

VERMONT. LES MONTS VERT. THE GREEN MOUNTAIN STATE



VCLT Municipal Short Term Rentals Retreat, November 2025
Vermont Department of Tourism and Marketing

Economic Impact of Visitation to Vermont (2024)

16.0M

Visitors

\$4.2B

Visitor Spending

9.0%

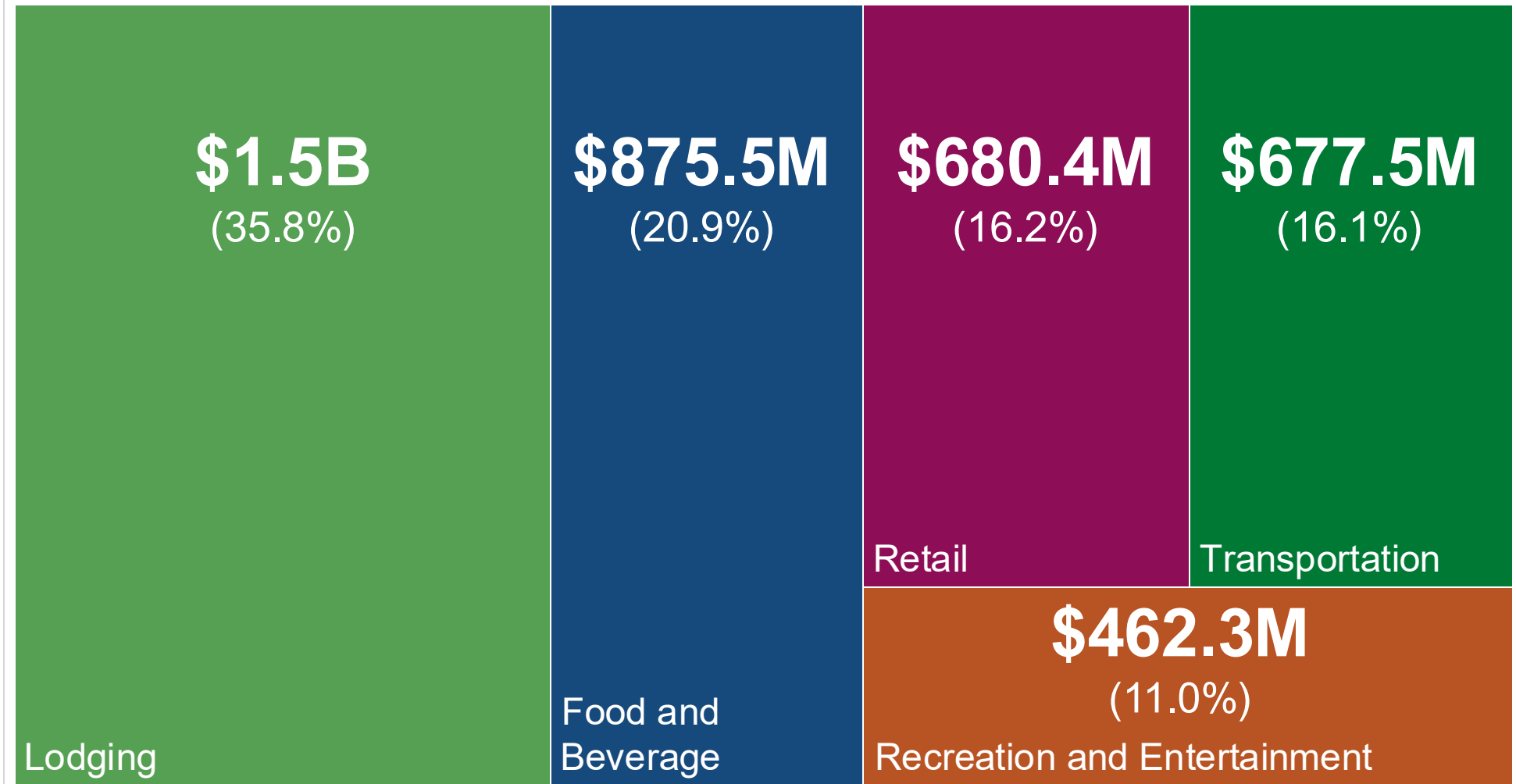
State GDP

31,780

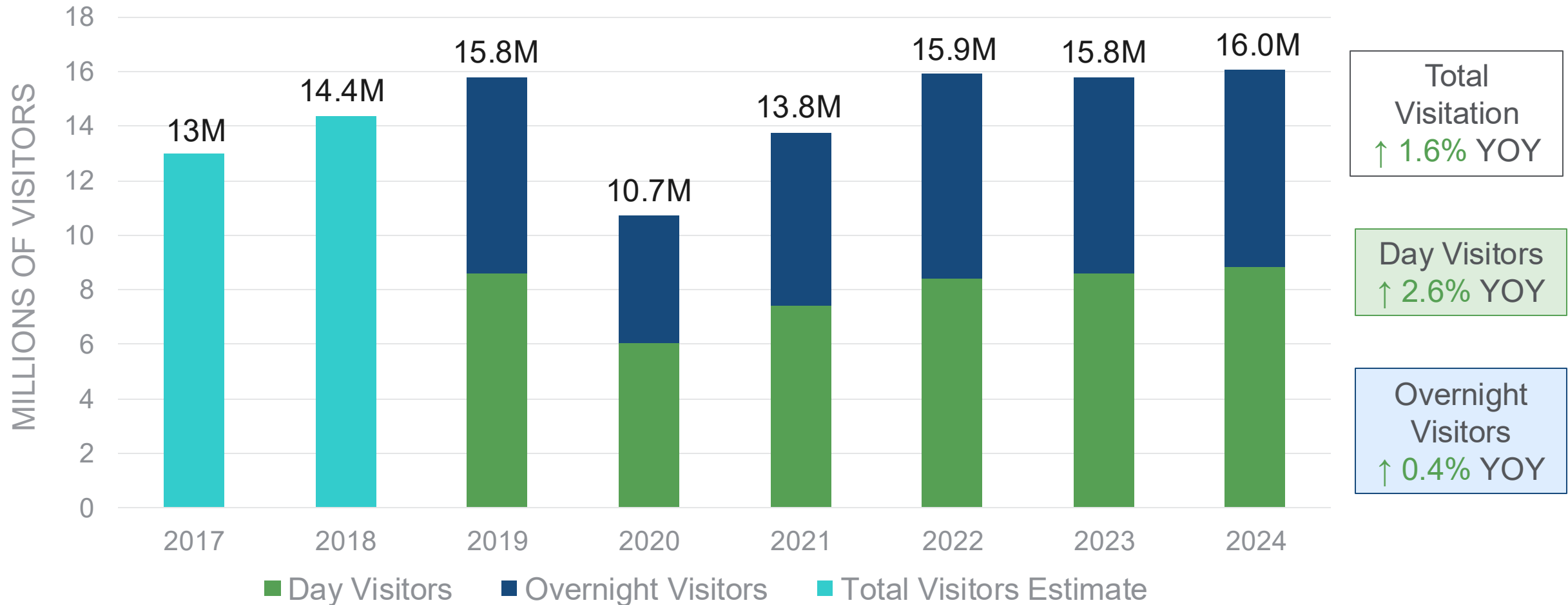
Jobs

\$293.5M

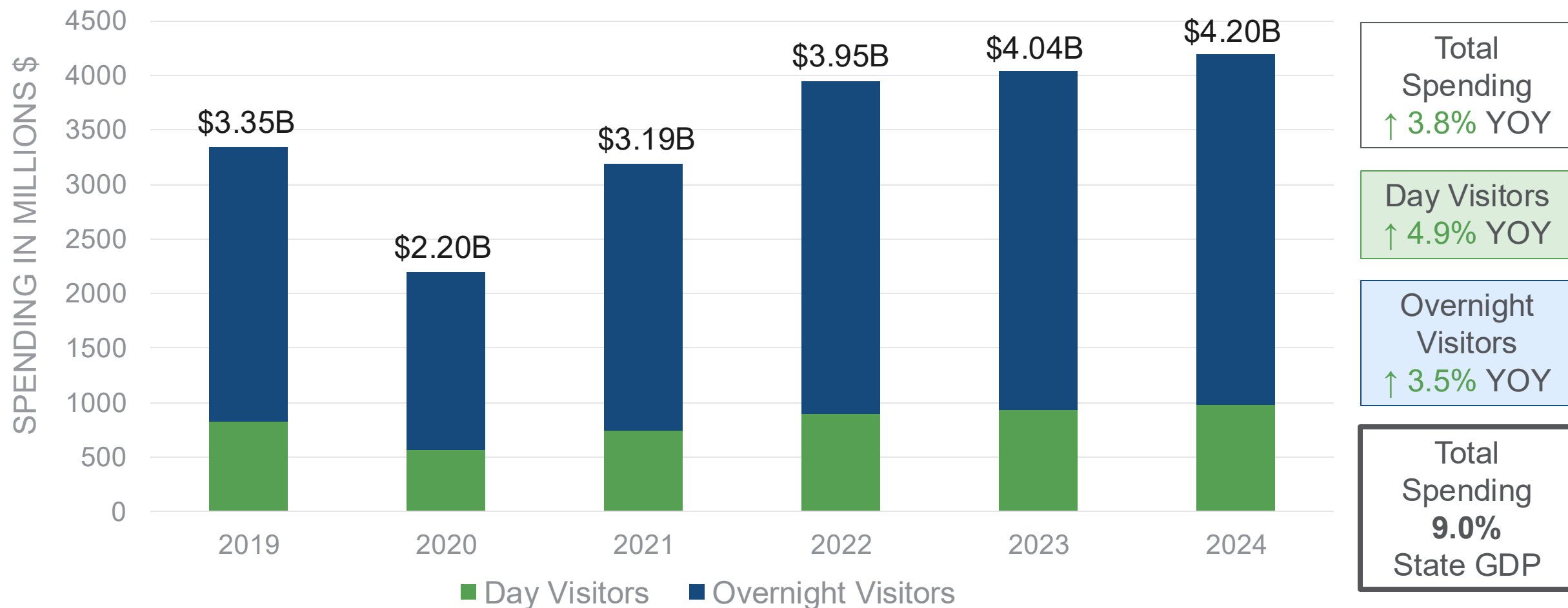
Direct Tax Revenue



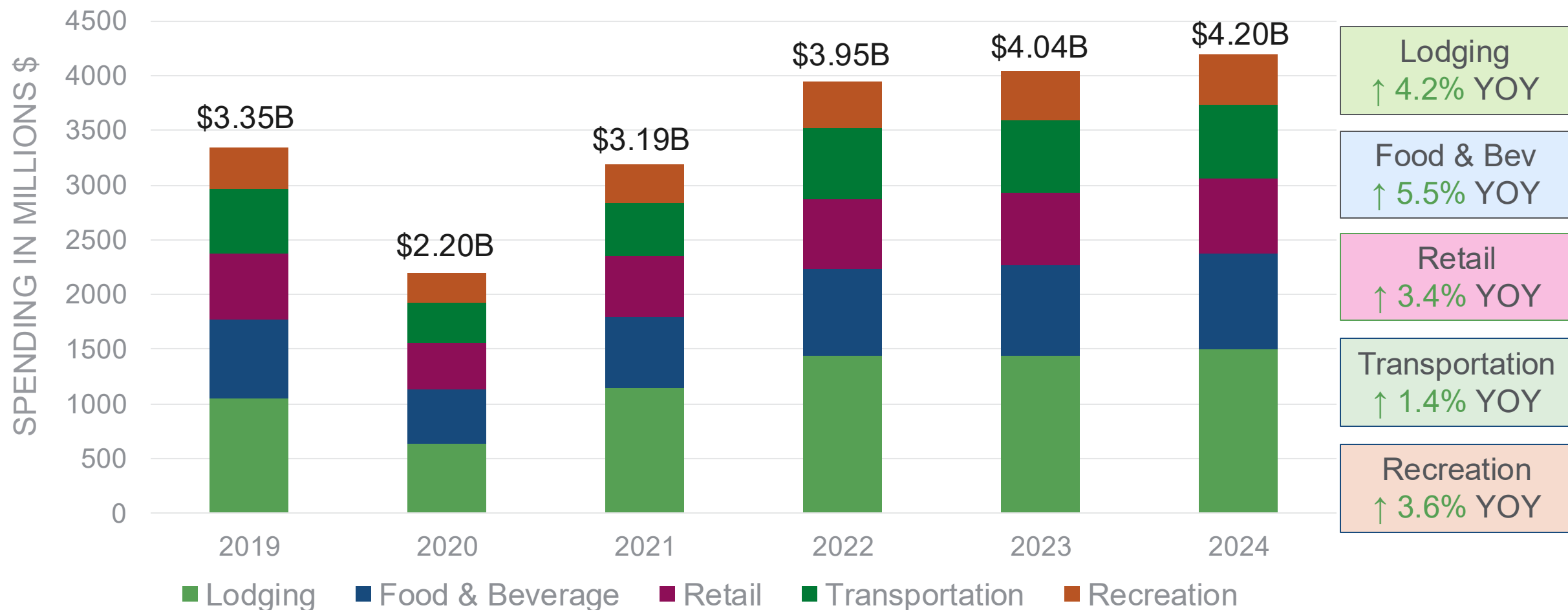
Volume of Visitors to Vermont (2024)



