Vermont.”

¹ If you were talking to a friend who’d never been here, how would you describe Vermont as a place to visit?

POST-TRIP EVALUATION SUMMARY

REFLECTIONS

HOW WAS YOUR TRIP?

Across the year, visitors describe Vermont as a scenic, quiet place where you can slow down, “meander,” and feel at home. They come for the Green Mountains, clean air, lakes and wildlife, and a friendly, welcoming vibe and they spend their time exploring pretty places rather than chasing big-city attractions.

Many visitors note that Vermont feels like a cozy, postcard version of a getaway. Overall satisfaction is high, and visitors frequently say they’ll recommend Vermont and plan to return.





SEASONAL COMPARISONS

INTRODUCTION

SEASONAL COMPARISONS

This section looks at how visitor traits and behavior differ across seasons of the year. Each slide contains insights across all four seasons as well as on visitors overall. Seasonal data in this section is shaded to highlight highs and lows by season - lighter = lower values, darker = higher values - allowing for a quick comparison across seasons.

Lowest Highest



For purposes of this report, seasons are defined to best align with distinct visitor patterns:

- Fall: September, October, and November
- Winter: December, January, February, and March
- Spring: April and May
- Summer: June, July, and August

Seasonal results include both in-season visitors and respondents surveyed later about prior-season visits; therefore, **seasonal figures in this report may differ from those published in individual seasonal reports.**

- Fall: +32 surveys¹; avg. Δ = .01% points²
- Winter: +14 surveys¹; avg. Δ = .05% points²
- Spring: +80 surveys¹; avg. Δ = .14% points²
- Summer: +209 surveys¹; avg. Δ = .05% points²



¹ Number of additional surveys collected after publication of each season's report.

² Average change across metrics within each season after adding additional surveys.

SEASONAL SNAPSHOT¹

Compared to visitors in other seasons:

Fall Visitors

- Consult the most sources of information when trip planning
- Many come to the state to enjoy the fall foliage
- Are most varied in origin; higher share traveling from the West and Midwest
- Most likely to travel as a couple without children; trend older
- Highest share of first-time visitors; more likely not to plan to return
- Spend most of their time in the northwest-central parts of the state
- Most likely to visit multiple attractions

Winter Visitors

- Highest share of leisure visitors and outdoor recreation visitors
- Outdoor rec visitors often come to do only one activity: skiing
- Choose Vermont over other destinations for its outdoor activities
- Most likely to recall ads for Vermont and to be influenced by them
- Most likely to live in nearby areas and have visited many times
- Trend young, male, high-income, and racially diverse
- Have the highest trip spending

Spring Visitors

- Highest share of visitors traveling to see friends or family
- Often come to the state just to relax and/or to enjoy the scenery
- Travel in the smallest parties
- Visitation concentrated in the Upper Green Mountains

Summer Visitors

- High share of outdoor recreation visitors
- Outdoor rec visitors tend to do a variety of outdoor activities
- Choose Vermont over other destinations for its relaxing atmosphere and its scenery
- Most likely to travel as a family with children
- Longest trips on average
- Visitors spread widely across regions of the state
- Most likely to recommend Vermont and most satisfied with their trips

¹ Based on data collected at:

Fall: 40 regular survey locations and 10 events

Winter: 32 regular survey locations and 10 events.

Spring: 23 regular survey locations and 3 events.

Summer: 48 regular survey locations and 4 events.

PRE-VISIT: SEASONAL



TRIP PLANNING¹ AND BOOKING² CYCLE: SEASONAL

Summer visitors spend the most time planning their trips; winter visitors, the least time.

Planning Cycle	Fall	Winter	Spring	Summer	Annual
A week or less	17%	24%	22%	15%	19%
2 - 3 weeks	14%	17%	16%	14%	16%
1 - 2 months	29%	26%	31%	28%	28%
3 - 4 months	19%	19%	18%	20%	19%
5 - 6 months	10%	7%	6%	11%	9%
7 months - 1 year	7%	4%	5%	8%	6%
More than 1 year	4%	3%	2%	4%	3%
Median Planning Days	47	33	36	50	42

Booking Cycle	Fall	Winter	Spring	Summer	Annual
A week or less	24%	29%	27%	20%	25%
2 - 3 weeks	16%	18%	19%	16%	17%
1 - 2 months	29%	26%	30%	29%	28%
3 - 4 months	16%	15%	14%	17%	16%
5 - 6 months	9%	6%	5%	11%	8%
7 months - 1 year	4%	3%	4%	5%	4%
More than 1 year	2%	3%	1%	2%	2%
Median Booking Days	34	25	26	40	32

Lowest Highest



¹ How far in advance did you start planning this trip?

² How far in advance did you book accommodations or definitely decide to take this trip?

ONLINE PLANNING SOURCES: SEASONAL¹

Fall visitors are most likely to use online sources to plan their trips,
particularly mapping websites and social media.

Sources	Fall	Winter	Spring	Summer	Annual
Mapping websites	46%	42%	39%	42%	43%
Hotel websites/apps	24%	27%	25%	20%	24%
Social media	26%	18%	21%	21%	22%
Review website/app	24%	20%	22%	21%	22%
Vacation rental websites	19%	23%	17%	17%	20%
Restaurant websites/apps	18%	17%	17%	16%	17%
Online travel reviews	17%	14%	15%	16%	16%
Airline websites/apps	15%	10%	15%	12%	13%
Online travel agency	11%	12%	13%	11%	11%
Rental car websites/apps	12%	7%	11%	8%	9%
VermontVacation.com	7%	7%	8%	7%	7%
Video streaming services	6%	6%	6%	6%	6%
ChatGPT or other AI programs	9%	4%	5%	7%	6%
Receiving the Vermont Tourism e-Newsletter	4%	3%	4%	4%	4%
Music streaming services	3%	3%	5%	5%	4%
Accessibility travel resource sites	1%	1%	2%	2%	1%
Other	7%	4%	6%	6%	5%
None	14%	25%	27%	25%	21%
Vermont Tourism's social media ²	5%	3%	5%	5%	5%

Lowest Highest



¹ While planning this trip, which of the following online sources did you use? *Multiple responses permitted.*

² You mentioned you used social media as a source to help plan this trip. Did that include Vermont Tourism's official social media? *Percents out of all visitors.*

OTHER PLANNING SOURCES: SEASONAL¹

Fall visitors are also most likely to consult offline sources while planning their trips.

Sources	Fall	Winter	Spring	Summer	Annual
Friends/relatives/co-workers' advice	37%	35%	31%	35%	36%
Travel books, guides, brochures	14%	5%	8%	10%	9%
Vermont's Inspiration Guide	8%	3%	6%	7%	6%
AAA or travel agent	4%	2%	1%	3%	3%
Other	3%	2%	2%	2%	2%
Did not use any of the above	47%	58%	59%	52%	52%

Lowest Highest



¹ When you were planning this trip, what other sources of information did you use? *Multiple responses permitted.*

REASONS FOR VISITING: SEASONAL¹

Winter visitors are most likely to travel for leisure; spring visitors are most likely to be in the state visiting friends or family.

Reason for Visit	Fall	Winter	Spring	Summer	Annual
Vacation/leisure trip	70%	73%	60%	69%	70%
Visit friends/family	28%	30%	36%	33%	31%
Special occasion or event	11%	6%	12%	12%	10%
Spending time at my second home	6%	7%	8%	6%	7%
Business/conference	6%	5%	7%	5%	6%
Just passing through	6%	3%	6%	5%	5%
Other	3%	2%	4%	3%	3%

Lowest Highest



¹ What was your main reason for taking this trip to Vermont? Up to 3 responses permitted.

TYPE OF LEISURE TRIP: SEASONAL¹

Winter leisure visitors are most likely to be traveling for outdoor recreation, followed by summer visitors.

Spring leisure visitors most often come to the state to relax.

Fall leisure visitors most often come for the fall foliage.

Type of Leisure Trip	Fall	Winter	Spring	Summer	Annual
Outdoor recreation	23%	51%	22%	41%	38%
Relaxing/doing nothing in particular	26%	27%	35%	32%	29%
Scenic drives	27%	10%	15%	19%	18%
Local culinary experiences	15%	15%	16%	15%	15%
Craft beverages	13%	14%	13%	11%	13%
Unique local attractions	15%	9%	14%	16%	13%
Shopping	7%	12%	8%	6%	9%
Fall foliage	32%	1%	<1%	<1%	8%
Art galleries, museums, historical sites	7%	3%	13%	8%	6%
Farm experiences, maple sugaring, etc.	6%	3%	4%	3%	4%
Astrotourism	2%	2%	1%	2%	2%
Other	2%	1%	2%	1%	1%

Lowest Highest



¹ What type of vacation/leisure trip? Multiple responses permitted. Percents out of all visitors.

TYPE OF OUTDOOR RECREATION: SEASONAL¹

Winter outdoor recreation visitors focus on one outdoor activity: skiing.
Summer outdoor recreation visitors enjoy a variety of activities, particularly hiking.

Type of Outdoor Recreation	Fall	Winter	Spring	Summer	Annual
Hiking	16%	8%	14%	25%	16%
Skiing/riding	1%	45%	3%	<1%	16%
Camping	5%	2%	6%	10%	9%
Biking	8%	2%	4%	13%	6%
Kayaking, paddleboarding, canoeing	4%	1%	3%	10%	5%
Bird watching, wildlife viewing	4%	2%	4%	7%	5%
Snowshoeing	<1%	8%	<1%	<1%	3%
Fishing	2%	1%	1%	5%	2%
Ice skating, sledding, tubing	<1%	7%	<1%	<1%	2%
Sailing, boating	1%	1%	1%	2%	1%
Golf	1%	1%	1%	2%	1%
Rock climbing	<1%	1%	1%	2%	1%
Snowmobiling	<1%	2%	<1%	<1%	1%
Tennis	<1%	1%	<1%	<1%	<1%
Equestrian activities	<1%	<1%	<1%	<1%	<1%
Hunting	<1%	<1%	<1%	<1%	<1%
Other	1%	1%	2%	2%	2%
Came to do only one outdoor activity	11%	33%	11%	14%	19%

Lowest Highest



¹ What type of outdoor recreation? Multiple responses permitted. Percents out of all visitors.

RATING OUTDOOR ACTIVITIES: SEASONAL¹

Winter visitors rate their outdoor activities as most strenuous.
Visitors in other seasons tend to rate their outdoor activities as moderate.

Rating	Fall	Winter	Spring	Summer	Annual
1 - Relaxing	10%	2%	4%	11%	7%
2	13%	9%	8%	11%	10%
3	32%	25%	34%	35%	29%
4	22%	28%	31%	19%	25%
5 - Exhilarating/Adventurous	23%	36%	23%	24%	29%

Lowest Highest



¹ How would you rate your outdoor recreation activities in Vermont, where 1 is relaxing outdoor activities and 5 is exhilarating/adventurous outdoor activities?
Percents out of visitors who come to Vermont for outdoor recreation.

TYPE OF SPECIAL OCCASION/EVENT: SEASONAL¹

Event visitors most often come to the state for a wedding,
particularly in summer and fall.

Type of Event or Occasion	Fall	Winter	Spring	Summer	Annual
Guests at a wedding	3%	2%	2%	3%	2%
Family or school reunion	1%	2%	1%	2%	1%
Festival (arts/culture, food and wine, etc.)	2%	<1%	1%	1%	1%
Concert or musical event	<1%	<1%	<1%	1%	1%
Watching a sporting event	<1%	<1%	1%	1%	1%
Participating in a sporting event	1%	<1%	1%	1%	1%
Getting/got married or on honeymoon	1%	<1%	1%	<1%	1%
Performing arts event	<1%	<1%	<1%	<1%	<1%
Other	3%	2%	4%	3%	3%

Lowest Highest



¹ What type of special occasion or event? Percents out of all visitors.
“Other” includes birthdays, anniversaries, and funerals.

REASON FOR VISITING: SEASONAL BREAKDOWN

Main Reason for Visiting ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Vacation/leisure trip		70%		73%		60%		69%
Outdoor recreation	33%	23%	70%	51%	36%	22%	60%	41%
Relaxing/doing nothing in particular	37%	26%	37%	27%	58%	35%	47%	32%
Scenic drives	38%	27%	14%	10%	25%	15%	28%	19%
Local culinary experiences	21%	15%	21%	15%	26%	16%	22%	15%
Craft beverages	19%	13%	19%	14%	21%	13%	16%	11%
Unique local attractions	21%	15%	12%	9%	24%	14%	23%	16%
Shopping	10%	7%	16%	12%	13%	8%	9%	6%
Fall foliage	45%	32%	1%	1%	<1%	<1%	<1%	<1%
Art galleries, museums, historical sites	10%	7%	4%	3%	21%	13%	12%	8%
Farm experiences, maple sugaring, etc.	8%	6%	4%	3%	6%	4%	5%	3%
Astrotourism	3%	2%	3%	2%	2%	1%	3%	2%
Other	3%	2%	1%	1%	4%	2%	2%	1%
Visit friends/family		28%		30%		36%		33%
Special occasion or event		11%		6%		12%		12%
Guests at a wedding	24%	3%	18%	2%	20%	2%	27%	3%
Getting/got married or on honeymoon	6%	1%	8%	<1%	7%	1%	4%	<1%
Family or school reunion	10%	1%	15%	2%	10%	1%	17%	2%
Festival (arts/culture, food and wine, etc.)	19%	2%	6%	<1%	9%	1%	11%	1%
Concert or musical event	3%	<1%	8%	<1%	4%	<1%	8%	1%
Performing arts event	1%	<1%	6%	<1%	1%	<1%	2%	<1%
Watching a sporting event	4%	<1%	8%	<1%	7%	1%	5%	1%
Participating in a sporting event	7%	1%	5%	<1%	7%	1%	5%	1%
Other	26%	3%	26%	2%	35%	4%	21%	3%
Spending time at my second home		6%		7%		8%		6%
Business/conference		6%		5%		7%		5%
Just passing through		6%		3%		6%		5%
Other		3%		2%		4%		3%

REASONS FOR CHOOSING VERMONT: SEASONAL

Vermont's scenic beauty convinces fall visitors to choose it over other options.

Its outdoor activities convince winter visitors.

Both the scenery and the promise of relaxation draw spring and summer visitors.

Other Destinations Considered ¹	Fall	Winter	Spring	Summer	Annual
Considered Other Destinations	18%	17%	14%	16%	17%
Did Not Consider Other Destinations	80%	82%	85%	82%	81%
Don't know	2%	1%	1%	2%	2%

Reason for Choosing Vermont ²	Fall	Winter	Spring	Summer	Annual
Scenic beauty	9%	7%	7%	7%	9%
Outdoor activities	5%	9%	4%	6%	7%
Relaxation and quaint atmosphere	5%	6%	6%	7%	7%
New experience and exploration	5%	5%	5%	6%	6%
Proximity and convenience	4%	5%	5%	6%	5%
Affordability	2%	3%	3%	3%	3%
Recommendations	2%	3%	3%	2%	3%
Visiting friends and family	2%	2%	3%	2%	3%
Events and attractions	2%	2%	3%	2%	2%
Cultural and historical interest	2%	2%	2%	2%	2%
New England states tour	3%	2%	2%	2%	2%
Other	2%	1%	1%	1%	1%



¹ Did you consider any other destinations before choosing Vermont for this trip?

² Why did you choose Vermont over the other destinations you considered?

Multiple responses permitted. Percents out of all visitors.

CHOOSING VERMONT: SEASONAL BREAKDOWN

Reason for Choosing Vermont ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Scenic beauty	50%	9%	40%	7%	48%	7%	45%	7%
Outdoor activities	27%	5%	54%	9%	31%	4%	37%	6%
Relaxation and quaint atmosphere	26%	5%	35%	6%	43%	6%	44%	7%
New experience and exploration	26%	5%	32%	5%	36%	5%	38%	6%
Proximity and convenience	24%	4%	32%	5%	35%	5%	35%	6%
Affordability	11%	2%	19%	3%	19%	3%	21%	3%
Recommendations	13%	2%	20%	3%	22%	3%	15%	2%
Visiting friends and family	9%	2%	14%	2%	24%	3%	15%	2%
Events and attractions	11%	2%	11%	2%	19%	3%	15%	2%
Cultural and historical interest	10%	2%	9%	2%	17%	2%	13%	2%
New England states tour	17%	3%	9%	2%	15%	2%	10%	2%
Other	9%	2%	6%	1%	4%	1%	7%	1%

Lowest Highest



¹ Multiple responses permitted.

PRE-TRIP RECALL OF ADVERTISING: SEASONAL

Advertising Recall ¹	Fall	Winter	Spring	Summer	Annual
Recalled Advertising	39%	42%	33%	34%	39%
Did Not Recall Advertising	48%	42%	53%	51%	46%
Can't recall	13%	16%	14%	15%	15%

Source ²	Fall	Winter	Spring	Summer	Annual
Social media	19%	17%	14%	15%	18%
Online advertisement	10%	11%	8%	7%	9%
Online article	8%	9%	6%	6%	8%
Travel reviews/blogs	5%	6%	5%	3%	5%
Vermont's Inspiration Guide	4%	3%	3%	5%	4%
Cable or satellite television	4%	4%	2%	3%	4%
Video streaming services	4%	4%	3%	3%	4%
Magazine	4%	5%	3%	3%	4%
Brochure	3%	2%	2%	2%	3%
VermontVacation.com	2%	2%	2%	2%	2%
Radio	2%	3%	2%	1%	2%
Newspaper	2%	2%	2%	2%	2%
Online music or podcast streaming service	1%	1%	1%	1%	1%
AAA	1%	1%	1%	1%	1%
Other	2%	4%	2%	2%	3%
Recalled ads on Vermont Tourism's social media ³	6%	4%	4%	6%	5%

Winter visitors are most likely to recall seeing advertising for Vermont.

Social media is the most common source of recalled ads in every season.

Lowest Highest



³You mentioned social media as a source where you recalled information about Vermont. Did that include Vermont Tourism's official social media? Percents based on all visitors.

¹Over the past six months, have you seen, read, or heard any travel stories, advertising, or promotions for Vermont?

²Where did you see this information about vacationing in Vermont? Multiple responses permitted. Percents based on all visitors.

PRE-TRIP AD RECALL: SEASONAL BREAKDOWN

Advertising Recall Source ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Social media	49%	19%	41%	17%	43%	14%	45%	15%
Online advertisement	25%	10%	26%	11%	23%	8%	22%	7%
Online article	20%	8%	22%	9%	18%	6%	18%	6%
Travel reviews/blogs	12%	5%	14%	6%	14%	5%	10%	3%
Vermont's Inspiration Guide	10%	4%	7%	3%	9%	3%	14%	5%
Video streaming services	11%	4%	9%	4%	9%	3%	9%	3%
Cable or satellite television	9%	4%	9%	4%	7%	2%	10%	3%
Magazine	11%	4%	11%	5%	9%	3%	9%	3%
Brochure	8%	3%	5%	2%	7%	2%	7%	2%
VermontVacation.com	5%	2%	5%	2%	5%	2%	7%	2%
Radio	5%	2%	6%	3%	5%	2%	4%	1%
Newspaper	5%	2%	5%	2%	5%	2%	5%	2%
Online music or podcast	2%	1%	3%	1%	2%	1%	3%	1%
AAA	2%	1%	3%	1%	2%	1%	3%	1%
Other	4%	2%	10%	4%	6%	2%	6%	2%

Lowest Highest

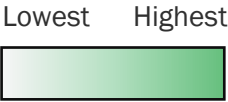


¹ Multiple responses permitted.

ADVERTISING INFLUENCE: SEASONAL¹

In addition to being most likely to recall advertising, winter visitors are also most likely to be influenced by it to visit Vermont.

Advertising Influence on Travel	Fall	Winter	Spring	Summer	Annual
Not at all influential	10%	11%	9%	11%	10%
Slightly influential	7%	7%	7%	6%	7%
Somewhat influential	10%	11%	8%	8%	11%
Very influential	8%	8%	7%	5%	7%
Extremely influential	2%	3%	1%	2%	2%
Not sure	2%	2%	1%	1%	2%
Did Not Recall Advertising	61%	58%	67%	66%	61%



¹ How influential were these travel stories, advertising, and promotions in your decision to come to Vermont? Percents out of all visitors.

ADVERTISING INFLUENCE: SEASONAL BREAKDOWN

Advertising Influence on Travel	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Not at all influential	25%	10%	25%	11%	27%	9%	32%	11%
Slightly influential	18%	7%	16%	7%	20%	7%	19%	6%
Somewhat influential	27%	10%	27%	11%	25%	8%	24%	8%
Very influential	20%	8%	20%	8%	21%	7%	16%	5%
Extremely influential	5%	2%	8%	3%	4%	1%	5%	2%
Not sure	5%	2%	4%	2%	3%	1%	4%	1%
Did not recall advertising	-	61%	-	58%	-	67%	-	67%

TRAVELER PROFILE: SEASONAL



VISITOR ORIGINS: SEASONAL

Winter visitors are most likely to travel from nearby.

Fall visitors travel from a notable variety of areas.

Region	Fall	Winter	Spring	Summer	Annual
New England	32%	37%	36%	37%	34%
Middle Atlantic	20%	31%	25%	22%	25%
South	18%	12%	19%	19%	17%
Midwest	10%	3%	7%	7%	7%
West	10%	3%	5%	7%	6%
Canada	7%	12%	7%	6%	9%
Other International	3%	2%	1%	2%	2%

Lowest Highest



New England: CT, ME, MA, NH, RI

Middle Atlantic: NJ, NY, PA

West: AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD

South: FL, GA, NC, SC, VA, DC, MD, DE, WV, AL, KY, MS, TN, AR, LA, OK, TX

TOP ORIGIN STATES & PROVINCES: SEASONAL

States and Provinces	Fall	Winter	Spring	Summer	Annual
Massachusetts	14%	18%	16%	17%	16%
New York	11%	19%	15%	12%	14%
Connecticut	7%	8%	8%	8%	8%
New Hampshire	6%	8%	6%	7%	7%
New Jersey	4%	8%	5%	5%	6%
Quebec	6%	9%	6%	4%	6%
Florida	4%	2%	4%	5%	4%
Pennsylvania	4%	4%	4%	5%	4%
California	3%	1%	2%	2%	2%
Maine	3%	1%	3%	3%	2%
Maryland	2%	2%	1%	2%	2%
North Carolina	2%	1%	2%	2%	2%
Rhode Island	2%	2%	1%	2%	2%
Texas	4%	1%	3%	3%	2%
Virginia	2%	1%	2%	2%	2%
Ontario	1%	3%	1%	2%	2%
Other ¹	25%	12%	21%	19%	19%

Lowest Highest



¹ Fewer than 2% of visitors travel from each other state or province.

TOP ORIGIN MARKETS: SEASONAL

Market	Fall	Winter	Spring	Summer	Annual
Boston	13%	18%	15%	15%	16%
New York City ¹	9%	16%	12%	10%	12%
Hartford-New Haven	6%	6%	7%	7%	6%
Albany-Schenectady-Troy	4%	6%	6%	4%	5%
Philadelphia	4%	4%	3%	4%	4%
Burlington-Plattsburgh	2%	4%	3%	2%	3%
Springfield-Holyoke	4%	2%	4%	4%	3%
Portland-Auburn	3%	2%	3%	3%	2%
Providence-New Bedford	2%	3%	2%	2%	2%
Washington, DC-Hagerstown ²	2%	2%	2%	2%	2%
Other ³	51%	37%	43%	47%	45%

Lowest Highest



¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

³ Fewer than 2% of visitors travel from each other market.

TRAVEL PARTIES: SEASONAL

Winter visitors travel in the largest parties; spring visitors, in the smallest.

Visitor Type ¹	Fall	Winter	Spring	Summer	Annual
Paid	2.8	3.2	2.5	2.9	3.0
Unpaid	2.4	2.6	2.1	2.5	2.4
Day Trippers	2.6	2.3	2.3	2.5	2.4
All Visitors ²	2.7	2.9	2.4	2.7	2.7

Fall visitors are most likely to travel as a couple without children.

Travel Party ³	Fall	Winter	Spring	Summer	Annual
As a couple	46%	39%	45%	38%	41%
As a family	21%	23%	22%	29%	24%
By yourself	15%	18%	22%	20%	19%
With friends	15%	17%	8%	11%	14%
With business associates	1%	1%	2%	2%	1%
In a tour group	2%	1%	1%	<1%	1%
Other	<1%	1%	<1%	<1%	<1%

Visitors are most likely to travel as a family with children in the summer.

Traveling with Children ⁴	Fall	Winter	Spring	Summer	Annual
Children	13%	19%	17%	23%	18%
No children	87%	81%	84%	77%	82%

Lowest Highest



¹ Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

³ On this trip, are you traveling:

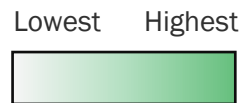
⁴ Were there any children in your immediate travel party on this trip?

GENDER, RACE, AND ETHNICITY: SEASONAL

Winter visitors are most likely to be male and racially diverse.

Gender ¹	Fall	Winter	Spring	Summer	Annual
Female	56%	51%	54%	54%	52%
Male	43%	47%	44%	44%	46%
Non-binary	1%	2%	2%	2%	2%
Prefer to self-describe	<1%	<1%	<1%	<1%	<1%

Race and Ethnicity ²	Fall	Winter	Spring	Summer	Annual
White	83%	81%	82%	87%	84%
Asian	6%	6%	6%	3%	5%
Hispanic	5%	5%	5%	4%	5%
Black	4%	5%	5%	4%	4%
Middle Eastern or Northern African	1%	2%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	<1%	<1%	<1%	<1%	<1%
Other	1%	1%	1%	1%	1%



¹ How do you identify your gender?

² How do you identify your race/ethnicity?

This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

AGE AND INCOME: SEASONAL

Winter visitors trend younger; fall visitors, older.
Summer and winter visitors have the highest incomes on average.

Age ¹	Fall	Winter	Spring	Summer	Annual
Under 25	4%	7%	4%	5%	5%
25 - 34	16%	22%	16%	16%	19%
35 - 44	20%	22%	23%	22%	23%
45 - 54	17%	18%	19%	19%	18%
55 - 64	20%	16%	16%	19%	17%
Over 65	23%	15%	22%	19%	18%
Median Age	50	44	48	48	46

Household Income ²	Fall	Winter	Spring	Summer	Annual
Less than \$50,000	12%	17%	16%	14%	15%
\$50,000 - \$74,999	16%	12%	15%	13%	14%
\$75,000 - \$99,999	14%	13%	14%	14%	14%
\$100,000 - \$149,999	21%	17%	17%	19%	19%
\$150,000 - \$199,999	17%	15%	13%	16%	15%
\$200,000 or more	20%	26%	25%	24%	23%
Median Income	\$119,050	\$123,530	\$114,700	\$123,680	\$118,420

Lowest Highest



¹ Which category best fits your age?

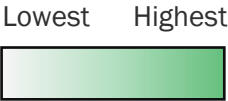
² Which category best fits your total household income last year from all sources?

This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

SEXUAL ORIENTATION: SEASONAL¹

Winter visitors show the most diversity not only in race but also in sexual orientation.

Sexual Orientation	Fall	Winter	Spring	Summer	Annual
Heterosexual or straight	85%	81%	86%	84%	84%
Bisexual	5%	5%	3%	5%	5%
Homosexual or lesbian	3%	4%	4%	3%	4%
Homosexual or gay	3%	4%	4%	3%	3%
Pansexual	2%	2%	2%	2%	2%
Asexual	1%	2%	1%	1%	1%
Prefer to self-identify	<1%	<1%	<1%	1%	<1%
Unsure	1%	2%	<1%	1%	1%



¹ Which of the following do you consider yourself to be?

This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

DISABILITY: SEASONAL¹

Disability	Fall	Winter ²	Spring	Summer	Annual
A condition that substantially limits one or more basic physical activities	6%	NA	4%	5%	5%
A physical, mental or emotional condition that increases the difficulty of learning, remembering, or concentrating	2%	NA	1%	3%	3%
Deafness or a serious hearing loss	2%	NA	2%	2%	2%
Blindness or serious vision loss or condition	1%	NA	0%	0%	1%
None of the above	90%	NA	93%	90%	91%

Lowest Highest



¹ Does anyone in your travel party have any of the following long-lasting conditions, disabilities, functional limitations or health problems? *Multiple responses permitted.*

² Survey question introduced in fall 2025; not asked in fall 2024 or winter 2025.

NEW & RETURNING VISITORS: SEASONAL

Winter draws the most repeat visitors; fall, the most first-time visitors.

Vermont's scenic beauty draws first-time fall visitors.

The desire to explore a new destination draws first-time winter and spring visitors.

Summer visitors are equally drawn by both.

Vermont Visitation ¹	Fall	Winter	Spring	Summer	Annual
This is my first time	26%	13%	14%	17%	17%
2 - 5 times	22%	20%	21%	21%	22%
6 - 10 times	15%	14%	19%	16%	15%
11+ times	37%	53%	46%	46%	46%

First Trip Inspiration ²	Fall	Winter	Spring	Summer	Annual
Scenic beauty	55%	38%	37%	49%	48%
Wanted to go somewhere new	35%	54%	49%	49%	48%
Vermont was recommended through word of mouth	12%	32%	21%	25%	24%
Visiting friends or family	16%	23%	19%	22%	19%
Specific occasion, event, or attraction	12%	20%	20%	24%	18%
New England states/50 states tour	20%	15%	19%	16%	18%
Vermont was recommended online	11%	21%	8%	10%	14%
Traveling for business	7%	8%	19%	10%	11%
Proximity/convenience	5%	13%	8%	13%	10%
Other	6%	1%	8%	2%	3%

Lowest Highest



¹ Approximately how many times have you visited Vermont?

² What inspired this first trip to Vermont? Multiple responses permitted. Percents out of those who were visiting for the first time.

FIRST TRIP INSPIRATION: SEASONAL BREAKDOWN

First Trip Inspiration ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Scenic beauty	55%	14%	38%	5%	37%	5%	49%	8%
Wanted to go somewhere new	35%	9%	54%	7%	49%	7%	49%	8%
Word of mouth	12%	3%	32%	4%	21%	3%	25%	4%
Visiting friends or family	16%	4%	23%	3%	19%	3%	22%	4%
Specific occasion, event, or attraction	12%	3%	20%	3%	20%	3%	24%	4%
New England states/50 states tour	20%	5%	15%	2%	19%	3%	16%	3%
Vermont was recommended online	11%	3%	21%	3%	8%	1%	10%	2%
Traveling for business	7%	2%	8%	1%	19%	3%	10%	2%
Proximity/convenience	5%	1%	13%	2%	8%	1%	13%	2%
Other	6%	2%	1%	<1%	8%	1%	2%	<1%

Lowest Highest



¹ Multiple responses permitted.

TRIP EXPERIENCE: SEASONAL



MODES OF TRANSPORTATION: SEASONAL¹

In line with their diverse origins, fall visitors are most likely to fly to Vermont. Winter visitors, who often travel from nearby, are most likely to drive.

Mode of Transportation ¹	Fall	Winter	Spring	Summer	Annual
Drove to Vermont	77%	84%	82%	82%	82%
Flew into Burlington Intl	9%	10%	10%	9%	9%
Flew into Boston Logan Intl	5%	2%	2%	2%	3%
Flew into John F Kennedy Intl	<1%	<1%	<1%	1%	1%
Flew into Albany Intl	2%	1%	1%	<1%	1%
Flew into another airport	1%	<1%	1%	1%	1%
Took a motor coach tour or bus	2%	1%	<1%	1%	1%
Traveled by train	1%	<1%	1%	1%	1%
Flew into Montréal-Pierre Elliot Trudeau Intl	<1%	<1%	<1%	1%	<1%
Flew into Rutland-Southern Vermont	<1%	<1%	<1%	<1%	<1%
Flew into Newark Liberty Intl	<1%	<1%	<1%	<1%	<1%
Flew into LaGuardia	<1%	<1%	<1%	<1%	<1%
Flew into Manchester-Boston Regional	1%	<1%	1%	<1%	<1%
Flew into Bradley Intl	1%	<1%	<1%	1%	<1%
Flew into Plattsburgh Intl	<1%	1%	<1%	<1%	<1%
Other	1%	1%	2%	1%	1%
Drove a fully electric vehicle (EV) ²	5%	6%	5%	6%	5%

Lowest Highest



¹ What was your primary mode of transportation on this trip?

² Was your vehicle a fully electric vehicle (EV)? Percents out of all visitors.

NIGHTS STAYED: SEASONAL¹

In all seasons, visitors staying with friends/family or in a personal second home have the longest trips.
Day trips are most common in winter; trips of 5 or more nights are most common in summer.

Visitor Type	Fall	Winter	Spring	Summer	Annual
Paid	3.6	3.4	3.5	4.2	3.7
Unpaid	5.7	5.1	5.8	6.3	5.7
Day Trippers	1.0	1.0	1.0	1.0	1.0
All Visitors	3.7	3.4	3.7	3.7	3.8
Hotels	3.2	3.0	2.9	3.7	3.2
Vacation Rentals	4.2	4.1	4.0	5.2	4.5

Nights Stayed	Fall	Winter	Spring	Summer	Annual
Not staying overnight	17%	20%	16%	11%	16%
1 night	9%	8%	9%	6%	8%
2 nights	22%	22%	25%	19%	22%
3 nights	18%	19%	20%	20%	19%
4 nights	13%	12%	11%	14%	12%
5+ nights	21%	19%	19%	30%	23%

Lowest Highest



¹ How many nights are you staying in Vermont on this trip?

REGIONS VISITED: SEASONAL¹

Spring visitation is concentrated mainly in one region: the Upper Green Mountains.
Fall and summer visitors can be found throughout the state.

Regions ²	Fall	Winter	Spring	Summer	Annual
Greater Burlington	31%	25%	29%	35%	31%
Upper Green Mountains	25%	23%	40%	24%	22%
Capital Region	15%	11%	13%	13%	16%
Northeast Kingdom	15%	14%	19%	19%	16%
The Shires	15%	17%	19%	20%	15%
Upper Connecticut River	16%	16%	6%	14%	15%
Champlain Valley	16%	14%	20%	18%	14%
Stone Valley	15%	15%	7%	18%	14%
Lower Connecticut River	13%	12%	9%	15%	12%
Champlain Islands	12%	2%	7%	14%	11%
Northwest Vermont	5%	5%	16%	9%	11%
Deerfield Valley	13%	4%	4%	8%	10%
Okemo Valley	11%	15%	4%	11%	10%
White River Valley	5%	11%	16%	7%	10%

¹ For a map of these regions, please see <https://vermontvacation.com/places-to-visit/vermont-regions>

² Which regions of Vermont do you intend to visit on this trip?

