

VERMONT TOURISM

Spring 2025 Visitor Tracking Report

April 1 – May 31, 2025

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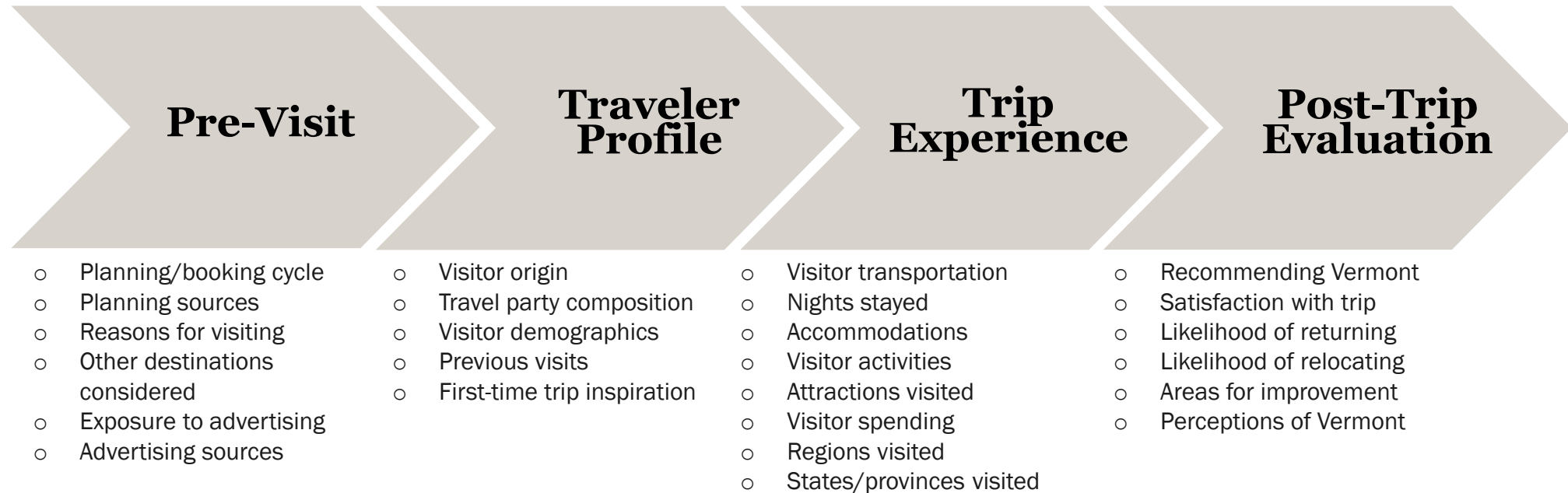
STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Vermont from April 1, 2025 – May 31, 2025.

It represents months 7 through 8 of a 13-month data collection effort.

In the report, we follow the visitors in their journeys from pre-trip planning to post-trip reflections.

Along the way, we examine profiles of visitors, their experiences in Vermont, and how they evaluate those experiences.



SEASONAL SNAPSHOT – SPRING 2025

Pre-Visit

- » Visitors come to Vermont in the spring mainly to **visit friends and family** or for a **relaxing vacation**
- » Spring vacationers come to Vermont to go **skiing** in April, **hiking** in May, and to enjoy the state's **culinary scene** and **attractions**
- » Vermont's **relaxing atmosphere, beauty, proximity, and opportunities for new experiences** convince visitors to **choose the state over others**

Traveler Profile

- » Vermont's spring visitors most commonly travel from **New England** and tend to **return to the state** year after year

Trip Experience

- » Spring visitors spend most of their time in the **northern** regions of the state, especially the **Upper Green Mountains** and **Greater Burlington**
- » You can find them on **scenic drives**, sampling **craft beverages** and Vermont's **dairy products, hiking, and shopping**
- » They also tend **not to visit other states** on their trip

Post-Trip Evaluation

- » In describing Vermont, visitors emphasize its opportunities to **slow down, relax**, and soak in the **beauty of the mountains**
- » Most visitors are **satisfied** and would **recommend** Vermont to friends and family

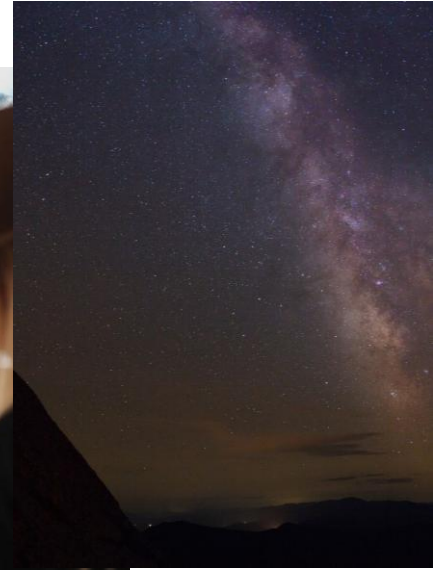


STUDY METHODS

METHODS OVERVIEW

VISITOR TRACKING

969 interviews were completed with visitors to the state of Vermont online and in person at local attractions, visitor centers, food and drink establishments, museums, shops, downtown areas, and events between April 1st and May 31st, 2025.



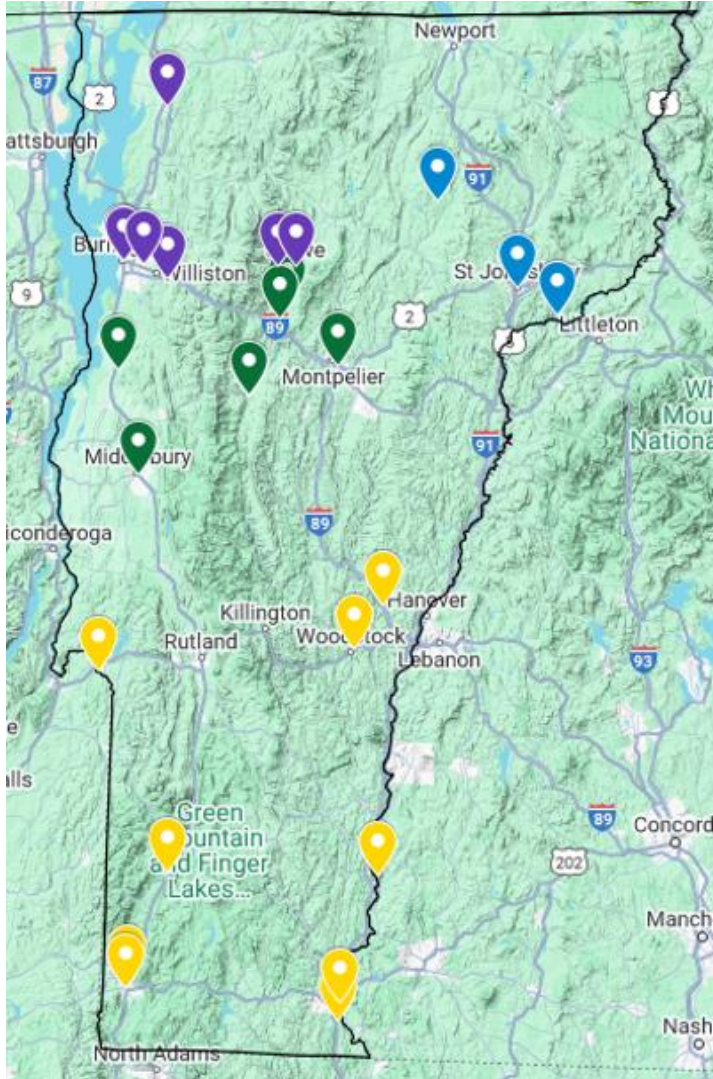
SURVEY SOURCES

Region	Responses	Percent
Central	259	27%
South	244	25%
Northeast Kingdom	238	25%
Northwest	228	23%
Total	969	100%

Survey Source	Responses	Percent
Intercept Interview	907	94%
QR Code	32	3%
Social Media	30	3%
Total	969	100%

Survey Source Breakdown	Responses	Percent
Intercept Interview	907	94%
Attraction or Store	159	17%
Museum/Arts & Culture	154	16%
Airport	148	15%
Craft Beverages, Food + Farmers Markets	139	14%
Visitor Center	130	14%
Hotel	79	8%
Downtown	49	5%
Event	49	5%
QR Code	32	3%
Social Media	30	3%
Total	969	100%

INTERCEPT 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

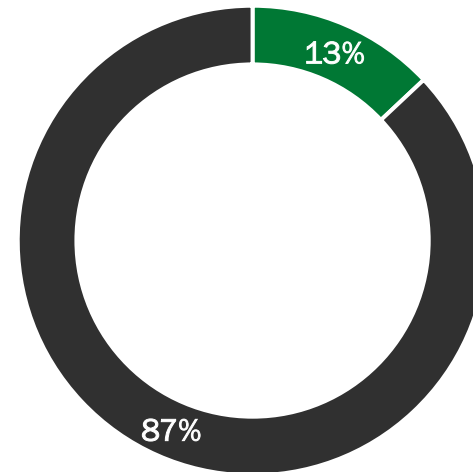
- Kingdom Maple Festival
- Vermont Maple Festival
- Bookstock

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
- » **13%** of Vermont's spring visitors **are just passing through** the state on their way to another destination
- » **31%** of visitors encountered at **Vermont Welcome Centers** are just passing through the state

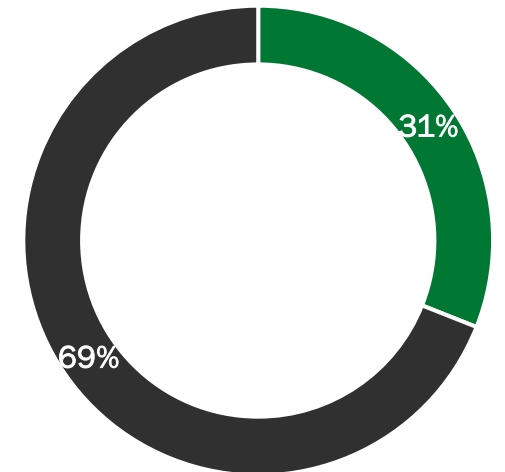
Visitors Only Passing through Vermont

All Visitors Surveyed



- Just passing through
- Spending time in Vermont

Visitors Surveyed at Welcome Centers



- Just passing through
- Spending time in Vermont



DETAILED FINDINGS

VISITOR JOURNEY: PRE-VISIT



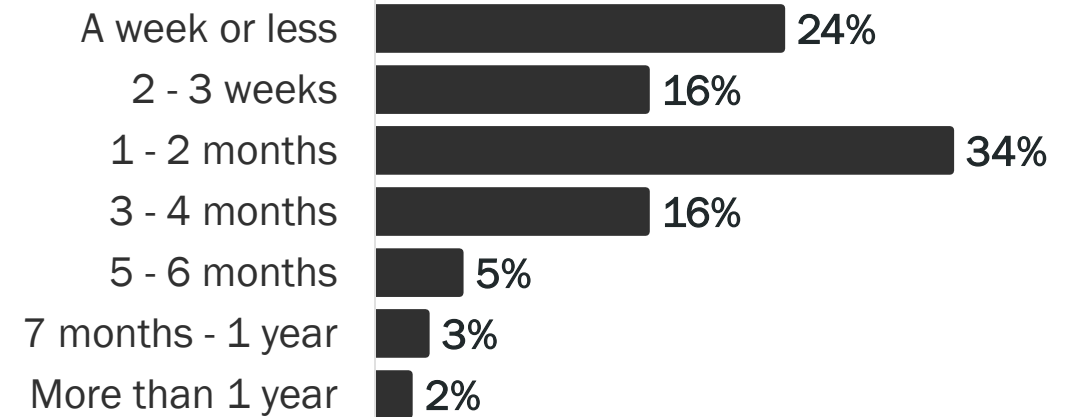
TRIP PLANNING CYCLE

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

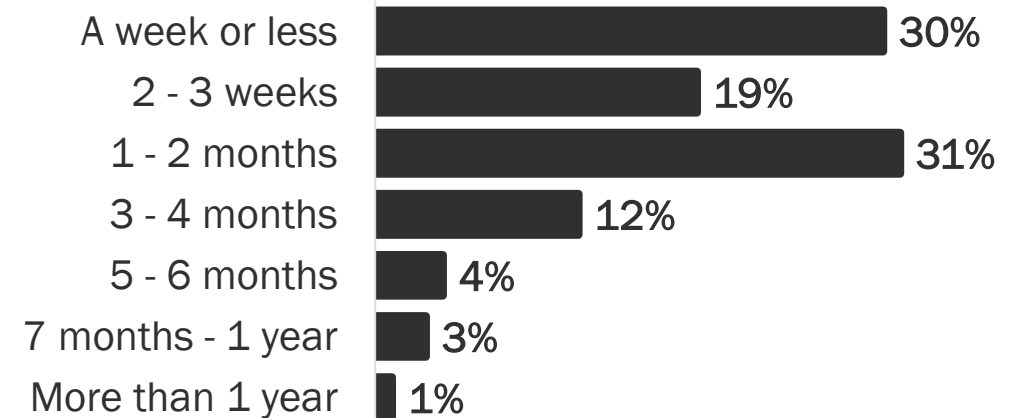
» Typical spring visitors began planning their trip to Vermont **32 days** in advance

» Typical visitors booked accommodations or definitively decided to take the trip **22 days** in advance

Beginning of Trip Planning Cycle*



Booked Accommodations/Made Trip Decisions**



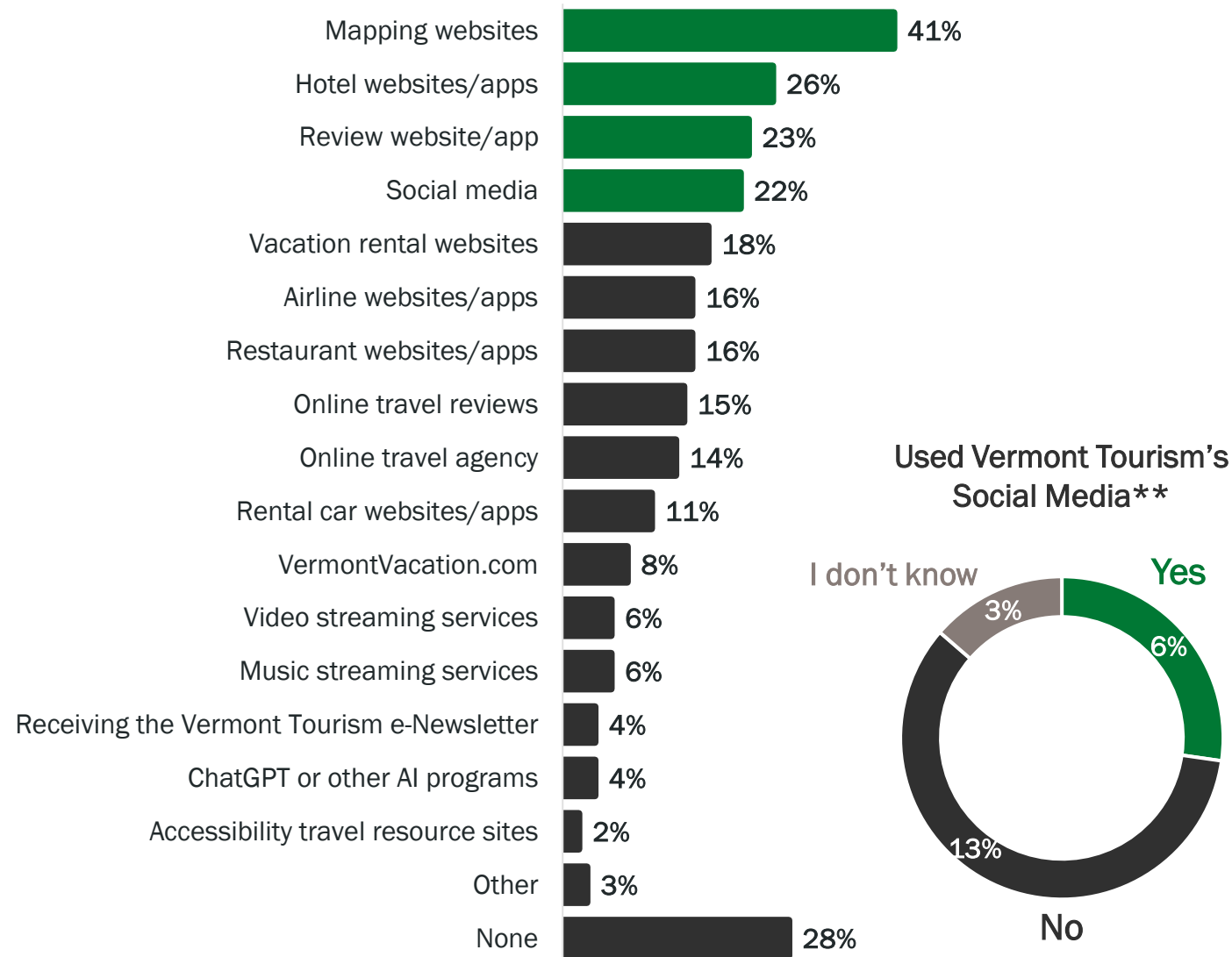
*How far in advance did you start planning this trip?

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

ONLINE TRIP PLANNING SOURCES*

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 spring trip planning source by a large margin
- » **Hotel websites/apps, review websites/apps, and social media** are other popular sources
- » **3%** of spring visitors used Vermont Tourism's social media to help plan their trips



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

**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 SOURCES*

Many visitors want to hear people's Vermont stories offline, too.

- » **Word of mouth is** the most popular offline trip-planning resource among spring visitors, used by **3 in 10** visitors
- » **6%** of visitors used **travel books, guides, or brochures** to help plan their trip in Vermont
- » **5%** of visitors used **Vermont's Visitor Guide** in their trip planning

That said, most choose to stick to online trip planning.