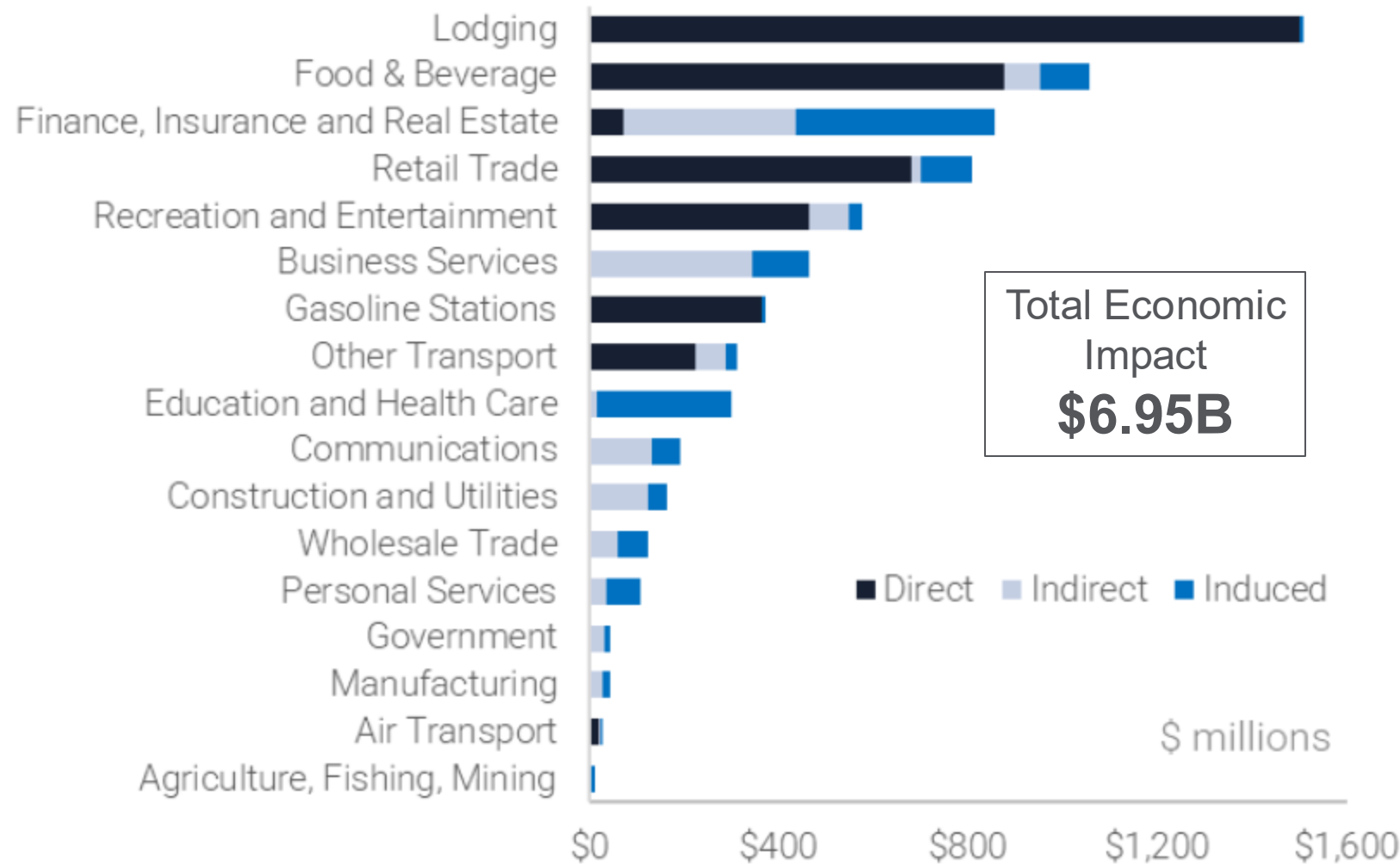
Vermont Visitor Spending by Segment (2024)



Vermont Visitor Spending by Sector (2024)



Total Visitor-Supported Business Sales by Industry (2024)



DIRECT: \$4.20B

Direct visitor purchases in retail, lodging, transportation, entertainment, and dining