Multiple responses permitted.

Lowest Highest



REGIONS STAYED IN: SEASONAL¹

Spring visitors concentrate in 3 main regions for overnight stays.

Summer visitors spend the night throughout the state.

Fall and winter visitors most often stay in the northwest-central part of the state.

Regions ²	Fall	Winter	Spring	Summer	Annual
Greater Burlington	23%	21%	25%	19%	22%
Upper Green Mountains	18%	20%	26%	15%	16%
Northeast Kingdom	9%	10%	6%	13%	9%
The Shires	10%	8%	4%	12%	8%
Capital Region	9%	4%	5%	5%	7%
Upper Connecticut River	8%	7%	3%	6%	7%
Champlain Valley	7%	9%	18%	8%	7%
Stone Valley	8%	8%	5%	9%	7%
Champlain Islands	5%	1%	4%	9%	7%
Deerfield Valley	8%	2%	1%	4%	7%
Lower Connecticut River	5%	5%	6%	7%	5%
Okemo Valley	4%	7%	4%	6%	5%
Northwest Vermont	2%	3%	5%	3%	4%
White River Valley	1%	1%	1%	2%	1%

¹ For a map of these regions, please see <https://vermontvacation.com/places-to-visit/vermont-regions>

² In what city(s)/town(s) of Vermont are you staying overnight?

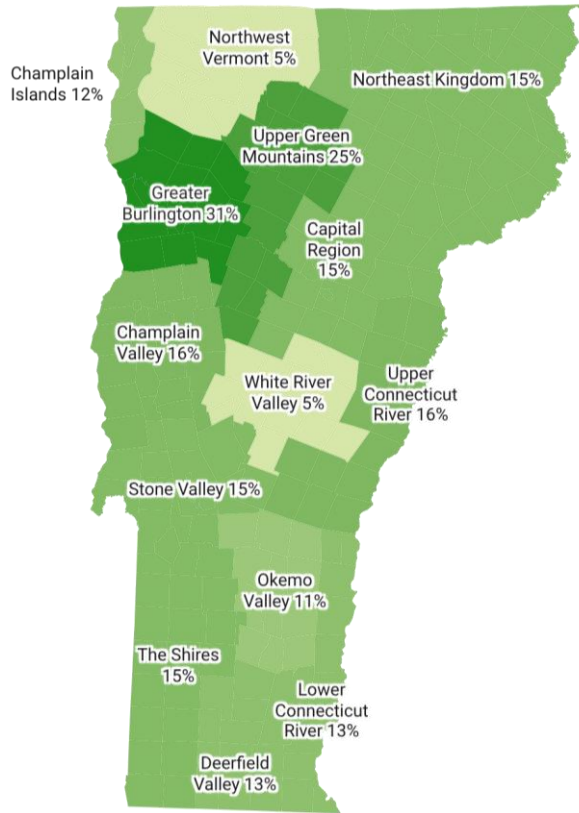
Multiple responses permitted.

Lowest Highest

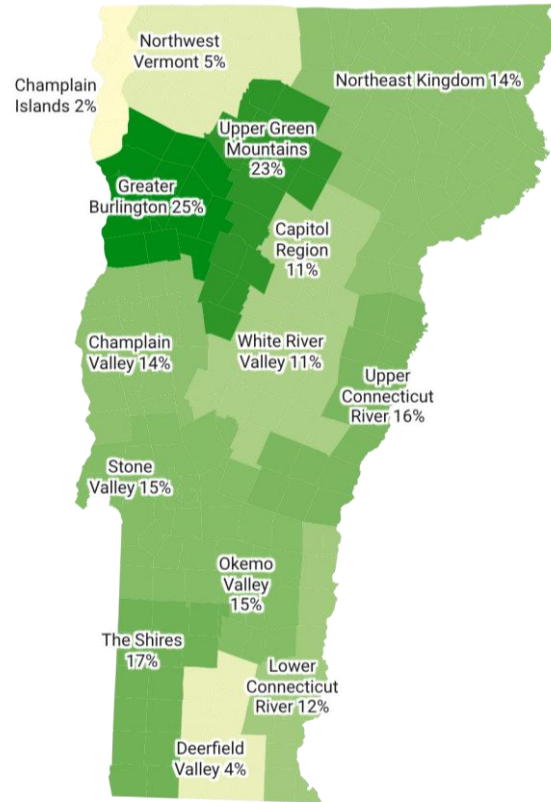


REGIONS STAYED IN AND VISITED: SEASONAL¹

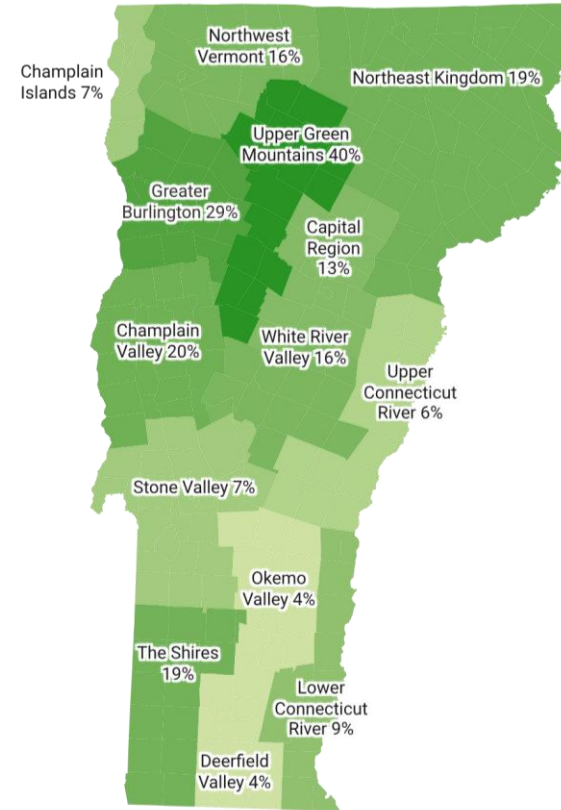
Fall



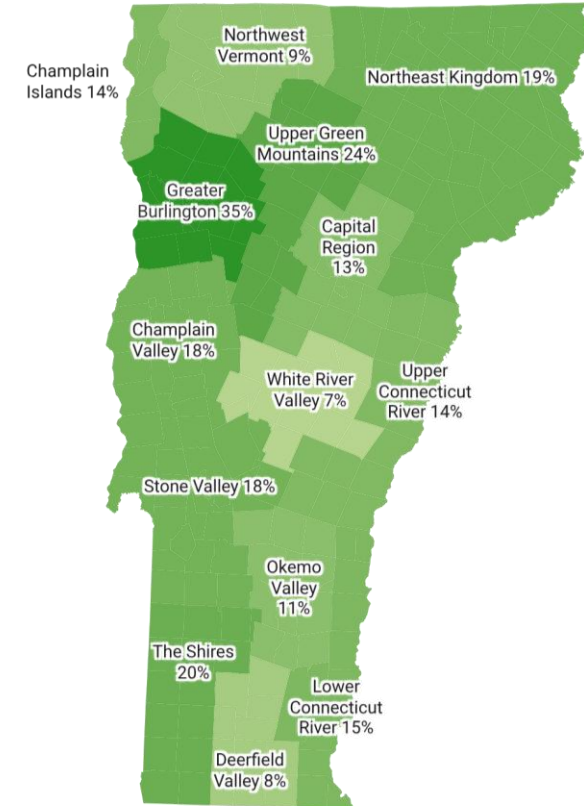
Winter



Spring



Summer

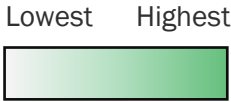


¹ These maps depict the regions of Vermont that visitors said they visited while on their trip. This includes visitors staying overnight in those regions and visitors who take day trips to regions other than where they are staying.

ACCOMMODATIONS: SEASONAL¹

Hotels are the most popular accommodations in every season, though winter visitors often stay at ski resorts and summer visitors often stay with friends or family.

Accommodation Type	Fall	Winter	Spring	Summer	Annual
Hotel/motel	27%	24%	30%	29%	24%
Not spending the night	17%	20%	16%	12%	16%
Staying with friends and relatives	15%	15%	16%	21%	15%
Vacation rental home	14%	16%	10%	13%	14%
RV Park/campground/cabin	6%	1%	8%	7%	9%
Personal second home	8%	9%	9%	8%	8%
Bed & Breakfast/Inn	7%	5%	5%	5%	5%
Ski Resort	2%	8%	1%	1%	4%
Camping in the wilderness/backpacking	2%	1%	2%	3%	3%
Farmstay	<1%	<1%	1%	1%	1%
Other	2%	1%	2%	<1%	1%



¹ In what type of accommodations are you staying on this trip?

PAID ACCOMMODATIONS: SEASONAL¹

Hotels are the most popular paid accommodation type among spring visitors.
Vacation rental homes and ski resorts are most popular among winter visitors.
Campgrounds and cabins are frequented by spring and summer visitors..
Fall visitors favor bed & breakfasts.

Paid Accommodation Type	Fall	Winter	Spring	Summer	Annual
Hotel/motel	47%	44%	52%	52%	41%
Vacation rental home	24%	29%	17%	22%	24%
RV Park/campground/cabin	10%	2%	14%	13%	15%
Bed & Breakfast/Inn	12%	9%	9%	9%	9%
Ski Resort	4%	14%	2%	2%	7%
Farmstay	<1%	<1%	2%	2%	2%
Other	3%	2%	4%	<1%	2%

Lowest Highest



¹ Percents based on visitors staying overnight in paid accommodations.

VISITOR ACTIVITIES: SEASONAL¹

Winter and summer visitors are most likely to do outdoor activities.

Fall visitors prefer scenic and sightseeing activities.

Spring visitors are often in the state visiting friends or family.

Activity	Fall	Winter	Spring	Summer	Annual
Outdoor activities	46%	60%	38%	59%	54%
Scenic and sightseeing activities	58%	26%	42%	51%	43%
Culinary and beverage experiences	40%	32%	36%	34%	35%
Shopping	39%	30%	32%	33%	34%
Visit friends/relatives	32%	30%	39%	37%	33%
Arts, culture, and heritage	22%	9%	19%	20%	17%
Special events and social gatherings	13%	8%	14%	17%	12%
Participate in a hands-on learning experience/class	6%	3%	5%	4%	5%
Business	6%	5%	7%	5%	3%
Other	4%	3%	6%	4%	4%

Lowest Highest



¹ In which of the following activities did/will you participate during this trip? *Multiple responses permitted.*

TOP ACTIVITIES: SEASONAL¹

Skiing is the activity of choice in the winter.

Sightseeing and leaf peeping are common in the fall; sightseeing and hiking in the summer; and sightseeing in the spring.

Activities	Fall	Winter	Spring	Summer	Annual
Scenic drives/Sightseeing	48%	22%	35%	41%	35%
Shopping	39%	30%	32%	33%	34%
Visit friends/relatives	32%	30%	39%	37%	33%
Hiking	31%	10%	25%	39%	25%
Craft beverages	27%	23%	23%	23%	24%
Vermont products	27%	18%	26%	25%	23%
Skiing/riding	1%	50%	3%	<1%	18%
Visit a scenic outdoor location	23%	7%	16%	23%	17%
Visit a state/local park	21%	4%	17%	24%	17%
Farm to table dining	13%	7%	12%	13%	11%
Arts & culture	15%	5%	13%	12%	10%
Fall foliage	39%	1%	<1%	<1%	10%
Visited an attraction	13%	9%	10%	13%	10%
Camping	6%	2%	7%	9%	9%
Historical sites/historical downtowns	12%	3%	9%	11%	9%
Biking	11%	2%	7%	15%	8%
Bird watching/wildlife viewing	8%	2%	6%	11%	7%
Kayaking, paddleboarding, canoeing	4%	1%	4%	14%	6%

Lowest Highest



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors.
Top 17 activities shown. Continued on next slide.

ACTIVITIES (CONT'D) : SEASONAL¹

Activities	Fall	Winter	Spring	Summer	Annual
Attend or participate in a sporting event	9%	1%	2%	2%	5%
Participate in a hands-on learning experience/class	6%	3%	5%	4%	5%
Farm tours/experiences	6%	3%	4%	4%	4%
Astrotourism	5%	2%	4%	5%	4%
Special event/festival	3%	3%	8%	8%	4%
Fishing	2%	1%	3%	7%	3%
Ice skating, sledding, tubing	<1%	7%	<1%	<1%	3%
Business	6%	5%	7%	5%	3%
Sailing, boating	2%	1%	2%	5%	2%
Snowshoeing	<1%	8%	<1%	<1%	2%
Attend a wedding	3%	2%	3%	4%	2%
Golf	1%	1%	2%	3%	2%
Rock climbing	1%	1%	1%	2%	1%
Tennis	<1%	1%	<1%	1%	1%
Snowmobiling	<1%	2%	<1%	<1%	1%
Equestrian activities	<1%	1%	<1%	1%	1%
Hunting	<1%	<1%	<1%	<1%	<1%

Lowest Highest



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors.

ACTIVITIES: SEASONAL BREAKDOWN

Activity Participated In ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Outdoor activities		46%		60%		38%		59%
Hiking	67%	31%	16%	10%	66%	25%	66%	39%
Skiing/riding	2%	1%	84%	50%	9%	3%	<1%	<1%
Camping	14%	6%	2%	2%	19%	7%	16%	9%
Biking	23%	11%	2%	2%	19%	7%	26%	15%
Bird watching/wildlife viewing	17%	8%	3%	2%	17%	6%	18%	11%
Kayaking, paddleboarding, canoeing	9%	4%	<1%	1%	11%	4%	23%	14%
Fishing	4%	2%	1%	1%	8%	3%	12%	7%
Ice skating, sledding, tubing	<1%	<1%	12%	7%	<1%	<1%	<1%	<1%
Sailing, boating	4%	2%	<1%	1%	5%	2%	9%	5%
Snowshoeing	<1%	<1%	12%	8%	<1%	<1%	<1%	<1%
Golf	3%	1%	<1%	1%	4%	2%	5%	3%
Rock climbing	2%	1%	1%	1%	2%	1%	3%	2%
Tennis	1%	<1%	<1%	<1%	1%	<1%	2%	1%
Snowmobiling	<1%	<1%	4%	2%	<1%	<1%	<1%	<1%
Equestrian activities	1%	<1%	1%	1%	1%	<1%	1%	<1%
Hunting	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Scenic and sightseeing activities		58%		26%		42%		51%
Scenic drives/Sightseeing	82%	48%	85%	22%	83%	35%	81%	41%
Visit a scenic outdoor location	39%	23%	26%	7%	38%	16%	46%	23%
Visit a state/local park	36%	21%	16%	4%	40%	17%	48%	24%
Fall foliage	67%	39%	3%	1%	3%	<1%	<1%	<1%
Astrotourism	8%	5%	9%	2%	9%	4%	10%	5%
Other	2%	1%	5%	1%	1%	<1%	1%	1%

¹ Multiple responses permitted. Continued on next page.

ACTIVITIES: SEASONAL BREAKDOWN (CONT'D)

Activity Participated In ¹	Fall		Winter		Spring		Summer	
	% Subcat.	% All Visitors	% Subcat.	% All Visitors	% Subcat.	% All Visitors	% Subcat.	% All Visitors
Culinary and beverage experiences		40%		32%		36%		34%
Craft beverages	68%	27%	73%	23%	65%	23%	68%	23%
Vermont products	67%	27%	56%	18%	72%	26%	74%	25%
Farm to table dining	32%	13%	21%	7%	34%	12%	37%	13%
Farm tours/experiences	15%	6%	8%	3%	8%	4%	12%	4%
Other	2%	1%	4%	1%	2%	1%	3%	1%
Shopping		39%		30%		32%		33%
Visit friends/relatives		32%		30%		39%		37%
Arts, culture, and heritage		22%		9%		19%		20%
Arts & culture	66%	15%	51%	5%	66%	13%	61%	12%
Visited an attraction	61%	13%	60%	9%	50%	10%	66%	13%
Historical sites/historical downtowns	55%	12%	35%	3%	45%	9%	53%	11%
Other	2%	<1%	3%	<1%	3%	1%	1%	<1%
Special events and social gatherings		13%		8%		14%		17%
Attend or participate in a sporting event	70%	9%	12%	1%	11%	2%	9%	2%
Special event/festival	20%	3%	38%	3%	59%	8%	49%	8%
Attend a wedding	10%	3%	12%	2%	18%	3%	23%	4%
Other	14%	2%	42%	3%	19%	3%	24%	4%
Hands-on learning experience/class		6%		3%		5%		4%
Business		6%		5%		7%		5%

¹ Multiple responses permitted.

ATTRACTIONS VISITED: SEASONAL¹

Fall visitors are most likely to visit multiple attractions; winter visitors, least likely.

Lowest Highest



¹ Did you/do you plan to visit any of the following places?

Multiple responses permitted. Top 25 places shown; continued on next slide.

Attractions	Fall	Winter	Spring	Summer	Annual
Ben & Jerry's	23%	21%	24%	25%	23%
Lake Champlain	21%	8%	17%	25%	19%
Church Street Marketplace	14%	14%	16%	16%	15%
Cabot Creamery	9%	8%	10%	9%	9%
Cold Hollow Cider Mill	11%	2%	2%	12%	8%
Mount Mansfield	8%	7%	4%	7%	7%
Quechee Gorge	9%	3%	7%	7%	6%
Hill Farmstead Brewery	8%	8%	5%	5%	6%
Vermont Country Store	7%	6%	4%	5%	6%
Fairbanks Museum & Planetarium	5%	2%	14%	6%	5%
Shelburne Museum	5%	3%	4%	7%	5%
Lake Willoughby	7%	1%	2%	7%	5%
Shelburne Farms	6%	3%	5%	7%	5%
Vermont Teddy Bear Factory	4%	7%	7%	4%	5%
Hildene, The Lincoln Family Home	3%	3%	4%	4%	4%
Echo, Leahy Center for Lake Champlain	2%	3%	4%	5%	4%
King Arthur Baking Co	5%	4%	3%	4%	4%
Kingdom Trails	5%	1%	2%	5%	4%
Vermont State House, Montpelier	5%	3%	4%	6%	4%
The Alchemist Brewery	3%	<1%	3%	6%	4%
Bennington Battle Monument	4%	1%	2%	4%	3%
Colchester Causeway	2%	1%	2%	4%	3%
Morse Farm Maple Sugarworks	3%	2%	4%	4%	3%
Marsh-Billings-Rockefeller National Historical Park	2%	1%	1%	2%	2%
Billings Farm	3%	1%	3%	2%	2%

ATTRACTIONS VISITED (CONT'D): SEASONAL¹

Attractions	Fall	Winter	Spring	Summer	Annual
Mount Equinox Skyline Drive	2%	1%	1%	2%	2%
Lamoille Valley Rail Trail	2%	<1%	2%	3%	2%
Barr Hill/Caledonia Spirits	1%	2%	2%	1%	2%
Lawson's Finest Liquids	2%	<1%	3%	3%	2%
Vermont Institute of Natural science	1%	1%	1%	1%	1%
Southern Vermont Arts Center	1%	1%	<1%	1%	1%
Montshire Museum of Science	1%	<1%	1%	1%	1%
The Bennington Museum	1%	<1%	1%	1%	1%
Trapp Family Lodge	1%	<1%	<1%	1%	1%
Crystal Lake State Park	<1%	<1%	<1%	<1%	<1%
Dog Mountain	<1%	<1%	<1%	<1%	<1%
Ethan Allen Homestead	<1%	<1%	<1%	<1%	<1%
Jay Peak Resort	<1%	1%	<1%	<1%	<1%
Killington Resort	<1%	1%	<1%	<1%	<1%
Lake Champlain Chocolates	<1%	<1%	<1%	<1%	<1%
Long Trail Brewing Company	<1%	<1%	<1%	<1%	<1%
Okemo Resort	<1%	<1%	<1%	<1%	<1%
Smuggler's Notch Resort	<1%	<1%	<1%	<1%	<1%
Downtown Stowe	<1%	<1%	<1%	<1%	<1%
Sugarbush Farm	<1%	<1%	<1%	<1%	<1%
University of Vermont	<1%	<1%	<1%	<1%	<1%
Zero Gravity Brewing	<1%	<1%	<1%	<1%	<1%
Other	3%	2%	1%	2%	2%
None	26%	43%	32%	28%	2%

Lowest Highest



¹ Did you/do you plan to visit any of the following places?

Multiple responses permitted.

DAILY OVERNIGHT VISITOR SPENDING: SEASONAL¹

Winter visitors staying in paid accommodations spend the most per day on average;
summer unpaid visitors, the least.

Paid Visitor Spending	Fall	Winter	Spring	Summer	Annual
Accommodations	\$159	\$175	\$138	\$121	\$147
Restaurants	\$95	\$107	\$98	\$84	\$95
Groceries	\$25	\$26	\$22	\$29	\$27
Shopping	\$53	\$62	\$56	\$49	\$55
Activities & Attractions	\$31	\$66	\$24	\$30	\$43
Transportation	\$44	\$42	\$41	\$44	\$45
Other	\$13	\$11	\$7	\$11	\$12
Total Spend Per Day	\$420	\$489	\$386	\$368	\$424

Unpaid Visitor Spending	Fall	Winter	Spring	Summer	Annual
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$67	\$81	\$61	\$62	\$68
Groceries	\$30	\$38	\$40	\$36	\$36
Shopping	\$58	\$59	\$45	\$39	\$50
Activities & Attractions	\$21	\$50	\$37	\$24	\$36
Transportation	\$33	\$35	\$47	\$31	\$35
Other	\$6	\$8	\$20	\$9	\$10
Total Spend Per Day	\$215	\$271	\$250	\$201	\$235

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

TOTAL OVERNIGHT VISITOR SPENDING: SEASONAL¹

Winter paid visitors also spend the most across their entire trip on average, but fall unpaid visitors spend the least per trip.

Paid Visitor Spending	Fall	Winter	Spring	Summer	Annual
Accommodations	\$572	\$595	\$483	\$508	\$544
Restaurants	\$342	\$364	\$343	\$353	\$352
Groceries	\$90	\$88	\$77	\$122	\$100
Shopping	\$191	\$211	\$196	\$206	\$204
Activities & Attractions	\$112	\$224	\$84	\$126	\$159
Transportation	\$158	\$143	\$144	\$185	\$167
Other	\$47	\$37	\$25	\$46	\$44
Total Spend Per Trip	\$1,512	\$1,662	\$1,352	\$1,546	\$1,569

Unpaid Visitor Spending	Fall	Winter	Spring	Summer	Annual
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$382	\$413	\$354	\$391	\$388
Groceries	\$171	\$194	\$232	\$227	\$205
Shopping	\$331	\$301	\$261	\$246	\$285
Activities & Attractions	\$120	\$255	\$215	\$151	\$205
Transportation	\$188	\$179	\$273	\$195	\$200
Other	\$34	\$41	\$116	\$57	\$57
Total Spend Per Trip	\$1,226	\$1,383	\$1,451	\$1,267	\$1,340

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

DAY TRIPPER SPENDING: SEASONAL¹

Day tripper spending is highest in winter and summer.
Day trippers spend the most money on restaurants and shopping.

Day Tripper Spending	Fall	Winter	Spring	Summer	Annual
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$54	\$58	\$61	\$60	\$60
Groceries	\$11	\$10	\$11	\$15	\$13
Shopping	\$67	\$50	\$45	\$43	\$58
Activities & Attractions	\$19	\$33	\$37	\$28	\$33
Transportation	\$24	\$24	\$24	\$28	\$28
Other	\$2	\$8	\$0	\$8	\$8
Total Spend	\$177	\$183	\$178	\$182	\$200

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

OTHER STATES & CANADA VISITED: SEASONAL¹

Fall visitors are most likely to visit other states during their trips;
winter visitors, least likely.

Visitation	Fall	Winter	Spring	Summer	Annual
Did not visit any other states or provinces	59%	78%	75%	67%	69%
New Hampshire	20%	8%	9%	13%	13%
New York	15%	6%	10%	12%	11%
Massachusetts	15%	6%	8%	9%	10%
Maine	10%	2%	6%	8%	6%
Connecticut	5%	2%	4%	4%	4%
Rhode Island	4%	1%	3%	2%	2%
Canada	6%	6%	5%	7%	6%
Other	4%	1%	3%	3%	2%

Lowest Highest



¹ What other states or Canada did you/do you plan to visit on this same trip? *Multiple responses permitted.*

POST-TRIP EVALUATION: SEASONAL



RECOMMENDATION & SATISFACTION: SEASONAL

Summer visitors are most likely to recommend Vermont and are most satisfied with their trips.

Recommendations ¹	Fall	Winter	Spring	Summer	Annual
Would definitely recommend Vermont	74%	74%	73%	78%	75%
Would probably recommend Vermont	23%	22%	24%	20%	22%
Would probably not recommend Vermont	1%	1%	1%	1%	1%
Would definitely not recommend Vermont	<1%	1%	<1%	<1%	<1%
Don't know	2%	2%	2%	1%	2%

Satisfaction ²	Fall	Winter	Spring	Summer	Annual
Very satisfied	73%	72%	74%	79%	75%
Satisfied	22%	22%	21%	18%	21%
Somewhat satisfied	4%	4%	3%	2%	3%
Dissatisfied	<1%	1%	<1%	<1%	<1%
Very dissatisfied	<1%	<1%	<1%	<1%	<1%
Don't know	1%	1%	2%	1%	1%

Lowest Highest



¹ Would you recommend Vermont to friends/family over other vacation areas?

² How satisfied are you with your visit to Vermont?

RETURNING & RELOCATING: SEASONAL

Summer visitors are also most likely to return to Vermont for a vacation or relocate as a resident; fall visitors, least likely.

Likelihood of Returning ¹	Fall	Winter	Spring	Summer	Annual
Very likely to return	67%	76%	72%	78%	74%
Somewhat likely to return	21%	16%	20%	16%	18%
Neither likely nor unlikely to return	6%	5%	4%	3%	5%
Somewhat unlikely to return	2%	1%	2%	1%	1%
Very unlikely to return	2%	1%	1%	1%	1%
Don't know	2%	1%	1%	1%	1%

Top Reasons for Not Returning ²	Fall	Winter	Spring	Summer	Annual
Prefer a variety of destinations	2%	<1%	1%	1%	1%
Too long a drive / too difficult get there	2%	<1%	1%	1%	1%
Once is enough to see and do everything	1%	<1%	1%	<1%	1%
No particular reason	1%	<1%	<1%	<1%	1%

Likelihood of Relocation ³	Fall	Winter	Spring	Summer	Annual
Definitely will relocate	5%	5%	6%	7%	6%
Probably will relocate	10%	12%	13%	13%	12%
Probably will not relocate	29%	31%	31%	34%	31%
Definitely will not relocate	44%	41%	36%	30%	37%
Don't know	12%	11%	14%	16%	14%

¹ How likely are you to return to Vermont for a vacation?

² Why don't you think you'll return to Vermont for a vacation? *Multiple responses permitted. Percents out of all visitors.*

³ How likely are you to relocate to Vermont as a resident?

Lowest Highest



MAKING VERMONT BETTER: SEASONAL

No more than 15% of visitors felt something was missing from their Vermont experience in any season.

Among those, entertainment was mentioned most often in fall, winter, and spring; public transportation most often in summer.

Missing Pieces ¹	Fall	Winter	Spring	Summer	Annual
Something was missing	15%	15%	15%	13%	14%
Nothing was missing	74%	73%	77%	76%	75%
Don't know	11%	12%	8%	11%	11%

Travel Experience Elements ²	Fall	Winter	Spring	Summer	Annual
Entertainment and activities	3%	3%	4%	1%	3%
Public transportation	2%	2%	2%	2%	2%
Infrastructure and road conditions	2%	1%	3%	1%	2%
Dining options	2%	2%	1%	1%	2%
Good weather	1%	2%	3%	1%	1%
Safety and public services	1%	1%	1%	2%	1%
Affordability	1%	1%	<1%	1%	1%
Internet and cell service	2%	<1%	1%	1%	1%
Accommodation options	1%	1%	1%	1%	1%
Cultural and social environment	1%	1%	1%	1%	1%
EV chargers	<1%	1%	<1%	1%	1%
Other	2%	1%	1%	1%	1%

Lowest Highest



¹ Was anything missing that would make Vermont a better vacation destination?

² What do you think was missing in your travel experience?

Coded open-ended responses. Multiple responses permitted. Percents out of all visitors.

MAKING VERMONT BETTER: SEASONAL BREAKOUTS

Suggested Areas for Improvement ¹	Fall		Winter		Spring		Summer	
	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors	% Subcategory	% All Visitors
Entertainment and activities	19%	3%	20%	3%	25%	4%	10%	1%
Public transportation	11%	2%	11%	2%	16%	2%	14%	2%
Infrastructure and road conditions	16%	2%	9%	1%	18%	3%	8%	1%
Dining options	13%	2%	11%	2%	7%	1%	11%	1%
Good weather	6%	1%	12%	2%	20%	3%	5%	1%
Safety and public services	8%	1%	6%	1%	9%	1%	12%	2%
Affordability	8%	1%	9%	1%	2%	<1%	10%	1%
Internet and cell service	15%	2%	3%	<1%	5%	1%	8%	1%
Accommodation options	8%	1%	6%	1%	4%	1%	9%	1%
Cultural and social environment	4%	1%	7%	1%	5%	1%	5%	1%
EV chargers	2%	<1%	5%	1%	3%	<1%	4%	1%
Other	11%	2%	7%	1%	5%	1%	7%	1%

Lowest Highest



¹Coded open-ended responses. Multiple responses permitted.

PERCEPTIONS OF VERMONT: SEASONAL¹



"It's like a Gilmore Girls fall in Vermont, with cute stores and scenic roads. Fall is a must-see."



"In early spring you have spring skiing and in late spring, Vermont turns green. You can see the mountains through the trees this time of year – a wonderful time to visit."



"Vermont is a winter wonderland this time of year: beautiful and serene. A skier's and snowboarder's paradise."



"Visit in the summer and play in lakes, rivers, and mountains. Enjoy the pleasant weather and the fresh air."



¹ If you were talking to a friend who'd never been here, how would you describe Vermont as a place to visit?



REGIONAL COMPARISONS

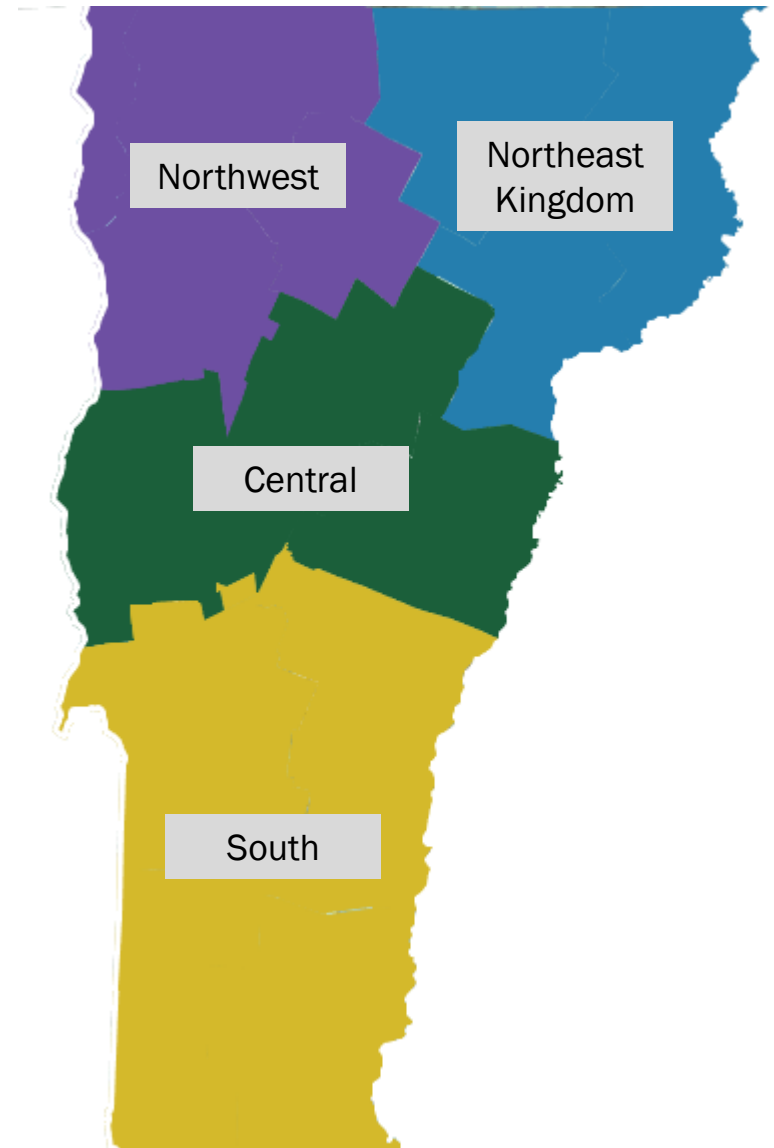
INTRODUCTION: REGIONAL COMPARISONS

REGIONAL COMPARISONS

This section looks at how visitor traits and behavior differ across Vermont's four broad geographic regions. Understanding these regional patterns helps identify what drives demand in each part of the state and where opportunities exist to better tailor marketing, experiences, and investments by region.