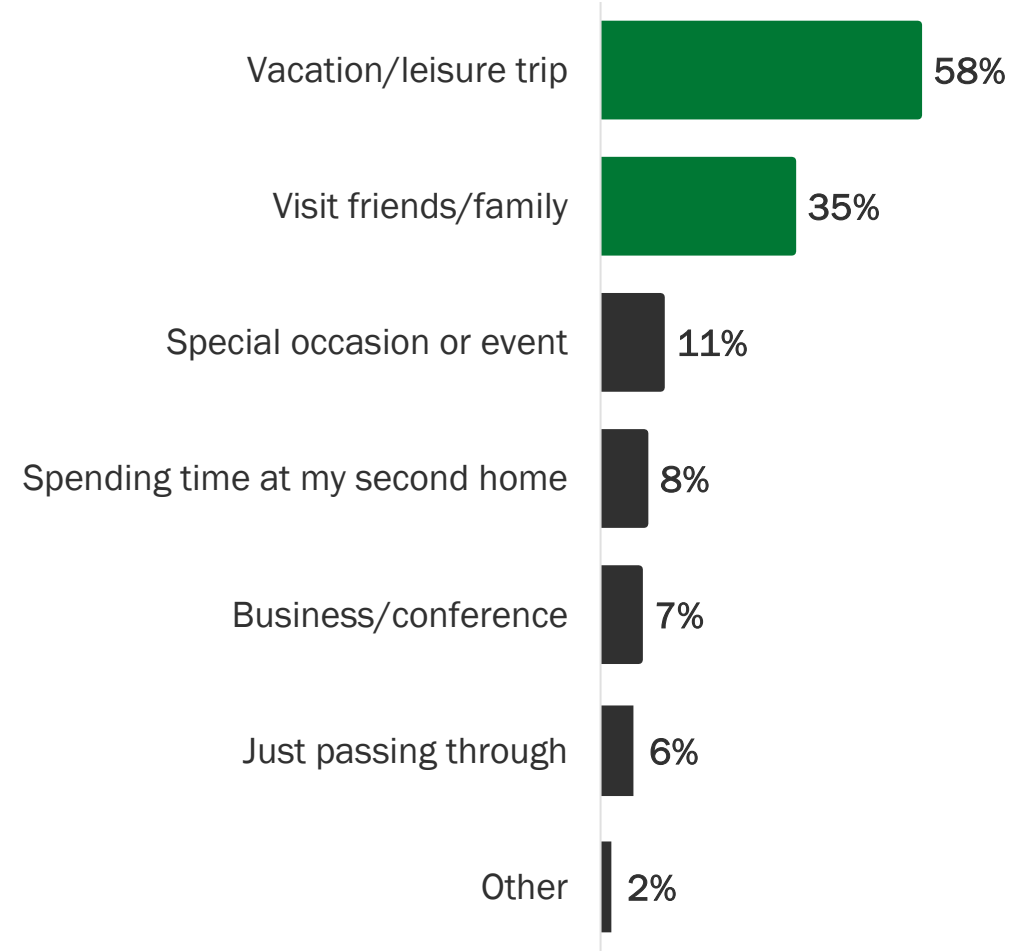
- » **3 in 5** visitors did not use **any** offline resources to help them plan their trip to Vermont



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

REASONS FOR VISITING*

- » Most spring visitors come to Vermont primarily for a **vacation/leisure trip** or to **visit friends and family**
- » **April** visitors more commonly came to Vermont for a **vacation**, whereas **May** visitors came to **visit friends and family** or for a **special occasion**

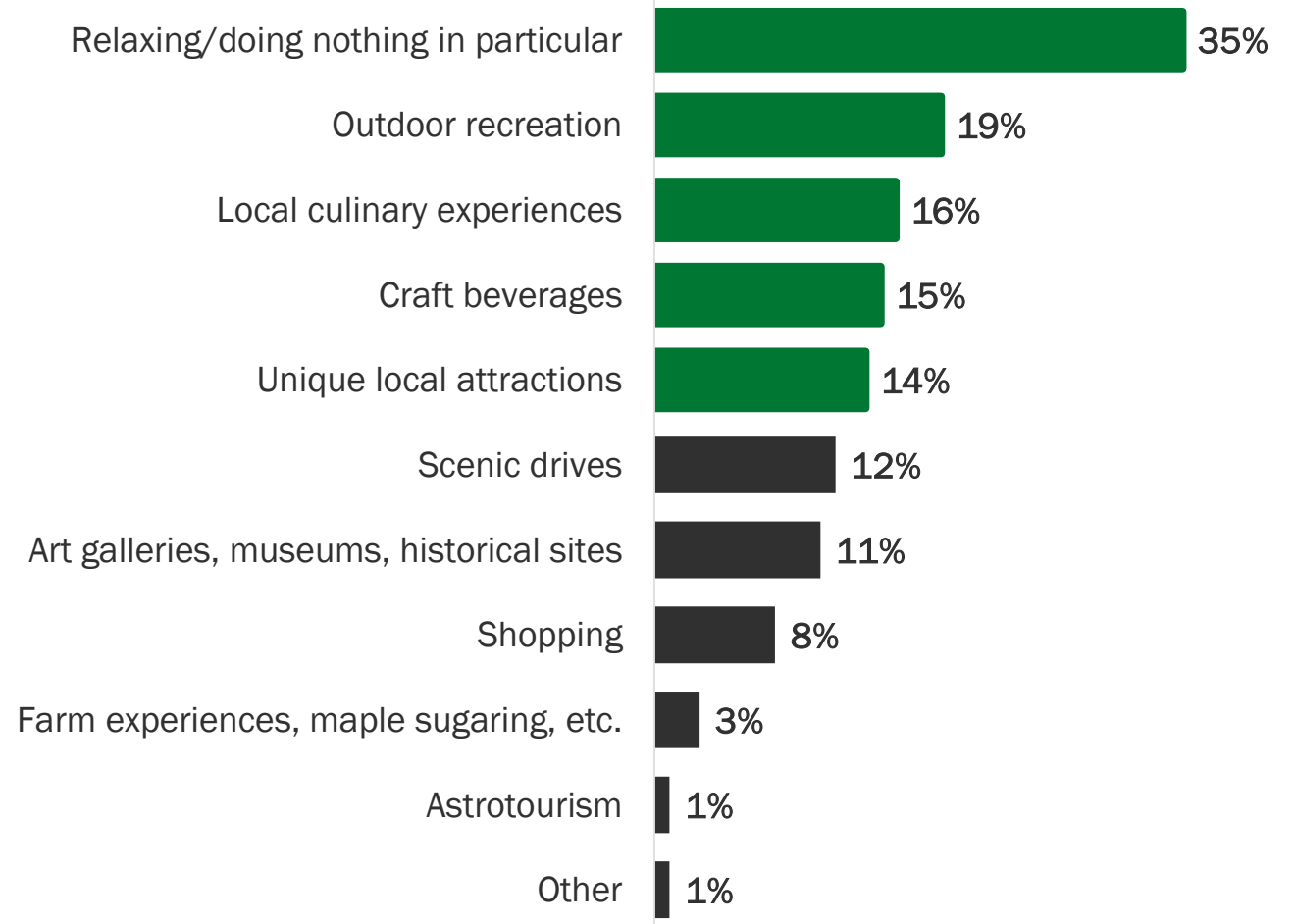


*What was your main reason for taking this trip to Vermont? Up to 3 responses permitted.

TYPE OF LEISURE TRIP*

Nearly 3 in 5 of Vermont's spring visitors came to the state for a vacation or leisure trip.

- » Visitors describe Vermont as a place to go when you want to slow down. In line with that, **over 1 in 3** spring visitors came to the state simply to **relax**
- » Others come to the state to enjoy **outdoor activities**, sample Vermont's **culinary and beverage** options, and visit **local attractions**
- » **Art galleries, museums, historical sites**, and **scenic drives** were more popular draws for **May** visitors

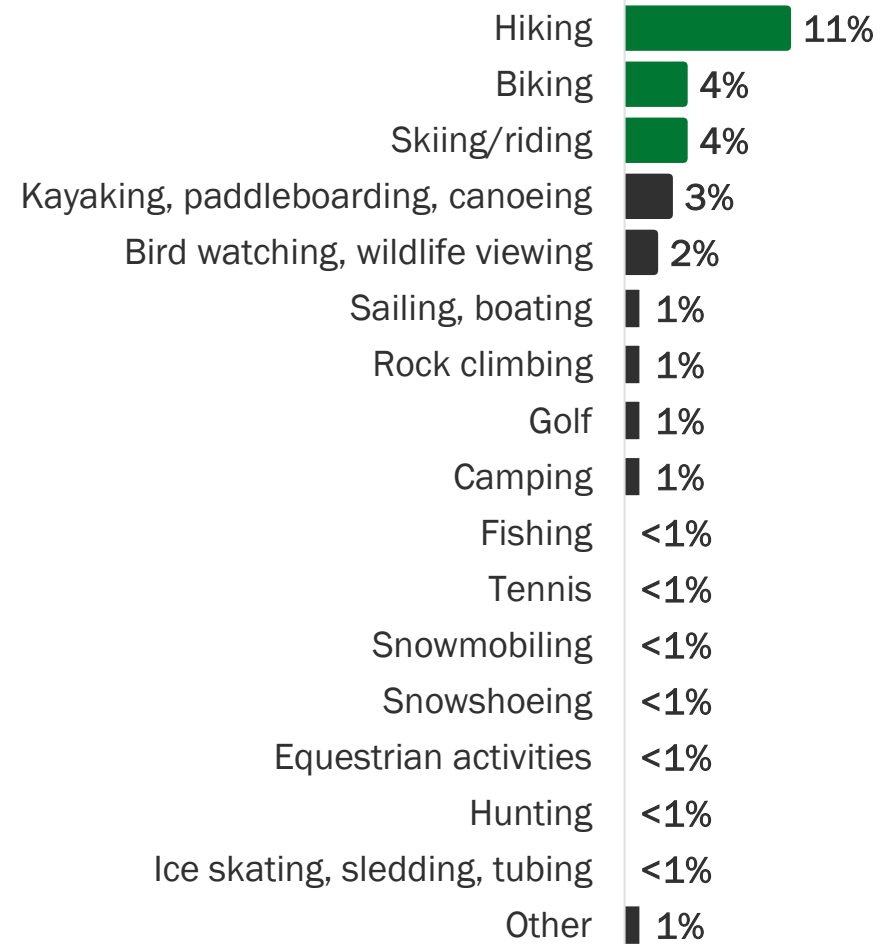


*What type of vacation/leisure trip? Multiple responses permitted. Percents out of all visitors.

TYPE OF OUTDOOR RECREATION*

Nearly 1 in 5 of Vermont's spring visitors came to the state for its outdoor recreation.

- » The top draw for Vermont's spring visitors wishing to engage in outdoor recreation is **hiking**
 - » **Over 1 in 10** spring visitors came to the state to hike
- » **Nearly 9 in 10** outdoor rec visitors intended to engage in more than one outdoor activity
 - » In addition to hiking, **biking** and **skiing** are popular outdoor activities in the spring



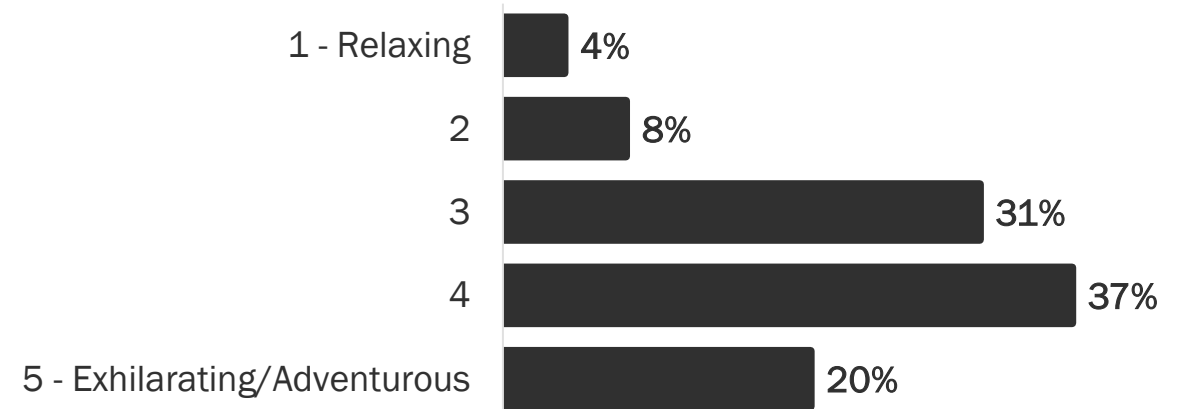
*What type of outdoor recreation? Multiple responses permitted. Percents out of all visitors.

RATING OUTDOOR RECREATION*

Of Vermont's nearly 1 in 5 spring visitors who came to the state to spend time outdoors:

- » **Nearly 3 in 5** rated their outdoor activities as **exhilarating/adventurous** or just a step below
- » **Only 4%** rated their outdoor activities as **relaxing**

Outdoor Activity Ratings:

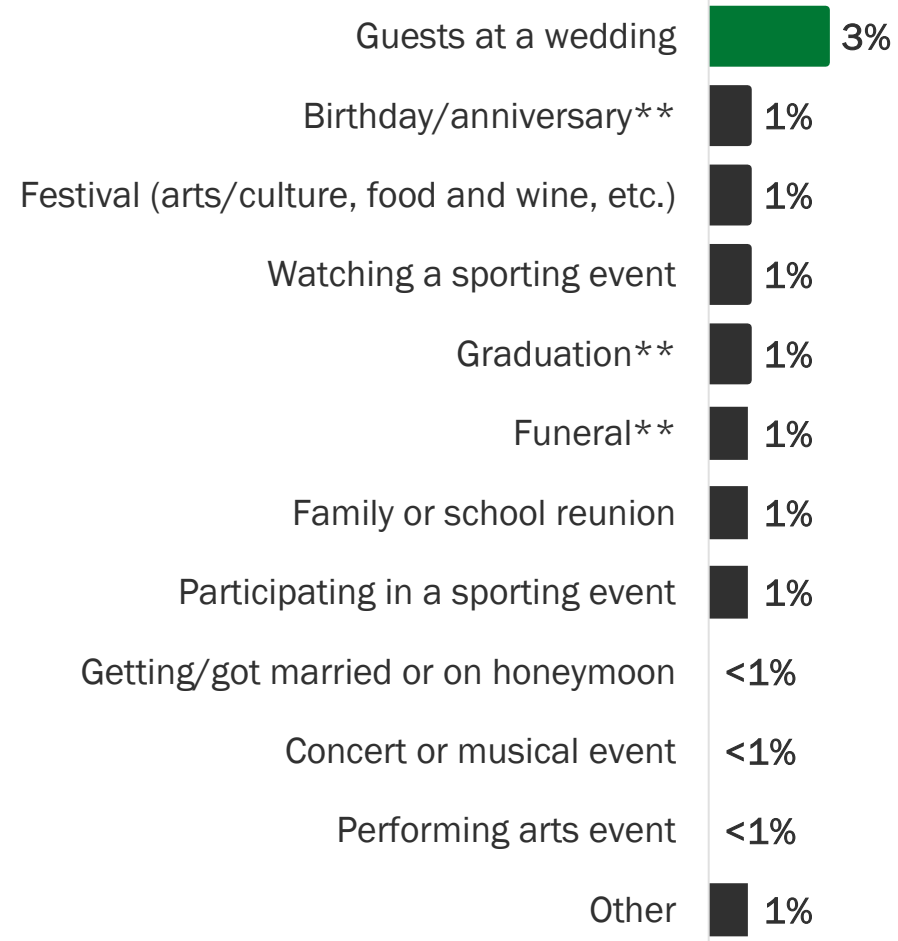


*How would you rate your outdoor recreation activities in Vermont, where 1 is relaxing outdoor activities and 5 is exhilarating/adventurous outdoor activities?
Percents out of visitors who came to Vermont for outdoor recreation.

TYPE OF SPECIAL OCCASION/EVENT*

Special occasions/events brought in over 1 in 10 of Vermont's spring visitors.

» Most of these visitors come to the state to attend a **wedding**



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

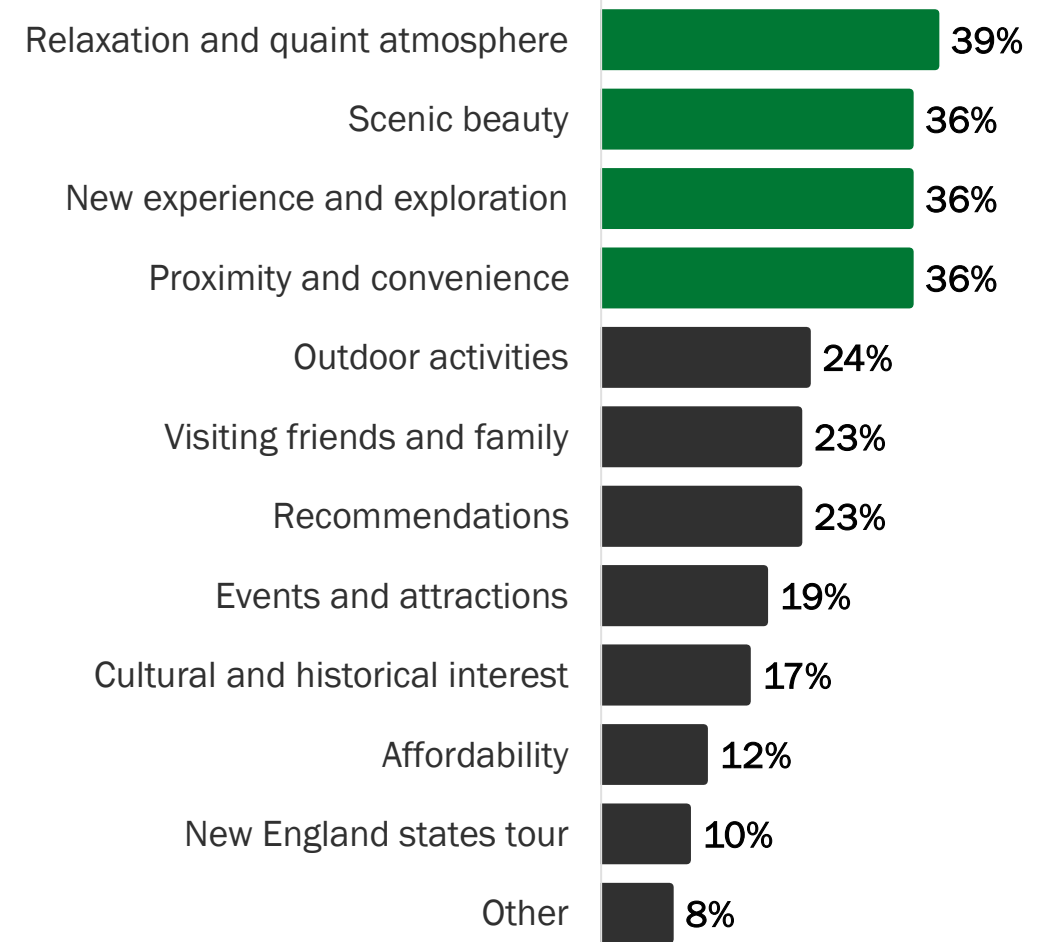
**Recoded from "Other" write-in responses.

REASONS FOR CHOOSING VERMONT

Spring visitors tend to be certain of their destination. Only 12% considered other destinations before choosing to travel to Vermont.*

- » **Nearly 2 in 5** of those who considered other destinations ended up choosing Vermont for its **relaxing, quaint atmosphere**
- » **Over 1 in 3** settled on Vermont simply for its **scenic beauty, opportunities for new experiences, or convenient location**
- » Whereas **April** visitors chose Vermont for its **proximity** or its **atmosphere**, **May** visitors were drawn by its **scenic beauty** and the promise of a **new experience**

Reasons for Choosing Vermont**



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

**Why did you choose Vermont over the other destinations you considered? *Multiple responses permitted.*
Percents out of those who considered other destinations.

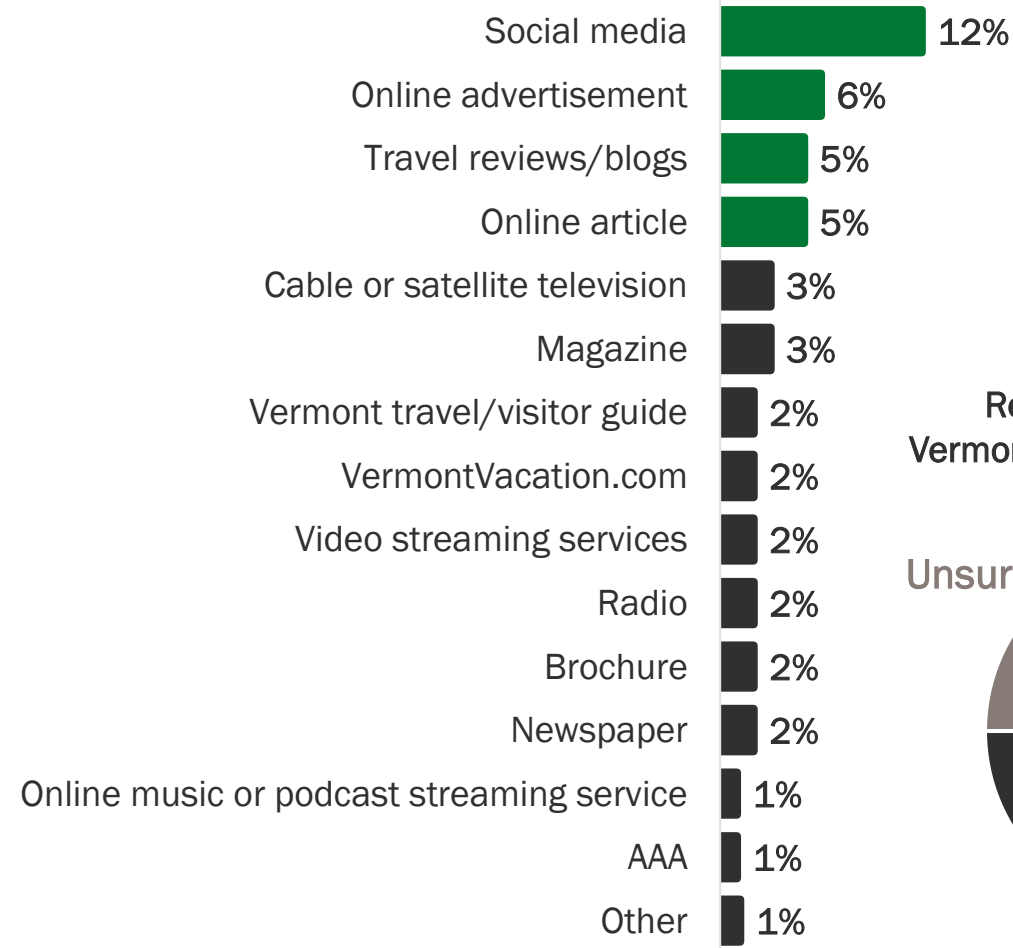
PRE-TRIP RECALL OF ADVERTISING

3 in 10 spring visitors recalled seeing ads for Vermont before their trip.¹

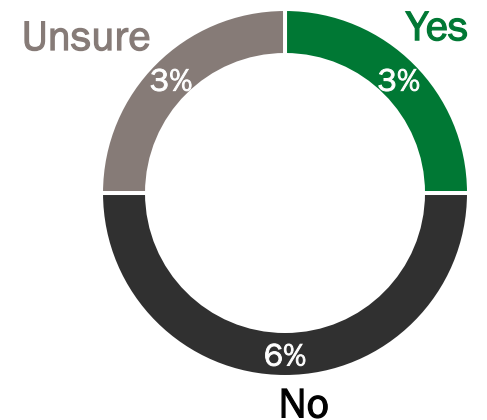
» **Social media** was the most common source of ad recall, followed distantly by **online ads, travel reviews/blogs, and online articles**

» **3%** of all visitors recalled seeing ads on **Vermont Tourism's social media**

Sources of Ad Recall²



Recalled Seeing Ads on Vermont Tourism's Social Media³



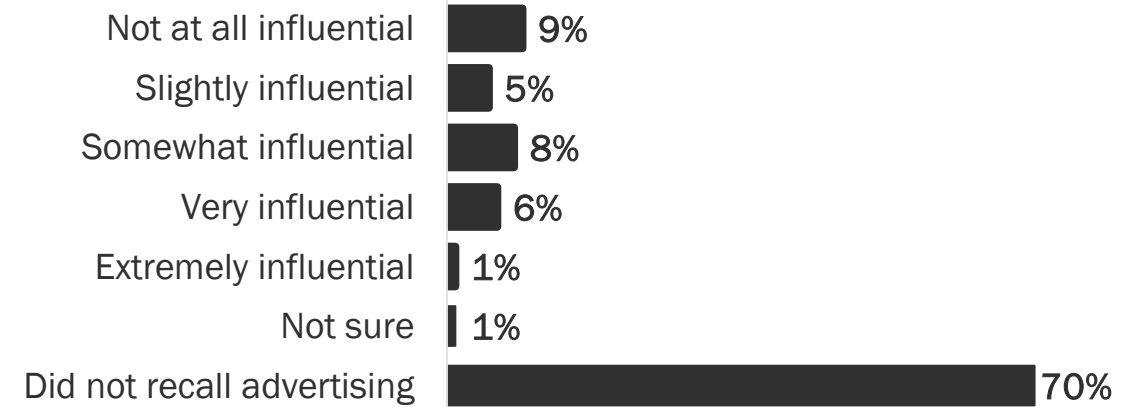
¹Over the past six months, have you seen, read, or heard any travel stories, advertising, or promotions for Vermont?