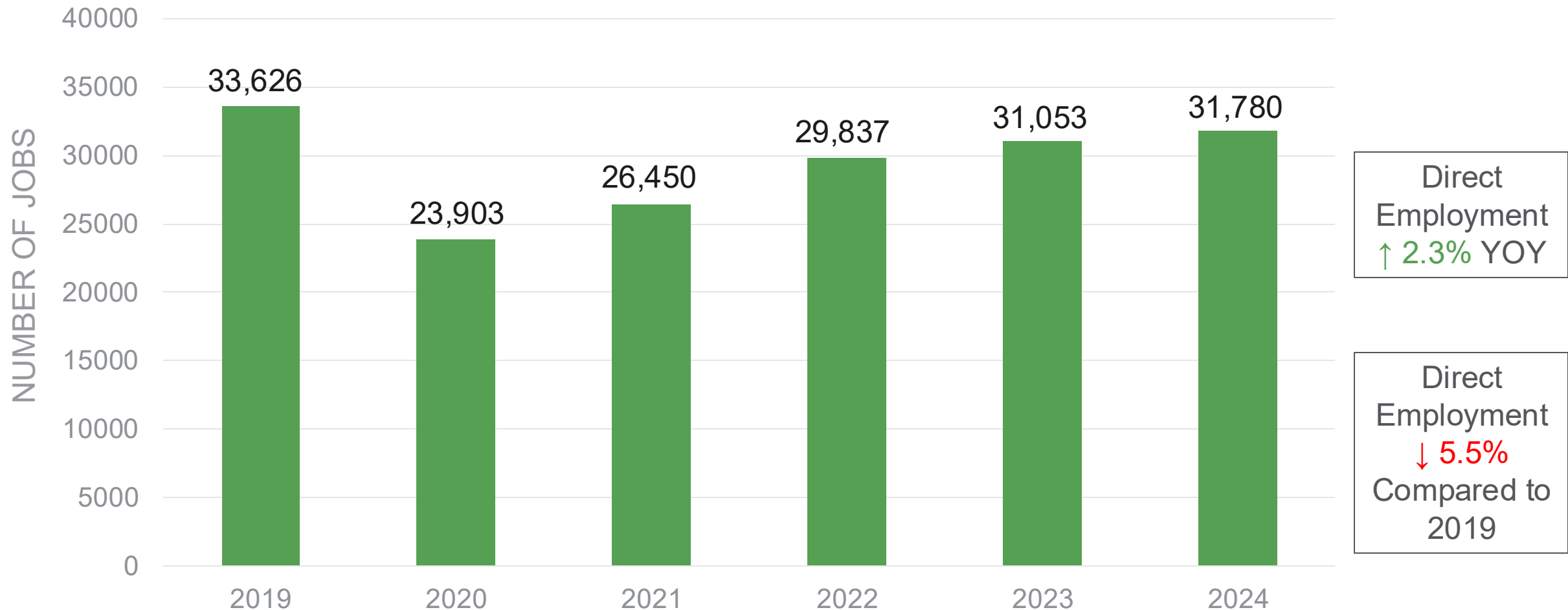
INDIRECT: \$1.38B

Tourism businesses purchase goods and services creating supply chain effects

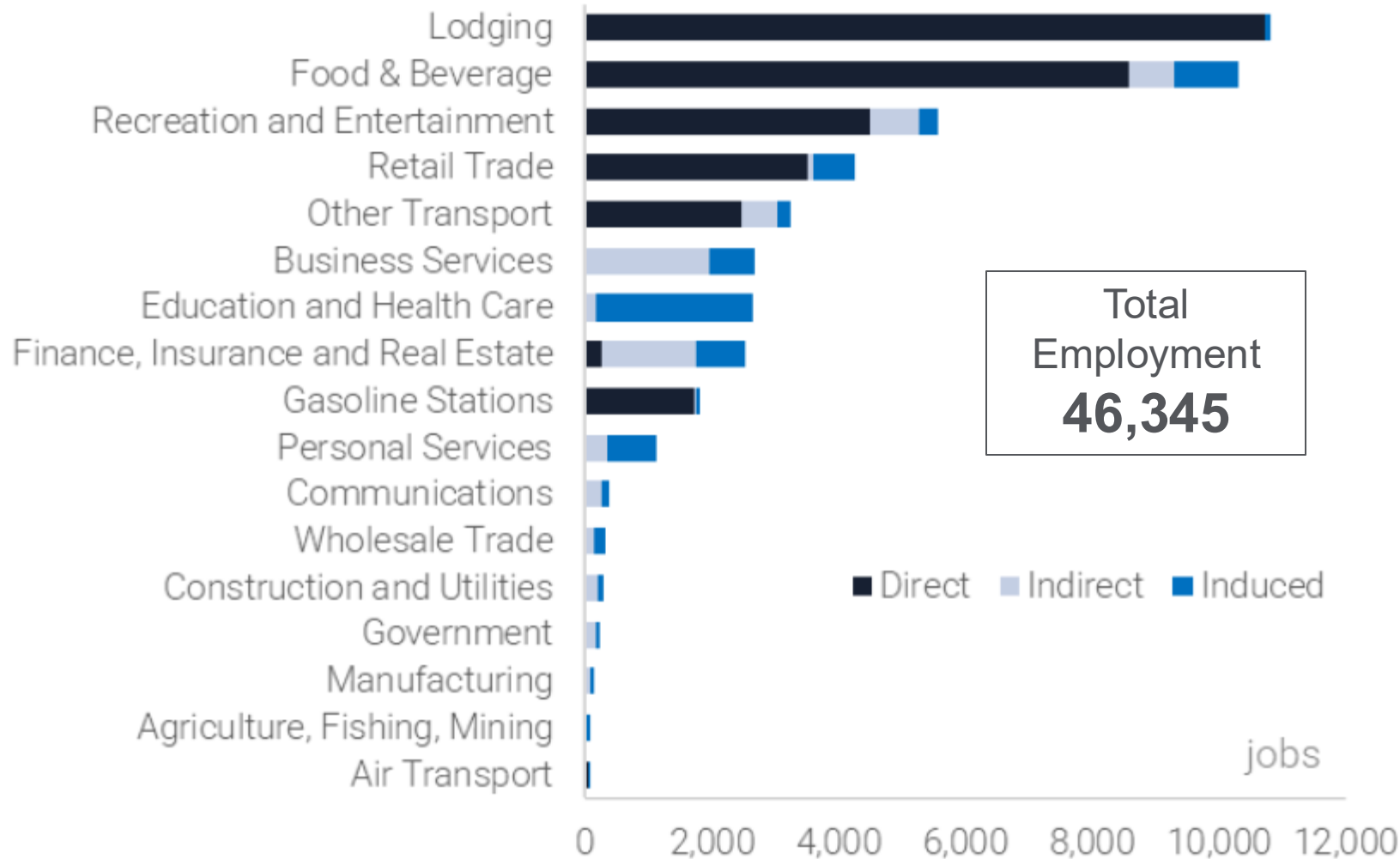
INDUCED: \$1.37B

Employees spend wages generated by visitor activity in the local economy

Visitor-Supported Employment in Vermont (2024)