Each region is made up of three to four counties:

- Northwest: Grand Isle, Franklin, Chittenden, and Lamoille Counties
- Northeast Kingdom: Caledonia, Essex, and Orleans Counties
- Central: Addison, Washington, and Orange Counties
- South: Bennington, Rutland, Windham, and Windsor Counties



REGIONAL COMPARISONS: NORTHWEST

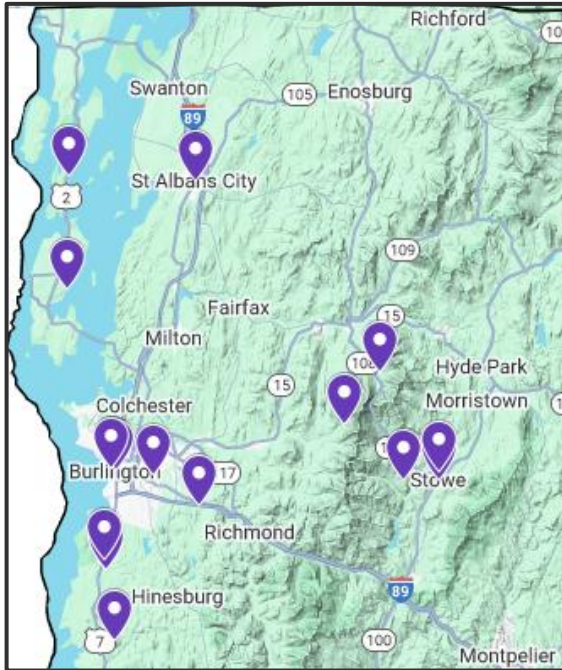
Northwest

Northeast
Kingdom

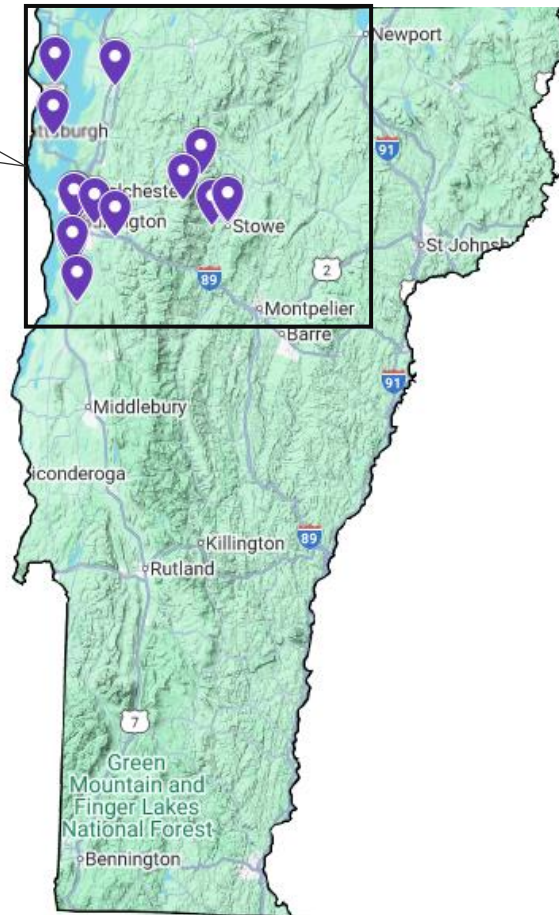
Central

South

NORTHWEST¹ SURVEY LOCATION MAP²



Insights on visitors to the Northwest region of Vermont are based on surveys collected online and at the following attractions:



Northwest Survey Sites

- Downtown St. Albans
- Hero's Welcome
- Grand Isle State Park
- Burlington Airport
- Burlington Waterfront
- Hotel Vermont
- Church Street Market
- Vermont Teddy Bear Factory
- Williston Welcome Center
- Shelburne Museum
- Underhill State Park
- Smuggler's Notch Resort
- Trapp Family Lodge
- Downtown Stowe

Northwest Events

- Pumpkin Chuckin' Festival
- Shelburne Winter Lights
- BTV Winter Market
- Vermont Maple Festival
- Vermont Brewers Festival
- Stowe Balloon Festival

¹ Grand Isle, Franklin, Chittenden, and Lamoille Counties make up Northwest Vermont. Major cities and towns include Burlington, Stowe, and St. Albans.

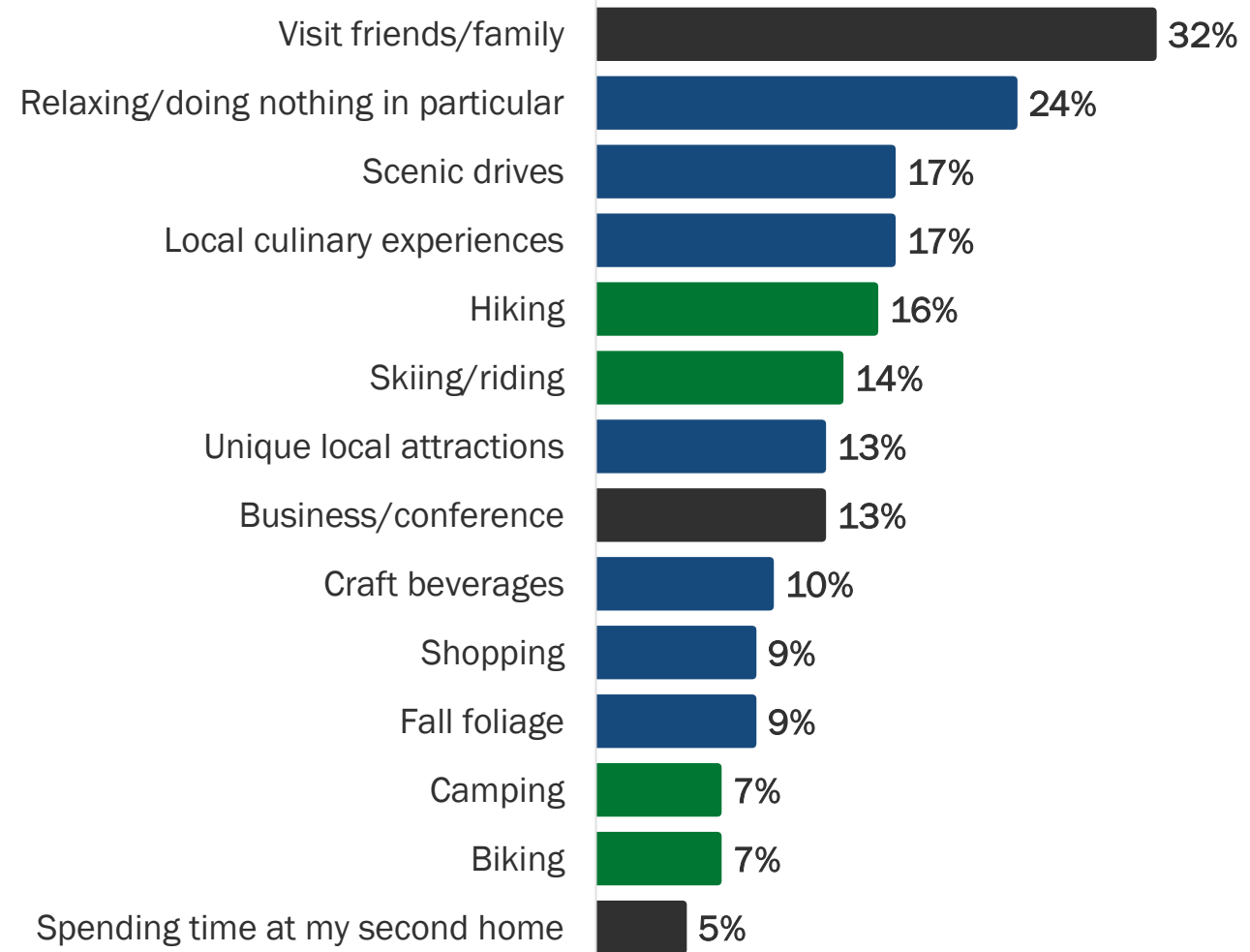
² Includes 14 total intercept survey locations and 6 events.

TOP REASONS FOR VISITING: NORTHWEST¹

- » **61%** of visitors to Northwest Vermont are in the state for some type of vacation or leisure trip
 - » 24% of visitors are there to simply relax
 - » Another 17% came to enjoy scenic drives or local culinary experiences
- » **32%** are in the state to visit friends or family
- » **34%** of visitors to the region are there to engage in outdoor recreation
 - » 16% came to hike, while 14% came to ski

This chart shows broad reasons for visiting Vermont broken out into more specific draws. Each specific draw is color-coded to indicate the broad reason for visiting it falls under:

- ☐ Vacation/leisure trip
- ☐ Outdoor recreation
- ☐ Other reasons for visiting



¹ What was your main reason for taking this trip to Vermont?

Multiple responses permitted. Percents out of all visitors. Top reasons for visiting shown; all reasons for visiting on next page.

ALL MAIN REASONS (BREAKOUTS): NORTHWEST

Visitors who said they came to Vermont for...

- » A vacation/leisure trip
- » A special occasion or event

...were asked to give more detail on the type of vacation or event that brought them to Vermont.

- » The “Percent of ‘Main Reason’ Subgroup” column shows percents out of visitors who came to Vermont for a leisure trip or event.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Northwest Vermont, not just those who came to the state for a leisure trip or event.
- » For example, 55% of visitors who came to Northwest Vermont for a vacation came specifically for outdoor recreation. This means that 34% of all visitors to Northwest Vermont came to the state for outdoor recreation.

Main Reason for Visiting ¹	Percent of “Main Reason” Subgroup	Percent of ALL Visitors ²
Vacation/leisure trip		61%
Outdoor recreation	55%	34%
Relaxing	40%	24%
Scenic drives	29%	17%
Local food	27%	17%
Unique local attractions	21%	13%
Craft beverages	16%	10%
Shopping	15%	9%
Fall foliage	15%	9%
Art galleries, museums, historical sites	7%	4%
Farm experiences	7%	4%
Astrotourism	2%	1%
Visit friends/family		32%
Business/conference		13%
Special occasion or event		10%
Guest at a wedding	24%	2%
Family or school reunion	14%	1%
Concert or musical event	10%	1%
Festival	7%	1%
Getting/got married or on honeymoon	5%	1%
Participating in a sporting event	4%	<1%
Performing arts event	3%	<1%
Watching a sporting event	3%	<1%
Spending time at my second home		5%
Just passing through		3%
Other		3%

¹ Multiple responses permitted.

² Refers to all visitors to Northwest Vermont.

TOP ORIGIN STATES & PROVINCES: NORTHWEST

- » **4 in 5** visitors to Northwest Vermont (80%) travel from 17 U.S. states and 1 Canadian province
- » New York and Massachusetts bring in the largest share of visitors to Northwest Vermont at **12%** each
- » **8%** of visitors travel from **Canada**

State/Province	Percent of Visitors
New York	12%
Massachusetts	12%
Florida	7%
Quebec	6%
Pennsylvania	5%
New Hampshire	5%
Texas	4%
New Jersey	4%
Connecticut	4%
North Carolina	3%
California	3%
Virginia	3%
Maryland	2%
Illinois	2%
Minnesota	2%
Georgia	2%
Ohio	2%
Maine	2%
Other states and provinces ¹	20%

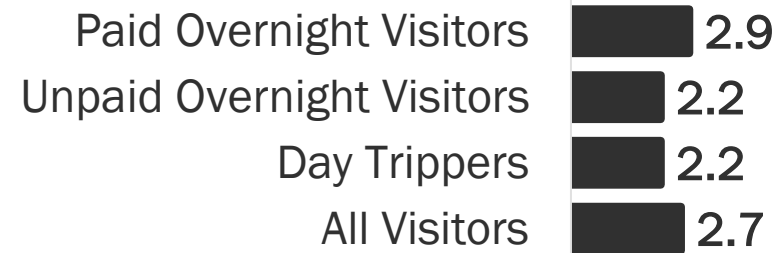
¹ Fewer than 2% of visitors travel from each other state or province.

TRAVEL PARTIES: NORTHWEST

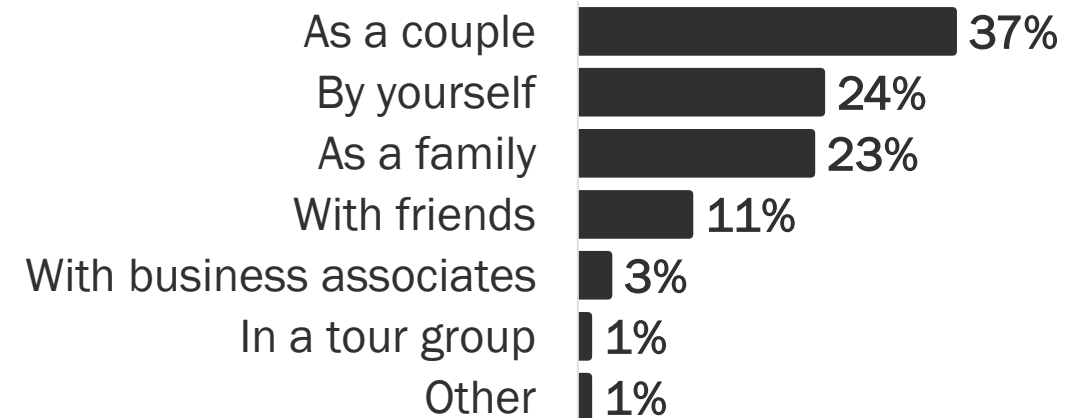
- » Typical visitors to Northwest Vermont travel in **parties of 2.7¹ people**
 - » Paid overnight visitors (those staying in paid accommodations) travel in the largest parties

- » **44%** of visitors travel with one or more **children⁴** in their travel party
- » Visitors most commonly travel to Northwest Vermont **as a couple (37%)**

Travel Party Size by Visitor Type²



Travel Party Composition³



¹ Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

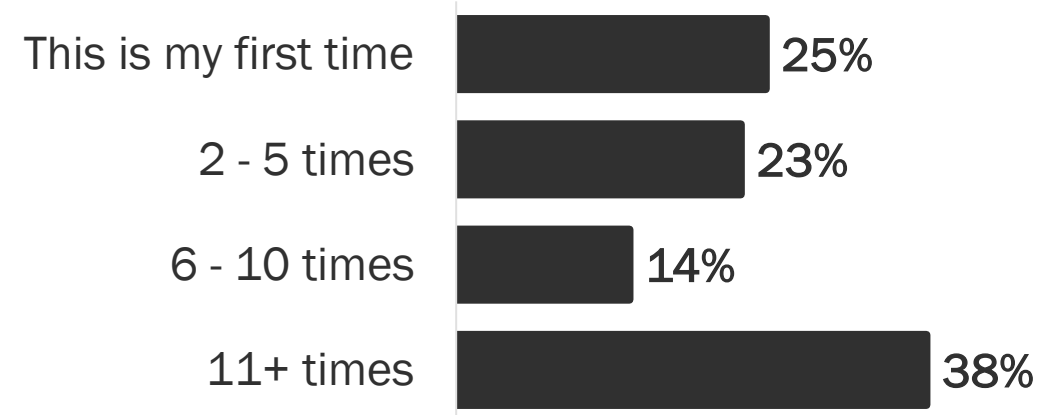
² Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³ On this trip, are you traveling:

⁴ Were there any children in your immediate travel party on this trip?

NEW & RETURNING VISITORS: NORTHWEST¹

- » **Nearly 2 in 5** (38%) of visitors to Northwest Vermont have been to the state **more than 10 times**
- » That said, **1 in 4** (25%) are in the state for the **first time**



¹ Approximately how many times have you visited Vermont?

NIGHTS STAYED: NORTHWEST¹

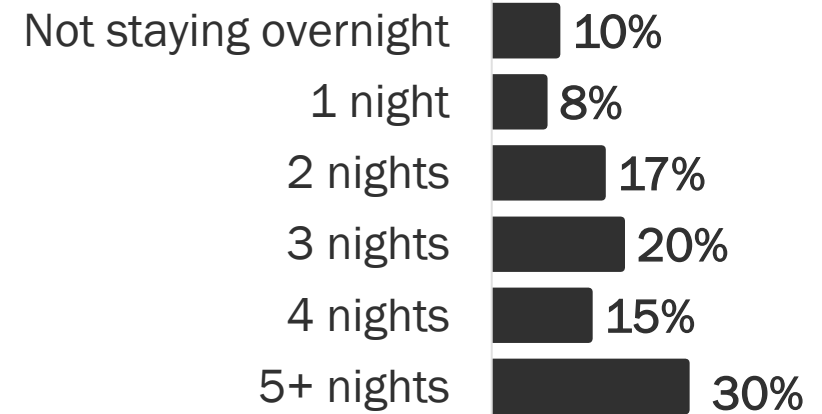
9 in 10 visitors to Northwest Vermont stay **one or more nights** in the state on their trip.

» Typical visitors stay **4.5 nights²** in the state

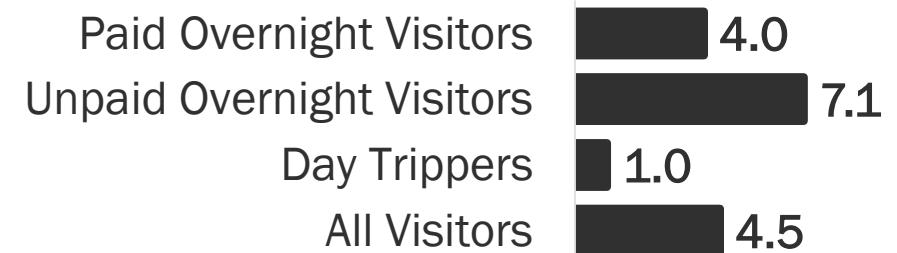
» Typical visitors staying overnight in **paid accommodations** stay **4.0 nights**

» For visitors staying in a **hotel**, the average length of stay is **3.4 nights**. For those staying in a **vacation rental**, it is **5.2 nights**.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



¹ How many nights are you staying in Vermont on this trip?

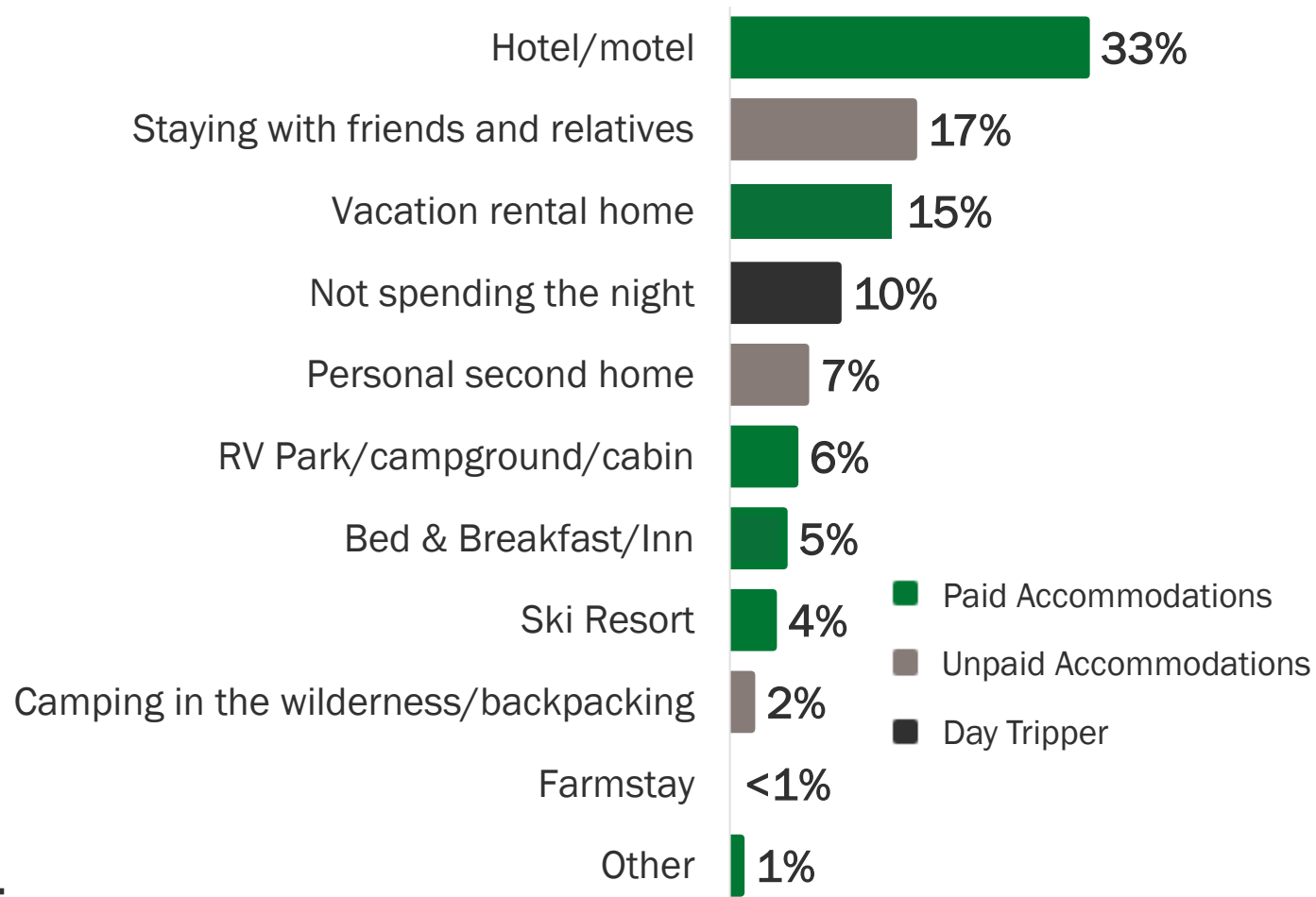
² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS: NORTHWEST¹

64% of visitors to Northwest Vermont stay overnight in paid accommodations.

- » **33%** stay overnight in a hotel/motel
- » **15%** stay in a vacation rental
- » **6%** stay in a campground, RV park, or cabin
- » **5%** stay at a B&B/inn
- » **4%** stay at a ski resort
- » And **1%** stay in another type of paid accommodations

Another **36%** of visitors stay overnight in unpaid accommodations or come to Vermont only for the day.



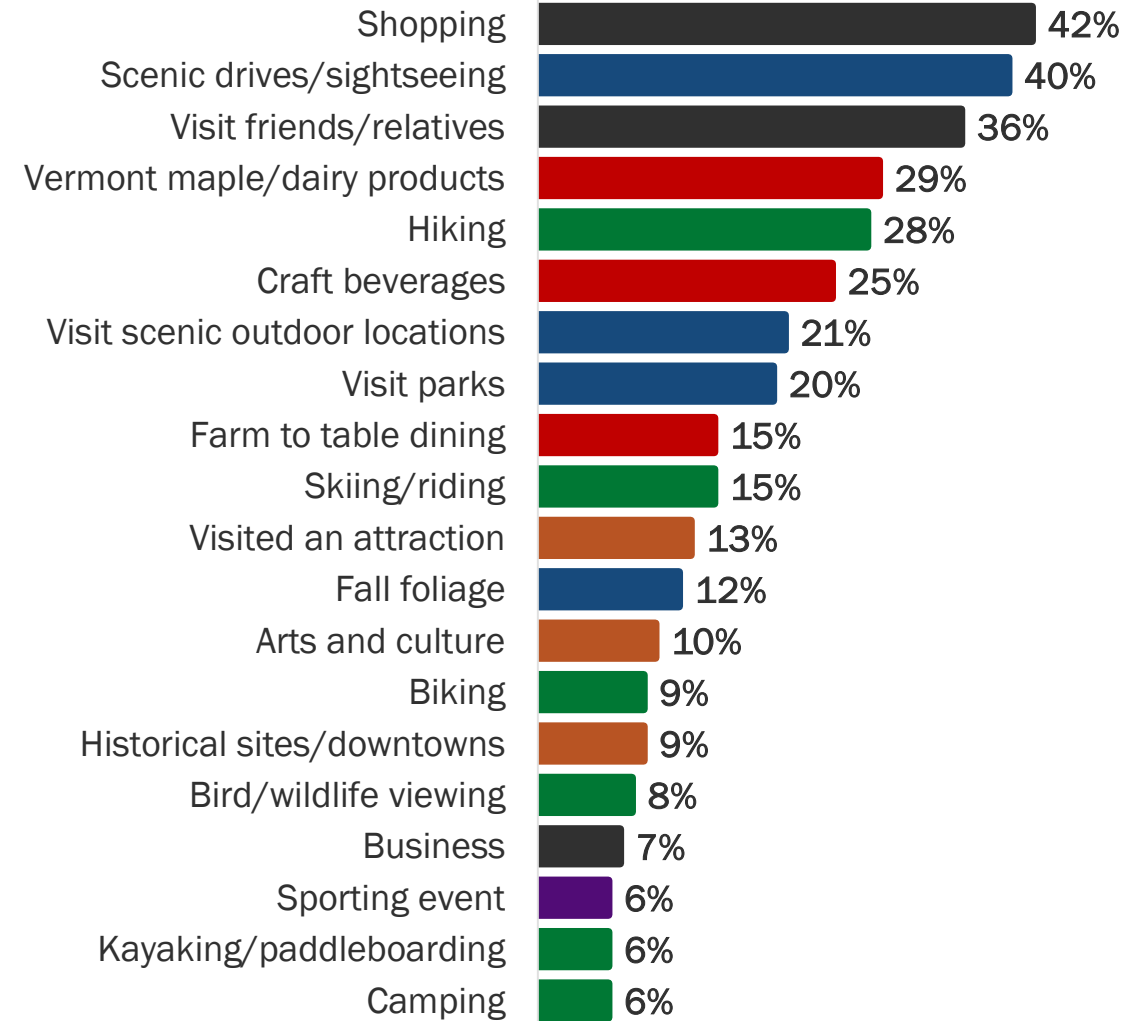
¹ In what type of accommodations are you staying on this trip?

TOP ACTIVITIES: NORTHWEST¹

- » The most popular activity among visitors to Northwest Vermont is **shopping**, enjoyed by **42%** of visitors
- » **40%** of visitors **go sightseeing** during their trips
- » Another **36% visit friends/relatives** while in Vermont

This chart shows broad types of activities visitors do in Vermont broken out into more specific activities. Each specific activity is color-coded to indicate the broad activity type it falls under:

- ☐ Outdoor recreation activities
- ☐ Scenic/sightseeing activities
- ☐ Culinary and beverage experiences
- ☐ Arts, culture, and heritage experiences
- ☐ Special events and social gatherings
- ☐ Other activities



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top activities shown; all activities on next page.

ALL ACTIVITIES (BREAKOUTS): NORTHWEST

Visitors who participated in...

- » Culinary and beverage experiences
- » Special events or social gatherings
- » Scenic and sightseeing activities
- » Arts, culture, and heritage activities
- » Or outdoor activities

...were asked to give more detail on the activities they were doing in Vermont within these categories. **Activity data continued on next page.**

- » The “Percent of ‘Activities’ Subgroup” column shows percents out of visitors doing each type of activity.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Northwest Vermont, not just those who participated in that type of activity.
- » For example, 53% of visitors to Northwest Vermont who did outdoor rec activities went hiking. This means that 28% of all visitors to Northwest Vermont went hiking during their trip.

Activity Participated In ¹	Percent of “Activity” Subgroup	Percent of ALL Visitors ²
Outdoor activities		53%
Hiking	53%	28%
Skiing/riding	28%	15%
Biking	16%	9%
Bird/wildlife viewing	15%	8%
Camping	12%	6%
Kayaking/paddleboarding	11%	6%
Snowshoeing	7%	4%
Sailing/boating	7%	4%
Ice skating/sledding/tubing	6%	3%
Fishing	5%	3%
Golf	3%	2%
Rock climbing	2%	1%
Snowmobiling	2%	1%
Equestrian activities	1%	1%
Tennis	1%	1%
Hunting	<1%	<1%
Scenic and sightseeing activities		48%
Scenic drives/sightseeing	83%	40%
Visit scenic outdoor locations	45%	21%
Visit parks	43%	20%
Fall foliage	25%	12%
Astrotourism	8%	4%
Shopping		42%

¹ Multiple responses permitted. Continued on next page.

² Refers to all visitors to Northwest Vermont.

ALL ACTIVITIES (BREAKOUTS CONT'D): NORTHWEST

Activity Participated In (Cont'd) ¹	Percent of "Activity" Subgroup	Percent of ALL Visitors ²
Culinary and beverage experiences		39%
Vermont maple/dairy products	73%	29%
Craft beverages	65%	25%
Farm to table dining	37%	15%
Farm tours/experiences	12%	5%
Visit friends/relatives		36%
Arts, culture, and heritage		17%
Visited an attraction	76%	13%
Arts and culture	56%	10%
Historical sites/downtowns	52%	9%
Special events and social gatherings		14%
Attend or participate in a sporting event	42%	6%
Special event/festival	32%	5%
Attend a wedding	11%	2%
Business		7%
Hands-on learning experience/class		3%

¹ Multiple responses permitted.

² Refers to all visitors to Northwest Vermont.

REASONS FOR VISITING: SEASONAL: NORTHWEST¹

Winter visitors to Northwest Vermont are most likely to travel for leisure; spring visitors are most likely to be in the state visiting friends or family or for business.

Reason for Visit	Fall	Winter	Spring	Summer	Annual ²
Vacation/leisure trip	63%	69%	47%	59%	61%
Visit friends/family	27%	30%	37%	34%	32%
Business/conference	14%	10%	18%	11%	13%
Special occasion or event	9%	7%	16%	15%	10%
Time at second home	4%	5%	5%	5%	5%
Just passing through	3%	2%	5%	4%	3%
Other	2%	2%	4%	3%	3%

Lowest Highest



¹ What was your main reason for taking this trip to Vermont? *Up to 3 responses permitted.*

² Represents all visitors to Northwest Vermont.

DAILY SPENDING: SEASONAL: NORTHWEST¹

Winter visitors to Northwest Vermont staying in paid accommodations spend the most per day on average; summer unpaid visitors, the least.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$196	\$208	\$124	\$149	\$168
Restaurants	\$99	\$106	\$85	\$101	\$98
Groceries	\$24	\$22	\$22	\$27	\$25
Shopping	\$47	\$56	\$37	\$51	\$49
Activities & Attractions	\$33	\$64	\$22	\$34	\$43
Transportation	\$60	\$36	\$42	\$41	\$47
Other	\$24	\$10	\$19	\$16	\$16
Total Spend Per Day	\$483	\$502	\$351	\$419	\$446

Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$72	\$81	\$56	\$70	\$70
Groceries	\$32	\$31	\$32	\$36	\$33
Shopping	\$57	\$36	\$53	\$38	\$44
Activities & Attractions	\$28	\$57	\$41	\$23	\$41
Transportation	\$30	\$40	\$75	\$26	\$34
Other	\$13	\$11	\$37	\$6	\$12
Total Spend Per Day	\$232	\$256	\$294	\$199	\$234

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Northwest Vermont.

TOTAL SPENDING: SEASONAL: NORTHWEST¹

Fall visitors to Northwest Vermont staying overnight in paid accommodations spend the most across their entire trip on average, while spring paid visitors spend the least per trip.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$785	\$793	\$462	\$621	\$669
Restaurants	\$397	\$404	\$317	\$421	\$391
Groceries	\$96	\$84	\$82	\$112	\$100
Shopping	\$188	\$213	\$138	\$212	\$195
Activities & Attractions	\$132	\$244	\$82	\$142	\$171
Transportation	\$240	\$137	\$156	\$171	\$187
Other	\$96	\$38	\$71	\$67	\$64

Total Spend Per Trip	\$1,934	\$1,913	\$1,308	\$1,746	\$1,777
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Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$596	\$503	\$401	\$555	\$500
Groceries	\$265	\$192	\$229	\$285	\$236
Shopping	\$472	\$223	\$380	\$301	\$314
Activities & Attractions	\$232	\$354	\$294	\$182	\$293
Transportation	\$248	\$248	\$538	\$206	\$243
Other	\$108	\$68	\$265	\$48	\$86

Total Spend Per Trip	\$1,921	\$1,588	\$2,107	\$1,577	\$1,672
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Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Northwest Vermont.

REGIONAL COMPARISONS: NORTHEAST KINGDOM

Northwest

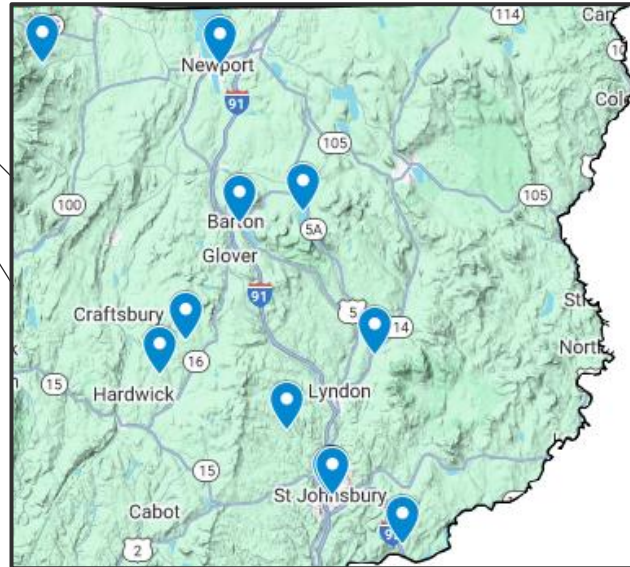
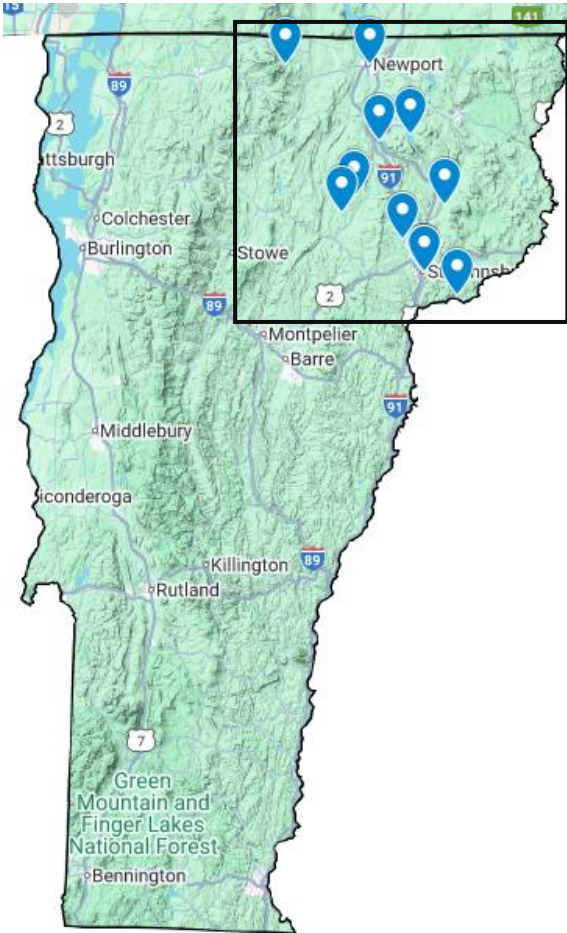
Northeast
Kingdom

Central

South

NORTHEAST KINGDOM¹ SURVEY LOCATION MAP²

Insights on visitors to the Northeast Kingdom region of Vermont are based on surveys collected online and at the following attractions:



Northeast Kingdom Survey Sites

- Jay Peak Resort
- Downtown Newport
- Lake Willoughby
- Crystal Lake State Park
- Hill Farmstead Brewery
- Highland Center for the Arts
- Fairbanks Museum & Planetarium
- Kingdom Trails
- Great Vermont Corn Maze
- Downtown St. Johnsbury
- Waterford Welcome Center

Northeast Kingdom Events

- Fall for St. Johnsbury
- Bean & Brew Festival
- Highland Center Winter Market
- Highland Center Snowlights
- Highland Center Curds & Curling
- Summer Dog Party

¹ Caledonia, Essex, and Orleans Counties make up Vermont's Northeast Kingdom. Major towns include St. Johnsbury, Newport, and East Burke.