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

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

ADVERTISING INFLUENCE*

» **Nearly 1 in 6** visitors found advertising, promotions, or travel stories **influential** in their decision to travel to Vermont



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

PRE-VISIT SUMMARY

TOP DRAWS

WHY VERMONT?

Visitors are drawn to Vermont in the spring by the promise of rest. They've heard through word of mouth and seen on social media that it is a place of quiet beauty where life moves slowly.

And rest looks different for everyone. Some hope to find it exploring Vermont's small towns and little shops. Others want to visit the state's breweries and eat fresh farm-to-table food. Some even want to get their heart rate up a little on the trail (May visitors) or on the slopes (April visitors).

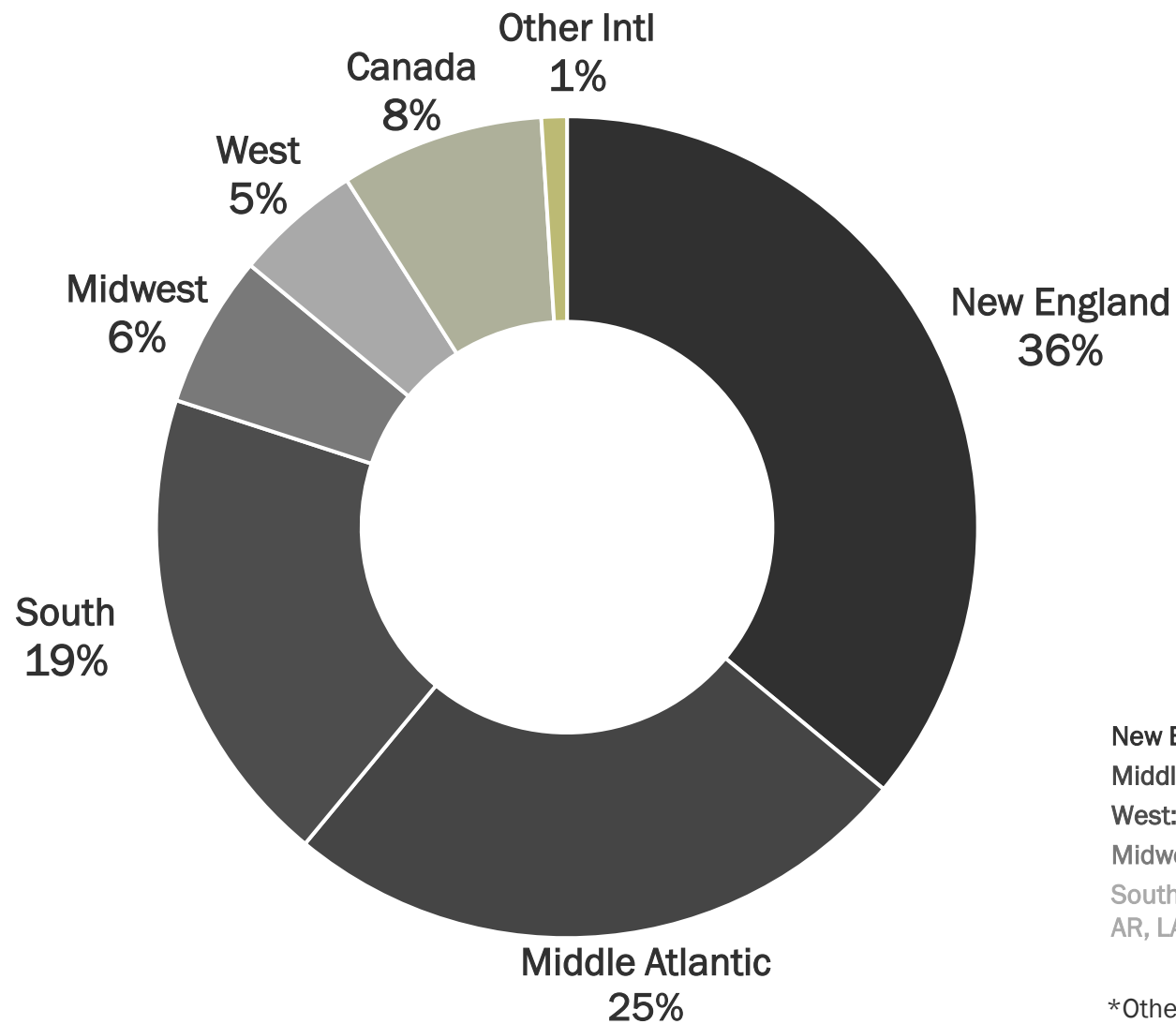
But at the end of the day, spring visitors come to Vermont hoping for a chance to simply take a break.



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



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

*Other top country of origin was the United Kingdom (0.4%).

TOP ORIGIN STATES & PROVINCES

- » **Over 4 in 5** visitors traveled from 15 U.S. states and 1 Canadian province
- » Most **domestic** visitors travel from **elsewhere in the northeast**, especially New England
- » **8%** of Vermont's visitors traveled from **Canada**
 - » **7%** traveled from **Quebec**
- » Vermont sees more visitors from **New England** in **April** and more from the **South** in **May**

State/Province	Percent of Visitors
Massachusetts	16%
New York	15%
Connecticut	8%
Quebec	7%
New Hampshire	6%
New Jersey	5%
Florida	4%
Pennsylvania	4%
Maine	3%
Texas	3%
California	2%
Illinois	2%
Maryland	2%
North Carolina	2%
Rhode Island	2%
Virginia	2%
Other States/Provinces*	17%

*Fewer than 2% of visitors traveled from each other state or province.

TOP ORIGIN MARKETS

- » **Nearly 3 in 5** spring visitors traveled from 11 U.S. markets
- » Spring visitors most commonly travel to Vermont from **Boston** or **New York**

U.S. Market	Percent of Visitors
Boston	14%
New York ¹	11%
Albany-Schenectady-Troy	7%
Hartford-New Haven	6%
Burlington-Plattsburgh	4%
Springfield-Holyoke	4%
Philadelphia	3%
Portland-Auburn	3%
Chicago	2%
Providence-New Bedford	2%
Washington, DC-Hagerstown ²	2%
Other Markets ³	42%

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

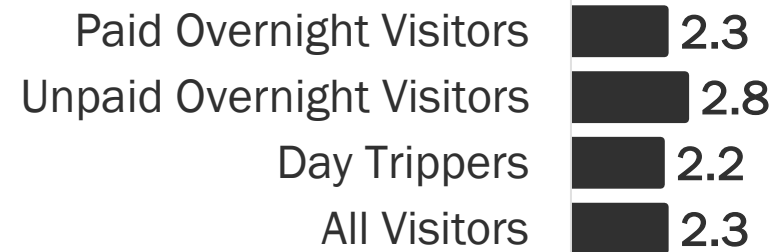
² Includes some markets in Maryland, Virginia, and West Virginia.

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

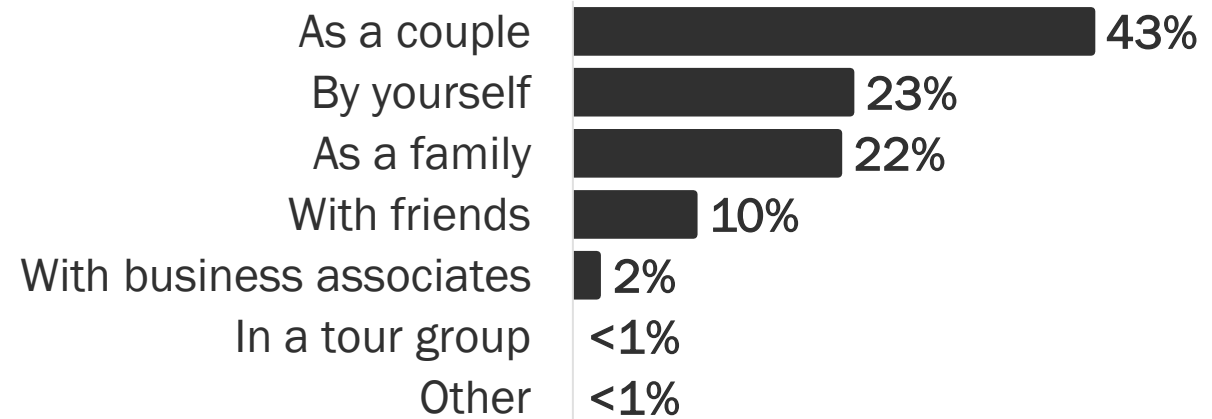
TRAVEL PARTIES

- » Typical visitors traveled to Vermont in **parties** of **2.3¹ people**
 - » Unpaid overnight visitors (those staying with friends, family, or in a personal second home) travel in the largest parties
 - » Day trippers travel in the smallest parties
- » **18%** of spring visitors traveled with one or more **children⁴** in their travel party

Travel Party Size by Visitor Type²



Travel Party Composition³



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

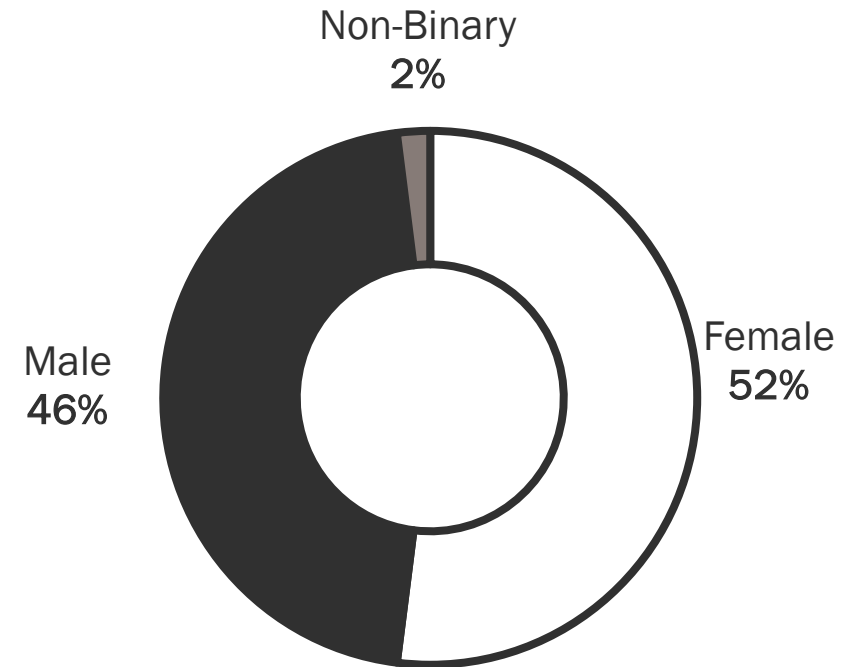
²Including yourself, how many people were in your immediate travel party on this specific trip in Vermont?

³On this trip, are you traveling:

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

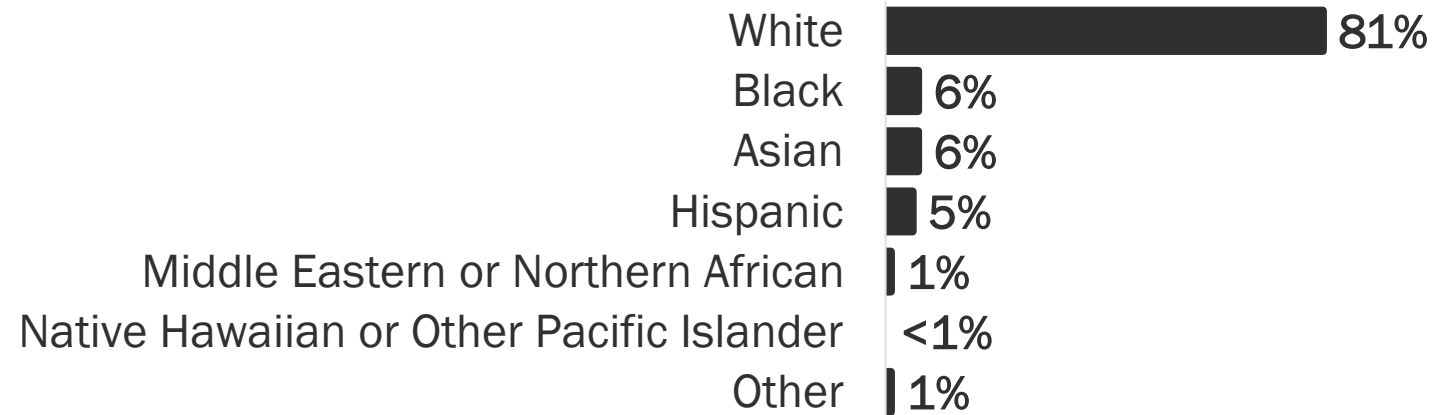
GENDER*

- » Just over **half** 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 & ETHNICITY*

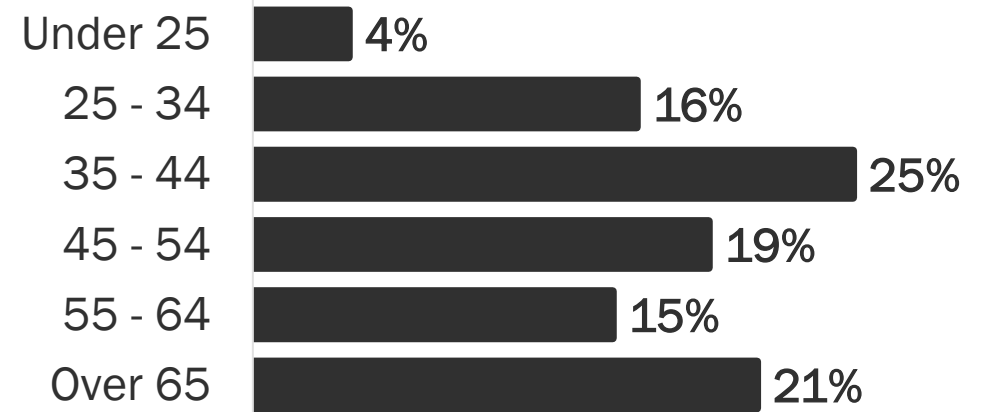
- » **Over 4 in 5** visitors to Vermont identify their race as **White/Caucasian**
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



*How do you identify your race/ethnicity?

AGE*

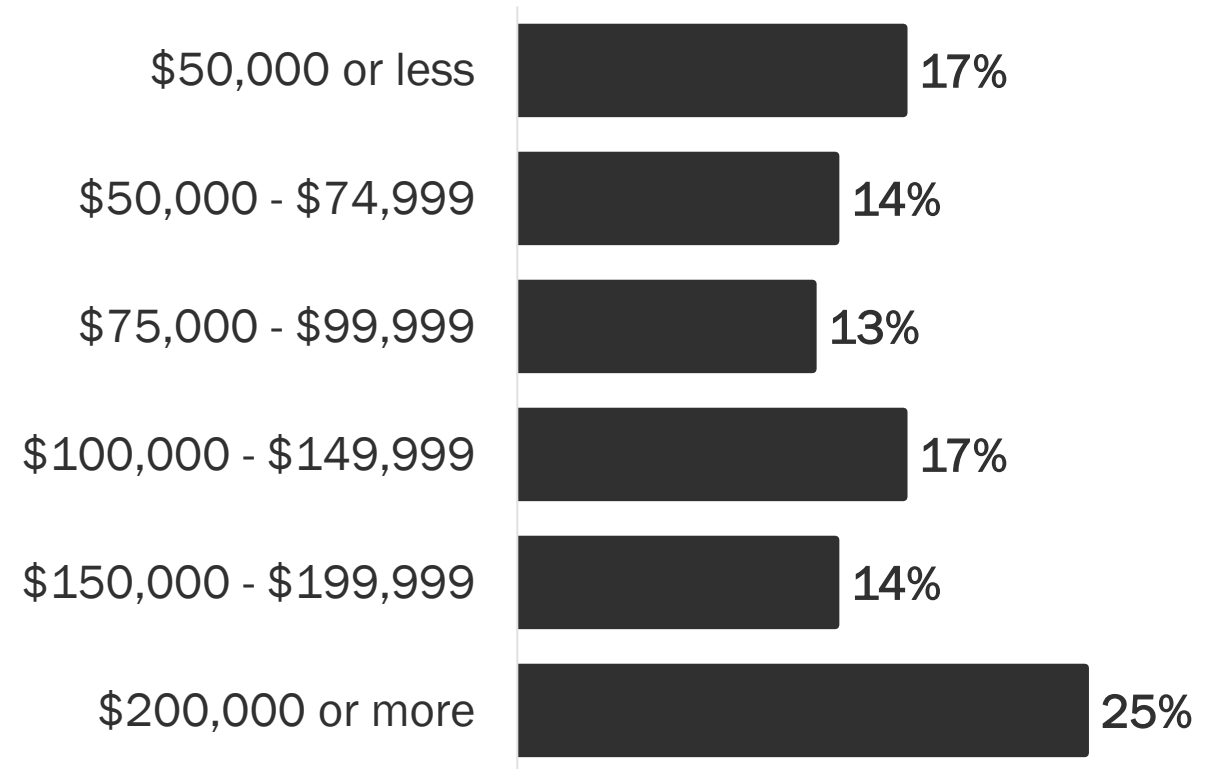
- » The median **age** of adult spring visitors to Vermont who participated in this survey on behalf of their travel party is **47** years old
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



*Which category best fits your age?