Total Visitor-Supported Employment by Industry (2024)



DIRECT: 31,780

Direct visitor purchases in retail, lodging, transportation, entertainment, and dining

INDIRECT: 7,058

Tourism businesses purchase goods and services creating supply chain effects

INDUCED: 7,507

Employees spend wages generated by visitor activity in the local economy

Tax Impacts of Visitation (2024)

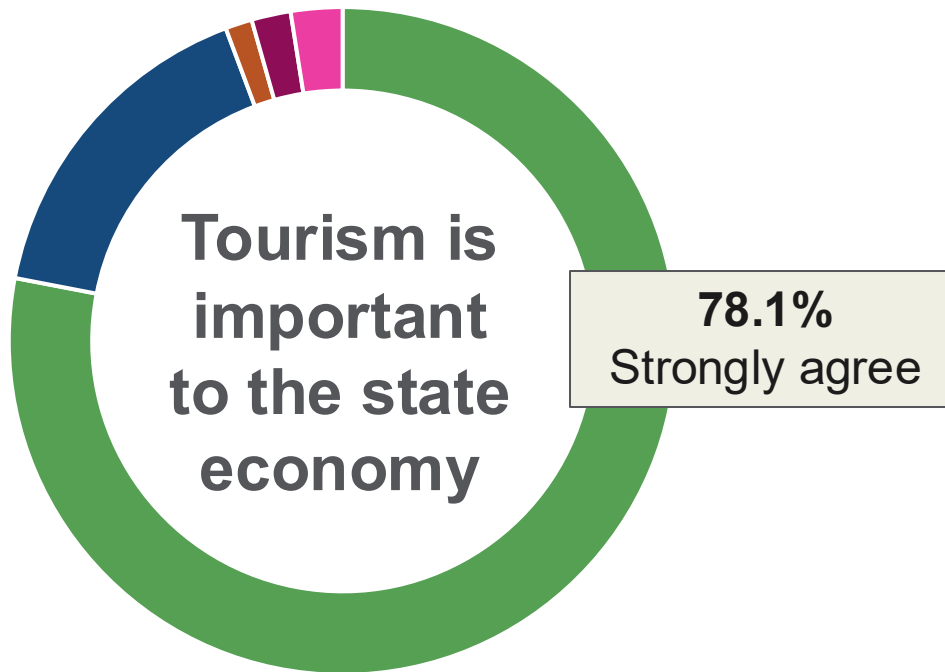
\$ millions	Direct	Indirect / Induced	Total
Total Tax Revenues	\$628.9	\$254.8	\$883.8
State and Local	\$293.5	\$59.2	\$352.7
Sales	\$101.5	\$15.8	\$117.3
Rooms and Meals	\$119.9	\$5.8	\$125.7
Personal Income	\$37.0	\$22.1	\$59.1
Corporate	\$14.6	\$11.2	\$25.8
Excise and Fees	\$20.5	\$4.3	\$24.8
Federal	\$335.4	\$195.6	\$531.0

Tax Savings per
Vermont Household
(Direct State and Local
Taxes Paid by Visitors)
\$1,089

County Level Economic Impact of Visitation (2024)

County	Direct Visitor Spending (\$M) + YOY Change	Share of State Spending	Employment	Share of County Employment	Direct State and Local Taxes (\$M)
Addison	\$147.3 (↑ 4.1%)	3.5%	1,150	4.5%	\$10.3
Bennington	\$299.7 (↑ 2.7%)	7.1%	2,206	8.6%	\$20.4
Caledonia	\$109.3 (↑ 7.7%)	2.6%	830	4.6%	\$7.5
Chittenden	\$1,027.5 (↑ 2.5%)	24.5%	7,942	5.5%	\$73.1
Essex	\$11.7 (↑ 11.6%)	0.3%	84	4.0%	\$0.8
Franklin	\$100.4 (↑ 12.2%)	2.4%	804	3.1%	\$7.1
Grand Isle	\$38.1 (↑ 18.4%)	0.9%	291	8.2%	\$2.7
Lamoille	\$612.0 (↑ 6.1%)	14.6%	4,281	22.3%	\$43.1
Orange	\$59.4 (↑ 2.7%)	1.4%	488	3.3%	\$4.1
Orleans	\$133.9 (↑ 6.7%)	3.2%	1,112	6.6%	\$9.4
Rutland	\$462.5 (↑ 2.1%)	11.0%	3,457	9.5%	\$31.4
Washington	\$314.8 (↑ 3.1%)	7.5%	2,460	5.2%	\$22.2
Windham	\$394.8 (↑ 2.5%)	9.4%	3,106	9.6%	\$27.5
Windsor	\$484.9 (↑ 3.2%)	11.6%	3,569	9.8%	\$34.0