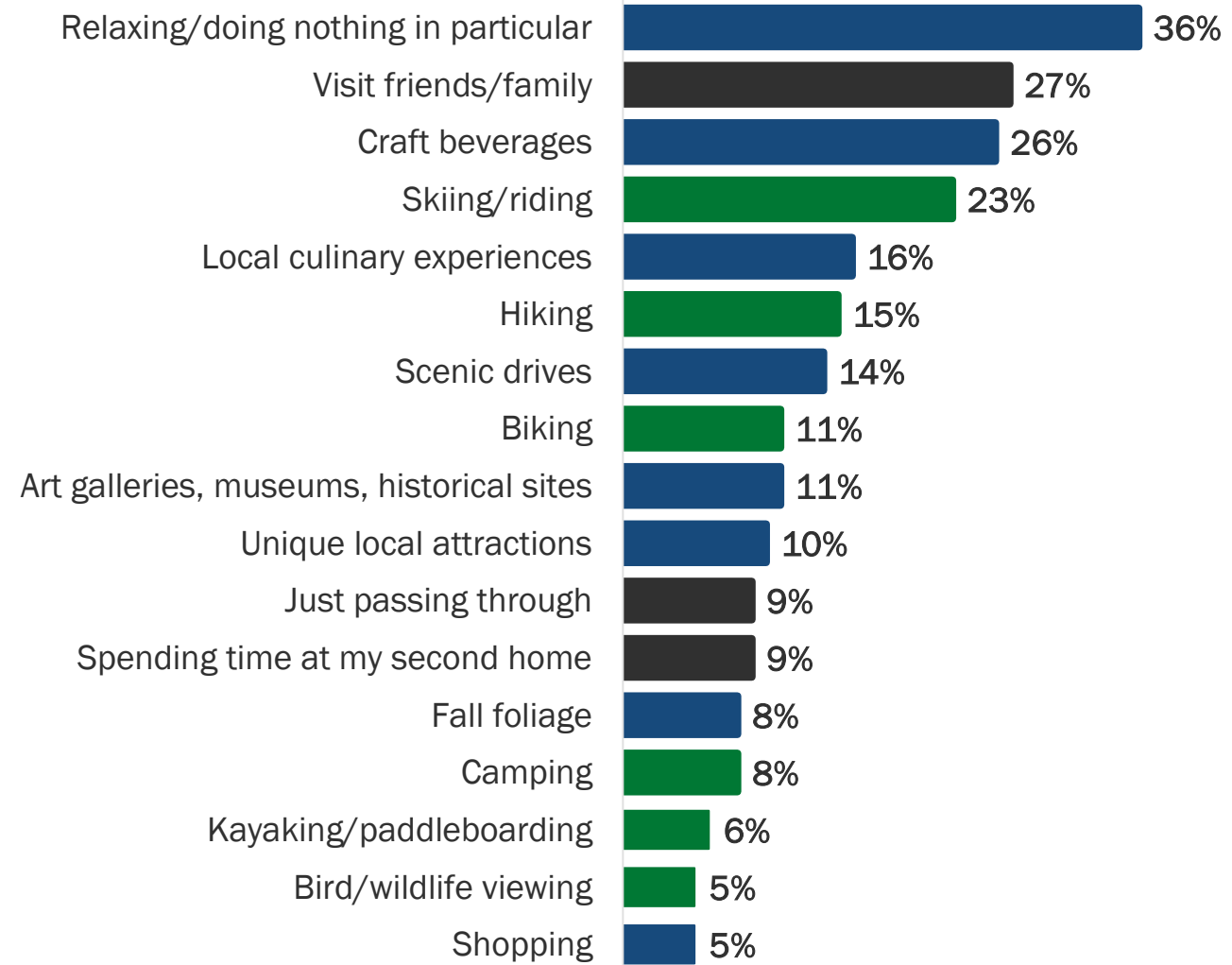
² Includes 11 total intercept survey locations and 6 events.

TOP REASONS FOR VISITING: NORTHEAST¹

- » **82%** of visitors to Vermont's Northeast Kingdom are in the state for some type of vacation or leisure trip
 - » 36% of visitors are there to simply relax
 - » Another 26% came to enjoy craft beverages
- » **49%** of visitors to the region are there to engage in outdoor recreation
 - » 23% came to ski, while 15% came to hike
- » **27%** are in the state to visit friends or family

This chart shows broad reasons for visiting Vermont broken out into more specific draws. Each specific draw is color-coded to indicate the broad reason for visiting it falls under:

- ☐ Vacation/leisure trip
- ☐ Outdoor recreation
- ☐ Other reasons for visiting



¹ What was your main reason for taking this trip to Vermont?

Multiple responses permitted. Percents out of all visitors. Top reasons for visiting shown; all reasons for visiting on next page.

ALL MAIN REASONS (BREAKOUTS) : NORTHEAST

Visitors who said they came to Vermont for...

- » A vacation/leisure trip
- » A special occasion or event

...were asked to give more detail on the type of vacation or event that brought them to Vermont.

- » The “Percent of ‘Main Reason’ Subgroup” column shows percents out of visitors who came to Vermont for a leisure trip or event.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Vermont’s Northeast Kingdom, not just those who came to the state for a leisure trip or event.
- » For example, 60% of visitors who came to Vermont’s Northeast Kingdom for a vacation came specifically for outdoor recreation. This means that 49% of all visitors to Vermont’s Northeast Kingdom came to the state for outdoor recreation.

Main Reason for Visiting ¹	Percent of “Main Reason” Subgroup	Percent of ALL Visitors ²
Vacation/leisure trip		82%
Outdoor recreation	60%	49%
Relaxing	44%	36%
Craft beverages	32%	26%
Local food	19%	16%
Scenic drives	18%	14%
Art galleries, museums, historical sites	14%	11%
Unique local attractions	12%	10%
Fall foliage	10%	8%
Shopping	6%	5%
Astrotourism	5%	4%
Farm experiences	4%	3%
Visit friends/family		27%
Special occasion or event		9%
Guest at a wedding	26%	2%
Festival	11%	1%
Family or school reunion	11%	1%
Watching a sporting event	11%	1%
Participating in a sporting event	9%	1%
Getting/got married or on honeymoon	8%	1%
Concert or musical event	4%	<1%
Performing arts event	2%	<1%
Just passing through		9%
Spending time at my second home		9%
Business/conference		3%
Other		1%

¹ Multiple responses permitted.

² Refers to all visitors to Northeast Vermont.

TOP ORIGIN STATES & PROVINCES: NORTHEAST

- » **80%** of visitors travel from 8 U.S. states and 2 Canadian provinces
- » Most **domestic** visitors travel from **elsewhere in the northeast**, especially Massachusetts (22%) or New Hampshire (11%)
- » **21%** of visitors travel from **Canada**

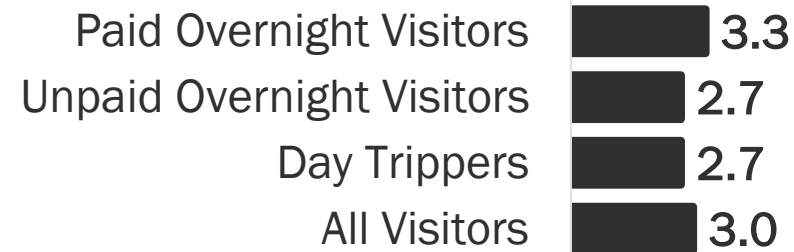
State/Province	Percent of Visitors
Massachusetts	22%
Quebec	15%
New Hampshire	11%
New York	9%
Connecticut	7%
New Jersey	5%
Ontario	4%
Maine	3%
Pennsylvania	2%
Florida	2%
Other states and provinces ¹	20%

¹Fewer than 2% of visitors travel from each other state or province.

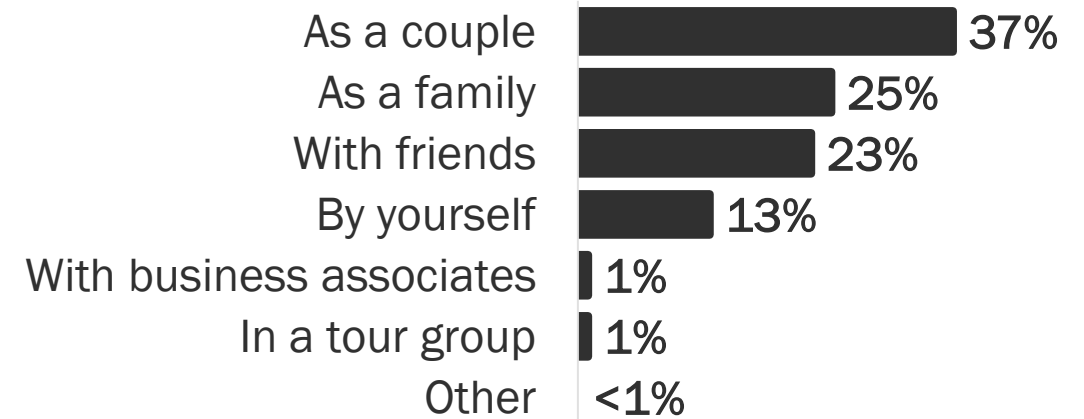
TRAVEL PARTIES: NORTHEAST

- » Typical visitors to Vermont's Northeast Kingdom travel in **parties** of **3.0¹ people**
 - » Paid overnight visitors (those staying in paid accommodations) travel in the largest parties
- » **46%** of visitors travel with one or more **children⁴** in their travel party
- » Visitors most commonly travel to Vermont's Northeast Kingdom **as a couple (37%)**

Travel Party Size by Visitor Type²



Travel Party Composition³



¹ Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

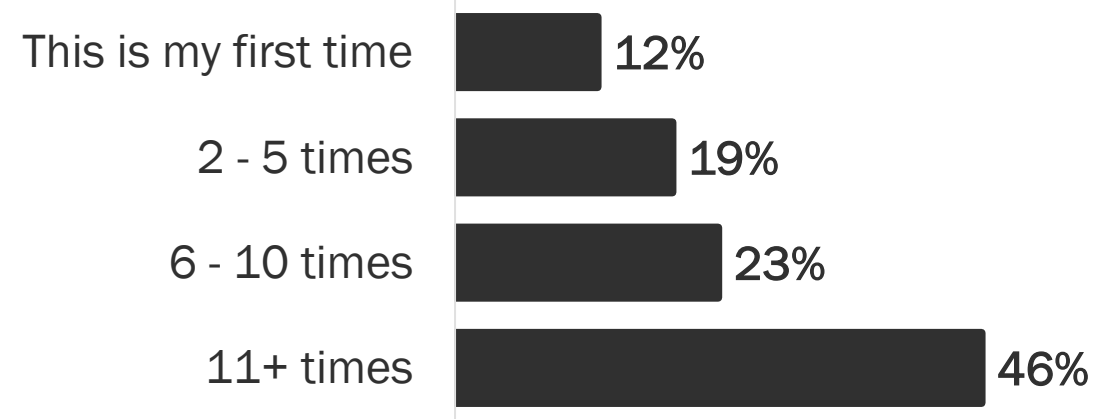
² Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³ On this trip, are you traveling:

⁴ Were there any children in your immediate travel party on this trip?

NEW & RETURNING VISITORS: NORTHEAST¹

- » **Nearly half** (46%) of visitors to Vermont's Northeast Kingdom have been to the state **more than 10 times**
- » That said, **over 1 in 10** (12%) are in the state for the **first time**



NIGHTS STAYED: NORTHEAST¹

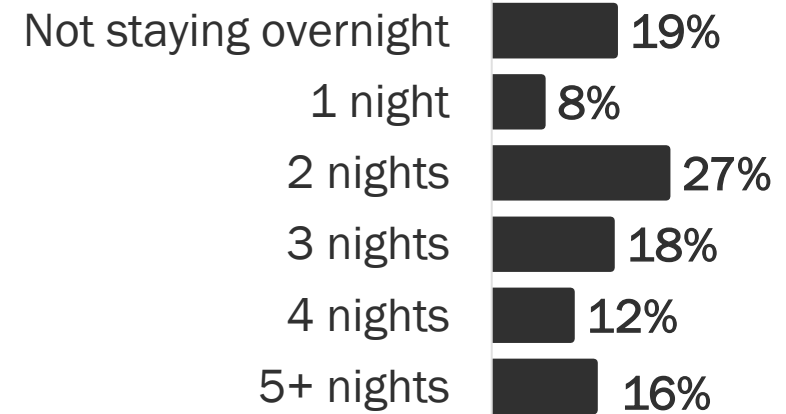
Over 4 in 5 visitors stay one or more nights in Vermont on their trip.

» Typical visitors stay 3.2 nights² in the state

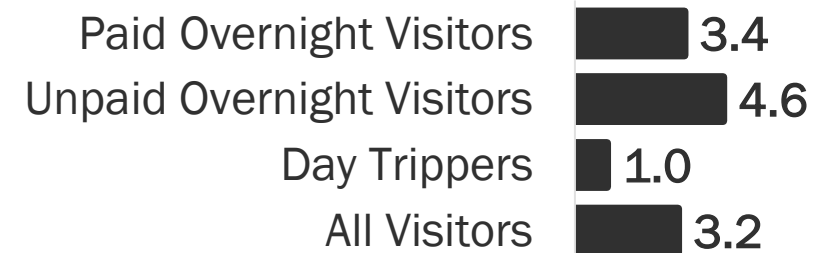
» Typical visitors staying overnight in paid accommodations stay 3.4 nights

» For visitors staying in a hotel, the average length of stay is 3.1 nights. For those staying in a vacation rental, it is 3.5 nights.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



¹ How many nights are you staying in Vermont on this trip?

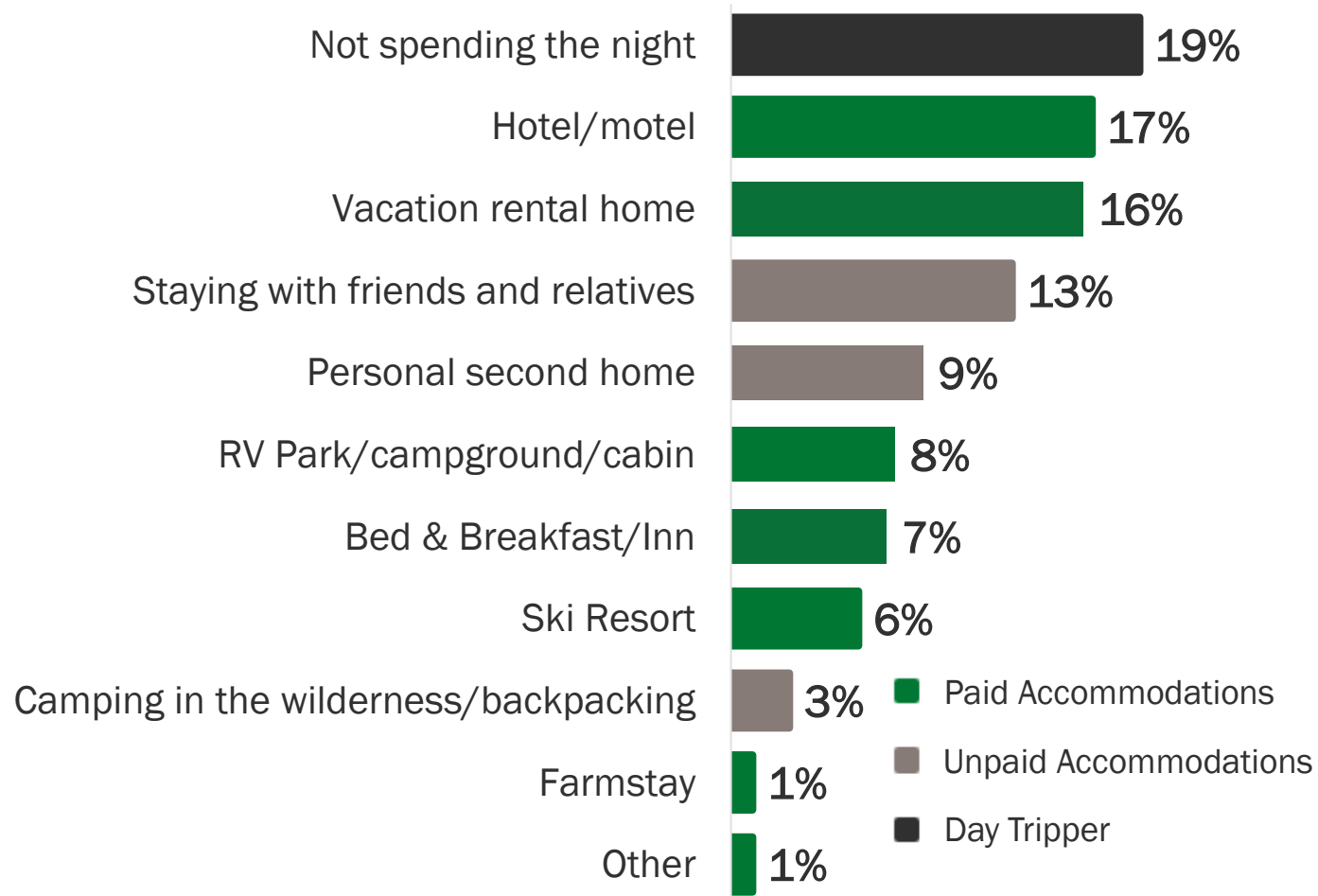
² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS: NORTHEAST¹

56% of visitors to Vermont's Northeast Kingdom stay overnight in paid accommodations.

- » **17%** stay overnight in a hotel/motel
- » **16%** stay in a vacation rental
- » **8%** stay in a campground, RV park, or cabin
- » **7%** stay at a B&B/inn
- » **6%** stay at a ski resort
- » **1%** stay at a Farmstay
- » And **1%** stay in another type of paid accommodations

Another **44%** of visitors stay overnight in unpaid accommodations or come to Vermont only for the day.



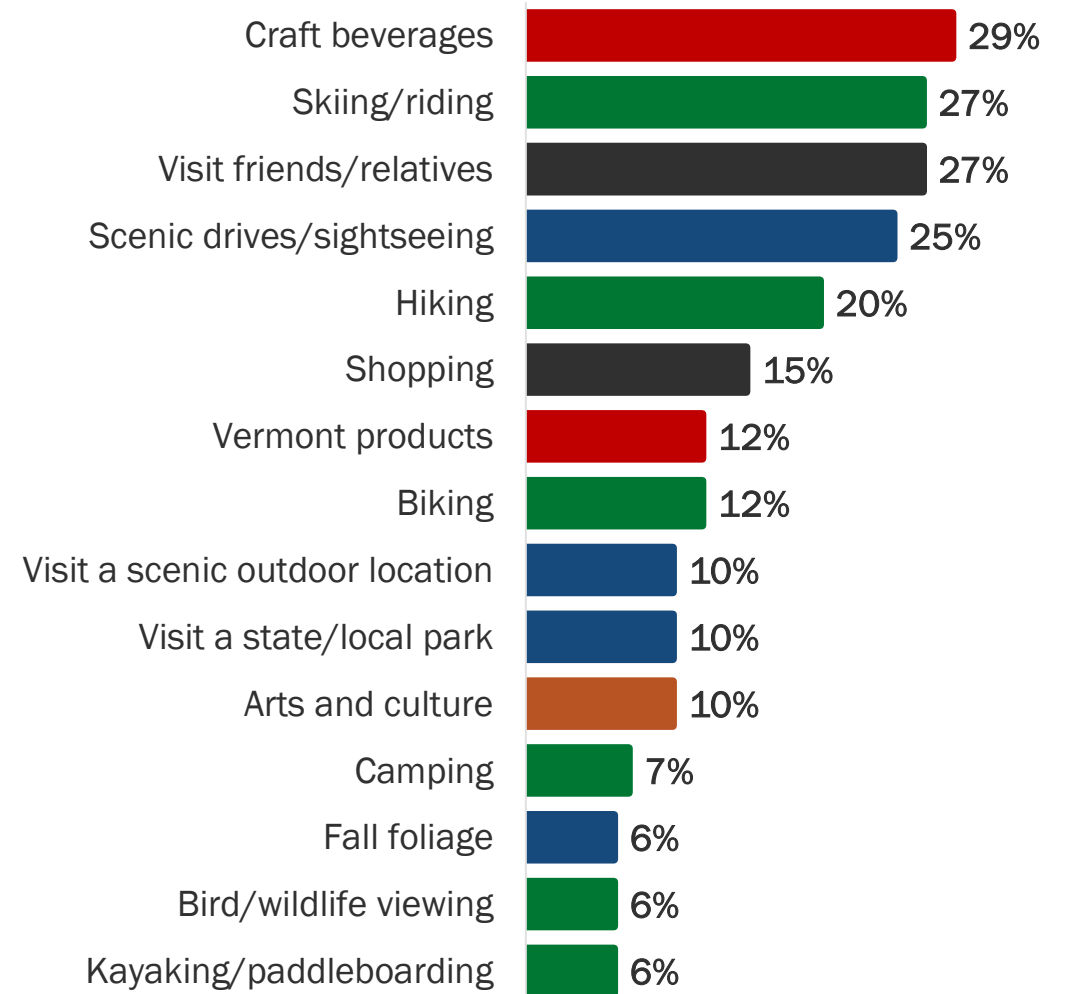
¹ In what type of accommodations are you staying on this trip?

TOP ACTIVITIES: NORTHEAST¹

- » The most popular activity among visitors to Vermont's Northeast Kingdom is **sampling craft beverages**, enjoyed by **29%** of visitors
- » **27%** of visitors **go skiing** or **visit friends/relatives** during their trip

This chart shows broad types of activities visitors do in Vermont broken out into more specific activities. Each specific activity is color-coded to indicate the broad activity type it falls under:

- ☐ **Outdoor recreation activities**
- ☐ **Scenic/sightseeing activities**
- ☐ **Culinary and beverage experiences**
- ☐ **Arts, culture, and heritage experiences**
- ☐ **Special events and social gatherings**
- ☐ **Other activities**



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top activities shown; all activities on next page.

ALL ACTIVITIES (BREAKOUTS): NORTHEAST

Visitors who participated in...

- » Culinary and beverage experiences
- » Special events or social gatherings
- » Scenic and sightseeing activities
- » Arts, culture, and heritage activities
- » Or outdoor activities

...were asked to give more detail on the activities they were doing in Vermont within these categories. **Activity data continued on next page.**

- » The “Percent of ‘Activities’ Subgroup” column shows percents out of visitors doing each type of activity.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Vermont’s Northeast Kingdom, not just those who participated in that type of activity.
- » For example, 32% of visitors to Vermont’s Northeast Kingdom who did outdoor rec activities went hiking. This means that 20% of all visitors to Vermont’s Northeast Kingdom went hiking during their trip.

Activity Participated In ¹	Percent of “Activity” Subgroup	Percent of ALL Visitors ²
Outdoor activities		61%
Skiing/riding	44%	27%
Hiking	32%	20%
Biking	19%	12%
Camping	11%	7%
Kayaking/paddleboarding	9%	6%
Bird/wildlife viewing	9%	6%
Fishing	5%	3%
Ice skating/sledding/tubing	3%	2%
Snowshoeing	3%	2%
Golf	3%	2%
Rock climbing	2%	1%
Sailing/boating	2%	1%
Snowmobiling	1%	<1%
Tennis	1%	<1%
Equestrian activities	<1%	<1%
Hunting	<1%	<1%
Scenic and sightseeing activities		34%
Scenic drives/sightseeing	75%	25%
Visit a state/local park	31%	10%
Visit a scenic outdoor location	30%	10%
Fall foliage	19%	6%
Astrotourism	12%	4%

¹ Multiple responses permitted. Continued on next page.

² Refers to all visitors to Vermont’s Northeast Kingdom.

ALL ACTIVITIES (BREAKOUTS CONT'D) : NORTHEAST

Activity Participated In (Cont'd) ¹	Percent of "Activity" Subgroup	Percent of ALL Visitors ²
Culinary and beverage experiences		36%
Craft beverages	82%	29%
Vermont products	33%	12%
Farm to table dining	14%	5%
Farm tours/experiences	7%	2%
Visit friends/relatives		27%
Shopping		15%
Arts, culture, and heritage		14%
Arts and culture	72%	10%
Visited an attraction	35%	5%
Historical sites/downtowns	32%	5%
Special events and social gatherings		9%
Attend or participate in a sporting event	52%	5%
Special event/festival	28%	3%
Attend a wedding	13%	1%
Hands-on learning experience/class		5%
Business		<1%

¹ Multiple responses permitted.

² Refers to all visitors to Vermont's Northeast Kingdom.

REASONS FOR VISITING: SEASONAL: NORTHEAST¹

Fall visitors to Vermont's Northeast Kingdom are most likely to travel for leisure; spring visitors are most likely to be in the state visiting friends or family.

Reason for Visit	Fall	Winter	Spring	Summer	Annual ²
Vacation/leisure trip	85%	80%	80%	82%	82%
Visit friends/family	23%	29%	32%	28%	27%
Special occasion or event	11%	6%	8%	10%	9%
Time at second home	6%	11%	8%	8%	9%
Just passing through	10%	7%	12%	11%	9%
Business/conference	2%	2%	4%	3%	3%
Other	2%	1%	1%	<1%	1%

Lowest Highest



¹ What was your main reason for taking this trip to Vermont? *Up to 3 responses permitted.*

² Represents all visitors to Vermont's Northeast Kingdom.

DAILY SPENDING: SEASONAL: NORTHEAST¹

Winter visitors to the Northeast Kingdom spend the most per day on average;
summer visitors, the least.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$122	\$161	\$142	\$111	\$142
Restaurants	\$76	\$108	\$69	\$64	\$83
Groceries	\$27	\$32	\$21	\$26	\$29
Shopping	\$34	\$40	\$39	\$26	\$39
Activities & Attractions	\$22	\$50	\$17	\$24	\$37
Transportation	\$29	\$42	\$41	\$48	\$44
Other	\$4	\$6	\$1	\$6	\$7
Total Spend Per Day	\$314	\$439	\$330	\$305	\$381

Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$65	\$93	\$55	\$47	\$67
Groceries	\$27	\$40	\$31	\$30	\$34
Shopping	\$34	\$64	\$31	\$25	\$40
Activities & Attractions	\$19	\$38	\$20	\$18	\$27
Transportation	\$37	\$40	\$43	\$28	\$37
Other	\$0	\$6	\$2	\$4	\$5
Total Spend Per Day	\$182	\$281	\$182	\$152	\$210

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Vermont's Northeast Kingdom.

TOTAL SPENDING: SEASONAL: NORTHEAST¹

Winter paid visitors to the Northeast Kingdom also spend the most across their entire trip on average, while fall visitors spend the least per trip.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$384	\$506	\$462	\$406	\$480
Restaurants	\$239	\$340	\$224	\$234	\$281
Groceries	\$85	\$101	\$68	\$95	\$98
Shopping	\$107	\$126	\$127	\$95	\$132
Activities & Attractions	\$69	\$157	\$55	\$88	\$125
Transportation	\$91	\$132	\$133	\$176	\$149
Other	\$13	\$19	\$3	\$22	\$24
Total Spend Per Trip	\$988	\$1,381	\$1,072	\$1,116	\$1,289
Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$263	\$415	\$225	\$230	\$308
Groceries	\$109	\$179	\$127	\$147	\$156
Shopping	\$137	\$286	\$127	\$123	\$184
Activities & Attractions	\$77	\$170	\$82	\$88	\$124
Transportation	\$149	\$179	\$176	\$137	\$170
Other	\$0	\$27	\$8	\$20	\$23
Total Spend Per Trip	\$735	\$1,256	\$745	\$745	\$965

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Vermont's Northeast Kingdom.

REGIONAL COMPARISONS: CENTRAL

Northwest

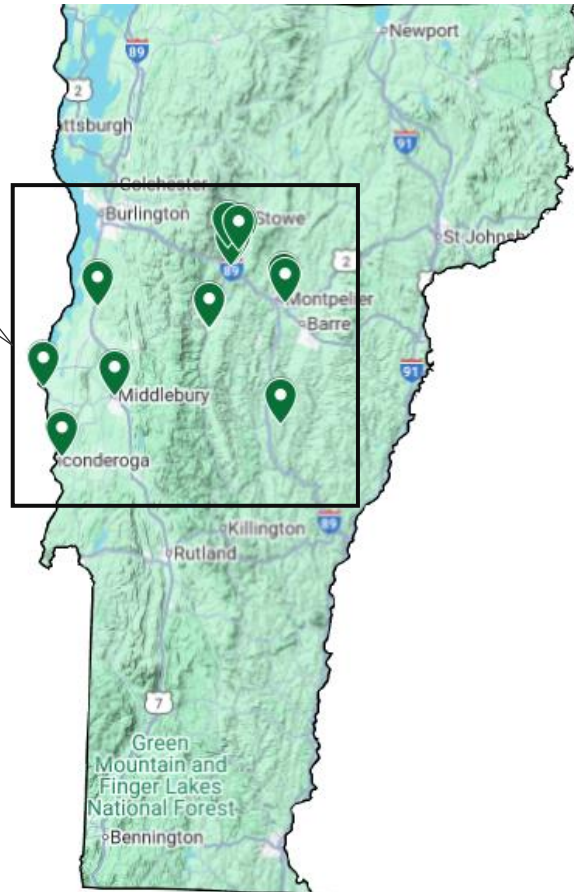
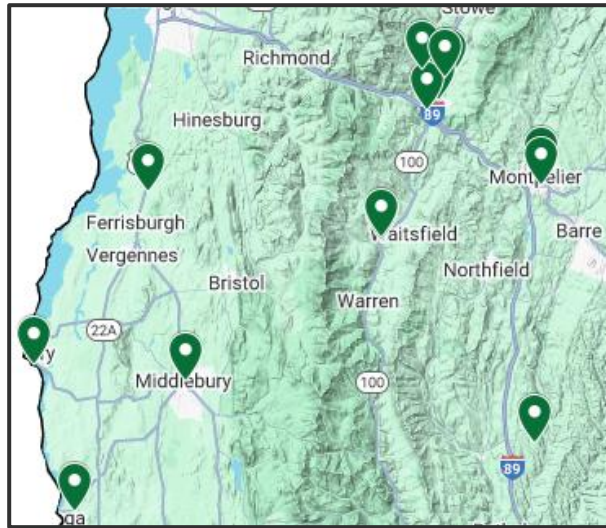
Northeast
Kingdom

Central

South

CENTRAL¹ SURVEY LOCATION MAP²

Insights on visitors to the Central region of Vermont are based on surveys collected online and at the following attractions:



Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Champlain Orchards
- Downtown Montpelier
- Barr Hill Distillery
- Waitsfield Shopping Center
- Lawson's Finest Liquids
- Dakin Farm
- The Middlebury Inn
- Downtown Waterbury
- Silloway Maple
- Little River State Park
- Waterbury Center State Park
- Chimney Point State Historic Site

Central Events

- Waterbury Winterfest
- Silloway Maple Open House
- Lawson's Oktoberfest

¹ Addison, Washington, and Orange Counties make up Central Vermont. Major cities and towns include Middlebury, Waterbury, Montpelier, and Randolph.

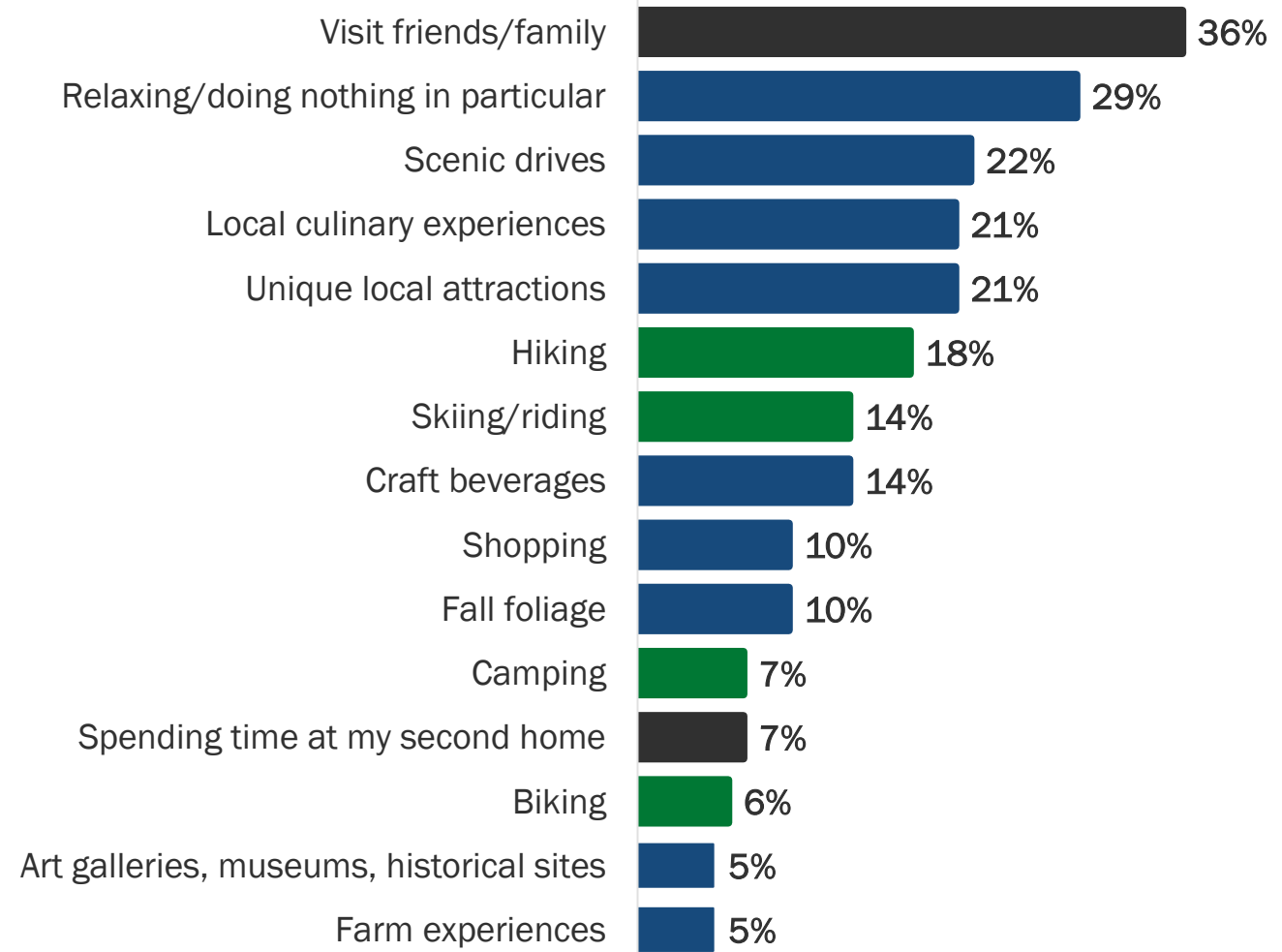
² Includes 14 total intercept survey locations and 3 events.