HOUSEHOLD INCOME*

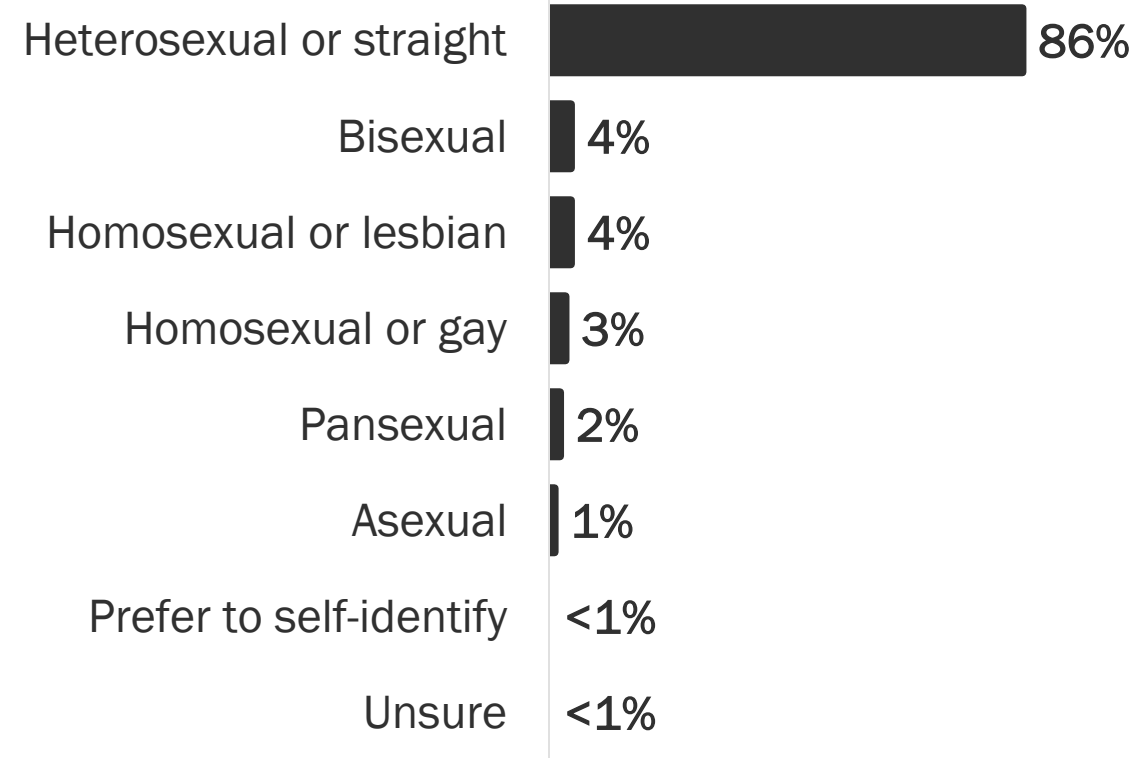
- » The median annual household **income** of spring visitors to Vermont is **\$117,650**
- » **56%** of spring visitors to Vermont earned **more than \$100,000** per year
- » **25%** earned more than **\$200,000**



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

SEXUAL ORIENTATION*

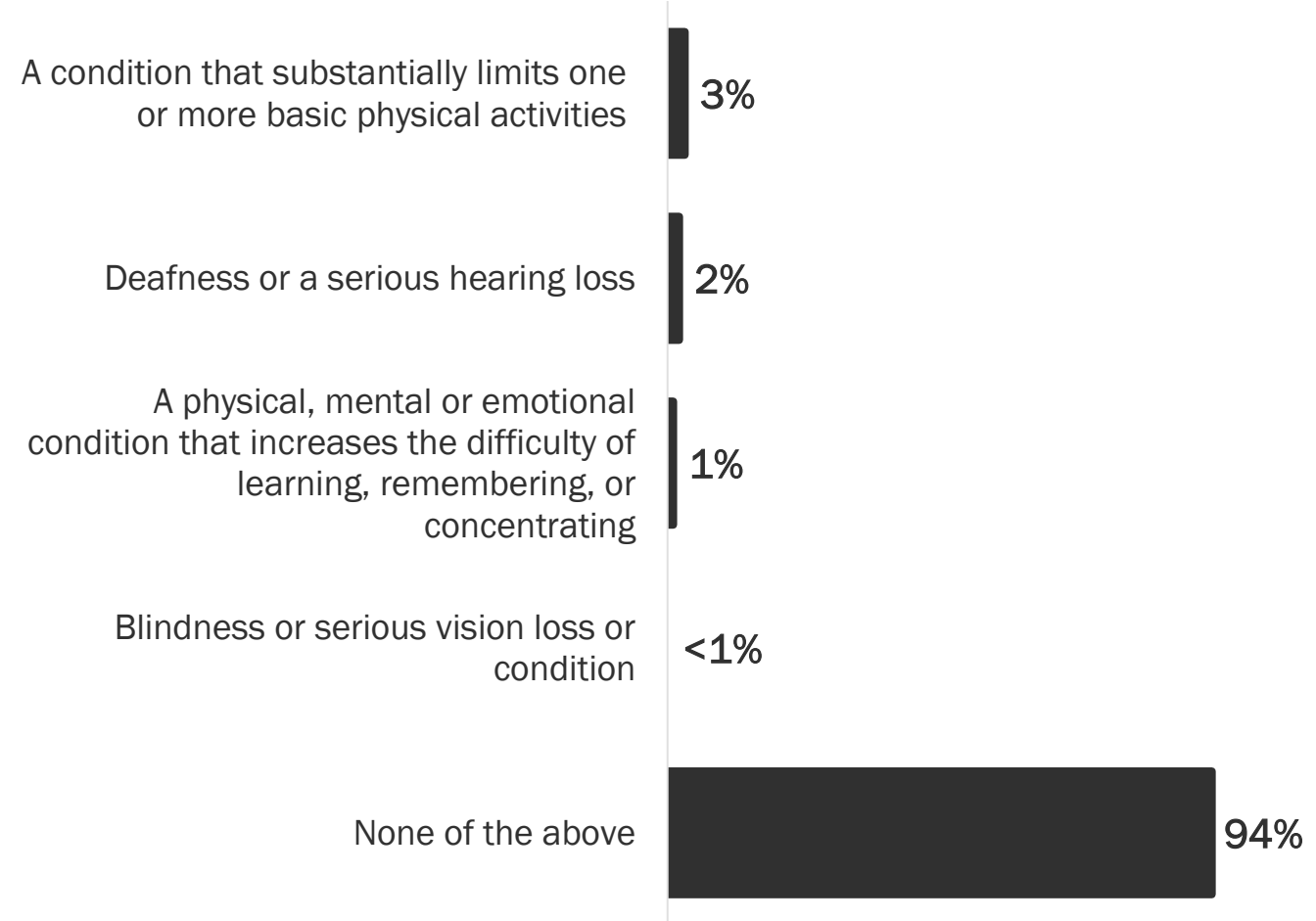
- » **Nearly 9 in 10** spring visitors to Vermont considered themselves **heterosexual** or straight
- » **Nearly 1 in 6** did **not** consider themselves heterosexual
 - » **4%** considered themselves **bisexual**
 - » **7%** considered themselves **gay or lesbian**
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



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

DISABILITY*

- » **6%** of spring visitors to Vermont reported having a long-lasting condition, disability, functional limitation or health problem
- » The most common disability was a condition **limiting physical activities**, reported by **3%** of visitors
- » **94%** reported **not** having a disability
- » This demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

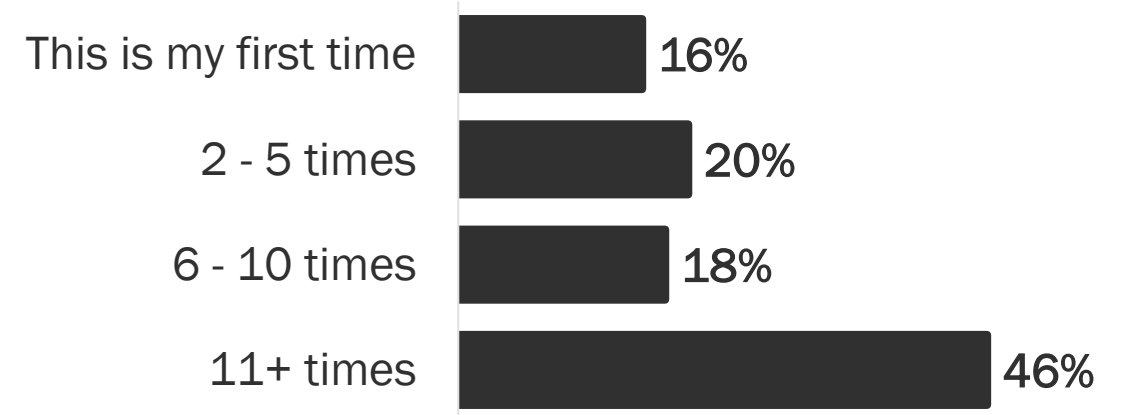


*Do you have any of the following long-lasting conditions, disabilities, functional limitations or health problems? *Multiple responses permitted.*

NEW & RETURNING VISITORS*

Vermont's spring visitors tend to come to the state frequently.

- » **Nearly half** had been to Vermont **more than 10 times**
 - » **April** saw more repeat visitors vs. **May**
- » That said, over **1 in 6** spring visitors were in the state for the **first time**

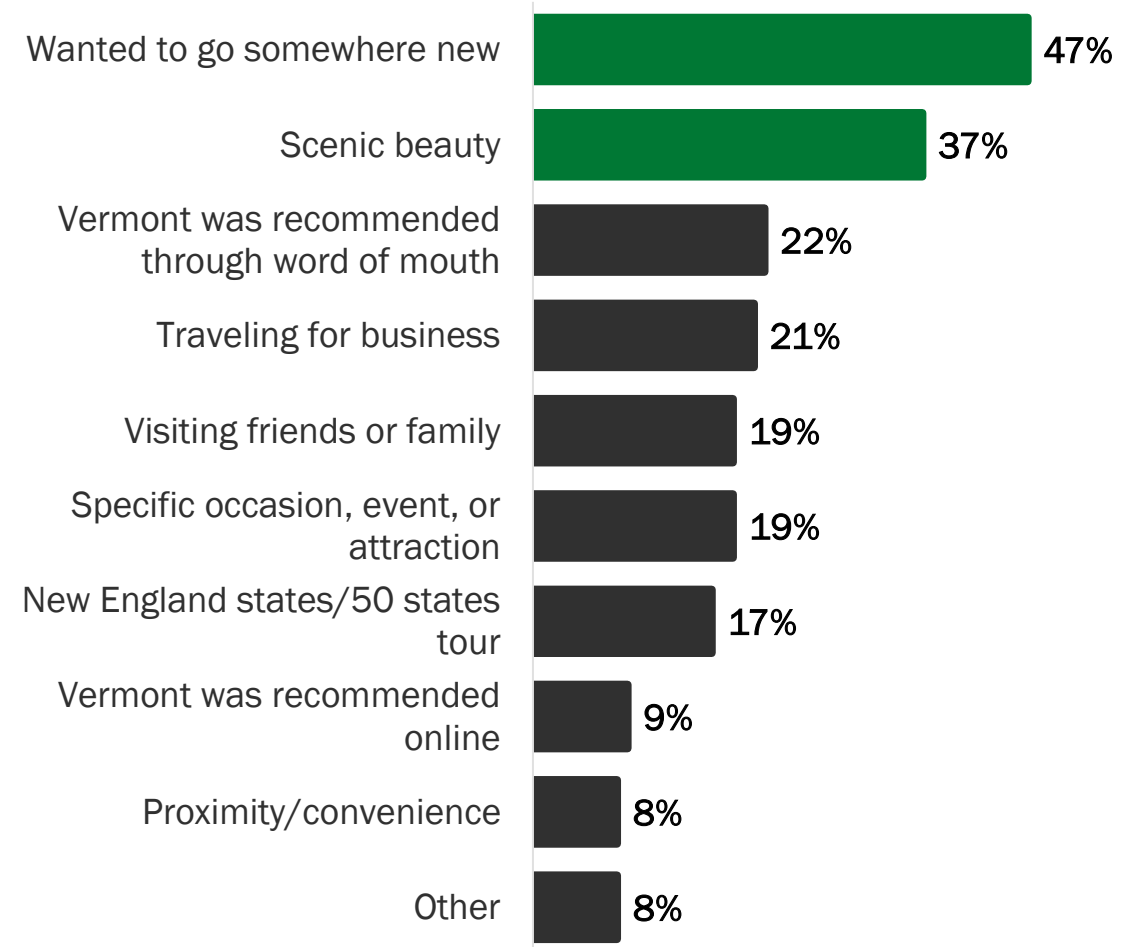


*Approximately how many times have you visited Vermont?

REASONS FOR FIRST TRIP TO VERMONT*

Of the 16% of Vermont's spring visitors who were visiting the state for the first time:

- » **Nearly half** just wanted to go **somewhere new**
- » **Over 1 in 3** came to Vermont for its **scenic beauty**



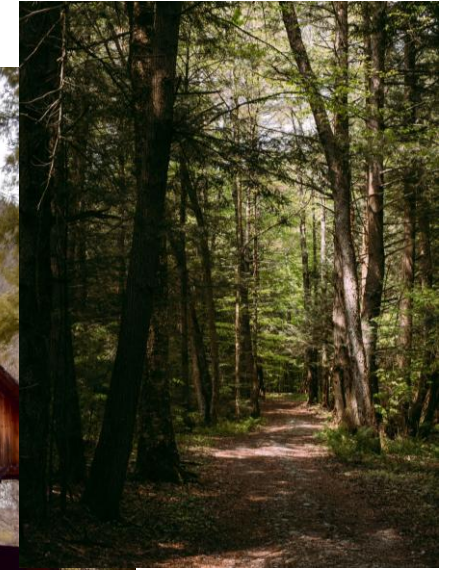
*What inspired this first trip to Vermont? Multiple responses permitted. Percents out of those who were visiting for the first time.

TRAVELER PROFILE SUMMARY

VERMONT'S SPRING VISITOR WHO ARE THEY?

Vermont's spring visitors are diverse. While most come to the state from surrounding areas, many also travel up from the South. Spring visitors tend to be couples or solo travelers who have been to Vermont many times for a vacation or to visit friends and family. However, a good number are in the state for the first time, enjoying its beauty or simply exploring a new destination.

The shoulder season of spring also means a slightly different April versus May visitor. April visitors tend to drive to Vermont from nearby areas, often to ski. They come to the state frequently and may stay only for the day. May visitors tend to fly in from more distant locations and spend time driving around the state, hiking, or enjoying indoor activities.



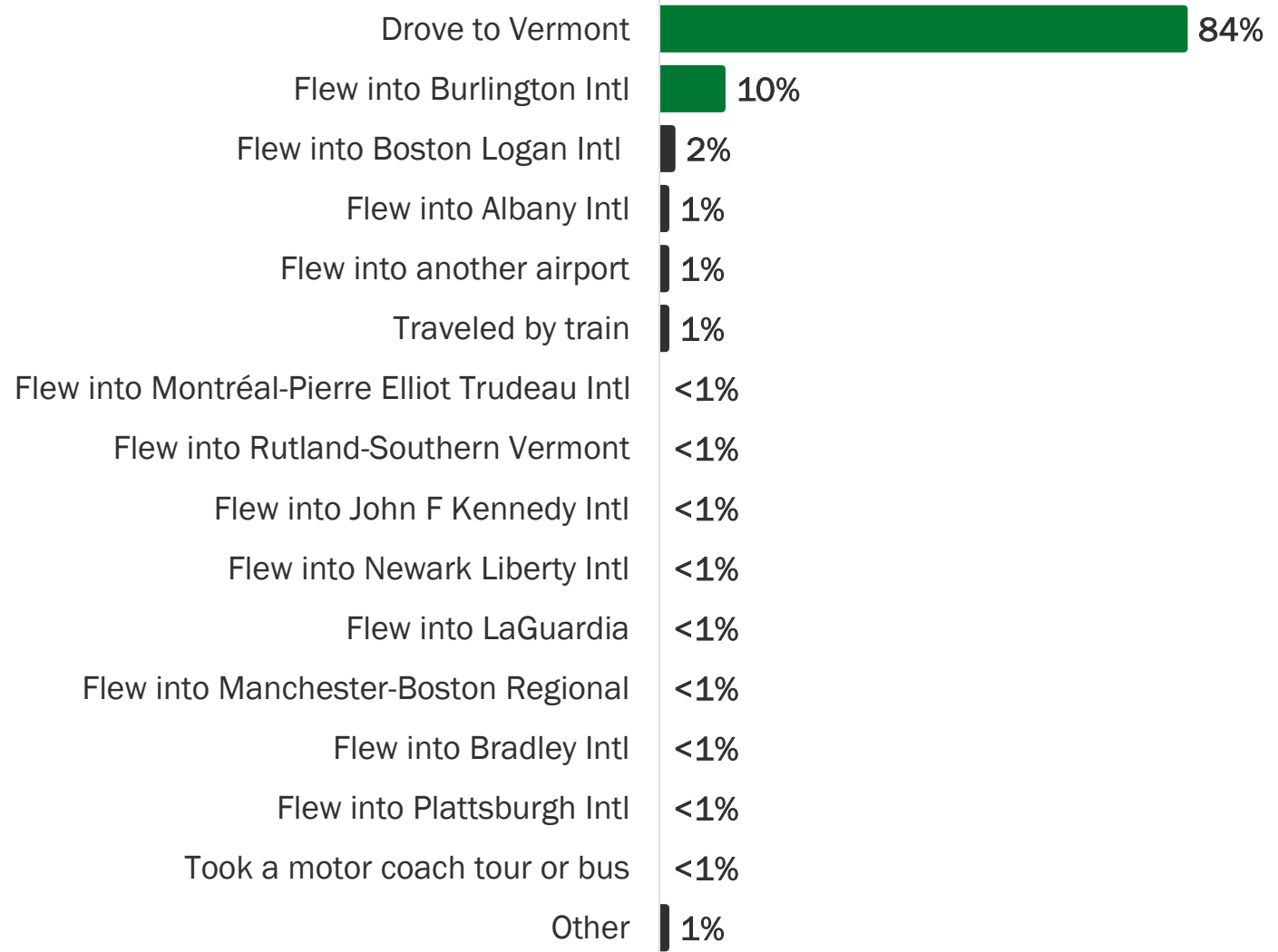
VISITOR JOURNEY : TRIP EXPERIENCE



MODES OF TRANSPORTATION*

Vermont is a drive market for most visitors.

- » **Over 4 in 5** chose to **travel by car** over plane, motor coach/bus, or train
 - » This was especially true among **April** visitors, **78%** of whom drove to Vermont vs. **68%** of **May** visitors
- » **7%** of all visitors drove to Vermont in a **fully-electric vehicle** (EV)**
- » Most visitors who **fly** to Vermont arrive at **Burlington International Airport**



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

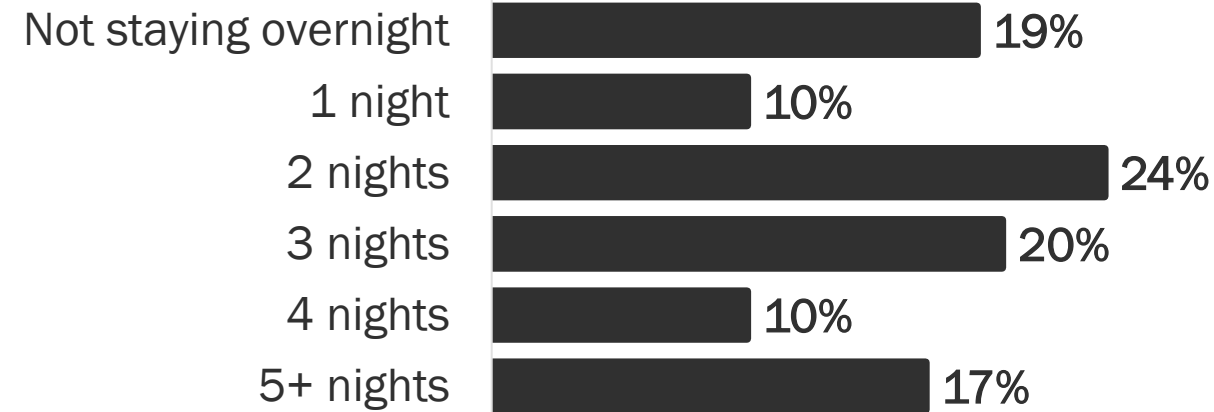
**Was your vehicle a fully electric vehicle (EV)?

NIGHTS STAYED*

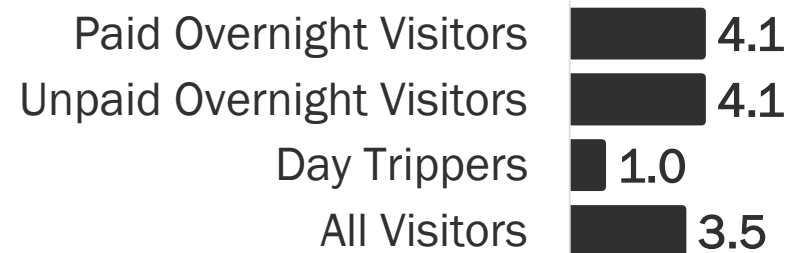
Over 4 in 5 visitors stayed one or more nights in Vermont on their trip.

- » Typical visitors stayed 3.5** nights in the state
- » Typical visitors staying overnight in paid accommodations stayed 4.1 nights
- » For visitors staying in a hotel, the average length of stay was 3.0 nights. For those staying in a vacation rental, it was 3.9 nights.