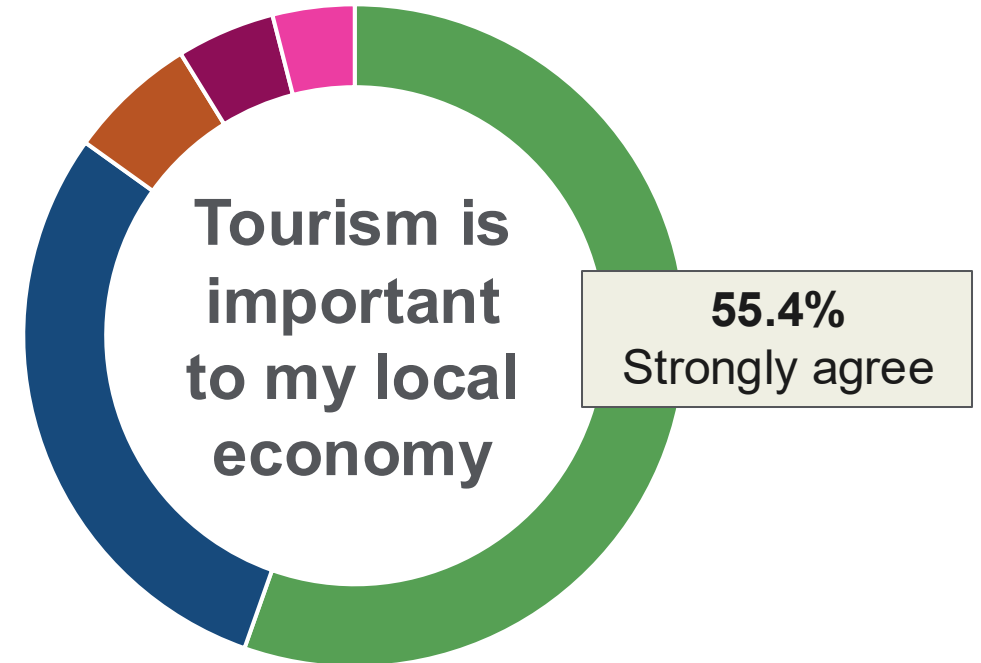
Vermont Poll 2025: Resident Sentiment



78.1%
Strongly agree

- Strongly agree
- Somewhat agree
- Unsure
- Somewhat disagree
- Strongly disagree

94.4%
Strongly or
somewhat
strongly agree



55.4%
Strongly agree

- Strongly agree
- Somewhat agree
- Unsure
- Somewhat disagree
- Strongly disagree

84.9%
Strongly or
somewhat
strongly agree

Vermont Visitor Survey



Surveys conducted by Downs & St. Germain Research

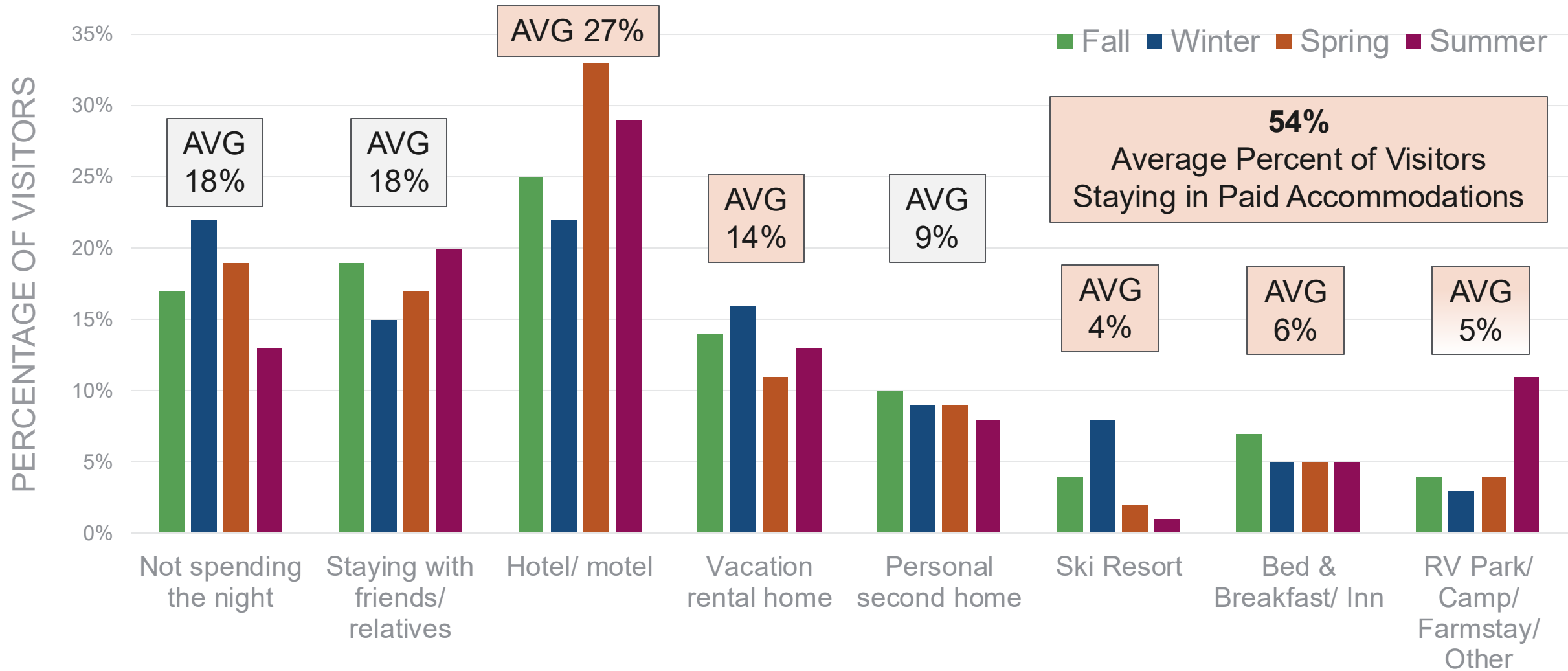
- Intercept Surveys at 80+ locations statewide
- Online Surveys via QR code (postcards, posters and table tents are available to help reach visitors)
- Social Media ads