TOP REASONS FOR VISITING: CENTRAL¹

- » **69%** of visitors to Central Vermont are in the state for some type of vacation or leisure trip
 - » 29% of visitors are there to simply relax
 - » 22% came for scenic drives, while 21% came to enjoy local culinary experiences or unique local attractions
- » **36%** are in the state to visit friends or family
- » **34%** of visitors to the region are there to engage in outdoor recreation
 - » 18% came to hike, while 14% came to ski

This chart shows broad reasons for visiting Vermont broken out into more specific draws. Each specific draw is color-coded to indicate the broad reason for visiting it falls under:

- ☒ **Vacation/leisure trip**
- ☒ **Outdoor recreation**
- ☐ **Other reasons for visiting**



¹ What was your main reason for taking this trip to Vermont?

Multiple responses permitted. Percents out of all visitors. Top reasons for visiting shown; all reasons for visiting on next page.

ALL MAIN REASONS (BREAKOUTS): CENTRAL

Visitors who said they came to Vermont for...

- » A vacation/leisure trip
- » A special occasion or event

...were asked to give more detail on the type of vacation or event that brought them to Vermont.

- » The “Percent of ‘Main Reason’ Subgroup” column shows percents out of visitors who came to Vermont for a leisure trip or event.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Central Vermont, not just those who came to the state for a leisure trip or event.
- » For example, 50% of visitors who came to Central Vermont for a vacation came specifically for outdoor recreation. This means that 34% of all visitors to Central Vermont came to the state for outdoor recreation.

Main Reason for Visiting ¹	Percent of “Main Reason” Subgroup	Percent of ALL Visitors ²
Vacation/leisure trip		69%
Outdoor recreation	50%	34%
Relaxing	41%	29%
Scenic drives	32%	22%
Unique local attractions	31%	21%
Local food	30%	21%
Craft beverages	21%	14%
Shopping	14%	10%
Fall foliage	14%	10%
Art galleries, museums, historical sites	7%	5%
Farm experiences	7%	5%
Astrotourism	2%	2%
Visit friends/family		36%
Special occasion or event		11%
Guest at a wedding	26%	3%
Family or school reunion	14%	2%
Festival	8%	1%
Concert or musical event	7%	1%
Participating in a sporting event	6%	1%
Watching a sporting event	4%	1%
Getting/got married or on honeymoon	3%	<1%
Performing arts event	2%	<1%
Spending time at my second home		7%
Business/conference		4%
Other		4%
Just passing through		3%

¹ Multiple responses permitted.

² Refers to all visitors to Central Vermont.

TOP ORIGIN STATES & PROVINCES: CENTRAL

- » **Nearly 4 in 5** visitors to Central Vermont (79%) travel from 14 U.S. states and 2 Canadian provinces
- » Massachusetts brings in the largest share of visitors to Central Vermont at **16%**
- » **6%** of visitors travel from **Canada**

State/Province	Percent of Visitors
Massachusetts	16%
New York	14%
Connecticut	7%
Pennsylvania	5%
New Hampshire	5%
New Jersey	5%
Florida	4%
Quebec	4%
Texas	3%
California	3%
Maine	3%
Virginia	2%
Illinois	2%
Ohio	2%
Ontario	2%
Rhode Island	2%
Other states and provinces ¹	21%

¹ Fewer than 2% of visitors travel from each other state or province.

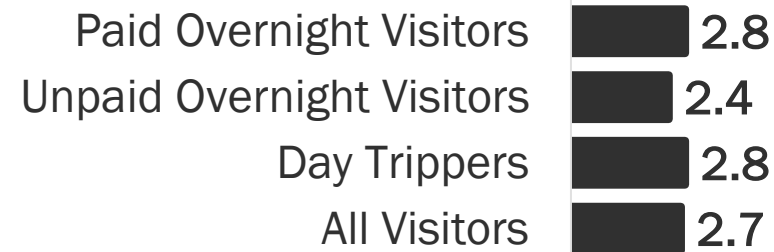
TRAVEL PARTIES: CENTRAL

- » Typical visitors to Central Vermont travel in **parties** of **2.7¹ people**
 - » Paid overnight visitors (those staying in paid accommodations) and day trippers travel in the largest parties

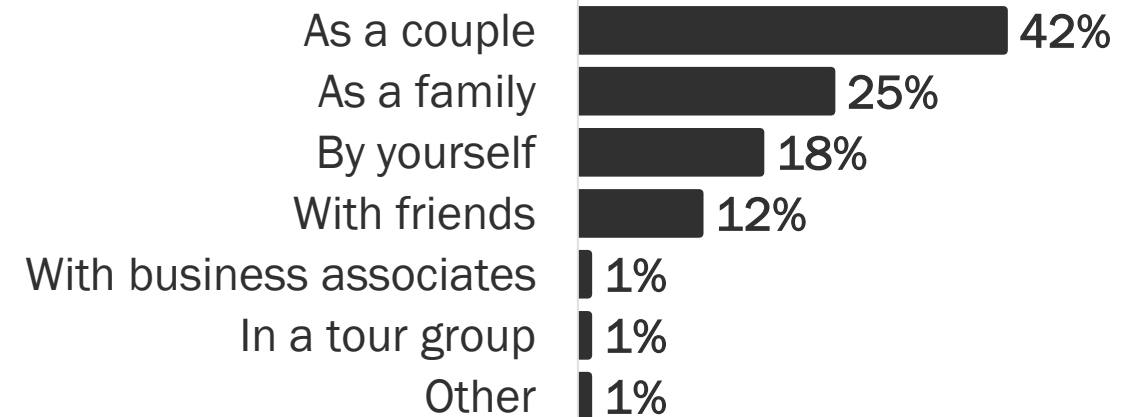
- » **47%** of visitors travel with one or more **children⁴** in their travel party

- » Visitors most commonly travel to Vermont **as a couple (42%)**

Travel Party Size by Visitor Type²



Travel Party Composition³



¹ Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

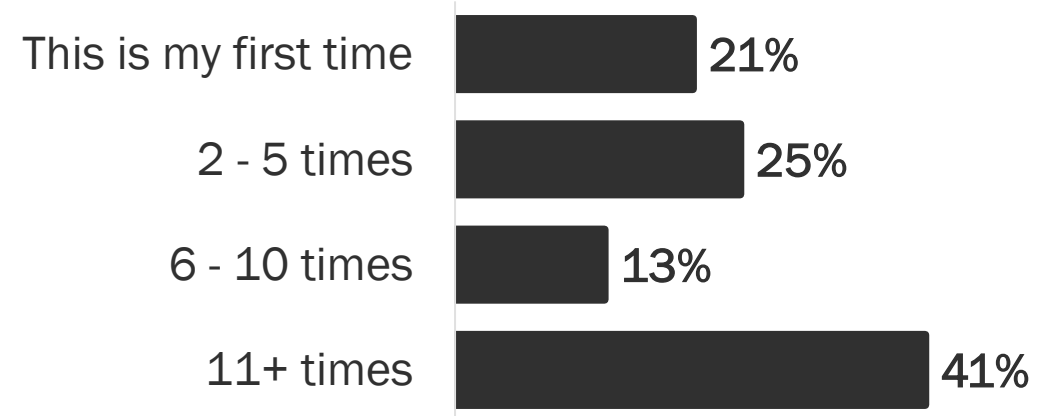
² Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³ On this trip, are you traveling:

⁴ Were there any children in your immediate travel party on this trip?

NEW & RETURNING VISITORS: CENTRAL¹

- » **Over 2 in 5** (41%) of visitors to Central Vermont have been to the state **more than 10 times**
- » That said, over **1 in 5** (21%) are in the state for the **first time**



¹ Approximately how many times have you visited Vermont?

NIGHTS STAYED: CENTRAL¹

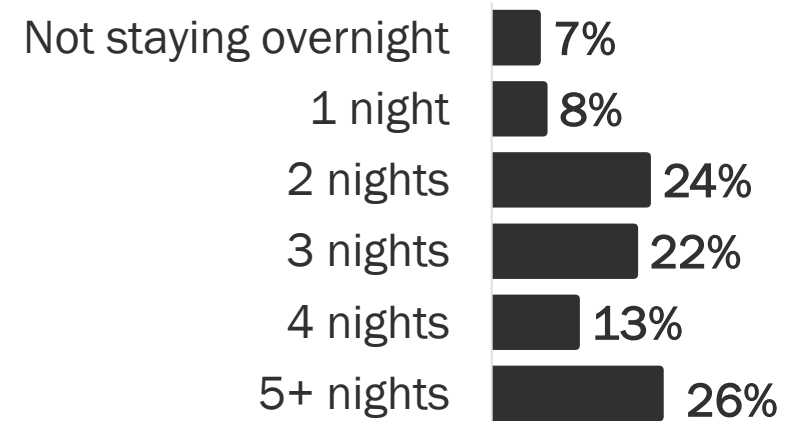
Over 9 in 10 visitors to Central Vermont stay **one or more nights** in the state on their trip.

» Typical visitors stay **4.2 nights²** in the state

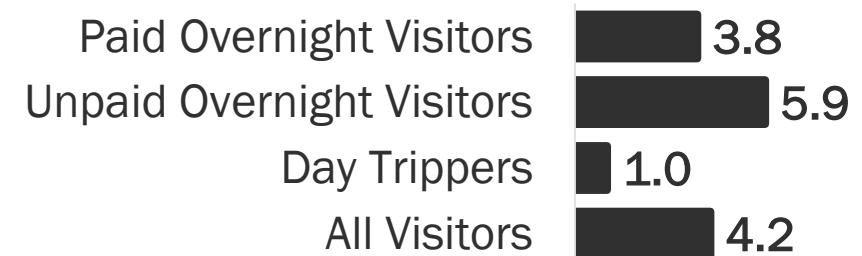
» Typical visitors staying overnight in **paid accommodations** stay **3.8 nights**

» For visitors staying in a **hotel**, the average length of stay is **3.1 nights**. For those staying in a **vacation rental**, it is **4.6 nights**.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



¹ How many nights are you staying in Vermont on this trip?

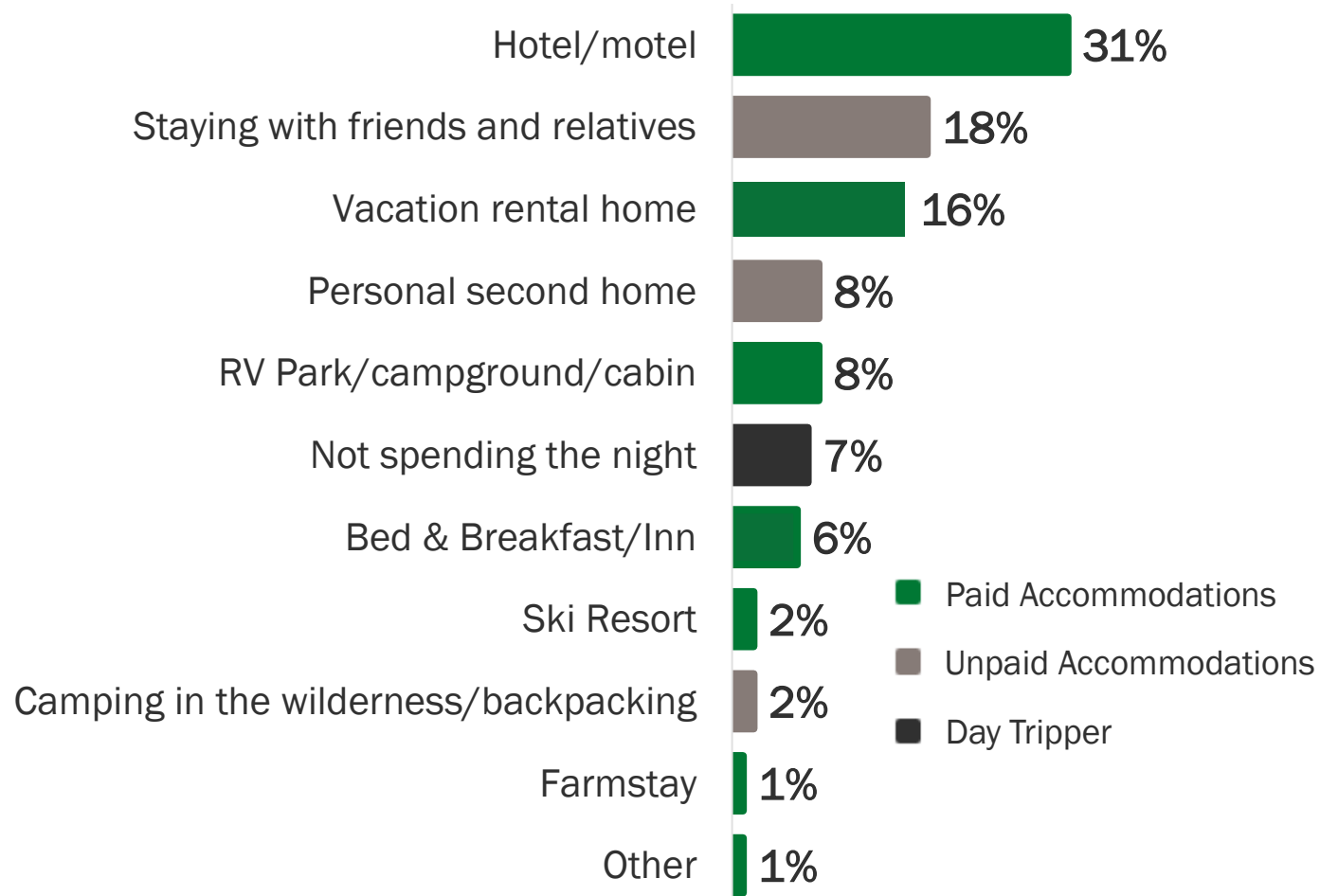
² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS: CENTRAL¹

65% of visitors to Central Vermont stay overnight in paid accommodations.

- » 31% stay overnight in a hotel/motel
- » 16% stay in a vacation rental
- » 8% stay in a campground, RV park, or cabin
- » 6% stay at a B&B/inn
- » 2% stay at a ski resort
- » 1% stay at a Farmstay
- » And 1% stay in another type of paid accommodations

Another 35% of visitors stay overnight in unpaid accommodations or come to Vermont only for the day.



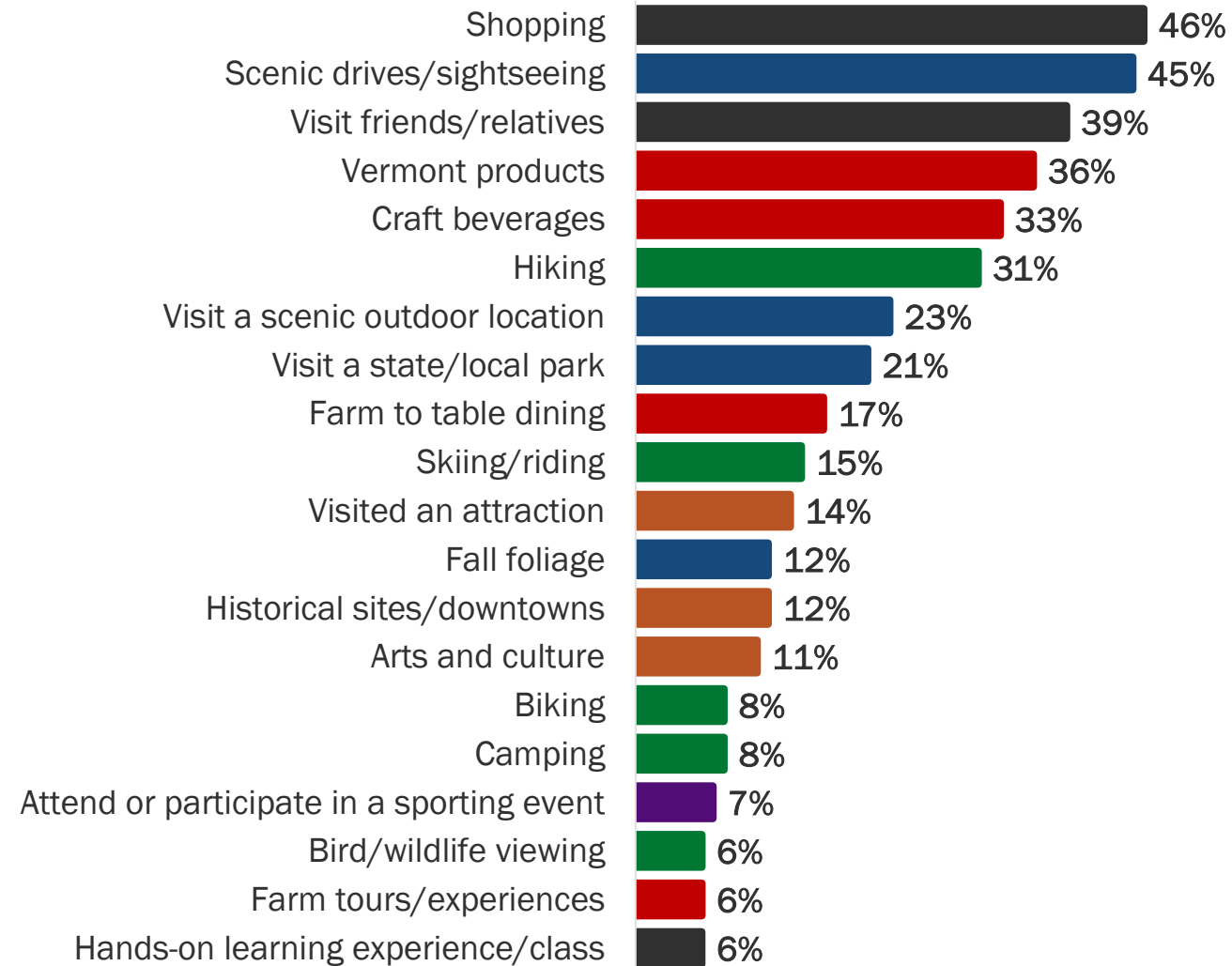
¹ In what type of accommodations are you staying on this trip?

TOP ACTIVITIES: CENTRAL¹

- » The most popular activity among visitors to Central Vermont is **shopping**, enjoyed by **46%** of visitors
- » **45%** enjoy **scenic drives/sightseeing**
- » **39%** of visitors **spend time with friends/relatives**

This chart shows broad types of activities visitors do in Vermont broken out into more specific activities. Each specific activity is color-coded to indicate the broad activity type it falls under:

- ☐ Outdoor recreation activities
- ☐ Scenic/sightseeing activities
- ☐ Culinary and beverage experiences
- ☐ Arts, culture, and heritage experiences
- ☐ Special events and social gatherings
- ☐ Other activities



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top activities shown; all activities on next page.

ALL ACTIVITIES (BREAKOUTS): CENTRAL

Visitors who participated in...

- » Culinary and beverage experiences
- » Special events or social gatherings
- » Scenic and sightseeing activities
- » Arts, culture, and heritage activities
- » Or outdoor activities

...were asked to give more detail on the activities they were doing in Vermont within these categories. **Activity data continued on next page.**

- » The “Percent of ‘Activities’ Subgroup” column shows percents out of visitors doing each type of activity.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to Central Vermont, not just those who participated in that type of activity.
- » For example, 56% of visitors to Central Vermont who did outdoor rec activities went hiking. This means that 31% of all visitors to Central Vermont went hiking during their trip.

Activity Participated In ¹	Percent of “Activity” Subgroup	Percent of ALL Visitors ²
Outdoor activities		55%
Hiking	56%	31%
Skiing/riding	28%	15%
Camping	15%	9%
Biking	14%	8%
Bird/wildlife viewing	11%	6%
Kayaking/paddleboarding	9%	5%
Ice skating/sledding/tubing	6%	3%
Snowshoeing	4%	2%
Fishing	4%	2%
Sailing/boating	4%	2%
Golf	2%	1%
Rock climbing	2%	1%
Snowmobiling	2%	1%
Equestrian activities	1%	<1%
Tennis	1%	<1%
Hunting	<1%	<1%
Scenic and sightseeing activities		53%
Scenic drives/sightseeing	86%	45%
Visit a scenic outdoor location	43%	23%
Visit a state/local park	40%	21%
Fall foliage	23%	12%
Astrotourism	8%	4%

¹ Multiple responses permitted. Continued on next page.

² Refers to all visitors to Central Vermont.

ALL ACTIVITIES (BREAKOUTS CONT'D): CENTRAL

Activity Participated In (Cont'd) ¹	Percent of "Activity" Subgroup	Percent of ALL Visitors ²
Culinary and beverage experiences		47%
Vermont products	78%	36%
Craft beverages	71%	33%
Farm to table dining	35%	17%
Farm tours/experiences	12%	6%
Shopping		46%
Visit friends/relatives		39%
Arts, culture, and heritage		19%
Visited an attraction	72%	14%
Historical sites/downtowns	60%	12%
Arts and culture	57%	11%
Special events and social gatherings		14%
Attend or participate in a sporting event	51%	7%
Special event/festival	25%	4%
Attend a wedding	12%	2%
Hands-on learning experience/class		6%
Business		<1%

¹ Multiple responses permitted.

² Refers to all visitors to Central Vermont.

REASONS FOR VISITING: SEASONAL: CENTRAL¹

Fall and winter visitors to Central Vermont are most likely to travel for leisure; spring and summer visitors are most likely to be in the state visiting friends or family.

Reason for Visit	Fall	Winter	Spring	Summer	Annual ²
Vacation/leisure trip	71%	71%	56%	66%	69%
Visit friends/family	30%	37%	39%	40%	36%
Special occasion or event	14%	8%	13%	13%	11%
Time at second home	7%	7%	9%	6%	7%
Business/conference	4%	3%	3%	5%	4%
Just passing through	3%	2%	4%	3%	3%
Other	2%	3%	8%	3%	4%

Lowest Highest



¹ What was your main reason for taking this trip to Vermont? *Up to 3 responses permitted.*

² Represents all visitors to Central Vermont.

DAILY SPENDING: SEASONAL: CENTRAL¹

Winter visitors to Central Vermont staying in paid accommodations spend the most per day on average; fall unpaid visitors, the least.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$145	\$153	\$159	\$119	\$143
Restaurants	\$106	\$104	\$134	\$100	\$109
Groceries	\$23	\$21	\$19	\$29	\$24
Shopping	\$56	\$73	\$85	\$67	\$70
Activities & Attractions	\$30	\$59	\$21	\$32	\$40
Transportation	\$40	\$43	\$41	\$49	\$45
Other	\$13	\$10	\$1	\$11	\$10
Total Spend Per Day	\$413	\$463	\$460	\$407	\$441

Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$70	\$76	\$73	\$71	\$71
Groceries	\$32	\$38	\$51	\$40	\$40
Shopping	\$57	\$63	\$38	\$44	\$54
Activities & Attractions	\$17	\$35	\$43	\$27	\$30
Transportation	\$34	\$32	\$18	\$35	\$35
Other	\$5	\$6	\$4	\$13	\$8
Total Spend Per Day	\$215	\$250	\$227	\$230	\$238

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Central Vermont.

TOTAL SPENDING: SEASONAL: CENTRAL¹

Summer visitors to Central Vermont spend the most across their entire trip on average, while fall unpaid visitors spend the least per trip.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$558	\$496	\$501	\$558	\$545
Restaurants	\$408	\$337	\$422	\$469	\$416
Groceries	\$89	\$68	\$60	\$136	\$92
Shopping	\$215	\$237	\$268	\$314	\$267
Activities & Attractions	\$115	\$191	\$66	\$150	\$153
Transportation	\$154	\$139	\$129	\$230	\$172
Other	\$50	\$32	\$3	\$52	\$38
Total Spend Per Trip	\$1,589	\$1,500	\$1,449	\$1,909	\$1,683

Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$377	\$388	\$469	\$502	\$419
Groceries	\$172	\$194	\$328	\$283	\$236
Shopping	\$307	\$322	\$244	\$311	\$318
Activities & Attractions	\$91	\$179	\$277	\$191	\$177
Transportation	\$183	\$163	\$116	\$247	\$206
Other	\$27	\$31	\$26	\$92	\$47
Total Spend Per Trip	\$1,157	\$1,277	\$1,460	\$1,626	\$1,403

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to Central Vermont.

REGIONAL COMPARISONS: SOUTH

Northwest

Northeast
Kingdom

Central

South

SOUTH SURVEY LOCATION MAP¹

Insights on visitors to the South region of Vermont are based on surveys collected online and at the following attractions:

South Survey Sites

- Sharon Welcome Center
- Quechee State Park
- Billings Farm & Museum
- The Vermont Country Store (Weston)
- King Arthur Baking Company
- Fair Haven Welcome Center
- Downtown Bennington
- Lake St. Catherine State Park
- Guilford Welcome Center
- Bennington Welcome Center
- Bennington Museum
- Bellows Falls Downtown
- Brattleboro Downtown
- Killington Resort
- The Vermont Country Store (Bellows Falls)
- Hildene
- Lake Paran
- Brattleboro Museum
- Coolidge State Park
- Camp Plymouth State Park
- Calvin Coolidge State Historic Site

South Survey Sites (cont'd)

- Lowell Lake State Park
- Gifford Woods State Park
- Lake Shaftsbury State Park
- Mt. Ascutney State Park
- Merck Forest & Farmland Center
- Bennington Battle Monument
- Pine Hill Park
- Woodford State Park

South Events

- Killington Cup
- Wine & Harvest Festival
- Killington Brewfest
- Rutland Foliage Festival
- Rutland Halloween Parade
- Heirloom Apple Day
- Rockingham Flannel Festival
- Gilfeather Turnip Festival
- Blueberry Festival
- Best of Vermont Summer Fest
- Baird Farm Maple Open House
- Merck Forest Maple Open House
- Best of Vermont Summer Fest

¹ Bennington, Rutland, Windham, and Windsor Counties make up South Vermont. Major cities and towns include Rutland, Bennington, Brattleboro, Manchester, Ludlow, and Woodstock.

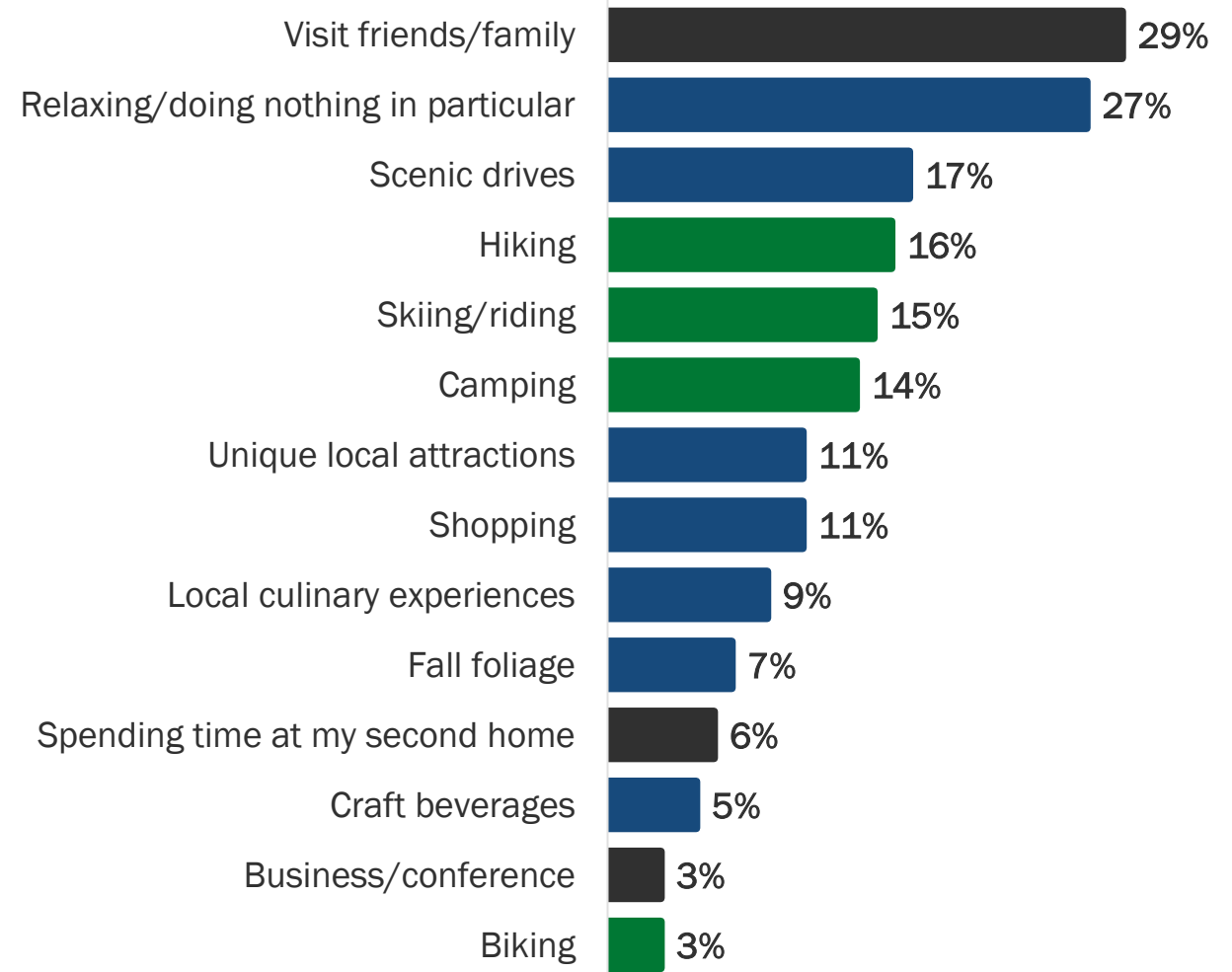
² Includes 14 total intercept survey locations and 3 events.

TOP REASONS FOR VISITING: SOUTH¹

- » **70%** of visitors to South Vermont are in the state for some type of vacation or leisure trip
 - » 27% of visitors are there to simply relax
- » **36%** of visitors to the region are there to engage in outdoor recreation
 - » 16% came to hike, while 15% came to ski
- » **29%** are in the state to visit friends or family

This chart shows broad reasons for visiting Vermont broken out into more specific draws. Each specific draw is color-coded to indicate the broad reason for visiting it falls under:

- ☐ Vacation/leisure trip
- ☐ Outdoor recreation
- ☐ Other reasons for visiting



¹ What was your main reason for taking this trip to Vermont?

Multiple responses permitted. Percents out of all visitors. Top reasons for visiting shown; all reasons for visiting on next page.

ALL MAIN REASONS (BREAKOUTS): SOUTH

Visitors who said they came to Vermont for...

- » A vacation/leisure trip
- » A special occasion or event

...were asked to give more detail on the type of vacation or event that brought them to Vermont.

- » The “Percent of ‘Main Reason’ Subgroup” column shows percents out of visitors who came to Vermont for a leisure trip or event.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to South Vermont, not just those who came to the state for a leisure trip or event.
- » For example, 52% of visitors who came to South Vermont for a vacation came specifically for outdoor recreation. This means that 36% of all visitors to South Vermont came to the state for outdoor recreation.

Main Reason for Visiting ¹	Percent of “Main Reason” Subgroup	Percent of ALL Visitors ²
Vacation/leisure trip		70%
Outdoor recreation	52%	36%
Relaxing	39%	27%
Scenic drives	24%	17%
Shopping	16%	11%
Unique local attractions	15%	11%
Local food	13%	9%
Fall foliage	10%	7%
Art galleries, museums, historical sites	8%	5%
Craft beverages	7%	5%
Farm experiences	6%	4%
Astrotourism	2%	1%
Visit friends/family		29%
Special occasion or event		9%
Festival	19%	2%
Guest at a wedding	16%	1%
Family or school reunion	10%	1%
Watching a sporting event	10%	1%
Participating in a sporting event	8%	1%
Concert or musical event	4%	<1%
Getting/got married or on honeymoon	4%	<1%
Performing arts event	3%	<1%
Spending time at my second home		6%
Just passing through		5%
Other		4%
Business/conference		3%

¹ Multiple responses permitted.

² Refers to all visitors to South Vermont.

TOP ORIGIN STATES & PROVINCES: SOUTH

- » **Over 4 in 5** visitors to South Vermont (82%) travel from 10 U.S. states
- » New York brings in the largest share of visitors to South Vermont at **22%**
- » **1%** of visitors travel from **Canada**

State/Province	Percent of Visitors
New York	22%
Massachusetts	17%
Connecticut	12%
New Jersey	9%
New Hampshire	7%
Pennsylvania	6%
Florida	3%
Maryland	2%
Maine	2%
Rhode Island	2%
Other states and provinces ¹	18%

¹ Fewer than 2% of visitors travel from each other state or province.