Nights Stayed Breakdown



Nights Stayed by Visitor Type



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

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

REGIONS STAYED IN AND VISITED*

Vermont's spring visitors spend most of their time in the northern regions of the state.

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

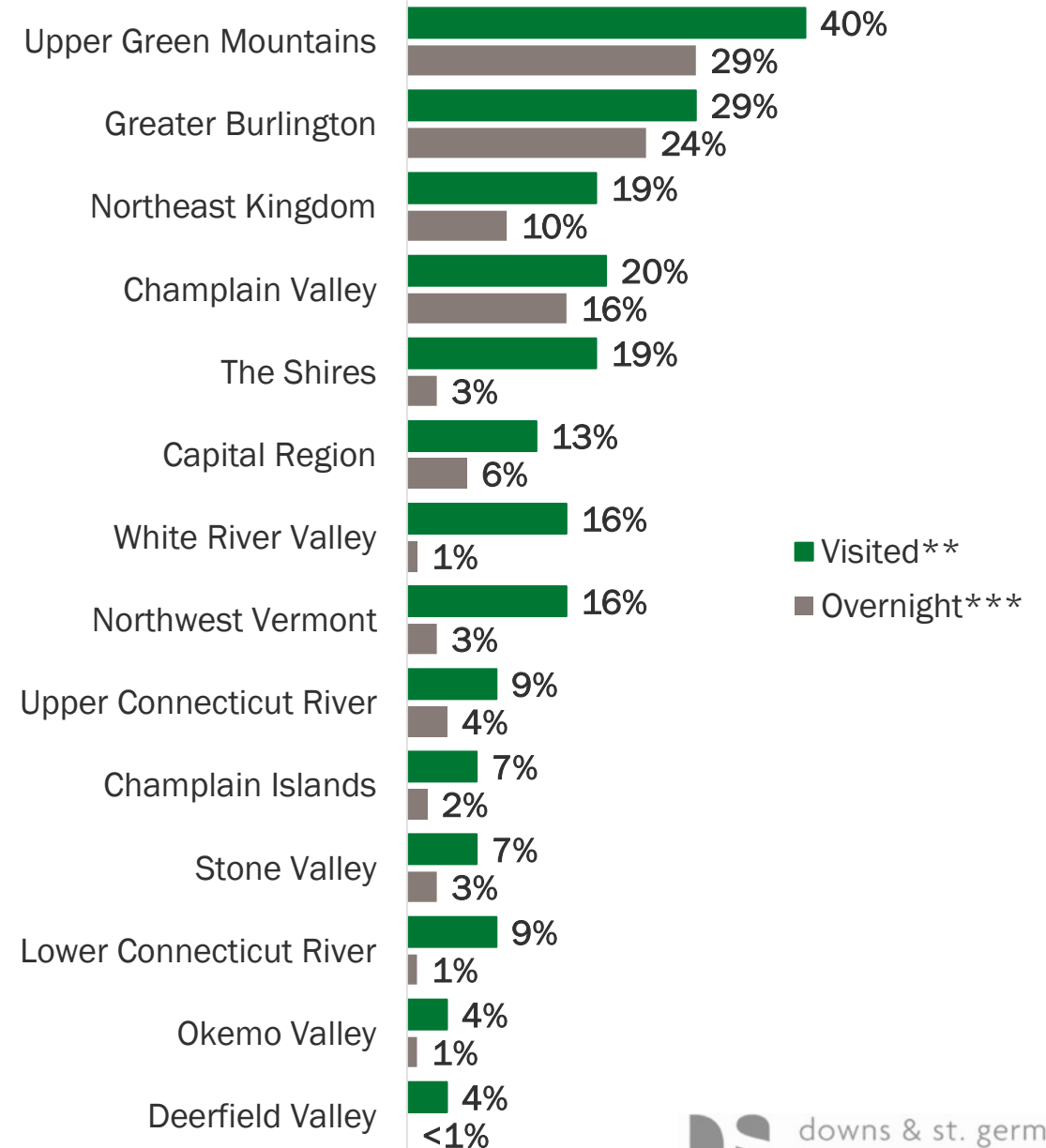
That said, the **southern** region of the state was more popular among **April** visitors, whereas the **central** region was more popular among **May** visitors.

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

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

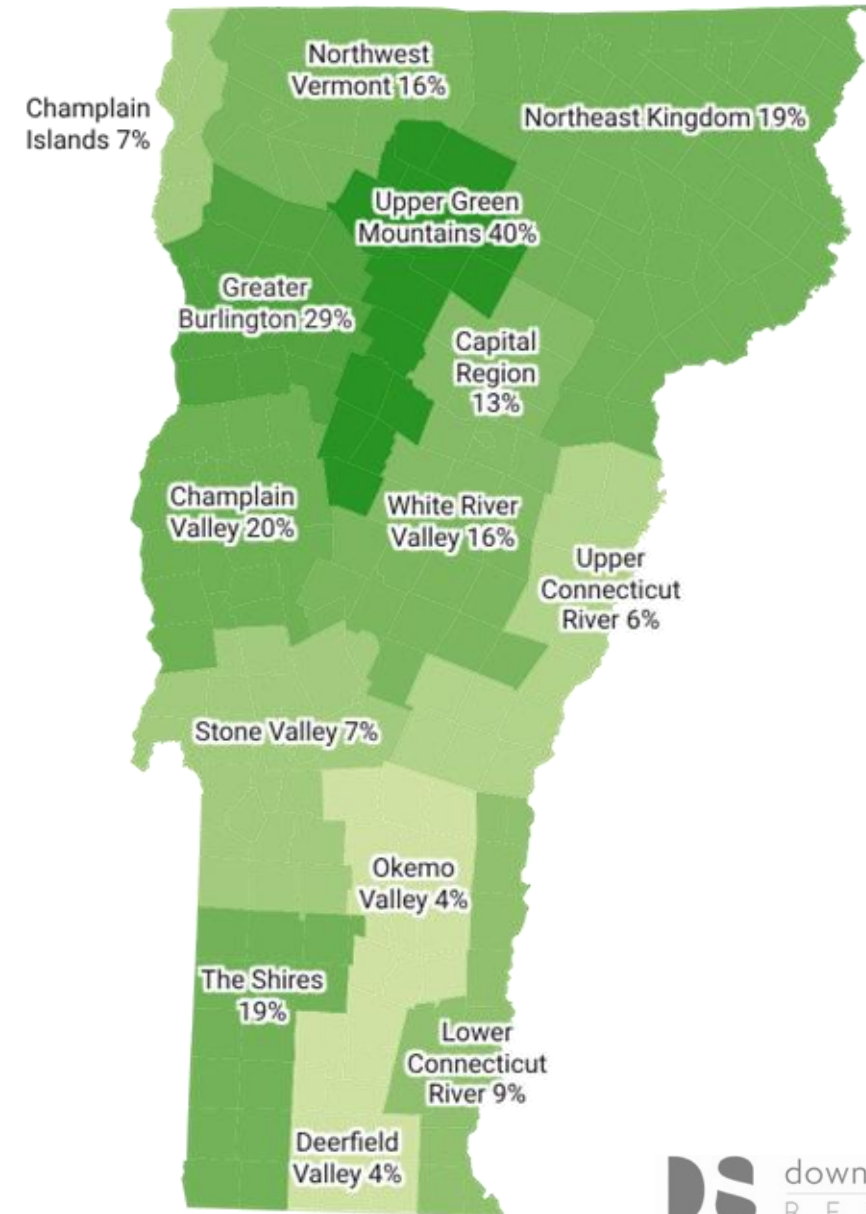
***In what city(s)/town(s) of Vermont are you staying overnight?

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 the **Upper Green Mountains** and **Greater Burlington** areas are the **most popular** destinations for spring visitors:
- » Around **1 in 5** visited the **Northeast Kingdom** or the **Champlain Valley**
- » Around **1 in 7** visited the **Capital Region**, **White River Valley**, or **The Shires**



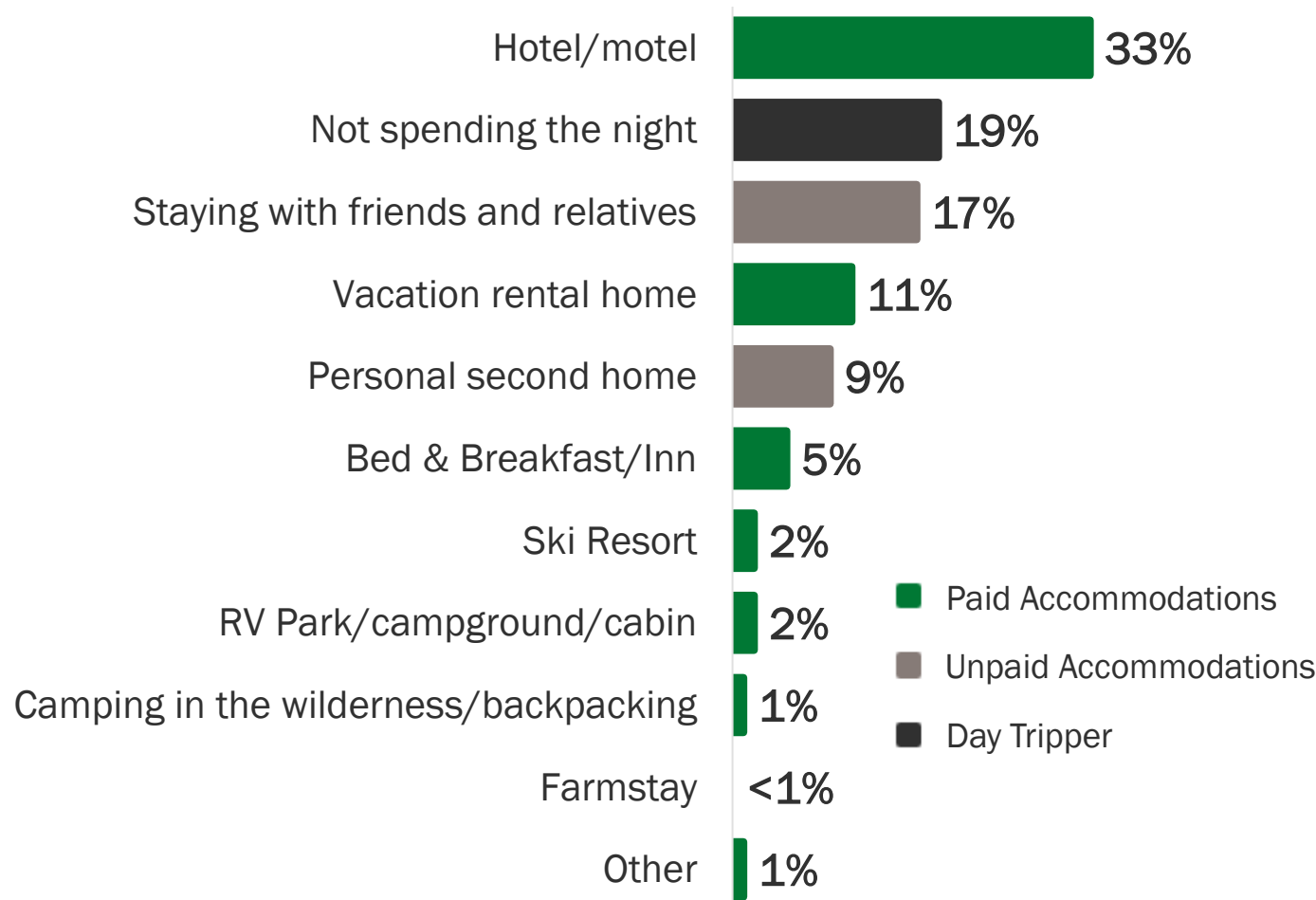
ACCOMMODATIONS*

54% of Vermont's spring visitors stayed overnight in paid accommodations.

- » Of those, **60%** stayed overnight in a hotel/motel
- » **19%** stayed in a vacation rental
- » **9%** stayed in a B&B/inn
- » **6%** stayed at a campground, RV park, or in the wilderness
- » **4%** stayed in a ski resort

Another nearly 1 in 5 visitors stayed with friends and family or came to Vermont only for the day.

Additionally, **April** saw more **day trippers**, whereas **May** saw more **overnight paid visitors**.

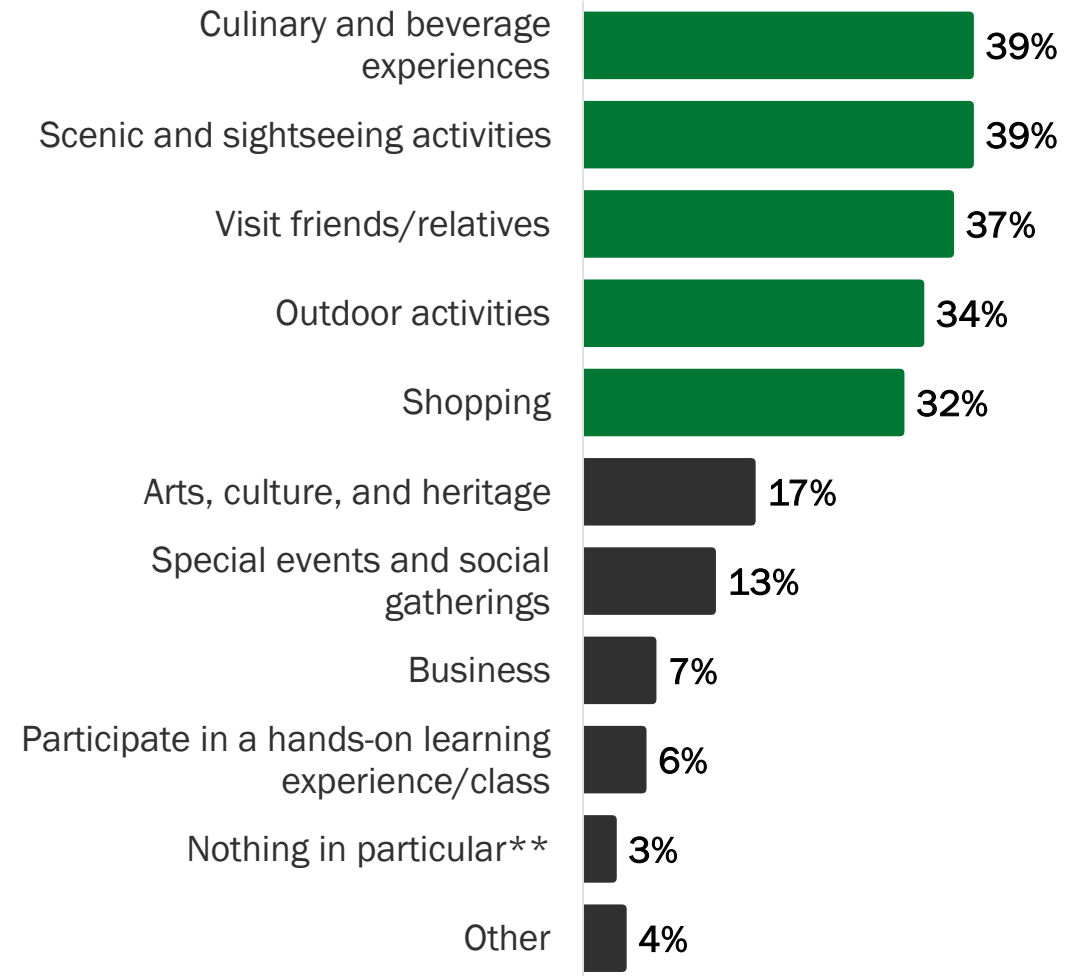


*In what type of accommodations are you staying on this trip?

VISITOR ACTIVITIES*

Vermont's spring visitors enjoy a wide variety of activities.

- » The most popular activities are **sightseeing** and enjoying the state's **food and beverages**, but nearly as many spring visitors spend their time visiting **friends and relatives**
- » Another **around 1 in 3** visitors participate in **outdoor activities** or go **shopping**



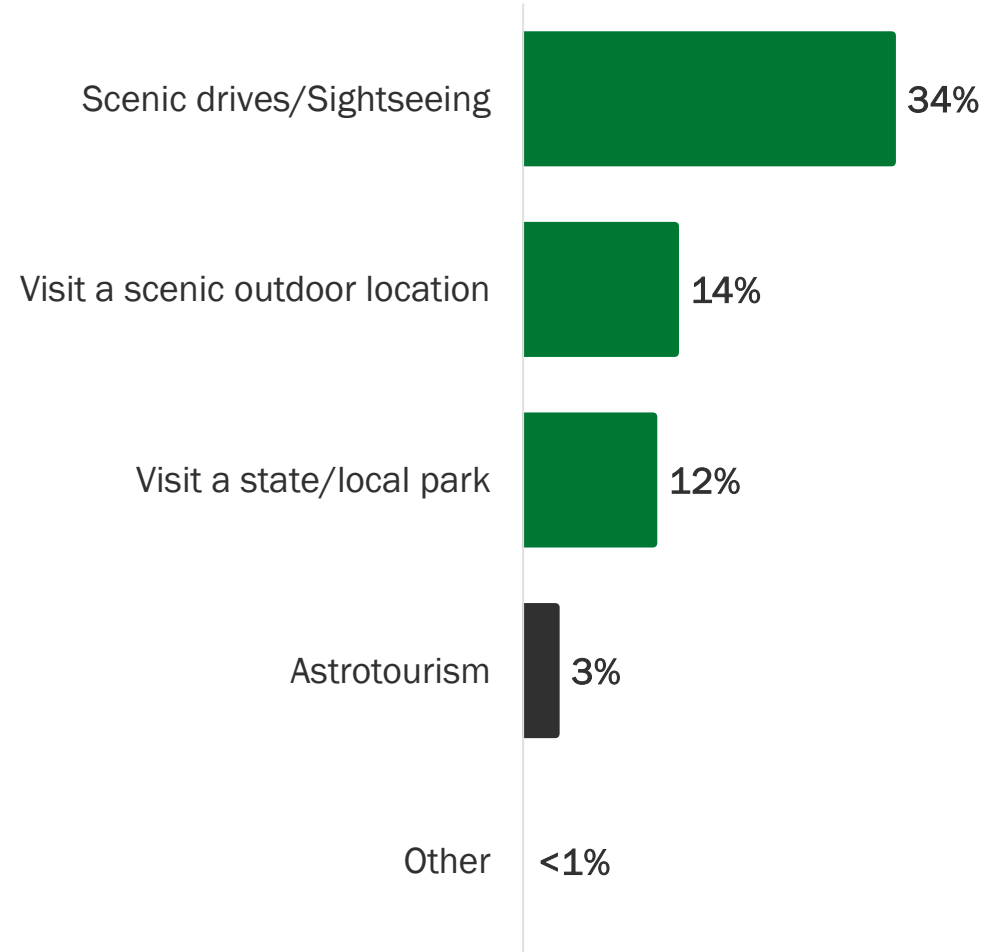
*In which of the following activities did/will you participate during this trip? *Multiple responses permitted.*

**Recoded from "Other" write-in responses.

SCENIC & SIGHTSEEING ACTIVITIES*

Nearly 2 in 5 spring visitors engaged in scenic and sightseeing activities while in Vermont.