Surveys conducted from October 2024 through October 2025

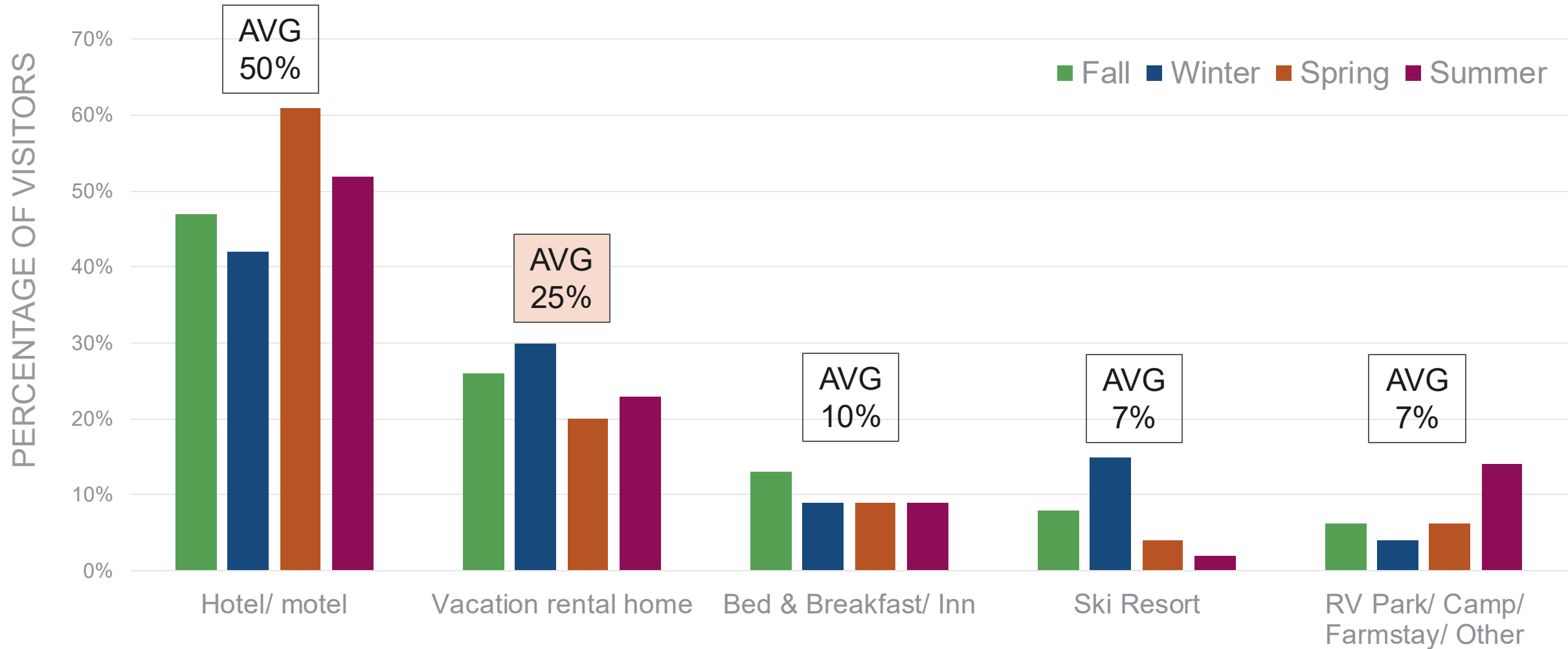
- **Pre-Visit Questions:** Planning window; sources of information; reasons for visiting; other destinations considered; exposure to advertising
- **Traveler Profile Questions:** visitor origin; travel party, demographics; previous visit history; trip inspiration
- **Trip Experience Questions:** transportation; length of stay; accommodations; activities, regions, attractions, and other states visited; visitor spending
- **Post-Trip Evaluation:** satisfaction; likelihood to return; perceptions; improvements



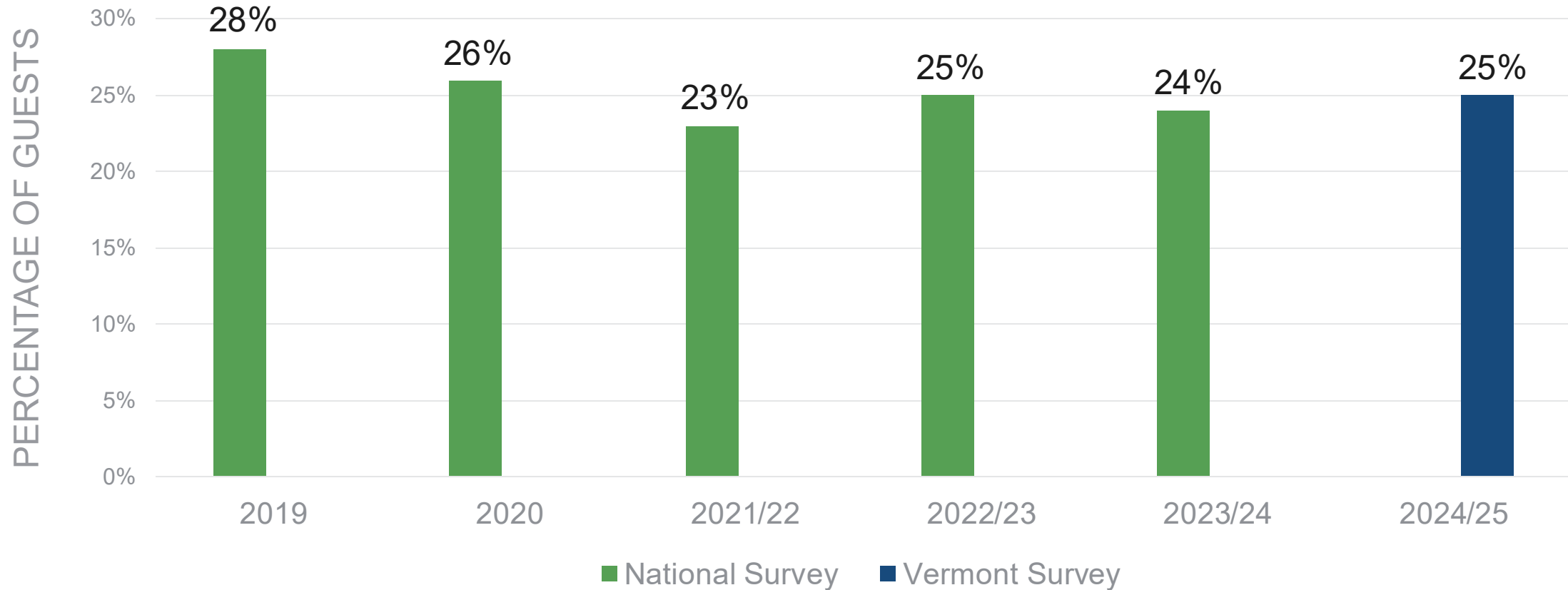
Accommodation Preferences by Season (2025)