TRAVEL PARTIES: SOUTH

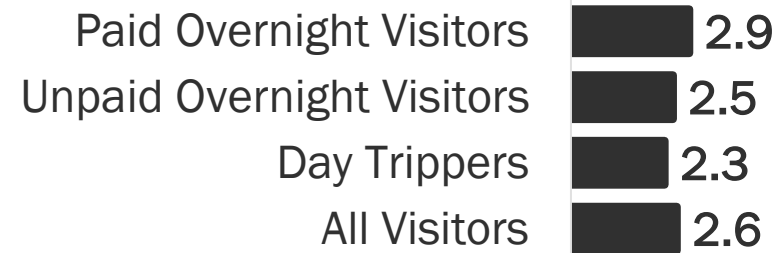
» Typical visitors to South Vermont travel in **parties** of **2.6¹ people**

» Paid overnight visitors (those staying in paid accommodations) travel in the largest parties

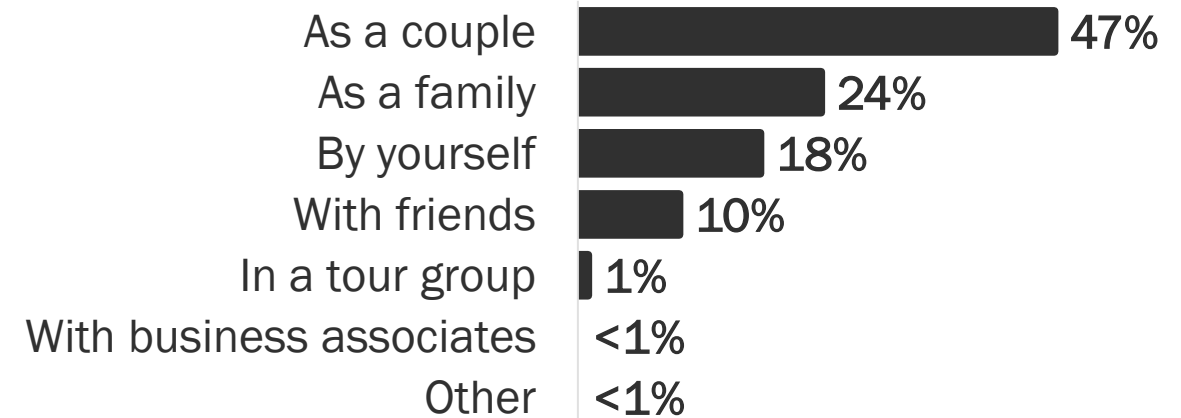
» **47%** of visitors travel with one or more **children⁴** in their travel party

» Visitors most commonly travel to South Vermont **as a couple (47%)**

Travel Party Size by Visitor Type²



Travel Party Composition³



¹ Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

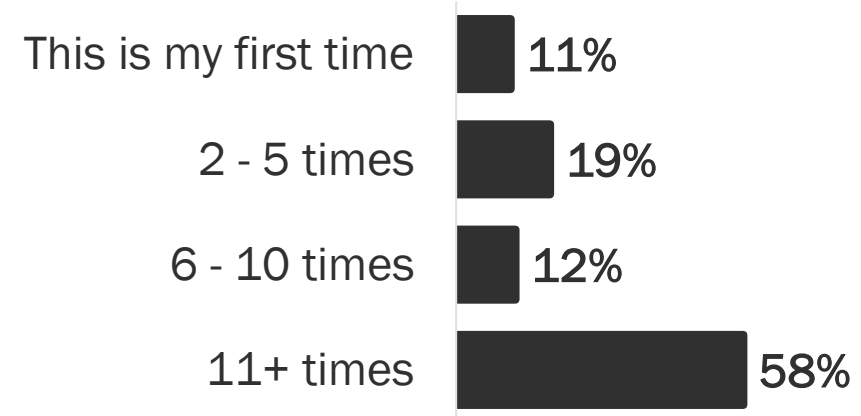
² Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³ On this trip, are you traveling:

⁴ Were there any children in your immediate travel party on this trip?

NEW & RETURNING VISITORS: SOUTH¹

- » **More than half** (58%) of visitors to South Vermont have been to the state **more than 10 times**
- » That said, **just over 1 in 10** (11%) are in the state for the **first time**



¹ Approximately how many times have you visited Vermont?

NIGHTS STAYED: SOUTH¹

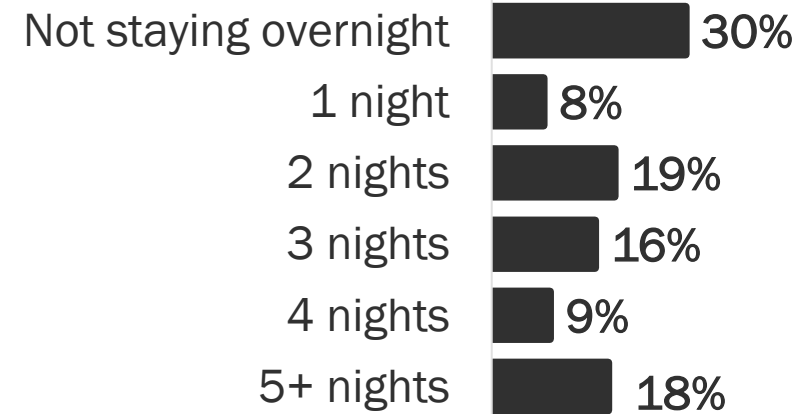
7 in 10 visitors to South Vermont stay **one or more nights** in the state on their trip.

» Typical visitors stay **3.2 nights²** in the state

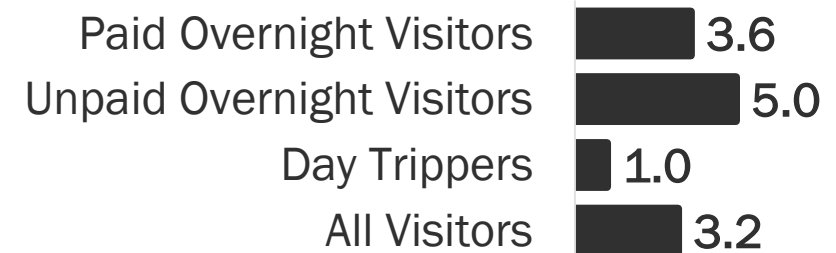
» Typical visitors staying overnight in **paid accommodations** stay **3.6 nights**

» For visitors staying in a **hotel**, the average length of stay is **3.2 nights**. For those staying in a **vacation rental**, it is **4.5 nights**.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



¹ How many nights are you staying in Vermont on this trip?

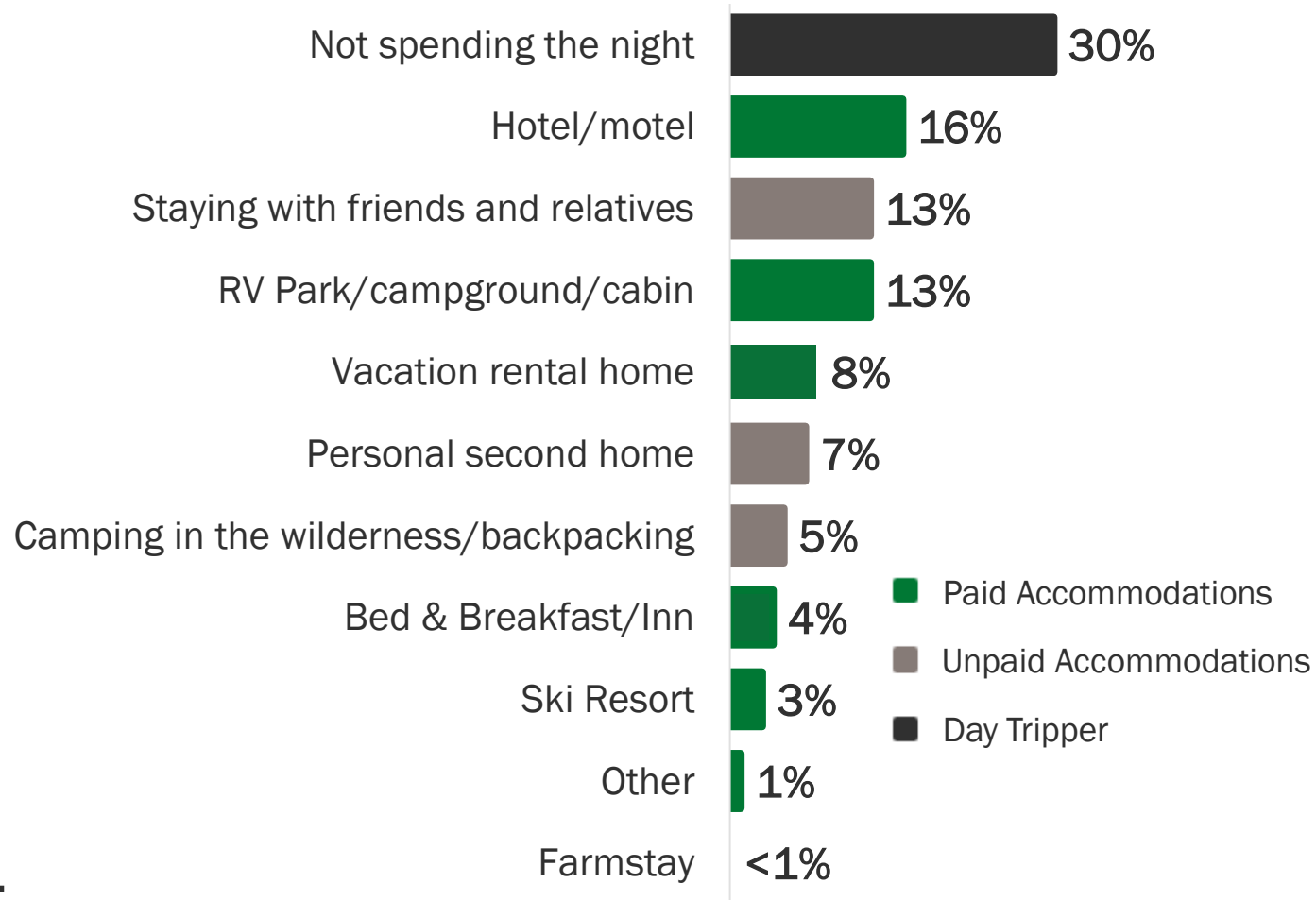
² Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

ACCOMMODATIONS: SOUTH¹

45% of visitors to South Vermont stay overnight in paid accommodations.

- » **16%** stay overnight in a hotel/motel
- » **13%** stay in a campground, RV park, or cabin
- » **8%** stay in a vacation rental
- » **4%** stay at a B&B/inn
- » **3%** stay at a ski resort
- » And **1%** stay in another type of paid accommodations

Another **55%** of visitors stay overnight in unpaid accommodations or come to Vermont only for the day.



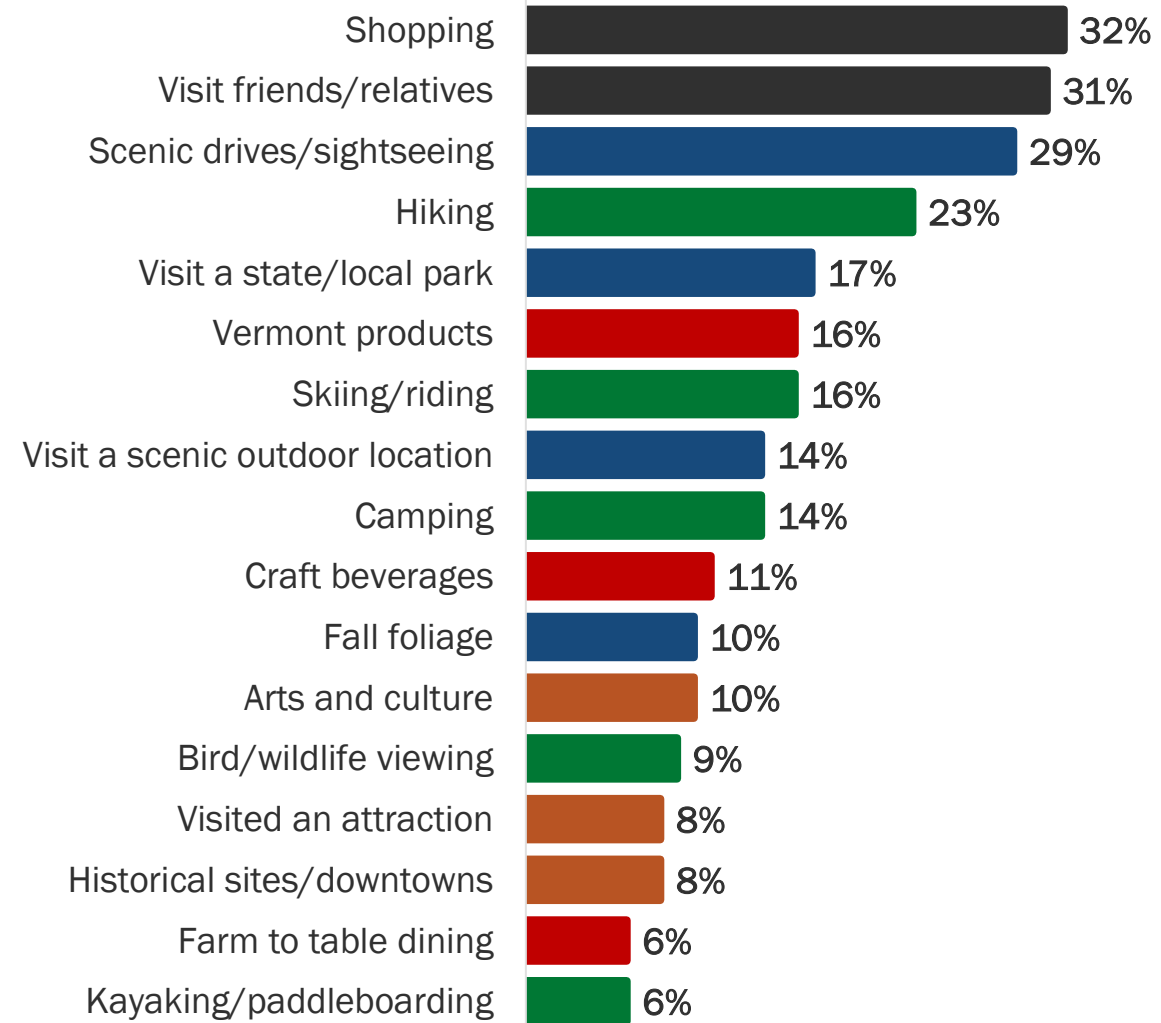
¹ In what type of accommodations are you staying on this trip?

TOP ACTIVITIES: SOUTH¹

- » The most popular activity among visitors to South Vermont is **shopping**, enjoyed by **32%** of visitors
- » **31%** of visitors **spend time with friends/relatives**

This chart shows broad types of activities visitors do in Vermont broken out into more specific activities. Each specific activity is color-coded to indicate the broad activity type it falls under:

- ☐ Outdoor recreation activities
- ☐ Scenic/sightseeing activities
- ☐ Culinary and beverage experiences
- ☐ Arts, culture, and heritage experiences
- ☐ Special events and social gatherings
- ☐ Other activities



¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top activities shown; all activities on next page.

ALL ACTIVITIES (BREAKOUTS): SOUTH

Visitors who participated in...

- » Culinary and beverage experiences
- » Special events or social gatherings
- » Scenic and sightseeing activities
- » Arts, culture, and heritage activities
- » Or outdoor activities

...were asked to give more detail on the activities they were doing in Vermont within these categories. **Activity data continued on next page.**

- » The “Percent of ‘Activities’ Subgroup” column shows percents out of visitors doing each type of activity.
- » The “Percent of ALL Visitors” column translates those numbers to percents of ALL visitors to South Vermont, not just those who participated in that type of activity.
- » For example, 49% of visitors to South Vermont who did outdoor rec activities went hiking. This means that 23% of all visitors to South Vermont went hiking during their trip.

Activity Participated In ¹	Percent of “Activity” Subgroup	Percent of ALL Visitors ²
Outdoor activities		47%
Hiking	49%	23%
Skiing/riding	33%	16%
Camping	30%	14%
Bird/wildlife viewing	18%	9%
Kayaking/paddleboarding	13%	6%
Biking	9%	4%
Fishing	8%	4%
Ice skating/sledding/tubing	3%	1%
Snowshoeing	2%	1%
Golf	3%	1%
Sailing/boating	3%	1%
Snowmobiling	1%	1%
Hunting	1%	<1%
Rock climbing	1%	<1%
Tennis	1%	<1%
Equestrian activities	<1%	<1%
Scenic and sightseeing activities		36%
Scenic drives/sightseeing	80%	29%
Visit a state/local park	45%	17%
Visit a scenic outdoor location	38%	14%
Fall foliage	27%	10%
Astrotourism	8%	3%
Shopping		32%

¹ Multiple responses permitted. Continued on next page.

² Refers to all visitors to South Vermont.

ALL ACTIVITIES (BREAKOUTS CONT'D): SOUTH

Activity Participated In (Cont'd) ¹	Percent of "Activity" Subgroup	Percent of ALL Visitors ²
Visit friends/relatives		31%
Culinary and beverage experiences		20%
Vermont products	80%	16%
Craft beverages	53%	11%
Farm to table dining	30%	6%
Farm tours/experiences	17%	3%
Arts, culture, and heritage		16%
Arts and culture	63%	10%
Historical sites/downtowns	51%	8%
Visited an attraction	49%	8%
Special events and social gatherings		11%
Special event/festival	44%	5%
Attend or participate in a sporting event	32%	3%
Attend a wedding	21%	2%
Hands-on learning experience/class		4%
Business		1%

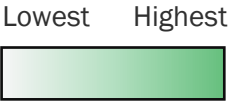
¹ Multiple responses permitted.

² Refers to all visitors to South Vermont.

REASONS FOR VISITING: SEASONAL: SOUTH¹

Winter visitors to South Vermont are most likely to travel for leisure;
spring visitors are most likely to be in the state visiting friends or
family.

Reason for Visit	Fall	Winter	Spring	Summer	Annual ²
Vacation/leisure trip	65%	73%	57%	70%	70%
Visit friends/family	32%	25%	35%	27%	29%
Special occasion or event	11%	6%	10%	9%	9%
Time at second home	7%	7%	10%	5%	6%
Just passing through	7%	1%	6%	4%	5%
Business/conference	3%	4%	2%	3%	3%
Other	5%	3%	4%	3%	4%



¹ What was your main reason for taking this trip to Vermont? *Up to 3 responses permitted.*

² Represents all visitors to South Vermont.

DAILY OVERNIGHT VISITOR SPENDING: SEASONAL: SOUTH¹

Winter visitors to South Vermont staying in paid accommodations spend the most per day on average; summer unpaid visitors, the least.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$157	\$173	\$106	\$96	\$124
Restaurants	\$94	\$114	\$77	\$59	\$83
Groceries	\$25	\$37	\$38	\$34	\$34
Shopping	\$81	\$91	\$42	\$42	\$65
Activities & Attractions	\$41	\$125	\$47	\$29	\$55
Transportation	\$42	\$57	\$35	\$38	\$44
Other	\$5	\$24	\$12	\$12	\$14
Total Spend Per Day	\$445	\$621	\$357	\$310	\$419

Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$60	\$73	\$61	\$51	\$63
Groceries	\$28	\$48	\$49	\$36	\$39
Shopping	\$78	\$91	\$58	\$47	\$66
Activities & Attractions	\$20	\$111	\$47	\$26	\$47
Transportation	\$31	\$26	\$48	\$34	\$34
Other	\$7	\$8	\$36	\$11	\$14
Total Spend Per Day	\$224	\$357	\$299	\$205	\$263

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to South Vermont.

TOTAL OVERNIGHT VISITOR SPENDING: SEASONAL: SOUTH¹

Winter paid visitors to South Vermont also spend the most across their entire trip on average, while summer unpaid visitors spend the least per trip.

Paid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$460	\$609	\$459	\$383	\$449
Restaurants	\$275	\$401	\$334	\$235	\$300
Groceries	\$73	\$130	\$165	\$136	\$123
Shopping	\$237	\$320	\$182	\$168	\$235
Activities & Attractions	\$120	\$440	\$204	\$116	\$199
Transportation	\$123	\$201	\$152	\$152	\$159
Other	\$15	\$84	\$52	\$48	\$51
Total Spend Per Trip	\$1,303	\$2,185	\$1,548	\$1,238	\$1,516
Unpaid Overnight Travel Party Spending	Fall	Winter	Spring	Summer	Annual ²
Accommodations	\$0	\$0	\$0	\$0	\$0
Restaurants	\$293	\$337	\$318	\$251	\$315
Groceries	\$137	\$222	\$255	\$177	\$195
Shopping	\$381	\$421	\$302	\$231	\$330
Activities & Attractions	\$98	\$513	\$245	\$128	\$235
Transportation	\$151	\$120	\$250	\$167	\$170
Other	\$34	\$37	\$187	\$54	\$70
Total Spend Per Trip	\$1,094	\$1,650	\$1,557	\$1,008	\$1,315

Lowest Highest



¹ How much is your immediate travel party spending on each of the following per day during your stay in Vermont?

² Represents visitors across all seasons to South Vermont.



VISITOR PERSONAS

INTRODUCTION: PERSONAS

VERMONT VISITOR PERSONAS

To better understand how different visitors experience Vermont, we developed a set of visitor personas based on common travel behaviors and trip characteristics observed across the year. These personas were created by grouping visitors with similar motivations, activities, and trip patterns, such as how they engage with outdoor recreation, culture and attractions, food experiences, social events, and length of stay.

Throughout this section, comparisons are made between personas, not within them. When a persona is described as being more likely to do something, it means **that behavior is more common for that group compared to the other personas**, separately from how common it is across most visitors overall. This approach highlights meaningful differences between visitor types while keeping the focus on the full Vermont visitor landscape.



VISITOR PERSONAS OVERVIEW¹

The seasonal breakouts elsewhere in the report are a separate cut of the data entirely, and it's important to note that the two are not interchangeable. For example, while the Outdoor Regulars persona does skew toward winter visitors, it is not a 1-to-1 equivalent to all winter visitors. Similarly, the Experience-Driven Explorers persona skews toward summer visitors, but is not the same as all summer visitors. The personas capture distinct travel behavior patterns that happen to correlate with certain seasons, but they tell a different story than the seasonal data alone.

Local Outdoor Regulars

- 47% of Vermont's visitors
- Experienced, nearby users of Vermont's outdoor assets, especially winter sports
- Vermont is part of their routine, not a novelty
- They provide reliable volume, particularly in winter, but tend to have shorter stays, limited regional dispersal, and lower spending

Experience-Driven Explorers

- 37% of Vermont's visitors
- First-time visitors seeking a broad mix of outdoor, culinary, scenic, and attraction-based experiences across multiple regions
- Curious, high-value explorers discovering Vermont for the first time and trying to "do it all"
- Represent Vermont's primary growth segment, central to economic impact

Social & Cultural Visitors

- 16% of Vermont's visitors
- These visitors come for people first, motivated primarily by visiting friends and relatives or special occasions
- But once they're in the state, Vermont's cultural and scenic offerings can convince them to extend their stay and broaden their engagement

¹ Insights in this section describe how each persona stands out relative to the other personas.

LOCAL OUTDOOR REGULARS: OVERVIEW



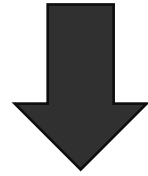
Local Outdoor Regulars

Local outdoor regulars are nearby, experienced visitors who treat Vermont's outdoor assets as part of their routine rather than a special getaway. They most often travel in winter, typically alone or with friends, and are more likely to visit for the day with minimal planning and limited use of trip-planning sources. Their trips are usually focused on a single outdoor activity, with skiing and riding standing out, and they tend to stay within one or two regions rather than exploring widely. While this segment provides reliable visitation volume, particularly during winter, they have shorter stays, lower spending, and lower overall trip satisfaction compared to other visitor groups.

LOCAL OUTDOOR REGULARS: MOTIVATORS



Primary driver: Outdoor recreation



Focused on just one outdoor activity – particularly skiing/riding, with some hiking



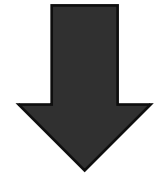
Secondary motivation: Relaxation



Unwind through getting out and getting active



Secondary motivation: Visiting friends & family



Similar to the average visitor

Less about discovery; more about purposeful participation.

LOCAL OUTDOOR REGULARS: CORE PROFILE

Travel Style

- Most travel as a couple
- More solo/friends than other personas

Length of Stay

- Average length of stay: 2.4 nights

Seasonality

- Winter and summer

Visitation Frequency

- Strongly over-indexes on repeat visitation

Origins

- Most likely to travel from nearby:
New England, Canada, Mid-Atlantic

In-State Travel

- Typically stays within 1-2 regions

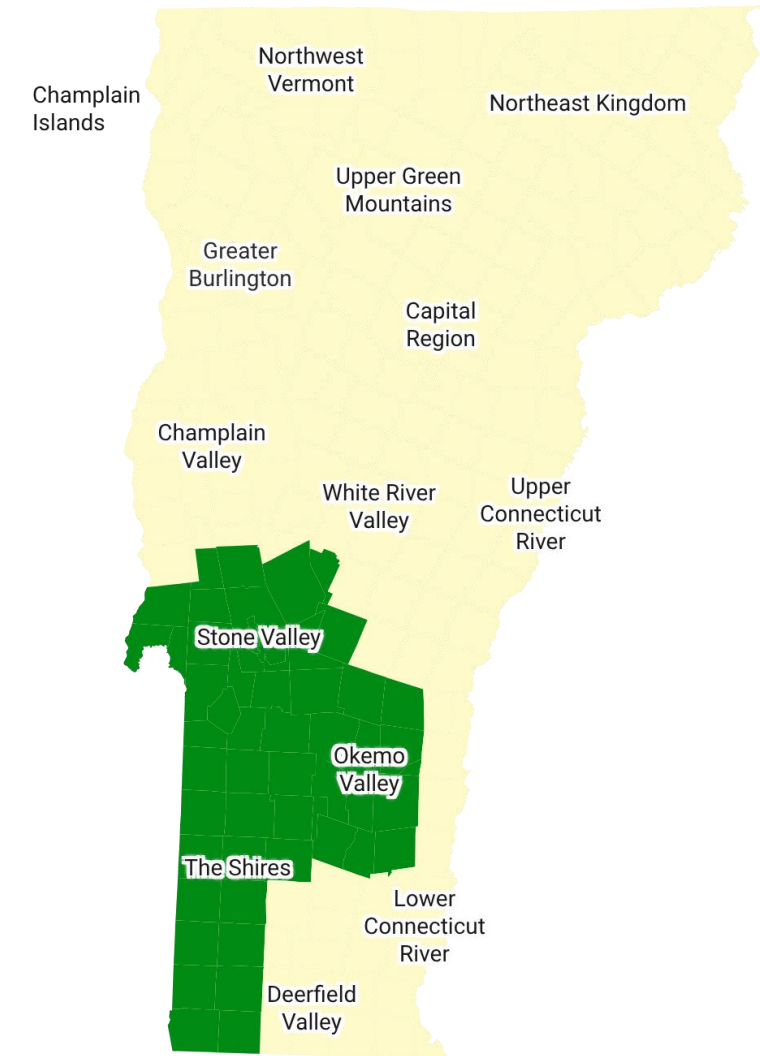
Spending

- Lowest spend per visitor
- Largely driven by a larger share of day trippers compared to other personas

LOCAL OUTDOOR REGULARS



LOCAL OUTDOOR REGULARS: TRIP EXPERIENCE



- More likely to visit the southwest regions of the state
 - Okemo Valley, Stone Valley, The Shires
- Typically stays within 1-2 regions
- Participates in fewer activities
 - Mainly participates in outdoor recreation activities
 - In winter, rates these activities as more strenuous than other personas; in summer, as more relaxing
- Visits fewer attractions

Vermont is familiar and functional, not exploratory.

EXPERIENCE-DRIVEN EXPLORERS: OVERVIEW



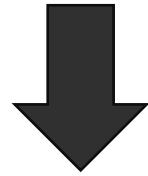
Experience-Driven Explorers

Experience-driven explorers are high-value, first-time or early-repeat visitors who come to Vermont with the goal of seeing and doing as much as possible. They are more likely to travel in summer, often as families, and tend to stay longer in paid accommodations while traveling across multiple regions. Motivated by a blend of outdoor recreation, local food, scenic drives, and unique attractions, they value variety and discovery and perceive outdoor activities as relaxing rather than extreme. With the highest daily and trip spending, strong satisfaction, and a high likelihood of returning, this segment represents Vermont's primary growth opportunity and plays a central role in driving economic impact and regional dispersal across the state.

EXPERIENCE-DRIVEN EXPLORERS: MOTIVATORS



Primary driver:
Exploration and new
experiences



Motivated by a blend of
outdoor recreation, local
food, scenic drives, and
unique attractions



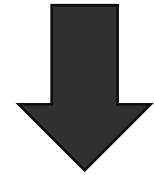
Secondary motivation:
Relaxation



Driven to explore the state,
but want the experience to
be ultimately refreshing and
relaxing



Secondary motivation:
Scenic beauty



First-timers drawn in by a
desire to experience the
state's scenic beauty as
they explore

Adventure without the rush, centered on discovery.

EXPERIENCE-DRIVEN EXPLORERS: CORE PROFILE

Travel Style

- Family with children

Length of Stay

- Longest trips – often 5+ nights
- Average length of stay: 5.4 nights

Seasonality

- Mainly summer, some fall

Visitation Frequency

- Over-indexes on first-time visitation

Origins

- More from the Midwest or South than other personas

In-State Travel

- Often visits 3+ regions

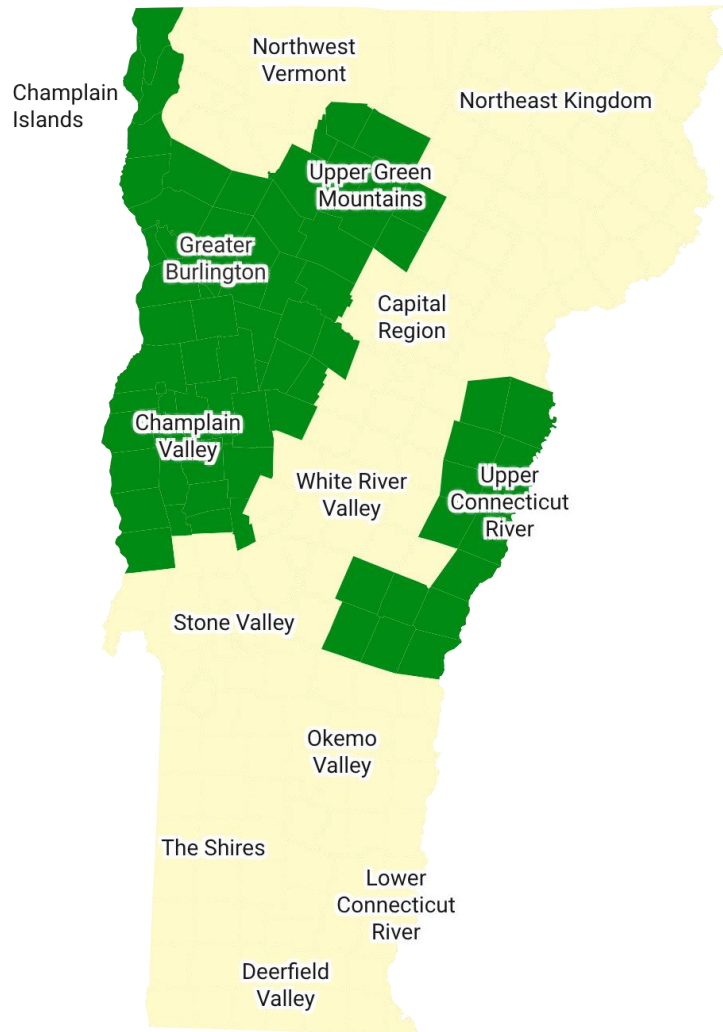
Spending

- Highest spending
- Reflects a high number of activities – “do it all” explorers

EXPERIENCE-DRIVEN EXPLORERS



EXPERIENCE-DRIVEN EXPLORERS: TRIP EXPERIENCE



- Over indexes on visitation to the Greater Burlington, Champlain Islands, Upper Green Mountains, Champlain Valley, and Upper Connecticut River regions
- Enjoys multiple activities and attractions
 - Food-focused: enjoys farm-to-table dining, craft beverages, and maple and dairy products
 - Outdoor-focused: enjoys scenic drives, sightseeing, visiting parks, hiking, camping, and spending time on the water (summer) or chasing the foliage (fall)
- Likely to stay in paid accommodations
 - Often at a campground, cabin, or other paid outdoor lodging in summer; in fall, often in vacation rentals
- Most likely to recall ads and to be influenced to visit by them
- Highest trip satisfaction and likelihood of returning to Vermont

These visitors stay longer, travel widely, and engage deeply.

SOCIAL & CULTURAL VISITORS: OVERVIEW



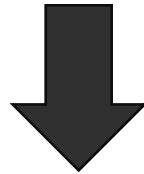
Social & Cultural Visitors

Social and cultural visitors travel to Vermont primarily to connect with people, such as visiting friends and relatives or attending special occasions, with the destination itself shaping how they spend time once they arrive. They are more likely to visit in the fall, often staying with friends or family or in a second home, and tend to be first-time or early-repeat visitors. While social connection anchors the trip, Vermont's cultural offerings, scenic drives, events, and dining experiences fill the gaps between commitments and influence overall engagement and spending. This segment often comes to do the most activities during their stay, delivers slightly above-average daily spending, and represents an opportunity to convert socially driven trips into deeper destination familiarity and future leisure travel.

SOCIAL & CULTURAL VISITORS: MOTIVATORS



Primary driver: Visiting friends and family



Many other motivators fall under this umbrella



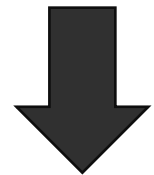
Secondary motivation: Events and special occasions



Social-focused. Attending events with and/or for friends and family



Secondary motivation: Vacation/leisure trip



Relaxing through time with friends and family and time spent at events

Come for people first, experiences second.