- » The most popular activity was going on a **scenic drive**, enjoyed by **over 1 in 3** visitors
- » **Around 1 in 8** visited a **scenic outdoor location**, including state and local parks
 - » **42%** of **May** visitors visited outdoor locations compared to only **25%** of **April** visitors

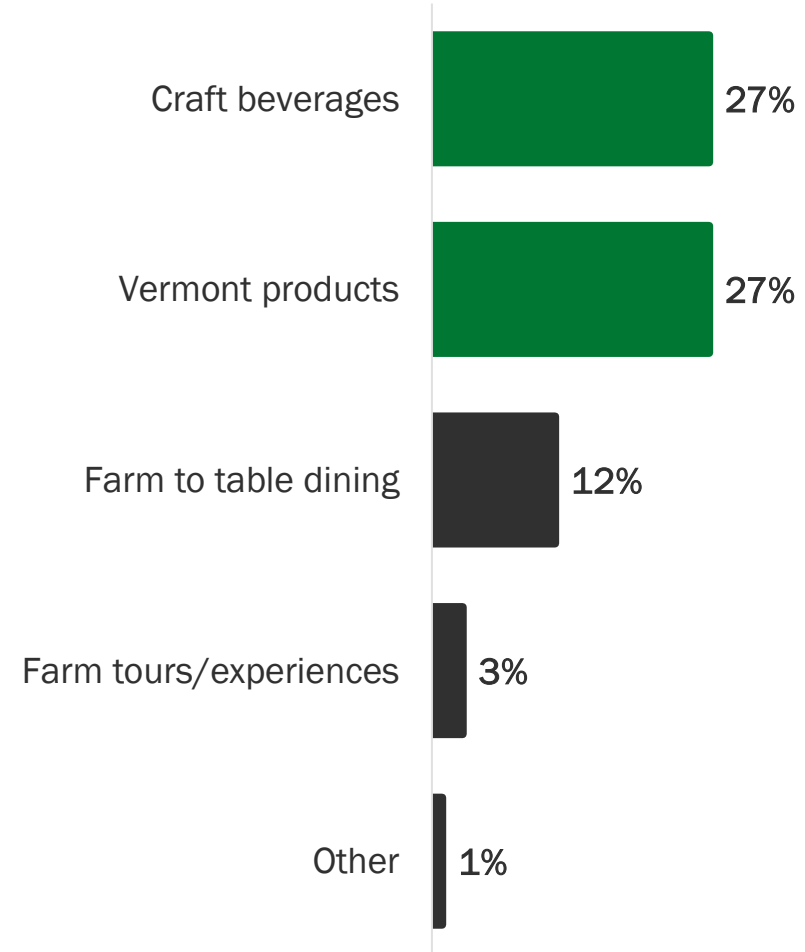


*Which of the following scenic and sightseeing activities did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

FOOD & BEVERAGE ACTIVITIES*

Wineries, cideries, breweries, distilleries, creameries, and cheese/maple product shops were popular destinations for another **nearly 2 in 5** spring Vermont visitors.

- » **Over 1 in 4** visitors enjoy **craft beverages** while in Vermont
- » **Another over 1 in 4** try local **maple, cheese, and cream** products

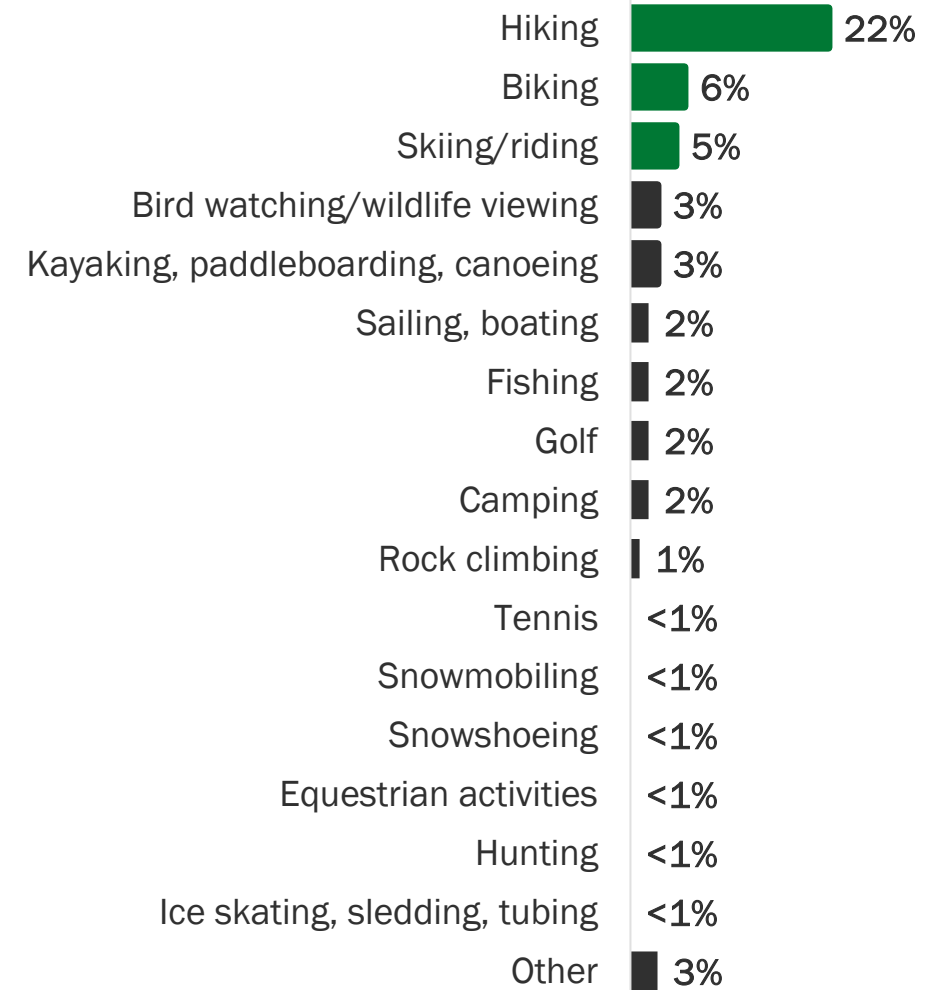


*Which of the following culinary and beverage experiences did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

OUTDOOR ACTIVITIES*

Over 1 in 3 spring Vermont visitors engaged in outdoor activities while in the state.

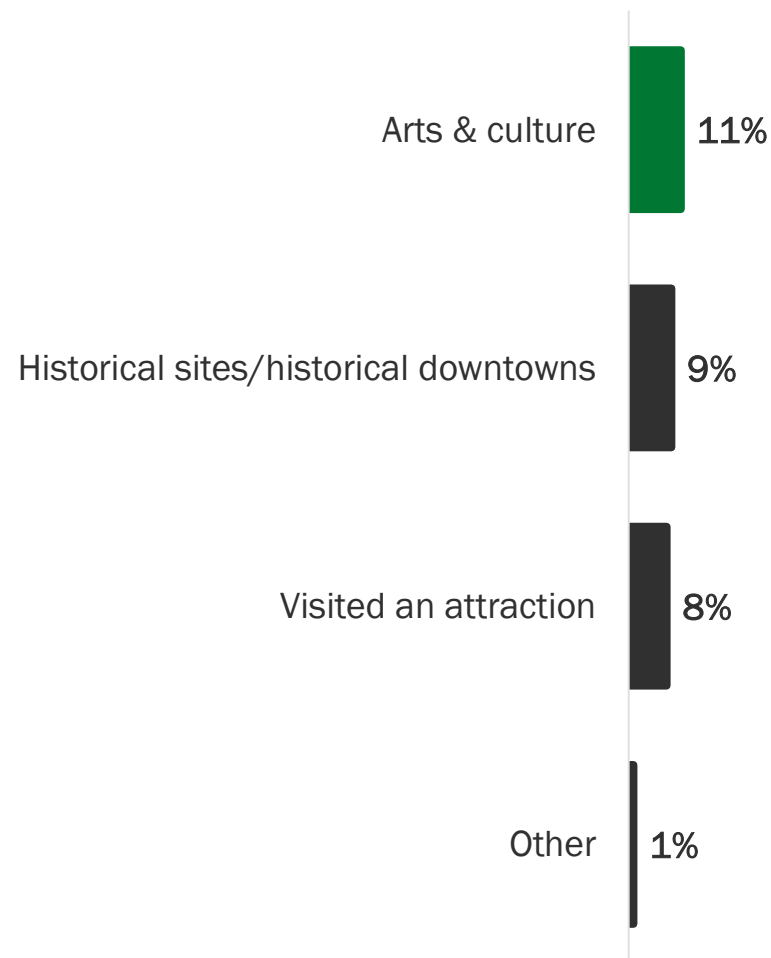
- » **Hiking** was by far the most popular outdoor activity, enjoyed by **over 1 in 5** of the state's spring visitors
- » Of those who engaged in outdoor recreation activities, **77%** did **more than one activity**
- » Nearly every outdoor activity was more popular among **May** visitors compared to April visitors, especially **hiking** and **biking**. **Skiing**, of course, was an exclusively **April** activity, mentioned by **over 3 in 10** April visitors.



*Which of the following outdoor activities did/will you participate in during this trip?
Multiple responses permitted. Percents out of all visitors.

ARTS, CULTURE, & HERITAGE ACTIVITIES*

Over 1 in 6 of Vermont's spring visitors engaged in arts, culture, and heritage activities while in the state.



*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 EVENTS*

Over 1 in 8 spring visitors attended a special event or social gathering while in Vermont.

» Most attended or participated in a **special event/festival** – 9% of all visitors

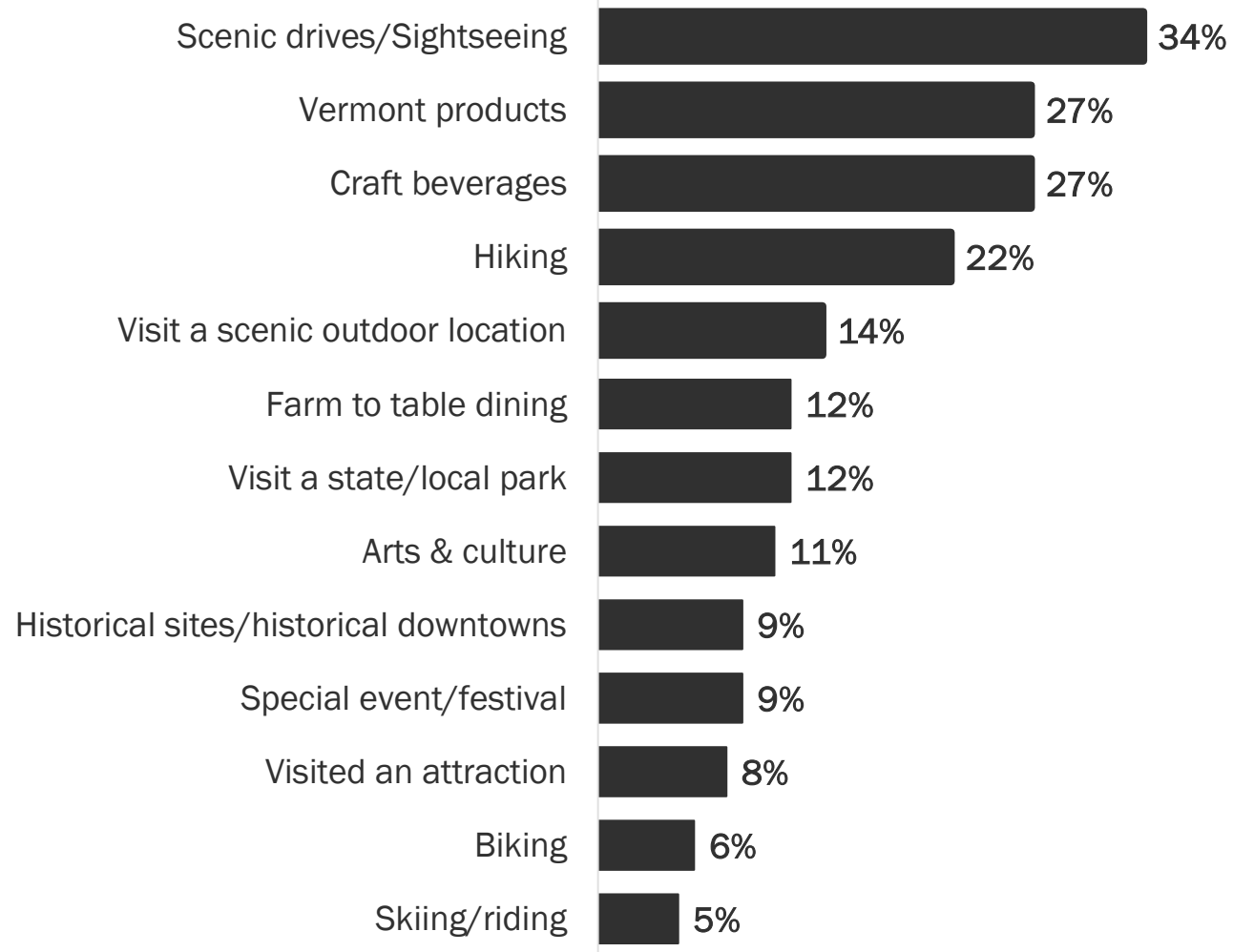


*Which of the following special events or social gatherings did/will you participate in during this trip?

Multiple responses permitted. Percents out of all visitors.

**Top events/festivals attended included maple festivals, concerts, and Jazz Fest.

TOP ACTIVITIES*



*In which of the following activities did/will you participate during this trip?
Multiple responses permitted. Percents out of all visitors. Top 13 activities shown; all activities on next slide.

ALL ACTIVITIES*

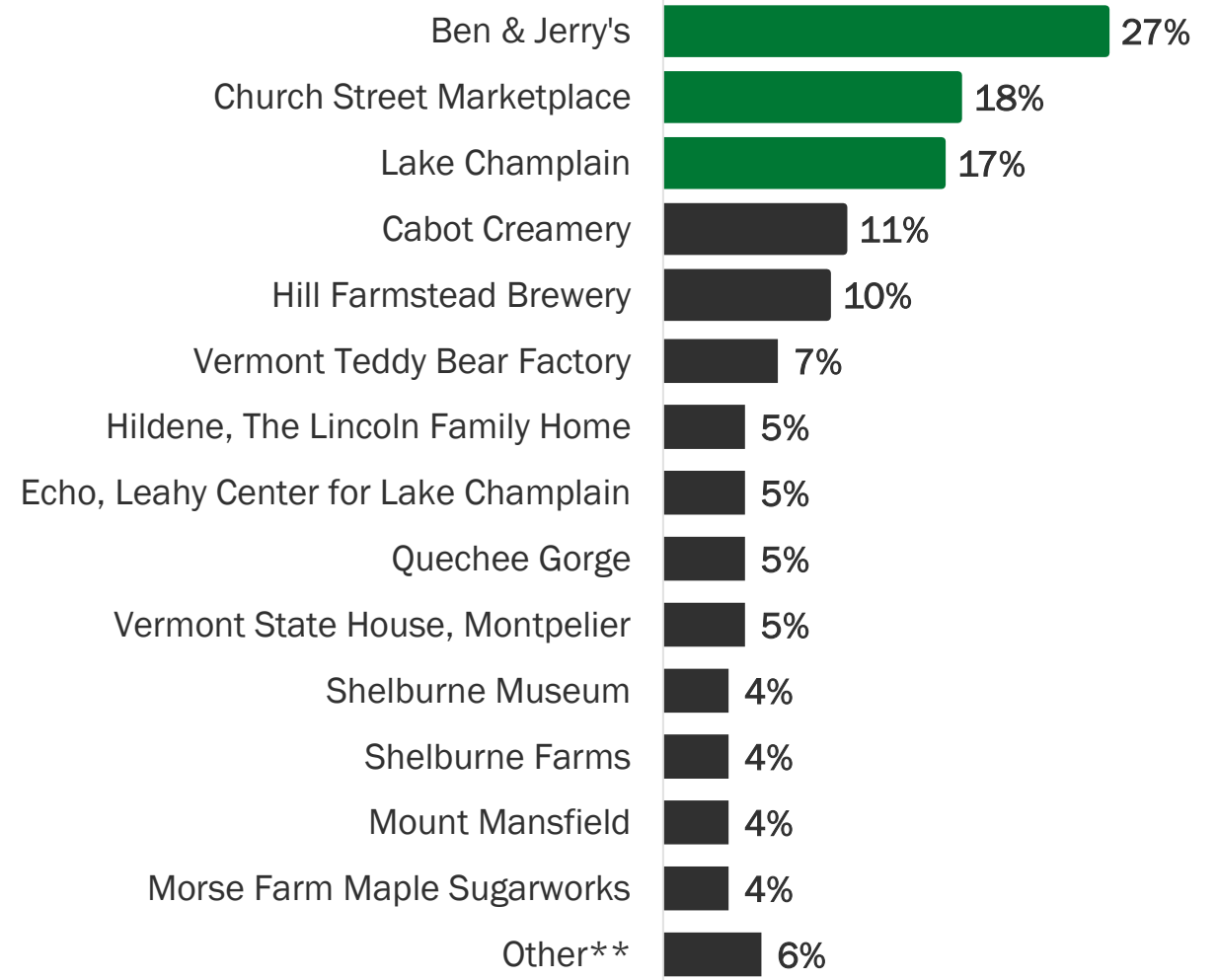
Activity	Percent	Activity	Percent
Scenic drives/Sightseeing	34%	Bird watching/wildlife viewing	3%
Vermont products	27%	Kayaking, paddleboarding, canoeing	3%
Craft beverages	27%	Attend a wedding	2%
Hiking	22%	Fishing	2%
Visit a scenic outdoor location	14%	Sailing, boating	2%
Farm to table dining	12%	Golf	2%
Visit a state/local park	12%	Camping	2%
Arts & culture	11%	Attend or participate in a sporting event	1%
Historical sites/historical downtowns	9%	Rock climbing	1%
Special event/festival	9%	Ice skating, sledding, tubing	<1%
Visited an attraction	8%	Snowshoeing	<1%
Biking	6%	Snowmobiling	<1%
Skiing/riding	5%	Tennis	<1%
Farm tours/experiences	3%	Equestrian activities	<1%
Astrotourism	3%	Hunting	<1%

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

TOP PLACES VISITED*

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

- » **Ben & Jerry's** was the most popular destination, visited by **over 1 in 4 visitors**
- » Another **nearly 1 in 5** visited the **Church Street Marketplace** or **Lake Champlain**



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

Multiple responses permitted. Top 14 places shown; continued on next slide.

** Other places visited included the Vermont Country Store in Rockingham, the Bennington Museum, Jay Peak Resort, Lake Champlain Chocolates, and the Trapp Family Lodge.

ALL PLACES VISITED*

Attraction Visited	Percent	Attraction Visited	Percent
Ben & Jerry's	27%	King Arthur Baking Co	3%
Church Street Marketplace	18%	The Alchemist	3%
Lake Champlain	17%	Lawson's Finest Liquids	3%
Cabot Creamery	11%	Bennington Battle Monument	2%
Hill Farmstead Brewery	10%	Lamoille Valley Rail Trail	2%
Vermont Teddy Bear Factory	7%	Vermont Country Store, Weston	2%
Hildene, The Lincoln Family Home	5%	Cold Hollow Cider Mill	2%
Echo, Leahy Center for Lake Champlain	5%	Marsh-Billings-Rockefeller National Historical Park	1%
Quechee Gorge	5%	Vermont Institute of Natural science	1%
Vermont State House, Montpelier	5%	Fairbanks Museum & Planetarium	1%
Shelburne Museum	4%	Lake Willoughby	1%
Shelburne Farms	4%	Kingdom Trails	1%
Mount Mansfield	4%	Montshire Museum of Science	1%
Morse Farm Maple Sugarworks	4%	Southern Vermont Arts Center	<1%
Billings Farm	3%	Mount Equinox Skyline Drive	<1%
Colchester Causeway	3%	Other	6%
Barr Hill/Caledonia Spirits	3%	None	38%

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

** Other places visited included the Vermont Country Store in Rockingham, the Bennington Museum, Jay Peak Resort, Lake Champlain Chocolates, and the Trapp Family Lodge.

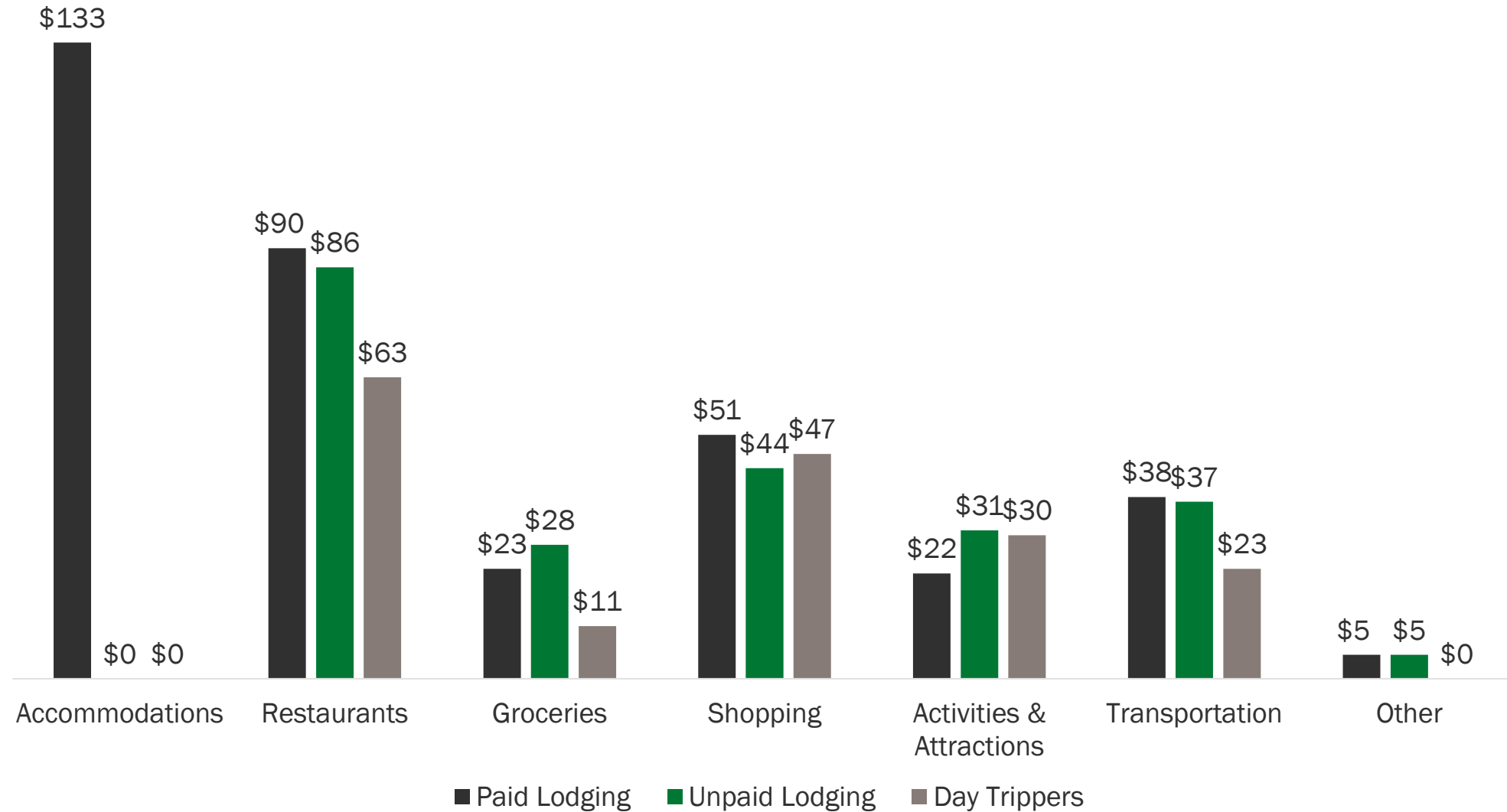
DAILY TRAVEL PARTY SPENDING*

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

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$133	\$0	\$0
Restaurants	\$90	\$86	\$63
Groceries	\$23	\$28	\$11
Shopping	\$51	\$44	\$47
Activities & attractions	\$22	\$31	\$30
Transportation	\$38	\$37	\$23
Other	\$5	\$5	\$0
Daily Spending	\$362	\$231	\$174

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

DAILY TRAVEL PARTY SPENDING



TOTAL TRAVEL PARTY SPENDING

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

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$545	\$0	\$0
Restaurants	\$369	\$353	\$63
Groceries	\$94	\$115	\$11
Shopping	\$209	\$180	\$47
Activities & attractions	\$90	\$127	\$30
Transportation	\$156	\$152	\$23
Other	\$21	\$21	\$0
Trip Spending	\$1,484	\$948	\$174

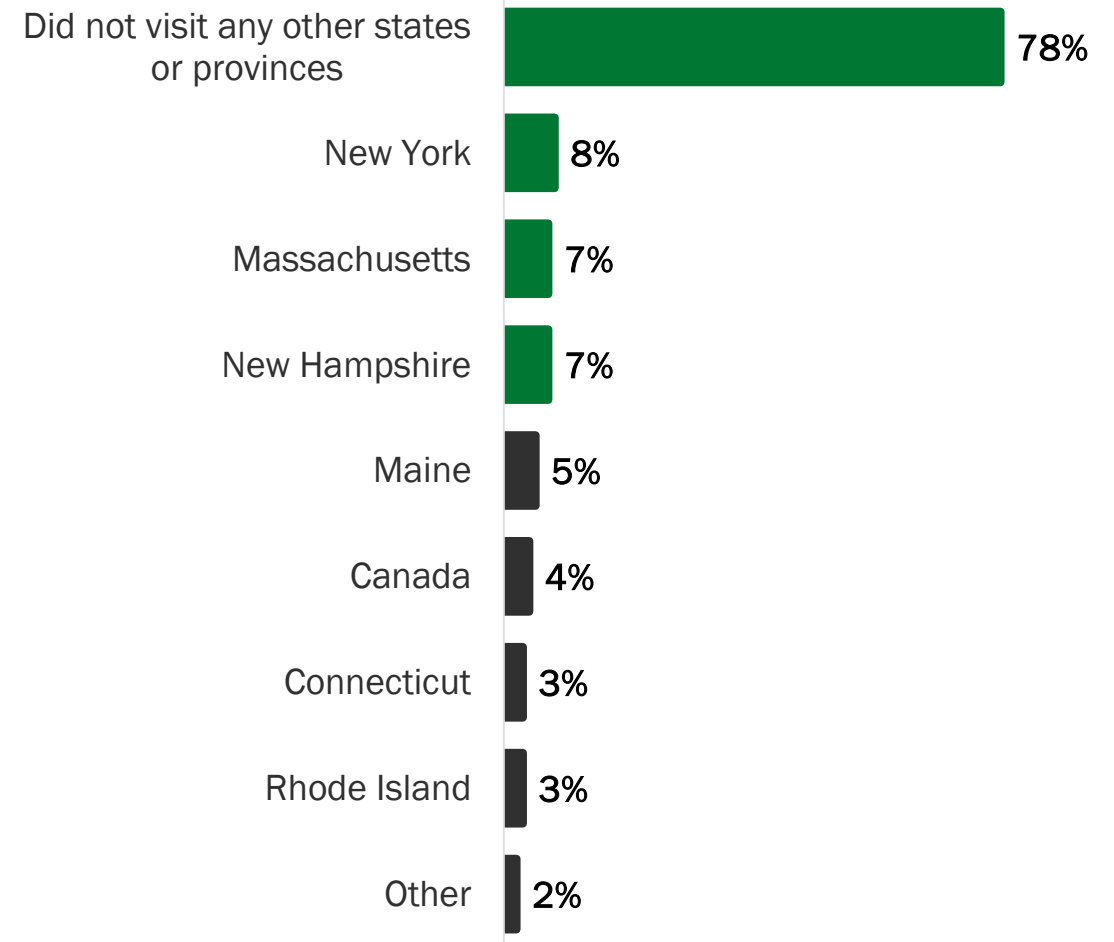
TOTAL TRAVEL PARTY SPENDING (CONT'D)



OTHER STATES & CANADA VISITED*

Vermont's spring visitors tend to seek out the state as their sole travel destination.

- » Nearly 4 in 5 visitors did not visit any other U.S. state or Canadian province during their trip
 - » This was particularly true of April visitors vs. May visitors
- » Those who did visit states other than Vermont primarily went to other states in New England or to Canada



*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?

The activities Vermont's spring visitors engage in are as varied as the visitors themselves. Mud season doesn't keep some from skiing in April and hiking in May, though you'll more often find them in food and drink establishments or on scenic drives.

They gravitate to the northern parts of the state, particularly around Burlington and Stowe, sampling ice cream at Ben & Jerry's, shopping on Church Street, and soaking in the beauty of Lake Champlain.

As its visitors attest, there's something for everyone in Vermont – and in every season.



VISITOR JOURNEY : POST-TRIP EVALUATION

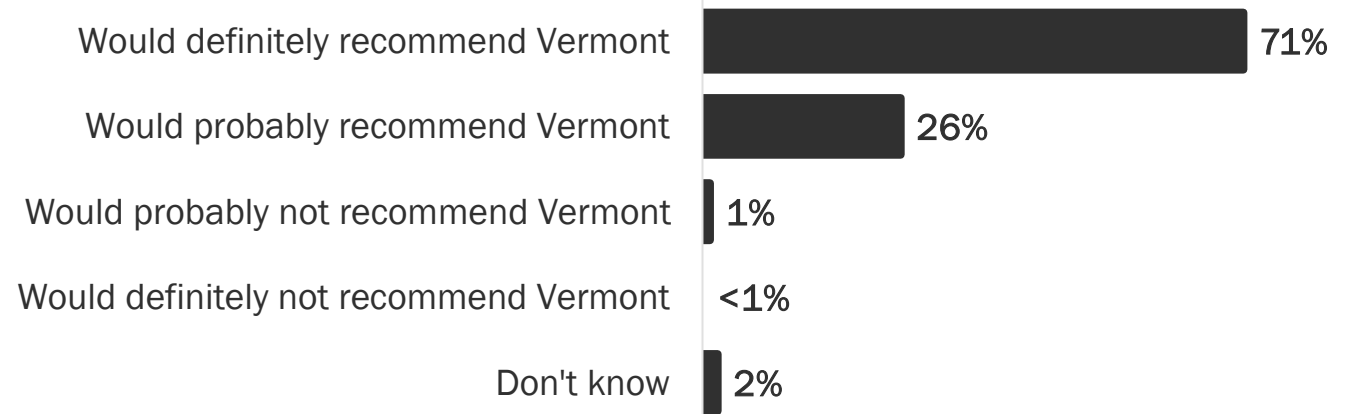


RECOMMENDATION & SATISFACTION

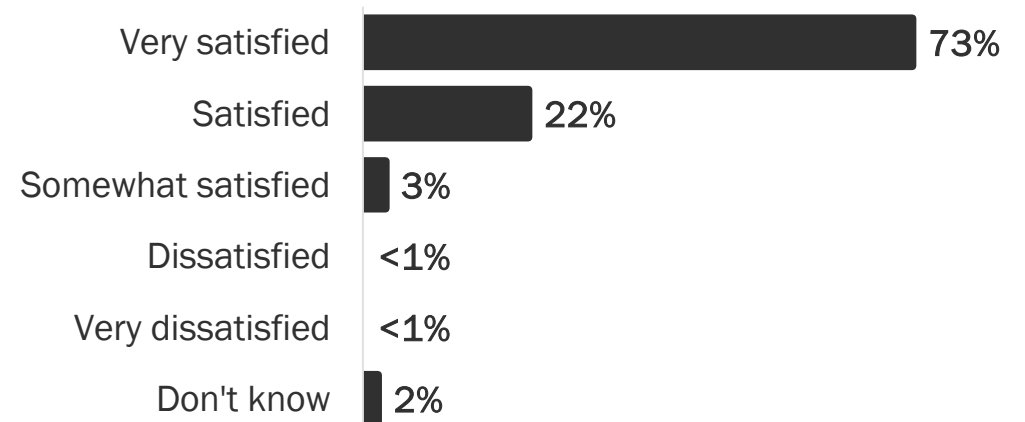
» **97%** of spring visitors **would recommend** that their friends and family choose Vermont as a vacation destination

» **95%** of spring visitors are **satisfied** with their visit to Vermont

Likelihood of Recommending Vermont*



Satisfaction with Visit**



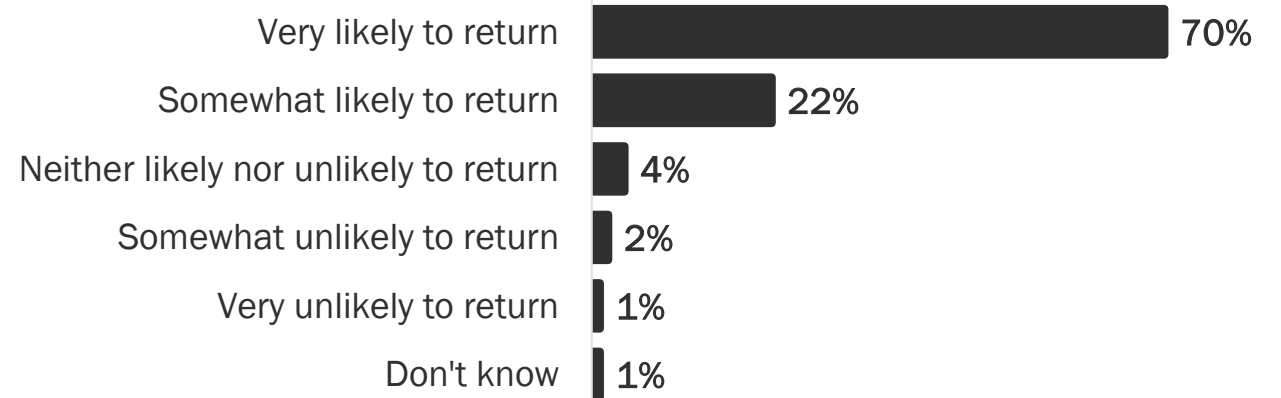
*Would you recommend Vermont to friends/family over other vacation areas?

**How satisfied are you with your visit to Vermont?

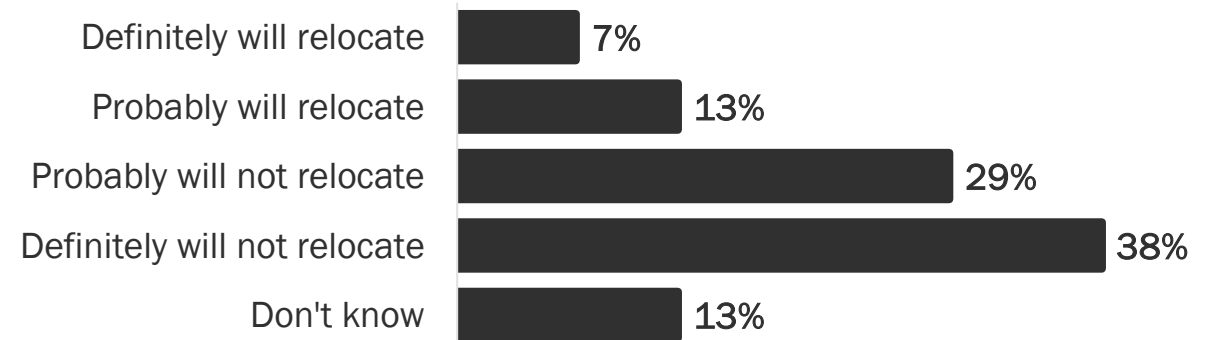
RETURNING & RELOCATING

- » **Over 9 in 10** visitors will **return** to Vermont for a future visit or vacation (**7 in 10** are very likely to return)
- » **3%** of all visitors are unlikely to return to Vermont for the following reasons:
 1. Prefer a variety of destinations
 2. Once is enough to see/do everything
 3. Too difficult to get there
- » **1 in 5** visitors **may relocate** to Vermont (**7%** will definitely relocate)

Likelihood of Returning to Vermont*



Likelihood of Relocating to Vermont**



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

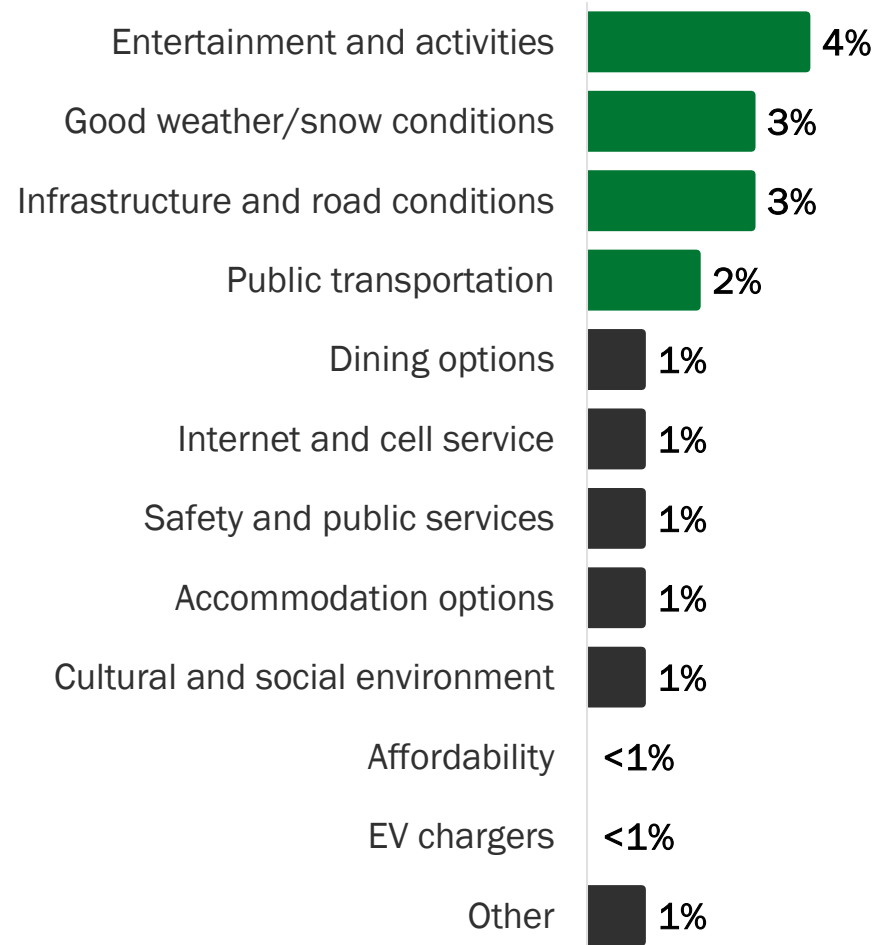
**How likely are you to relocate to Vermont as a resident?

MAKING VERMONT BETTER

Only 14% of spring visitors felt something was missing from their Vermont travel experience.*

- » 4% of all visitors wanted more diverse and **entertainment and activities** with more open hours
- » 3% wished the weather had been better during their trip
- » Another 3% mentioned bad road conditions, difficult parking, and a lack of signage on roads
- » 2% hoped for more Uber and Lyft availability

Missing from Vermont Travel Experience**



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

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

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

PERCEPTIONS OF VERMONT*



“Vermont is a forest fantasyland with a surprise around every bend.”



“Being here gives you an overwhelming sense of peace. People come here to enjoy a slower pace of life.”



“Everything you could want to do outdoors is here in Vermont. It’s an outdoor enthusiast’s playground!”



*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)*



“Vermont is an escape: the lovely countryside, the little shops, the farm to table food, and so much more.”



“Vermonters are unlike anyone else you’ll meet: friendly, accommodating, welcoming, and warm.”



*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

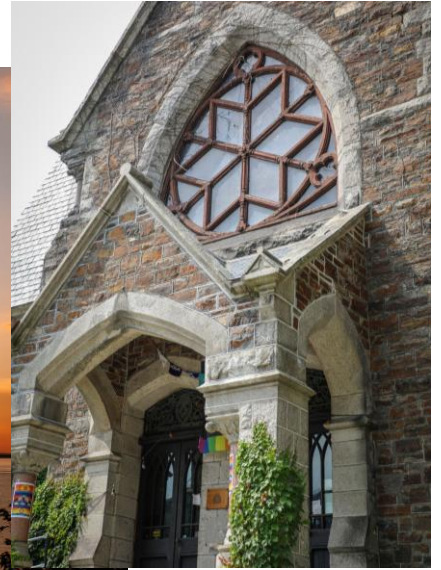
HOW WAS YOUR TRIP?

Visitors acknowledge that Vermont may not have all the big city amenities or attractions. But as one visitor put it, “That’s not why people come here. They come for the slower pace of life, the green mountains, and the clean air. They come to feel at home.”

The words they use most often to describe the state are beautiful, friendly, scenic, green, peaceful, quiet, welcoming, clean, and breathtaking.

To quote another spring visitor, “You’ll see mountains, lakes, and wildlife, and you’ll meet some really lovely people. Vermonters like nature, architecture, music, and food, and if you stick around a while, they’re gonna like you too.”

And many of Vermont’s spring visitors intend to do just that.





SEASONAL COMPARISONS

INTRODUCTION

SEASONAL COMPARISONS

Visitor patterns within a season vary in meaningful ways, reflecting differences by month, demographics, motivation for travel, etc. However, interpreting any one season in isolation can miss the bigger picture. In Vermont, where travel demand and visitor behavior shift markedly across the year, comparing seasons is essential to understanding how each season's visitors are unique.

The seasonal comparisons that follow provide that context, helping to align advertising and messaging with the distinct audiences, motivations, and behaviors associated with the spring season.