SOCIAL & CULTURAL VISITORS: CORE PROFILE

Travel Style

- As a couple

Length of Stay

- Average length of stay: 4.6 nights

Seasonality

- Fall, with some summer

Visitation Frequency

- Tend to be first-time or early-repeat visitors

Origins

- Come primarily from New England, the Middle Atlantic, or the South

In-State Travel

- Visits 1-2 regions

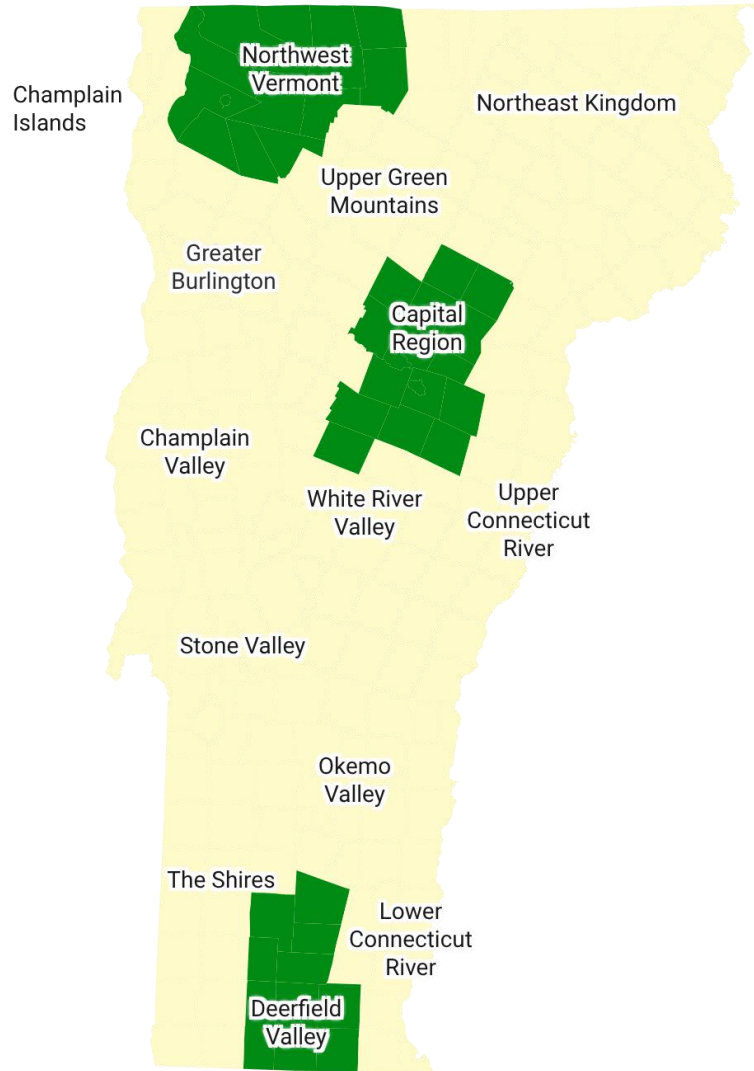
Spending

- Slightly above average
- Reflects money spent going to events and doing other social activities

SOCIAL & CULTURAL VISITORS



SOCIAL & CULTURAL VISITORS: TRIP EXPERIENCE



- Over indexes on visitation to the Capital Region, Deerfield Valley, and Northwest Vermont
- Spends their trip doing social activities
 - Guests at weddings, celebrating birthdays/anniversaries, or going to sporting events and festivals
 - In fall, spend more time with friends or family and less at events
 - Among those doing outdoor recreation activities, most are hiking – a popular activity to do with visiting friends/family, especially in summer
- Most likely to see advertising, but not most influenced by it
- Average trip satisfaction

Activities and visitation stem from the occasion for travel.

PLANNING SOURCES: PERSONAS¹

Sources	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Mapping websites/apps	40%	46%	44%
Advice from friends/relatives	32%	38%	46%
Hotel websites/apps	21%	27%	25%
Social media	18%	25%	28%
Review website/app	19%	24%	24%
Vacation rental websites	16%	24%	21%
Restaurant websites/apps	12%	23%	21%
Online travel reviews	12%	20%	18%
Airline websites/apps	9%	17%	16%
Online travel agency	11%	11%	11%
Rental car websites/apps	7%	13%	10%
Travel guides/brochures	6%	12%	11%
VermontVacation.com	6%	9%	8%
Vermont's Inspiration Guide	4%	9%	8%
Video streaming services	5%	8%	7%
ChatGPT or other AI	5%	8%	5%
Vermont Tourism e-Newsletter	4%	4%	4%
Music streaming services	3%	4%	5%
AAA or travel agent	2%	3%	3%
Accessibility travel resource sites	2%	1%	1%

Lowest Highest



¹ While planning this trip, which of the following sources did you use? *Multiple responses permitted.*

REASONS FOR VISITING: PERSONAS¹

Reason for Visit	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Visit friends/family	30%	30%	37%
Relaxing	28%	33%	21%
Scenic drives	12%	25%	19%
Hiking	8%	30%	15%
Local food	10%	23%	17%
Unique local attractions	8%	22%	14%
Craft beverages	11%	17%	12%
Skiing/riding	23%	12%	4%
Fall foliage	5%	10%	16%
Shopping	8%	10%	8%
Camping	5%	17%	3%
Time at second home	5%	8%	8%
Biking	4%	11%	6%
Art galleries, museums, historical sites	5%	8%	6%
Business/conference	7%	4%	6%
Kayaking/paddleboarding	2%	10%	2%
Bird/wildlife viewing	2%	9%	4%
Farm experiences	2%	6%	5%
Just passing through	5%	4%	3%
Guest at a Wedding	1%	1%	11%

¹ What was your main reason for taking this trip to Vermont? Up to 3 responses permitted. Percents out of all visitors.
Top 20 reasons shown. Continued on next slide.

Lowest Highest



REASONS FOR VISITING (CONT'D): PERSONAS¹

Reason for Visit	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Snowshoeing	2%	4%	1%
Fishing	1%	5%	1%
Ice skating/sledding/tubing	2%	3%	1%
Astrotourism	2%	3%	1%
Festival (arts/culture, food and wine, etc.)	<1%	1%	5%
Family or school reunion	1%	1%	2%
Golf	1%	2%	1%
Sailing/boating	1%	2%	1%
Concert or musical event	<1%	<1%	3%
Participating in a sporting event	<1%	<1%	2%
Watching a sporting event – running race, bike event, etc.	1%	<1%	2%
Rock climbing	<1%	2%	1%
Snowmobiling	1%	1%	1%
Getting/got married or on honeymoon	<1%	1%	1%
Tennis	<1%	<1%	1%
Performing arts event	<1%	<1%	1%
Equestrian activities	<1%	<1%	<1%
Hunting	<1%	<1%	<1%

Lowest Highest



¹ What was your main reason for taking this trip to Vermont? Up to 3 responses permitted. Percents out of all visitors.

REASONS FOR VISITING: PERSONA BREAKDOWN

Main Reason for Visiting ¹	Local Outdoor Regulars		Experience-Driven Explorers		Social and Cultural Visitors	
	% Subgroup	% All Visitors	% Subgroup	% All Visitors	% Subgroup	% All Visitors
Vacation/leisure trip		68%		80%		55%
Outdoor recreation	55%	38%	59%	47%	37%	20%
Relaxing	41%	28%	42%	33%	38%	21%
Scenic drives	18%	12%	32%	25%	35%	19%
Local food	15%	10%	28%	23%	31%	17%
Craft beverages	17%	11%	22%	17%	22%	12%
Unique local attractions	12%	8%	28%	22%	25%	14%
Shopping	12%	8%	12%	10%	14%	8%
Fall foliage	7%	5%	13%	10%	29%	16%
Art galleries, museums, historical sites	8%	5%	11%	8%	11%	6%
Farm experiences	4%	2%	8%	6%	10%	5%
Astrotourism	3%	2%	3%	3%	2%	1%
Other	2%	1%	2%	2%	1%	1%
Visit friends/family		30%		30%		37%
Special occasion or event		6%		8%		30%
Guest at a wedding	11%	1%	12%	1%	37%	11%
Getting/got married or on honeymoon	4%	<1%	7%	1%	4%	1%
Family or school reunion	17%	1%	19%	1%	6%	2%
Festival (arts/culture, food and wine, etc.)	8%	<1%	7%	1%	15%	5%
Concert or musical event	4%	<1%	5%	<1%	9%	3%
Performing arts event	3%	<1%	2%	<1%	2%	1%
Watching a sporting event	11%	1%	5%	<1%	5%	2%
Participating in a sporting event	8%	<1%	4%	<1%	7%	2%
Other	33%	2%	38%	3%	15%	5%
Spending time at my second home		5%		8%		8%
Business/conference		7%		4%		6%
Just passing through		5%		4%		3%
Other		3%		3%		2%

RATING OUTDOOR ACTIVITIES: PERSONAS¹

Rating	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
1 - Relaxing	5%	8%	11%
2	9%	12%	13%
3	24%	35%	31%
4	27%	23%	20%
5 - Exhilarating/Adventurous	36%	22%	24%

Lowest Highest



¹ How would you rate your outdoor recreation activities in Vermont, where 1 is relaxing outdoor activities and 5 is exhilarating/adventurous outdoor activities?
Percents out of visitors who come to Vermont for outdoor recreation.

AD RECALL & INFLUENCE: PERSONAS

Advertising Recall ¹	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Recalled Advertising	36%	41%	43%
Did Not Recall Advertising	50%	43%	40%
Not Sure	14%	16%	17%

Advertising Influence on Travel ²	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Not at all influential	11%	9%	10%
Slightly influential	5%	9%	9%
Somewhat influential	9%	12%	12%
Very influential	7%	8%	8%
Extremely influential	2%	3%	2%
Not sure	2%	1%	2%
Did not recall advertising	64%	59%	57%

Lowest Highest



¹ Over the past six months, have you seen, read, or heard any travel stories, advertising, or promotions for Vermont?

² How influential were these travel stories, advertising, and promotions in your decision to come to Vermont? *Percents out of all visitors.*

VISITOR ORIGINS: PERSONAS

Region	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
New England	39%	32%	33%
Middle Atlantic	27%	23%	23%
South	12%	23%	19%
Midwest	5%	9%	6%
West	4%	7%	8%
Canada	12%	4%	10%
Another Country	1%	2%	2%

Lowest Highest



New England: CT, ME, MA, NH, RI

Middle Atlantic: NJ, NY, PA

West: AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD

South: FL, GA, NC, SC, VA, DC, MD, DE, WV, AL, KY, MS, TN, AR, LA, OK, TX

TOP ORIGIN STATES/PROVINCES: PERSONAS

State/Province	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Massachusetts	17%	16%	16%
New York	17%	12%	13%
Connecticut	8%	7%	6%
New Hampshire	9%	5%	6%
Quebec	9%	2%	6%
New Jersey	6%	5%	5%
Pennsylvania	4%	5%	5%
Florida	3%	5%	4%
Texas	1%	4%	3%
Maine	3%	2%	3%
California	1%	2%	4%
Ontario	2%	1%	3%
Virginia	2%	2%	2%
North Carolina	1%	2%	2%
Maryland	1%	3%	2%
Rhode Island	2%	2%	1%
Ohio	1%	2%	<1%
Illinois	1%	1%	2%
Georgia	1%	1%	1%
Minnesota	<1%	2%	<1%
Colorado	1%	1%	1%
Other ¹	21%	33%	28%

¹ Fewer than 1% of visitors travel from each other state or province.

Lowest Highest

TOP ORIGIN MARKETS: PERSONAS

Market	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Boston	18%	14%	17%
New York City ¹	14%	12%	11%
Hartford-New Haven	7%	6%	5%
Albany-Schenectady-Troy	7%	3%	4%
Philadelphia	3%	5%	4%
Springfield-Holyoke	4%	3%	2%
Burlington-Plattsburgh	4%	2%	3%
Portland-Auburn	3%	2%	2%
Providence-New Bedford	2%	2%	2%
Washington, DC-Hagerstown ²	1%	3%	2%
Los Angeles	1%	1%	2%
Chicago	1%	1%	1%
Orlando-Daytona Beach-Melbourne	1%	1%	1%
Baltimore	1%	1%	1%
Pittsburgh	1%	1%	1%
Tampa-St. Petersburg	1%	1%	1%
Denver	1%	1%	1%
Minneapolis-Saint Paul	<1%	1%	<1%
Dallas-Fort Worth	1%	1%	1%
Atlanta	1%	1%	1%
San Francisco-Oakland-San Jose	1%	1%	1%
Other ³	31%	35%	37%

¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

³ Fewer than 1% of visitors travel from each other market.

Lowest Highest

TRAVEL PARTY: PERSONAS¹

Travel Party	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
As a couple	39%	43%	43%
As a family	22%	27%	24%
By yourself	21%	15%	18%
With friends	15%	13%	12%
With business associates	2%	1%	2%
In a tour group	1%	1%	1%
Other	<1%	1%	<1%
Average travel party size	2.7	2.9	2.7

Lowest Highest



¹ On this trip, are you traveling:

NEW & RETURNING VISITORS: PERSONAS¹

Vermont Visitation	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
This is my first time	12%	23%	22%
2 - 5 times	20%	22%	25%
6 - 10 times	17%	14%	12%
11+ times	50%	41%	42%

Lowest Highest



¹ Approximately how many times have you visited Vermont?

REGIONS VISITED: PERSONAS¹

Regions	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Greater Burlington	21%	42%	35%
Upper Green Mountains	15%	35%	19%
Capital Region	9%	19%	24%
Northeast Kingdom	16%	17%	14%
The Shires	18%	14%	9%
Stone Valley	17%	14%	9%
Champlain Valley	11%	20%	12%
Upper Connecticut River	12%	20%	10%
Lower Connecticut River	11%	13%	11%
Champlain Islands	6%	18%	12%
Northwest Vermont	9%	9%	18%
Deerfield Valley	8%	7%	21%
Okemo Valley	13%	10%	5%
White River Valley	10%	10%	10%

¹ For a map of these regions, please see <https://vermontvacation.com/places-to-visit/vermont-regions>

² Which regions of Vermont do you intend to visit on this trip?

Multiple responses permitted.

Lowest Highest



ACTIVITIES ENGAGED IN: PERSONAS¹

Activity	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Scenic drives/sightseeing	17%	58%	41%
Shopping	20%	49%	42%
Visit friends/relatives	30%	33%	42%
Hiking	8%	47%	32%
Craft beverages	9%	44%	31%
Vermont maple/dairy products	4%	48%	29%
Visit scenic outdoor locations	4%	34%	22%
Visit parks	4%	36%	20%
Skiing/riding	25%	14%	5%
Fall foliage	4%	14%	22%
Farm to table dining	2%	21%	16%
Arts and culture	4%	17%	17%
Visited an attraction	2%	20%	16%
Historical sites/downtowns	1%	17%	13%
Sporting event	<1%	<1%	30%
Camping	3%	18%	6%
Biking	3%	14%	10%
Bird/wildlife viewing	2%	14%	10%
Special event	<1%	<1%	21%
Kayaking/paddleboarding	2%	12%	5%

¹ In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors.
 Top 20 activities shown. Continued on next slide.

Lowest Highest



ACTIVITIES ENGAGED IN (CONT'D): PERSONAS

Activity	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Farm tours/experiences	<1%	8%	7%
Hands-on learning experiences	2%	7%	6%
Astrotourism	1%	7%	6%
Fishing	1%	6%	3%
Wedding	<1%	<1%	9%
Sailing/boating	<1%	4%	3%
Ice skating/sledding/tubing	2%	4%	1%
Snowshoeing	1%	4%	1%
Business	4%	1%	1%
Golf	1%	2%	3%
Rock climbing	<1%	2%	1%
Tennis	<1%	1%	2%
Snowmobiling	1%	1%	<1%
Equestrian activities	<1%	1%	1%
Hunting	<1%	<1%	<1%

Lowest Highest



ACTIVITIES: PERSONA BREAKDOWN

Activity Participated In ¹	Local Outdoor Regulars		Experience-Driven Explorers		Social and Cultural Visitors	
	% Subgroup	% All Visitors	% Subgroup	% All Visitors	% Subgroup	% All Visitors
Outdoor activities		44%		72%		47%
Biking	6%	3%	20%	14%	22%	10%
Hiking	19%	8%	66%	47%	67%	32%
Bird/wildlife viewing	4%	2%	19%	14%	20%	10%
Sailing/boating	1%	<1%	6%	4%	6%	3%
Rock climbing	<1%	<1%	3%	2%	2%	1%
Fishing	2%	1%	8%	6%	6%	3%
Kayaking/paddleboarding	4%	2%	16%	12%	11%	5%
Golf	1%	1%	3%	2%	6%	3%
Tennis	<1%	<1%	1%	1%	3%	2%
Skiing/riding	57%	25%	20%	14%	10%	5%
Snowmobiling	1%	1%	2%	1%	1%	<1%
Snowshoeing	3%	1%	6%	4%	2%	1%
Equestrian activities	<1%	<1%	1%	1%	2%	1%
Hunting	<1%	<1%	<1%	<1%	1%	<1%
Ice skating/sledding/tubing	3%	2%	6%	4%	1%	1%
Camping	8%	3%	25%	18%	12%	6%
Scenic and sightseeing activities		24%		68%		48%
Scenic drives/sightseeing	73%	17%	85%	58%	84%	41%
Fall foliage	16%	4%	21%	14%	45%	22%
Visit scenic outdoor locations	15%	4%	50%	34%	46%	22%
Visit parks	16%	4%	52%	36%	41%	20%
Astrotourism	5%	1%	10%	7%	13%	6%

ACTIVITIES: PERSONA BREAKDOWN (CONT'D)

Activity Participated In ¹	Local Outdoor Regulars		Experience-Driven Explorers		Social and Cultural Visitors	
	% Subgroup	% All Visitors	% Subgroup	% All Visitors	% Subgroup	% All Visitors
Culinary/beverage experiences		16%		60%		42%
Craft beverages	56%	9%	73%	44%	73%	31%
Vermont maple/dairy products	25%	4%	81%	48%	69%	29%
Farm to table dining	9%	2%	36%	21%	37%	16%
Farm tours/experiences	2%	<1%	14%	8%	16%	7%
Shopping		20%		49%		42%
Visit friends/relatives		30%		33%		42%
Arts/culture/heritage activities		7%		28%		24%
Arts and culture	55%	4%	60%	17%	70%	17%
Visited an attraction	28%	2%	70%	20%	64%	16%
Historical sites/downtowns	19%	1%	60%	17%	53%	13%
Special events/social gatherings		3%		5%		56%
Sporting event	<1%	<1%	<1%	<1%	52%	30%
Special event	<1%	<1%	<1%	<1%	37%	21%
Wedding	<1%	<1%	<1%	<1%	16%	9%
Hands-on learning experiences		2%		7%		6%
Business		4%		1%		1%

¹ Multiple responses permitted.

ACCOMMODATIONS: PERSONAS¹

Accommodation Type	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Hotel/motel/resort	24%	26%	25%
Not spending the night	26%	4%	13%
Staying with friends and relatives	15%	14%	20%
Vacation rental home	11%	18%	14%
RV park/campground/cabin	5%	15%	5%
Personal condo, house, timeshare, etc.	6%	10%	10%
Bed & Breakfast/Inn	5%	6%	7%
Ski Resort	5%	2%	3%
Camping in the wilderness/backpacking	2%	4%	1%
Farmstay	<1%	1%	1%
Average length of stay ²	2.4	5.4	4.6

Lowest Highest



¹ In what type of accommodations are you staying on this trip?

² Includes visitors staying in paid accommodations, with friends/family or in a personal second home, and day trippers.

SATISFACTION: PERSONAS¹

Satisfaction	Local Outdoor Regulars	Experience-Driven Explorers	Social & Cultural Visitors
Very satisfied	71%	80%	76%
Satisfied	24%	17%	20%
Somewhat satisfied	4%	3%	3%
Dissatisfied	<1%	<1%	<1%
Very dissatisfied	<1%	<1%	<1%
Don't know	1%	<1%	1%

Lowest Highest



¹ How satisfied are you with your visit to Vermont?

ANNUAL PERSONAS: STRATEGIC IMPLICATIONS

Local Outdoor Regulars

- Strong base audience for winter stability
- Campaigns may produce lower behavior change and may resonate best if providing condition updates
- Opportunity to:
 - Encourage overnight stays
 - Introduce shoulder-season activity bundles
 - Cross-promote nearby regions rather than statewide itineraries

Experience-Driven Explorers

- Longer stays, higher daily spend, and broad regional travel mean small gains in this segment deliver large returns
- Messaging focused on variety will resonate more than activity-specific promotion
- Investment in trip-building tools, sample itineraries, and seasonal guides can help extend stays and increase confidence among first-time visitors – and encourage repeat visitation

Social & Cultural Visitors

- Highlight affordable, short-duration experiences that fit into social schedules
- Equip locals as trip planners by providing shareable guides and “host recommendations”
- Time messaging to peak social travel periods (fall weekends, holiday gatherings)
- Provide event-adjacent itineraries

APPENDIX A

Survey Locations and Events

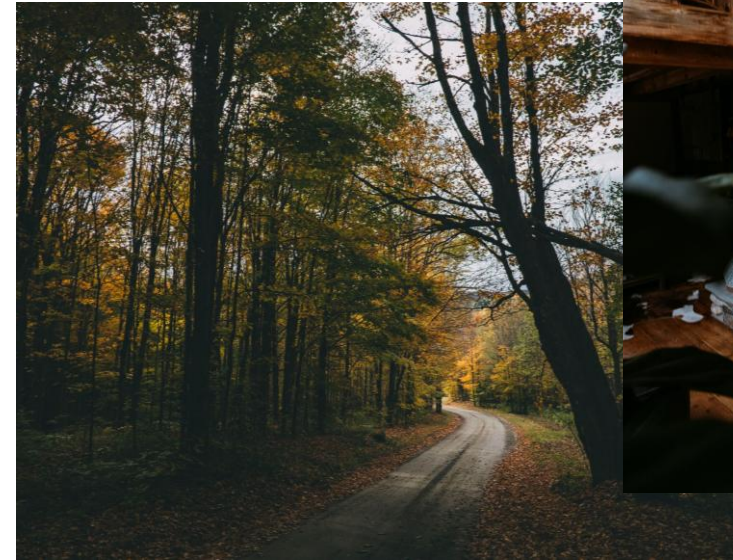


INTERCEPT SURVEY LOCATIONS

INTERCEPT SURVEYS

This section contains the names and addresses of the locations within the state where survey data was collected from visitors during their trips.

Some of these locations also hosted events at which survey data was collected. These locations are additionally listed under events.



LOCATIONS & ADDRESSES (PART 1)

Location	Address
Barr Hill by Caledonia Spirits	116 Gin Lane, Montpelier, VT, 05602
Bellows Falls Downtown	Main St, Bellows Falls, VT
Ben & Jerry's	1281 Waterbury-Stowe Rd, Waterbury, VT 05676
Bennington Battle Monument	15 Monument Circle, Bennington, VT 05201
Bennington Downtown	Main St, Bennington, VT 05201
Bennington Museum	75 Main Street, Bennington, VT 05201
Billings Farm & Museum	69 Old River Road, Woodstock, VT 05091
Brattleboro Downtown	Main St, Brattleboro, VT
Brattleboro Museum & Art Center	10 Vernon Street, Brattleboro, VT 05301
Bromley Mountain Resort	144 Bromley Lodge Rd, Peru, VT 05152
Burlington International Airport	1200 Airport Dr, South Burlington, VT 05403
Burlington Waterfront	20 Lake St, Burlington, VT 05401
Calvin Coolidge State Historic Site	3780 VT Rt 100A, Plymouth, VT 05056
Camp Plymouth State Park	2008 Scout Camp Rd, Ludlow, VT 05149
Champlain Orchards	3597 Route 74 West, Shoreham, VT 05770

LOCATIONS & ADDRESSES (PART 2)

Location	Address
Chimney Point State Historic Site	8149 VT Route 17W, Addison, VT 05491
Church Street Marketplace	Church St, Burlington, VT
Cold Hollow Cider Mill	3600 Waterbury Stowe Road, Waterbury Center, VT 05677
Crystal Lake State Park	96 Bellwater Ave., Barton, VT 05822
Dakin Farm	5797 US-7, Ferrisburgh, VT 05456
Fairbanks Museum & Planetarium	1302 Main St, St. Johnsbury, VT 05819
Gifford Woods State Park	34 Gifford Woods Rd. Killington, VT 05751
Grand Isle State Park	36 East Shore Rd South, Grand Isle, VT 05458
Great Vermont Corn Maze	1404 Wheelock Rd., Danville, VT 05828
Hero's Welcome	3537 US-2, North Hero, VT 05474
Hildene, The Lincoln Family Home	1005 Hildene Road, Manchester, VT 05254
Hill Farmstead Brewery	403a Hill Road, Greensboro Bend, VT 05842
Hotel Vermont	41 Cherry St, Burlington, VT 05401
Jay Peak Resort	830 Jay Peak Road, Jay, VT 05859
Killington Resort	4763 Killington Rd, Killington, VT 05751

LOCATIONS & ADDRESSES (PART 3)

Location	Address
King Arthur Baking Company	135 US Route 5 South Norwich VT 05055
Kingdom Trail Association	478 VT 114 East Burke, VT 05832
Lake Paran	269 Houghton St. North Bennington, VT 05257
Lake Shaftsbury State Park	262 Shaftsbury State Park Rd, Shaftsbury, VT 05262
Lake St. Catherine State Park	3034 VT Rte. 30, Poultney, VT 05764
Lake Willoughby	5659 VT-5A, Orleans, VT 05860
Lawson's Finest Liquids	155 Carroll Rd, Waitsfield, VT 05673
Little River State Park	3444 Little River Rd, Waterbury, Vermont 05676
Lowell Lake State Park	260 Ice House Road, Londonderry, VT 05148
Middlebury Inn	16 Court Square, Middlebury, VT 05753
Montpelier Downtown	Main St, Montpelier, VT
Mount Ascutney State Park	1826 Back Mountain Rd, Windsor, VT 05089
Mt. Philo State Park	5425 Humphreys' Rd, Charlotte, VT 05445
Newport Downtown	Main St, Newport, VT 05855
Quechee Gorge	5966 Woodstock Rd, Quechee, VT 05059

LOCATIONS & ADDRESSES (PART 4)

Location	Address
Quechee State Park	1 Quechee State Park, White River Junction, VT 05001
Rutland Pine Hill Park	2 Oak St Ext, Rutland, VT 05701
Shelburne Museum	6000 Shelburne Road, Shelburne, VT 05482
Smugglers' Notch Ski Resort	4323 Vermont Rte 108 S, Jeffersonville, VT 05464
St. Albans Downtown	Main St, St. Albans, VT 05478
St. Johnsbury Downtown	51 Depot Square, St. Johnsbury, VT 05819
Stowe Area Association	51 Main Street, Stowe, VT 05672
Trapp Family Lodge	700 Trapp Hill Road, Stowe, VT 05672
Underhill State Park	352 Mountain Road, Underhill, VT 05489
Vermont Country Store Bellows Falls	1292 Rockingham Rd, Bellows Falls, VT 05101
Vermont Country Store Weston	657 Main St, Weston, VT 05161
Vermont Information Center Division Bennington	Route 279, Bennington, VT 05201
Vermont Information Center Division Fair Haven	1356 Prospect St, Fair Haven, VT 05743
Vermont Information Center Division Guilford	Interstate 91 N MM 5.4, Guilford, VT 05301
Vermont Information Center Division Sharon	I-89, Sharon, VT 05065

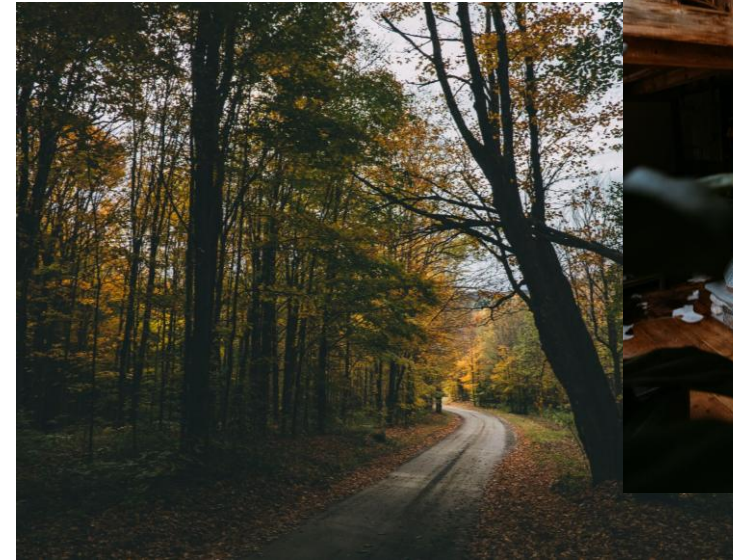
LOCATIONS & ADDRESSES (PART 5)

Location	Address
Vermont Information Center Division Waterford	I-93, Waterford, VT 05819
Vermont Information Center Division Williston North	2524 Interstate 89 N, Williston, VT 05495
Vermont Teddy Bear	6655 Shelburne Rd, Shelburne VT, 05482
Waitsfield Village Square Shopping Center	5123 Main St, Waitsfield, VT 05673
Waterbury Center State Park	177 Reservoir Rd, Waterbury Center, VT 05677
Woodford State Park	142 State Park Road, Bennington, VT 05201

EVENTS

EVENTS

This section contains the names and dates of local events where survey data was collected from visitors during their trips.