SEASONAL COMPARISONS SUMMARY

Compared to other seasons of the year, spring visitors to Vermont:

Pre-Visit

- » Use the fewest online and offline sources to plan their trips
- » Have the lowest share of leisure visitors and the highest share of visitors in the state to see friends or family
- » Leisure visitors are most likely to be in the state simply to relax or to visit art galleries, museums, or historical sites
- » Are least likely to consider other destinations before choosing Vermont

Traveler Profile

- » Travel in the smallest parties
- » Are most likely to travel solo and least likely to travel with friends
- » Have the lowest average income

Trip Experience

- » Are more likely than other seasons' visitors to spend the night in the Upper Green Mountains and Champlain Valley
- » Are also more likely to visit Northwest Vermont and the White River Valley
- » Most likely to stay in a hotel compared to other seasons' visitors
- » Most likely to spend time visiting with friends or family

Post-Trip Evaluation

- » Report trip satisfaction and likelihood of returning to Vermont similar to the average visitor



REGIONAL COMPARISONS

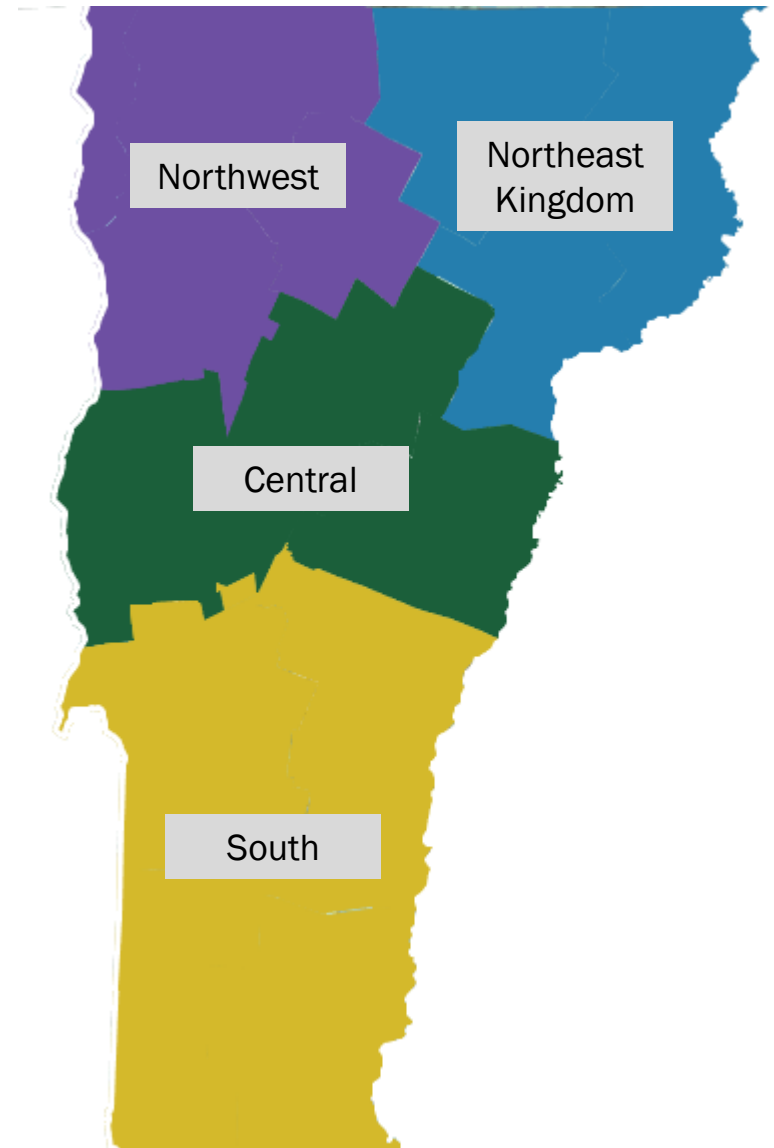
REGIONAL COMPARISONS INTRODUCTION

REGIONAL COMPARISONS: SPRING VISITORS

This section looks at how spring 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, specifically among spring visitors.

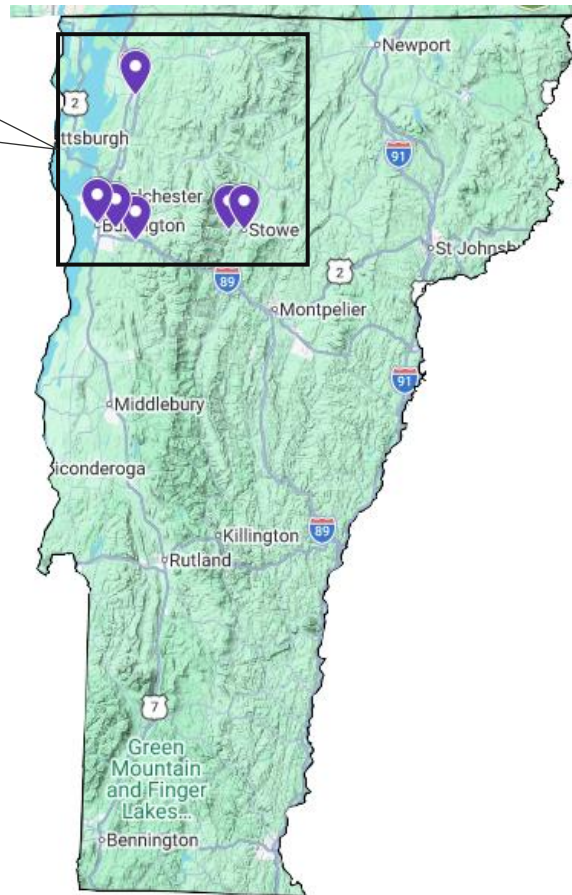
Each region is made up of three to four counties:

- 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



NORTHWEST SURVEY LOCATION MAP

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



Northwest Survey Sites

- Burlington Airport
- Hotel Vermont
- Church Street Market
- Downtown St. Albans
- Trapp Family Lodge
- Downtown Stowe
- Williston Welcome Center

Northwest Events

- Vermont Maple Festival

NORTHWEST*

Compared to other regions of the state, spring visitors to northwest Vermont:

Pre-Visit

- » Are least likely to plan and book their trips at the last minute
- » Have the largest share of visitors in Vermont for business
- » Among leisure visitors, have the largest share of visitors in the state for outdoor recreation

Traveler Profile

- » Have the largest share of visitors traveling up from the South, particularly Florida, and the smallest from New England
- » Are more likely than visitors to other regions to be solo travelers and to be in the state for the first time

Trip Experience

- » Take the longest trips on average
- » Are most likely to stay with friends and relatives while in the state and to spend time at events or social gatherings

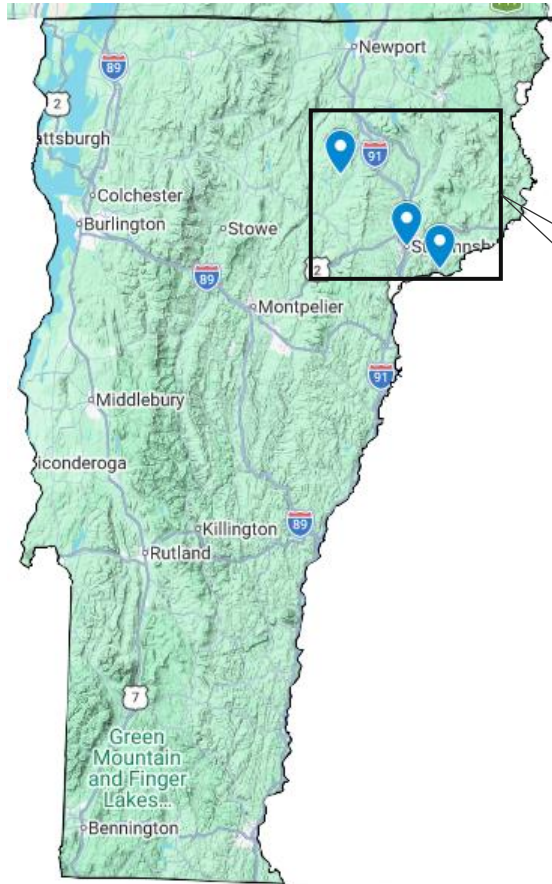
Post-Trip Evaluation

- » Report lower than average satisfaction with their trips and likelihood of recommending Vermont

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

NORTHEAST KINGDOM SURVEY LOCATION MAP

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

- Fairbanks Museum & Planetarium
- Hill Farmstead Brewery
- Waterford Welcome Center

Northeast Kingdom Events

- Kingdom Maple Festival

NORTHEAST KINGDOM*

Compared to other regions of the state, spring visitors to Vermont's Northeast Kingdom:

Pre-Visit

- » Are most likely to be in Vermont for a vacation or leisure trip; specifically, to relax or visit arts and culture sites
- » Are most likely to recall seeing advertising for Vermont before their trips and to report having been influenced by it

Traveler Profile

- » Are more likely than visitors to other regions to be traveling from Canada
- » Along with visitors to central Vermont, travel in the largest parties
- » Are most likely to be traveling with friends and least likely to be traveling solo compared to visitors to other regions
- » Are youngest on average and have the lowest average household incomes

Trip Experience

- » Take the shortest trips on average
- » Are most likely to spend time doing arts, culture, and heritage activities and to visit multiple attractions during their time in Vermont

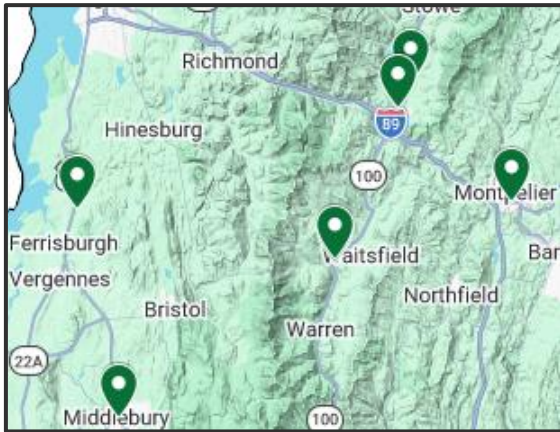
Post-Trip Evaluation

- » Report average trip satisfaction and likelihood of returning to Vermont
- » Report being more likely to relocate to Vermont as a resident compared to visitors to other regions

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

CENTRAL SURVEY LOCATION MAP

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
- Barr Hill Distillery
- Waitsfield Shopping Center
- Lawson's Finest Liquids
- Dakin Farm
- The Middlebury Inn

Central Events

- N/A

Compared to other regions of the state, spring visitors to central Vermont:

Pre-Visit

- » Rely on fewer online and offline sources of information while planning their trips
- » Visit Vermont for reasons similar to the average visitor – a leisure trip or to see friends or family
- » Leisure visitors are more likely to be traveling for local food and attractions, scenic drives, or shopping compared to other regions

Traveler Profile

- » Similar to the average visitor, travel to Vermont from New England or the Middle Atlantic
- » Along with visitors to the Northeast Kingdom, travel in the largest parties
- » Are most likely to travel as a family compared to visitors to other regions and have the highest average household incomes

Trip Experience

- » Are most likely to take 2-night trips and to stay in a hotel, motel, or resort compared to visitors to other regions
- » Are most likely to spend time sampling food and drinks, going sightseeing, and shopping

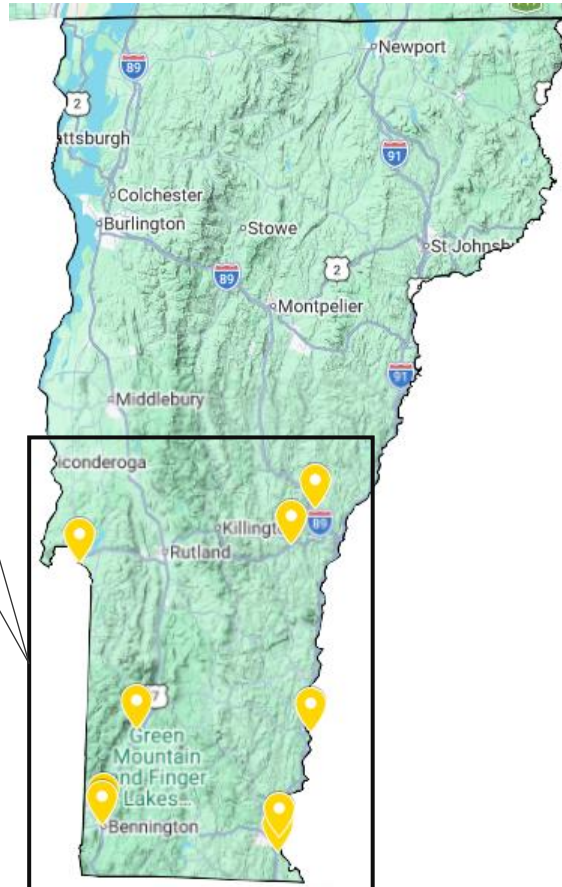
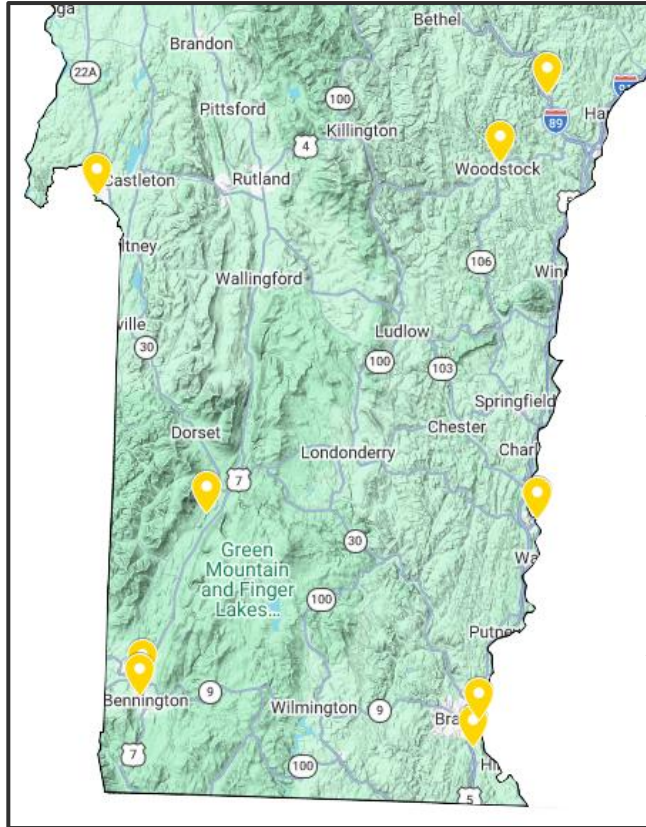
Post-Trip Evaluation

- » Report the highest satisfaction with their trips and likelihood of recommending Vermont as a vacation destination

*Addison, Washington, and Orange Counties make up central Vermont.
Major cities and towns include Middlebury, Barre, and Randolph.

SOUTH SURVEY LOCATION MAP

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



South Survey Sites

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

South Events

- Bookstock

Compared to other regions of the state, spring visitors to south Vermont:

Pre-Visit

- » Travel to Vermont for reasons similar to the average visitor: a vacation or visiting friends or family
- » Use the fewest sources to plan their trips

Traveler Profile

- » Are most likely to be in Vermont only for the day
- » Are most likely to be traveling from New York or Connecticut
- » Are oldest on average, most likely to travel as a couple, and least likely to travel with children
- » Are more likely than visitors to other regions to be many-times repeat visitors (11+ visits)

Trip Experience

- » Are most likely to drive to Vermont rather than fly
- » Spend time sightseeing, visiting friends and relatives, shopping, and doing outdoor activities, but are more likely than visitors to other regions to spend time doing nothing in particular

Post-Trip Evaluation

- » Report the highest likelihood of returning to Vermont for a future visit or vacation

*Bennington, Rutland, Windham, and Windsor Counties make up south Vermont.
Major cities and towns include Rutland, Bennington, Brattleboro, and Hartford.

VISITOR PERSONAS

VISITOR PERSONAS: SPRING

These clusters reflect how annual personas manifest under spring conditions:
Spring reveals what motivates visitation when outdoor demand is softer.

Local Outdoor Regulars



Spring Cluster A: Familiarity-driven

- 56% of Spring visitors
- Trips are familiarity-driven rather than outdoor-driven
- More relaxed, less active spring expression of this persona

Experience-Driven Explorers



Spring Cluster B: Culture-focused

- 17% of Spring visitors
- High engagement with culture, attractions, and other leisure activities
- Intentional, experience-oriented trips



Spring Cluster C: Food-focused

- 14% of Spring visitors
- Trips built around culture-focused discovery and food-focused immersion
- Outdoor and sightseeing activities are secondary
- Intentional, experience-oriented trips

Social & Cultural Visitors



Spring Cluster D: Social/event-driven

- 13% of Spring visitors
- Events and social occasions drive visitation
- Activities are planned around social gatherings

LOCAL OUTDOOR REGULARS: SPRING

In the spring, local outdoor regulars:

- » Trips are still shaped by a desire to spend time outdoors and unwind, but spring shifts the focus from high-energy activities to relaxation and being outside at an easy pace
- » Hiking, camping, and casual outdoor time replace winter sports as the primary outdoor activities, with little emphasis on planning
- » Tend to be very familiar with Vermont, often having visited many times before, which reduces the need for research or trip planning
- » Engage in similarly few activities, favoring comfort and routine over exploration
- » Show low advertising recall and minimal influence from marketing, similar to annual Regulars
- » Still typically remain within one region rather than traveling broadly across the state
- » Are less likely to be traveling for leisure and more likely to be in Vermont visiting friends or family than the annual profile
- » Are more likely to travel solo and less likely to travel with friends
- » Spring trips tend to be longer, often supported by staying with friends, family, or in second homes rather than paid accommodations
- » Overall satisfaction is moderate, driven more by comfort, familiarity, and ease than by standout experiences

Key Takeaway: In spring, Local Outdoor Regulars use Vermont as a familiar place to relax outdoors.

EXPERIENCE-DRIVEN EXPLORERS: SPRING

In the spring, culture-focused experience-driven explorers:

- » Are similarly motivated by leisure travel, but spring shifts that motivation away from high-intensity outdoor recreation and toward experiences that feel easy, enjoyable, and enriching
- » Lean more heavily into culture and attractions, spending time at museums, historical sites, and local landmarks, using more planning resources to shape a shorter, more focused trip
- » Are significantly more likely to take shorter or day trips and remain within a single region compared to the annual profile
- » Are more likely to travel as a couple, reflecting an interest in discovery as a social experience
- » Are less likely to see ads but much more likely to be influenced by them, suggesting that messaging aligns with cultural interests
- » Draw from similar markets as annual Explorers, with a stronger presence from Canada tied to proximity and cultural appeal
- » Are slightly more skewed toward loyalist visitors than first-time or early-repeat visitors
- » If staying overnight, are more likely to experience Vermont's culture by staying in a B&B
- » Have slightly lower trip satisfaction, likely tied to shorter stays and fewer experiences layered into the trip

Key Takeaway: In spring, some Explorers shift from outdoor intensity to culture-driven, easy-paced discovery.

EXPERIENCE-DRIVEN EXPLORERS: SPRING (CONT'D)

In the spring, food-focused experience-driven explorers:

- » Are significantly more motivated by sampling local foods and craft beverages than annual Explorers. While they do other activities, including sightseeing and shopping, these are not what drives the itinerary.
- » Are more likely to be in Vermont visiting friends and family and less likely to be traveling *only* for leisure
- » Like annual Explorers, tend to travel to multiple regions of the state
- » Have a similar travel party composition but are significantly more likely to stay in a hotel and less likely a campground
- » Rely on just a few planning sources, particularly hotel and mapping websites, rather than using many sources
- » Are less exposed to and less influenced by advertising, indicating decisions are driven more by intent and familiarity than promotion
- » Draw from similar markets as annual Explorers, with a slightly stronger presence from New England
- » Skew more toward loyalist visitors, suggesting repeat trips centered on known food and beverage experiences
- » Have slightly higher trip satisfaction than annual Explorers

Key Takeaway: Spring brings a food-led Explorer who prioritizes taste, comfort, and familiarity.

SOCIAL & CULTURAL VISITORS: SPRING

In the spring, social and cultural visitors:

- » Emphasis is still on visiting friends and family, but more on events/occasions and less on leisure
- » With outdoor recreation playing a smaller role, time is spread across a broader mix of activities, including cultural experiences, scenic drives, dining, and simply relaxing together
- » Have a similar reliance on a variety of trip planning sources, including advice from friends/family
- » These visitors show similar awareness of Vermont advertising, but spring appears to increase how much that messaging influences what they do once they arrive
- » Still mainly travel from New England, but a larger share of visitors from the South
- » Still travel as a couple, with some solo travel
- » Spring trips are even more likely to come from repeat visitors, reinforcing the role of established social ties in driving travel
- » Visitors are more likely to spend time in multiple regions, often following the location of events or social plans
- » Still tend not to stay in paid lodging, but are less often day trippers and more often staying with family or in a personal second home
- » Overall satisfaction is higher in spring, suggesting that slower pacing and time spent with people contribute positively to the experience

Key Takeaway: Spring emphasizes events, occasions, and varied activities for Social & Cultural Visitors.

VERMONT TOURISM

Spring 2025 Visitor Tracking Report

April 1 – May 31, 2025

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