EVENTS & DATES (PART 1)

Event	Location	Date
Baird Farm Maple Open House	Baird Farm	March 22-23, 2025
Bean & Brew Festival	Jay Peak Resort	October 18, 2025
Best of Vermont Summer Festival	Okemo	August 23-24, 2025
Blueberry Festival	Mt. Snow Resort	July 25-August 3, 2025
Bookstock	Woodstock	May 16-18, 2025
BTV Winter Market	Burlington	November-December, 2024
Fall for St. Johnsbury	St. Johnsbury	October 11-12, 2025
Gilfeather Turnip Festival	Wardsboro	October 25, 2025
Heirloom Apple Day	Scott Farm	October 12, 2025
Highland Center Curds & Curling	Highland Center for the Arts	February 8, 2025
Highland Center Snowlights	Highland Center for the Arts	January 18-19, 2025
Highland Center Winter Market	Highland Center for the Arts	December 7, 2024
Killington Brewfest	Killington Resort	September 20, 2025
Killington Cup	Killington Resort	November 30-December 1, 2024
Kingdom Maple Festival	St. Johnsbury	April 19, 2025

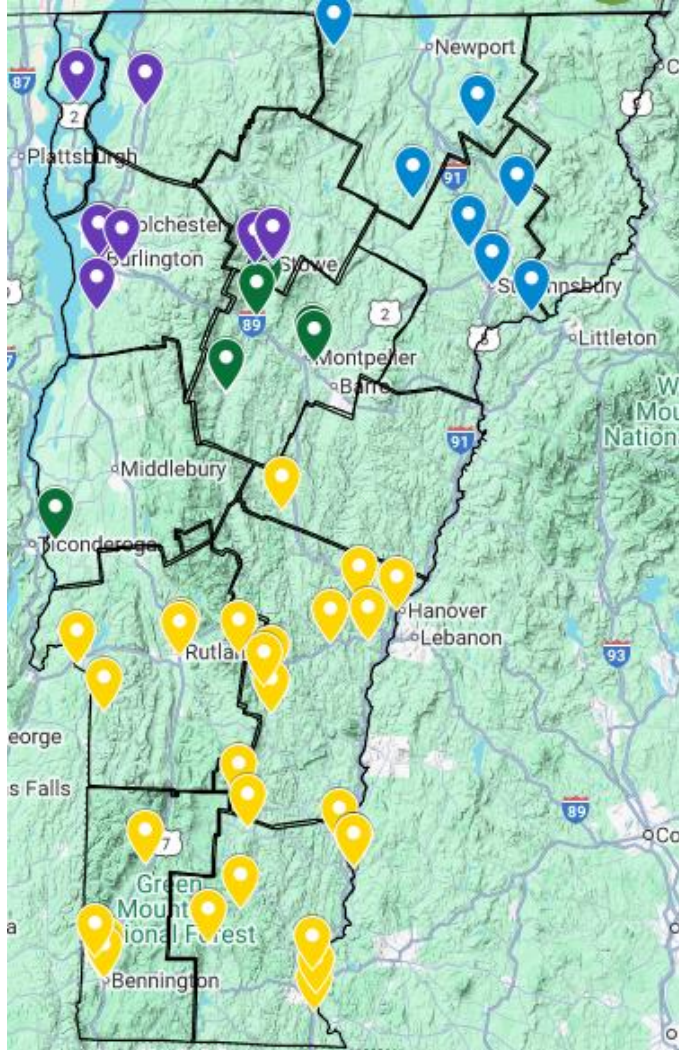
EVENTS & DATES (PART 2)

Event	Location	Date
Lawson's Oktoberfest	Lawson's Finest Liquids	September 27, 2025
Merck Forest Maple Open House	Merck Forest & Farmland Center	March 22-23, 2025
Pumpkin Chuckin' Festival	Stowe	September 19-21, 2025
Rockingham Flannel Festival	Rockingham	October 18-19, 2025
Rutland Foliage Festival	Rutland	October 11-12, 2025
Shelburne Winter Lights	Shelburne Museum	November 2024-January 2025
Silloway Maple Open House	Silloway Maple	March 22-23, 2025
Stowe Balloon Festival	Trapp Family Lodge	June 27-29, 2025
Summer Dog Party	Dog Mountain	August 2, 2025
Vermont Maple Festival	St. Albans	April 25-27, 2025
Waterbury Winterfest	Waterbury	February 1-2, 2025
Wine & Harvest Festival	Dover	September 19-20, 2025

APPENDIX B

Additional Maps

FALL SURVEY LOCATION MAP



Northeast Kingdom Survey Sites

- Fairbanks Museum & Planetarium
- Great Vermont Corn Maze
- Hill Farmstead Brewery
- Jay Peak Resort
- Kingdom Trails
- Lake Willoughby
- Downtown St. Johnsbury
- Waterford Welcome Center

Northwest Survey Sites

- Burlington Airport
- Hero's Welcome
- Hotel Vermont
- Church Street Market
- Downtown St. Albans
- Vermont Teddy Bear Factory
- Trapp Family Lodge
- Downtown Stowe
- Burlington Waterfront

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Champlain Orchards
- Downtown Montpelier

Events

- Fall for St. Johnsbury
- Bean & Brew Festival
- Pumpkin Chuckin' Festival
- Lawson's Oktoberfest
- Wine & Harvest Festival
- Killington Brewfest
- Rutland Foliage Festival
- Heirloom Apple Day
- Rockingham Flannel Festival
- Gilfeather Turnip Festival

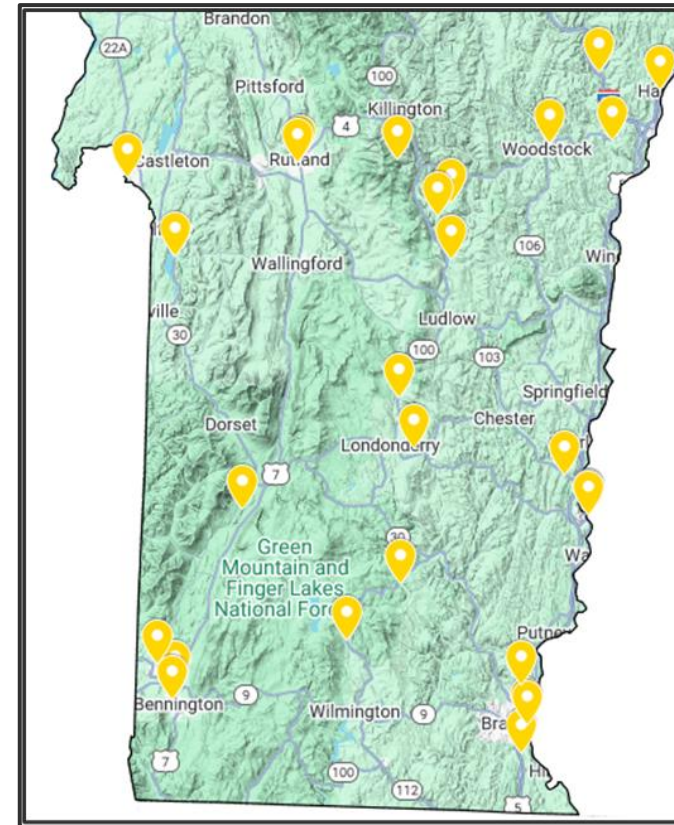
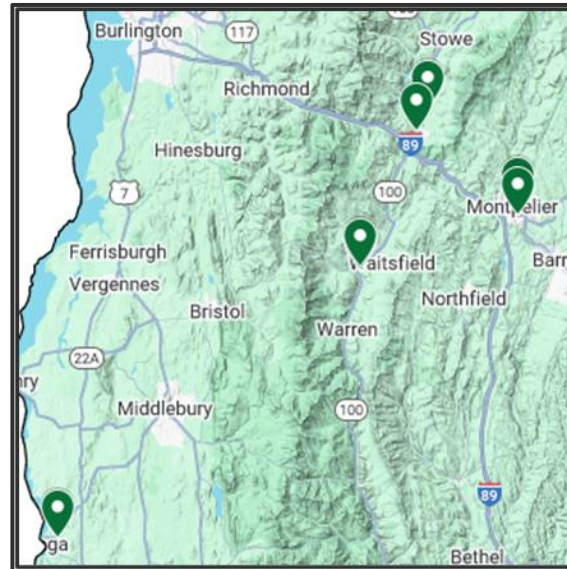
South Survey Sites

- Bennington Museum
- Bennington Welcome Center
- Billings Farm
- Coolidge Historic Site
- Camp Plymouth State Park
- Fair Haven Welcome Center
- Guilford Welcome Center
- Hildene
- King Arthur Baking Co.
- Lake St. Catherine State Park
- Lowell Lake State Park
- Vermont Country Store
Bellows Falls
- Vermont Country Store
Weston
- Sharon Welcome Center
- Quechee Gorge
- Downtown Bellows Falls
- Downtown Brattleboro

FALL SURVEY LOCATIONS BY REGION

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Champlain Orchards
- Downtown Montpelier
- Lawson's Oktoberfest



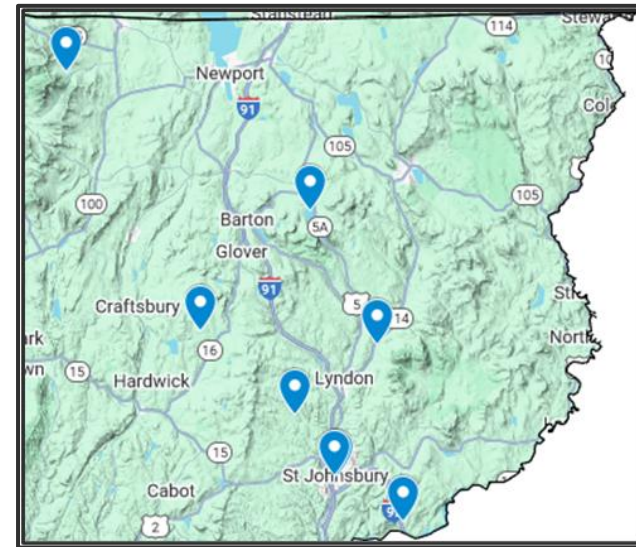
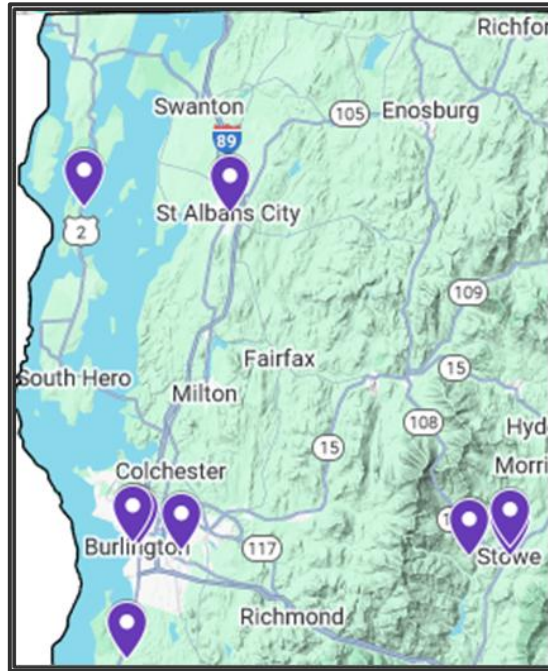
South Survey Sites

- Bennington Museum
- Bennington Welcome Center
- Billings Farm
- Coolidge Historic Site
- Camp Plymouth State Park
- Fair Haven Welcome Center
- Guilford Welcome Center
- Hildene
- King Arthur Baking Co.
- Lake St. Catherine State Park
- Lowell Lake State Park
- Vermont Country Store
Bellows Falls
- Vermont Country Store
Weston
- Sharon Welcome Center
- Quechee Gorge
- Downtown Bellows Falls
- Downtown Brattleboro
- Wine & Harvest Festival
- Killington Brewfest
- Rutland Foliage Festival
- Heirloom Apple Day
- Rockingham Flannel Festival
- Gilfeather Turnip Festival

FALL SURVEY LOCATIONS BY REGION (CONT'D)

Northwest Survey Sites

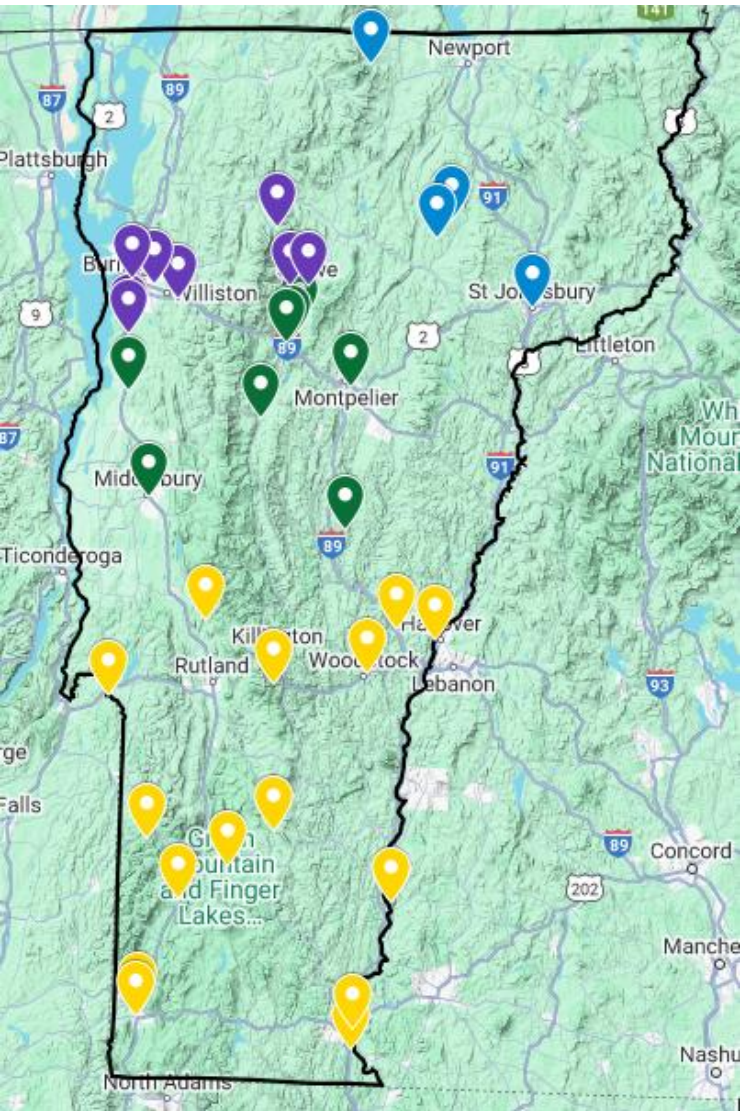
- Burlington Airport
- Hero's Welcome
- Hotel Vermont
- Church Street Market
- Downtown St. Albans
- Vermont Teddy Bear Factory
- Trapp Family Lodge
- Downtown Stowe
- Burlington Waterfront
- Pumpkin Chuckin' Festival



Northeast Kingdom Survey Sites

- Fairbanks Museum & Planetarium
- Great Vermont Corn Maze
- Hill Farmstead Brewery
- Jay Peak Resort
- Kingdom Trails
- Lake Willoughby
- Downtown St. Johnsbury
- Waterford Welcome Center
- Fall for St. Johnsbury
- Bean & Brew Festival

WINTER SURVEY LOCATION MAP



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Fairbanks Museum & Planetarium
- Jay Peak Resort
- Highland Center for the Arts

Northwest Survey Sites

- Church Street Market
- Burlington Airport
- Williston North Welcome Center
- Vermont Teddy Bear Factory
- Trapp Family Lodge
- Downtown Stowe
- Shelburne Museum
- Smugglers' Notch Resort

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn

South Survey Sites

- Sharon Welcome Center
- Fair Haven Welcome Center
- Guilford Welcome Center
- Bennington Welcome Center
- Billings Farm & Museum
- Bennington Museum
- Vermont Country Store Weston
- Vermont Country Store Bellows Falls
- King Arthur Baking Company
- Downtown Brattleboro
- Killington Resort
- Bromley Mountain Resort
- Hildene
- Baird Farm

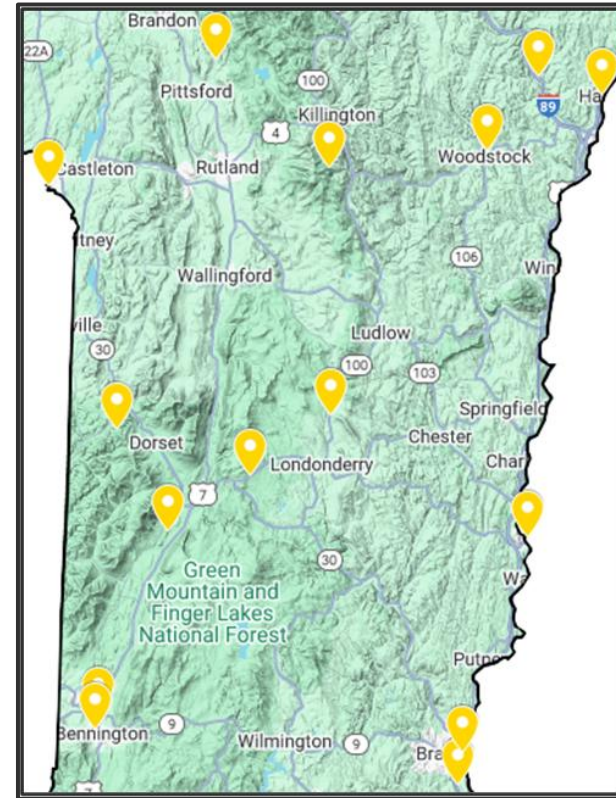
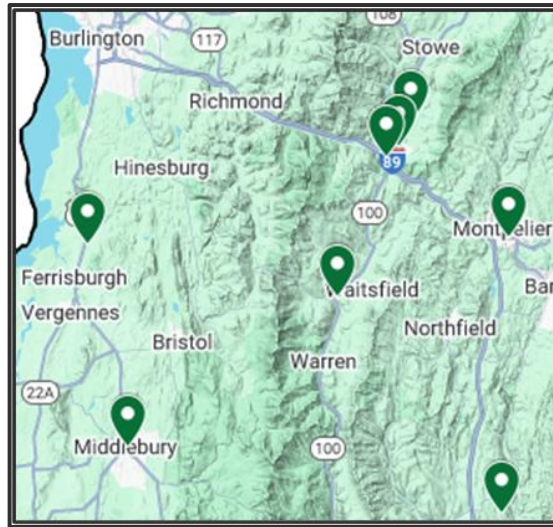
Events

- Highland Center Winter Market
- Highland Center Snowlights
- Highland Center Curds & Curling
- Shelburne Winter Lights
- BTV Winter Market
- Waterbury Winterfest
- Silloway Maple Open House
- Killington Cup
- Baird Farm Maple Open House
- Merck Forest Maple Open House

WINTER SURVEY LOCATIONS BY REGION

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn
- Waterbury Winterfest
- Silloway Maple Open House



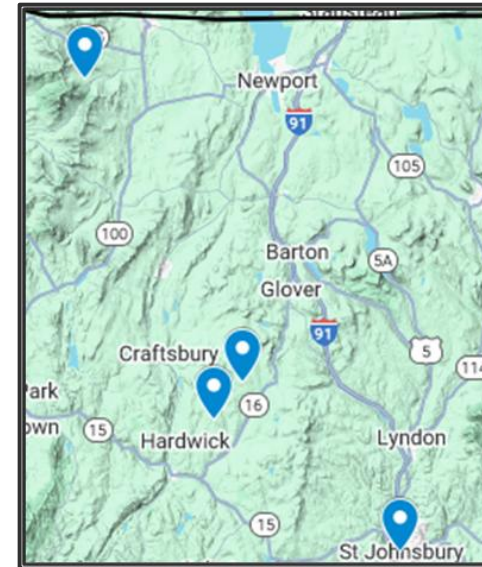
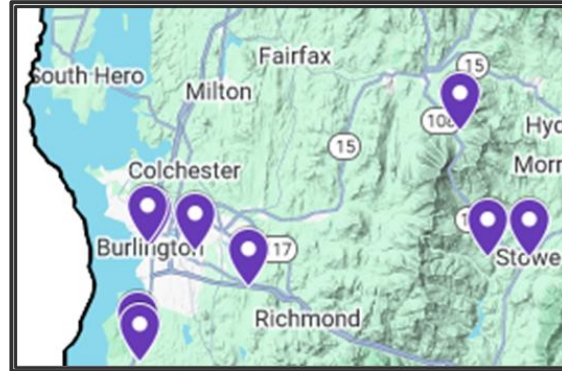
South Survey Sites

- Sharon Welcome Center
- Fair Haven Welcome Center
- Guilford Welcome Center
- Bennington Welcome Center
- Billings Farm & Museum
- Bennington Museum
- Vermont Country Store Weston
- Vermont Country Store Bellows Falls
- King Arthur Baking Company
- Downtown Brattleboro
- Killington Resort
- Bromley Mountain Resort
- Hildene
- Baird Farm
- Killington Cup
- Baird Farm Maple Open House
- Merck Forest Maple Open House

WINTER SURVEY LOCATIONS BY REGION (CONT'D)

Northwest Survey Sites

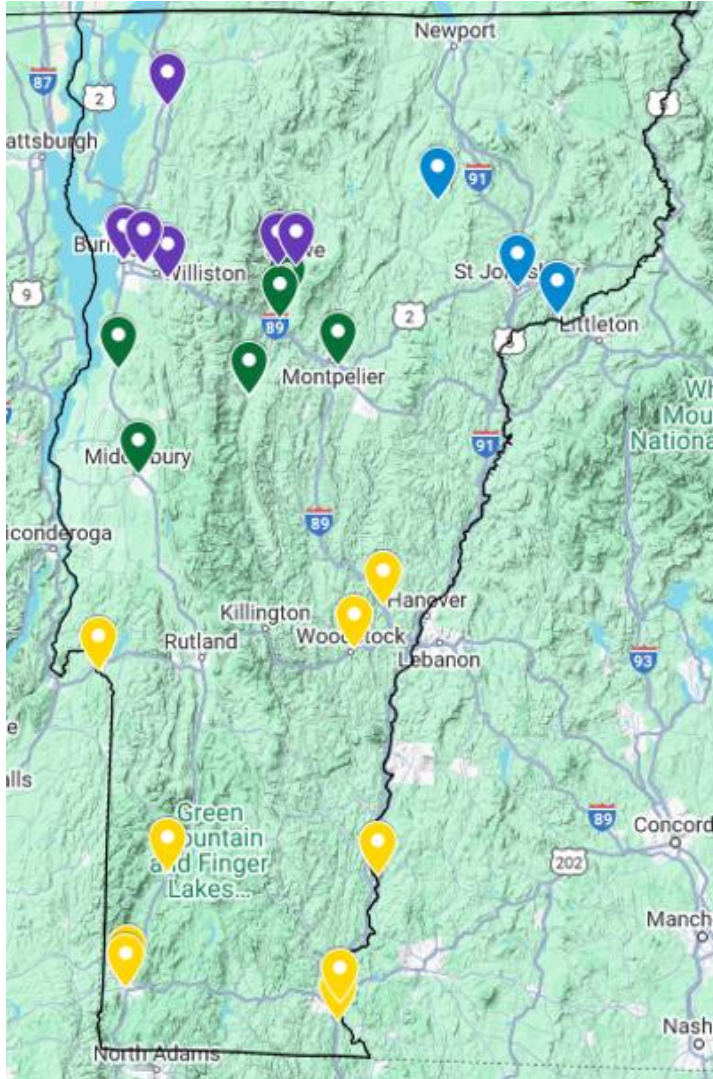
- Church Street Market
- Burlington Airport
- Williston North Welcome Center
- Vermont Teddy Bear Factory
- Trapp Family Lodge
- Downtown Stowe
- Shelburne Museum
- Smugglers' Notch Resort
- Shelburne Winter Lights
- BTV Winter Market



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Fairbanks Museum & Planetarium
- Jay Peak Resort
- Highland Center for the Arts
- Highland Center Winter Market
- Highland Center Snowlights
- Highland Center Curds & Curling

SPRING SURVEY LOCATION MAP



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Fairbanks Museum & Planetarium
- Highland Center for the Arts

Northwest Survey Sites

- Church Street Market
- Burlington Airport
- Trapp Family Lodge
- Downtown Stowe
- Downtown St. Albans

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn
- Lawson's Finest Liquids

South Survey Sites

- Sharon Welcome Center
- Guilford Welcome Center
- Bennington Welcome Center
- Billings Farm & Museum
- Bennington Museum
- Vermont Country Store Bellows Falls
- Hildene
- Brattleboro Museum

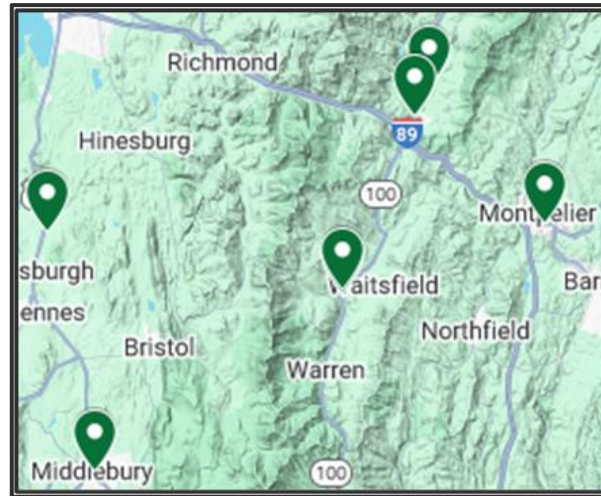
Events

- Kingdom Maple Festival
- Vermont Maple Festival
- Bookstock

SPRING SURVEY LOCATIONS BY REGION

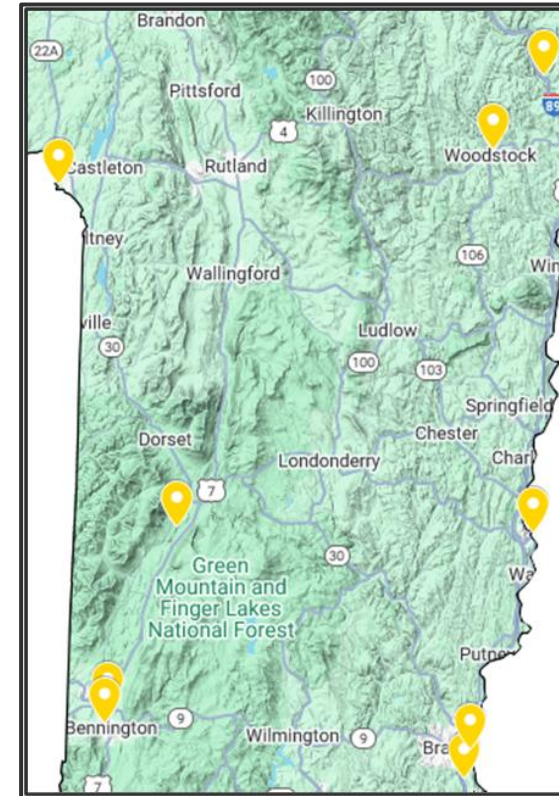
Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Barr Hill Distillery
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn
- Lawson's Finest Liquids



South Survey Sites

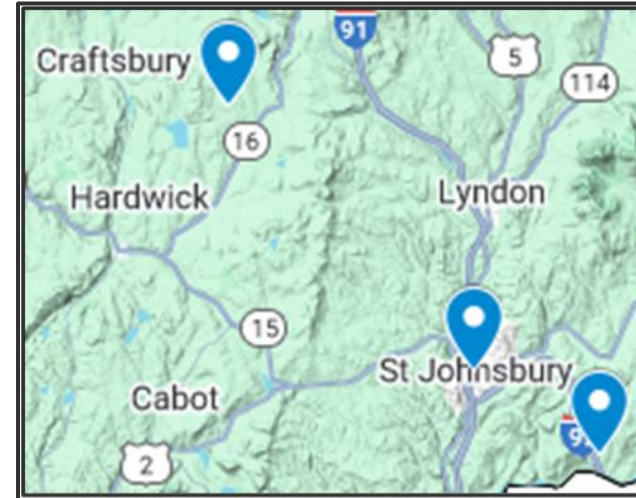
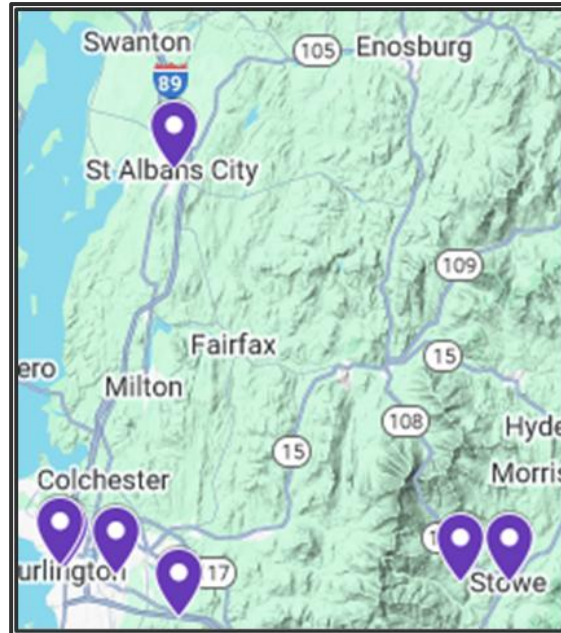
- Sharon Welcome Center
- Guilford Welcome Center
- Bennington Welcome Center
- Billings Farm & Museum
- Bennington Museum
- Vermont Country Store
- Bellows Falls
- Hildene
- Brattleboro Museum
- Bookstock



SPRING SURVEY LOCATIONS BY REGION (CONT'D)

Northwest Survey Sites

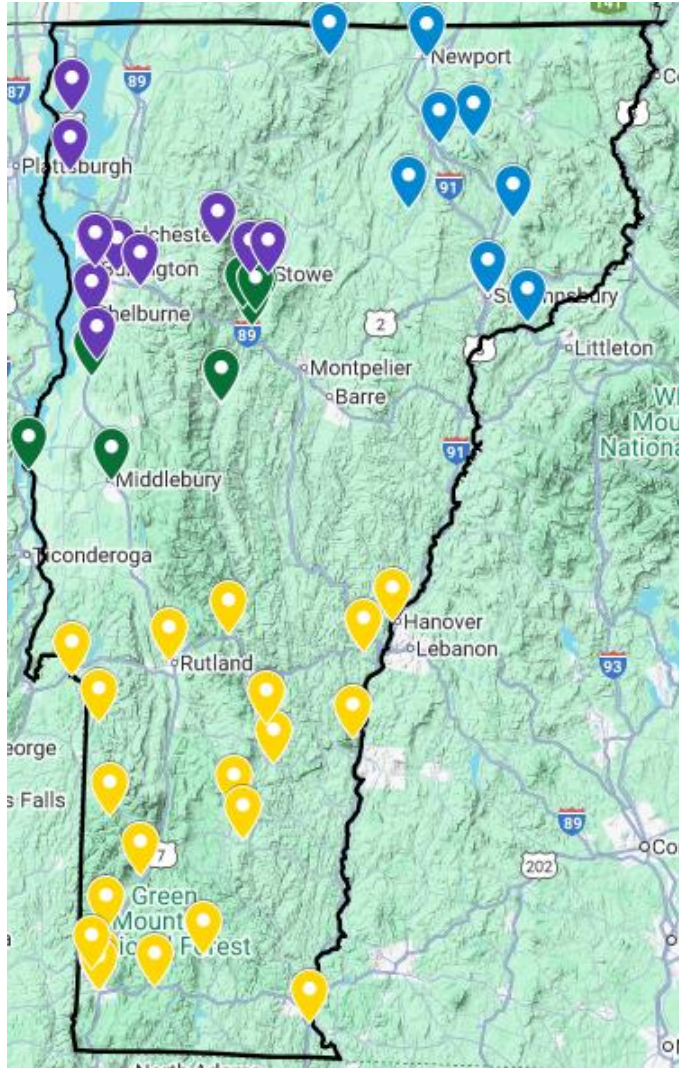
- Church Street Market
- Burlington Airport
- Trapp Family Lodge
- Downtown Stowe
- Downtown St. Albans
- Vermont Maple Festival



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Fairbanks Museum & Planetarium
- Highland Center for the Arts
- Kingdom Maple Festival

SUMMER SURVEY LOCATION MAP



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Lake Willoughby
- Waterford Welcome Center
- Crystal Lake State Park
- Jay Peak Resort
- Kingdom Trails
- Downtown Newport
- Fairbanks Museum & Planetarium

Northwest Survey Sites

- Church Street Market
- Burlington Airport
- Trapp Family Lodge
- Grand Isle State Park
- Underhill State Park
- Burlington Waterfront
- Hero's Welcome
- Shelburne Museum
- Mt. Philo State Park
- Downtown Stowe
- Hotel Vermont
- Williston Welcome Center

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Little River State Park
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn
- Lawson's Finest Liquids
- Waterbury Center State Park
- Chimney Point State Historic Site

Events

- Stowe Balloon Festival
- Summer Dog Party
- Blueberry Fest
- Best of Vermont Summer Fest

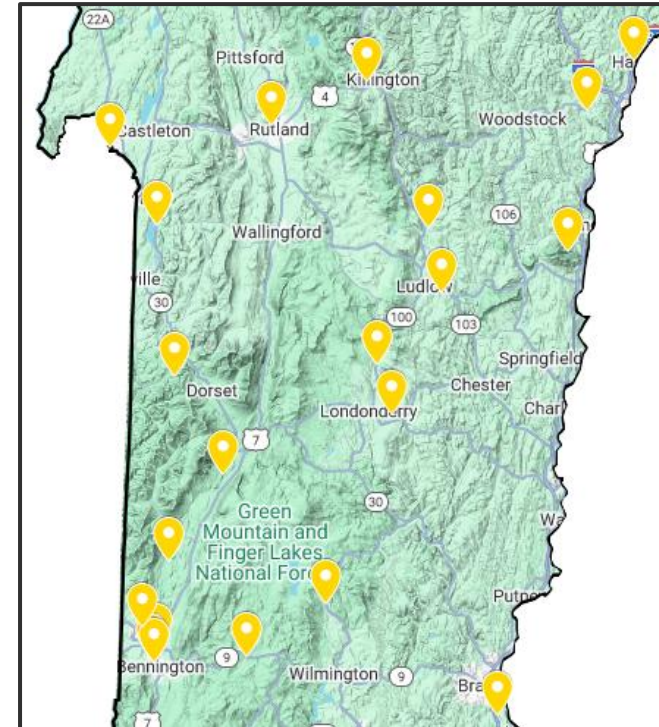
South Survey Sites

- Guilford Welcome Center
- Bennington Welcome Center
- Bennington Museum
- Vermont Country Store
- Hildene
- Fair Haven Welcome Center
- Woodford State Park
- Lake St. Catherine State Park
- Pine Hill Park
- Bennington Battle Monument
- Camp Plymouth State Park
- Merck Forest
- Quechee State Park
- Mt. Ascutney State Park
- Lake Paran
- Lowell Lake State Park
- Lake Shaftsbury State Park
- Gifford Woods State Park
- King Arthur Baking Company

SUMMER SURVEY LOCATIONS BY REGION

Central Survey Sites

- Ben & Jerry's
- Cold Hollow Cider Mill
- Little River State Park
- Waitsfield Shopping Center
- Dakin Farm
- The Middlebury Inn
- Lawson's Finest Liquids
- Waterbury Center State Park
- Chimney Point State Historic Site
- Stowe Balloon Festival



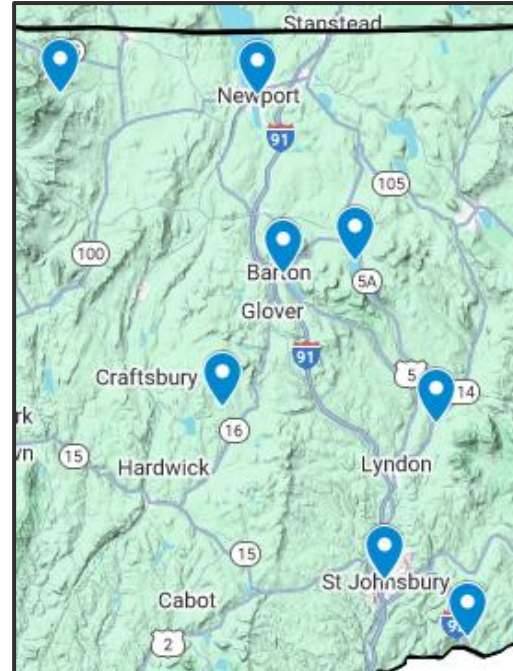
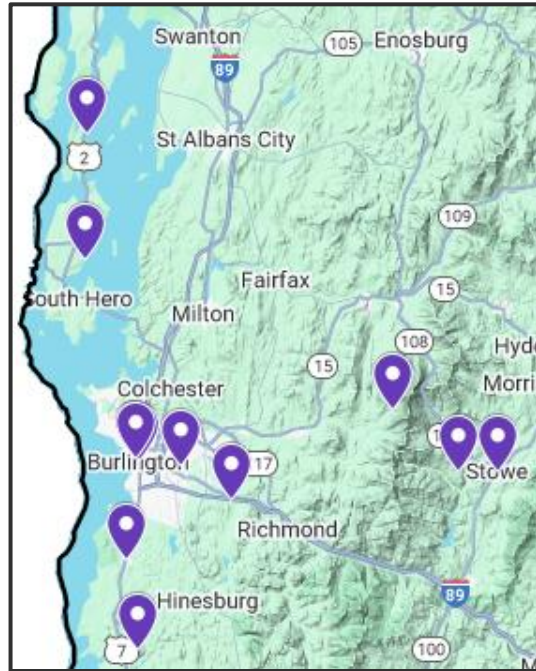
South Survey Sites

- Guilford Welcome Center
- Bennington Welcome Center
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- Vermont Country Store
- Hildene
- Fair Haven Welcome Center
- Woodford State Park
- Lake St. Catherine State Park
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- Camp Plymouth State Park
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- Quechee State Park
- Mt. Ascutney State Park
- Lake Paran
- Lowell Lake State Park
- Lake Shaftsbury State Park
- Gifford Woods State Park
- King Arthur Baking Company
- Blueberry Fest
- Best of Vermont Summer Fest

SUMMER SURVEY LOCATIONS BY REGION (CONT'D)

Northwest Survey Sites

- Church Street Market
- Burlington Airport
- Trapp Family Lodge
- Grand Isle State Park
- Underhill State Park
- Burlington Waterfront
- Hero's Welcome
- Shelburne Museum
- Mt. Philo State Park
- Downtown Stowe
- Hotel Vermont
- Williston Welcome Center



Northeast Kingdom Survey Sites

- Hill Farmstead Brewery
- Lake Willoughby
- Waterford Welcome Center
- Crystal Lake State Park
- Jay Peak Resort
- Kingdom Trails
- Downtown Newport
- Fairbanks Museum & Planetarium
- Summer Dog Party

VERMONT TOURISM

Annual Visitor Tracking Report

October 2024 – October 2025

Downs & St. Germain Research
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