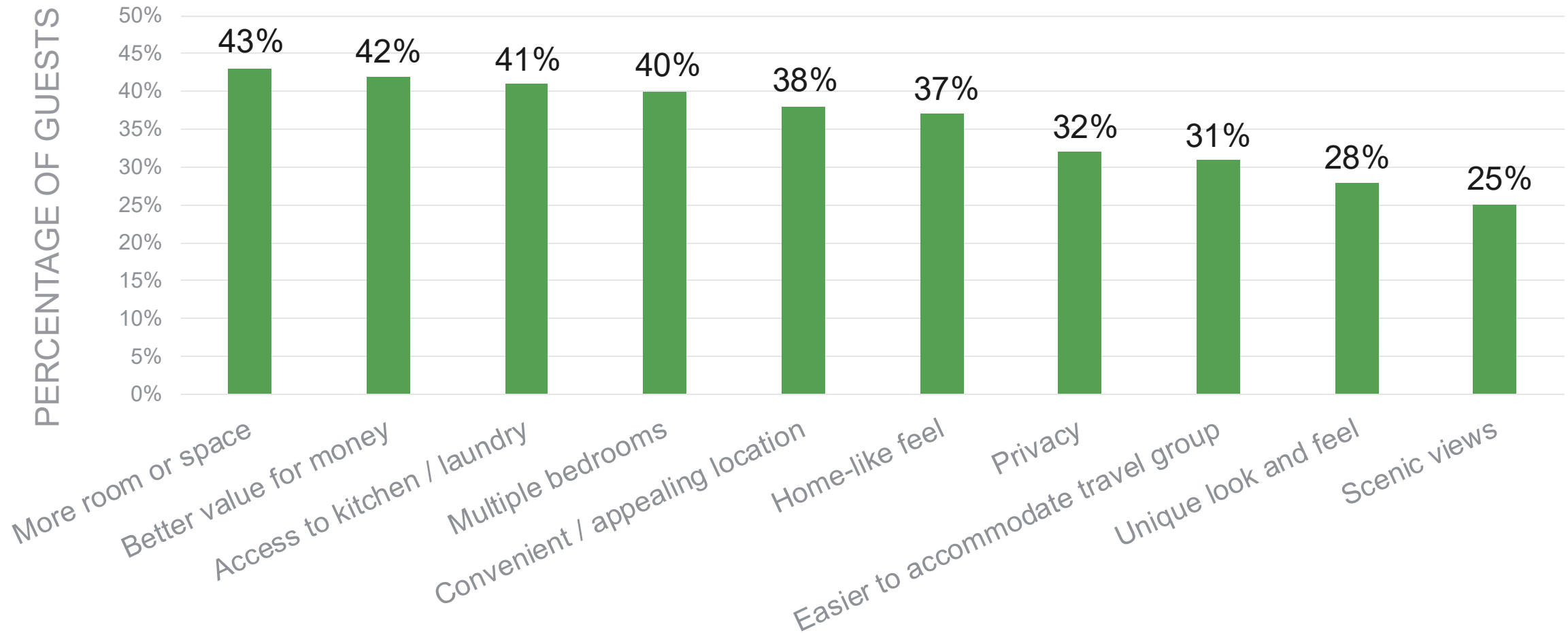
Paid Accommodation Preferences by Season (2025)



Vacation Rental Usage Among Leisure Travelers

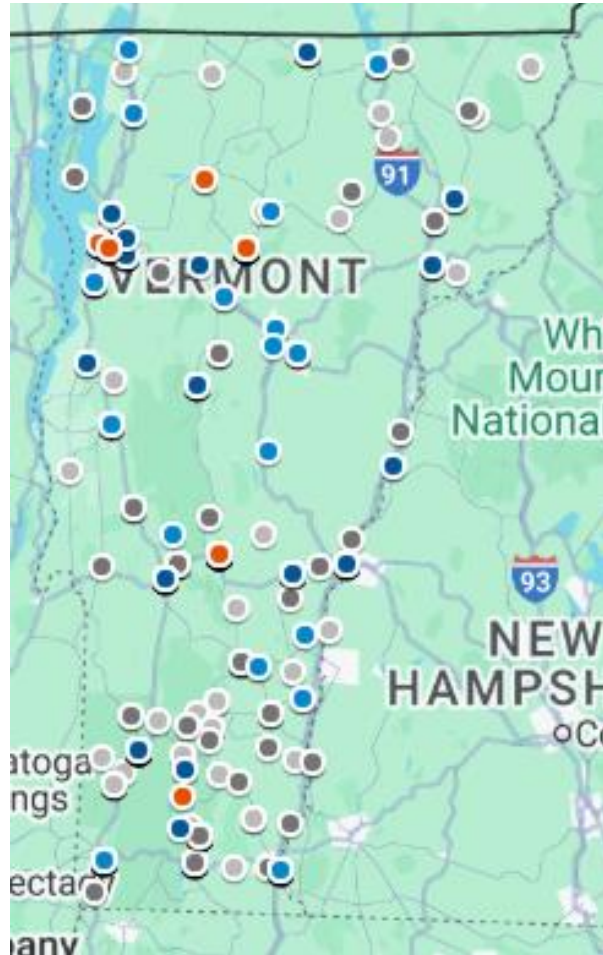


Top Reasons Why Guests Choose Vacation Rentals

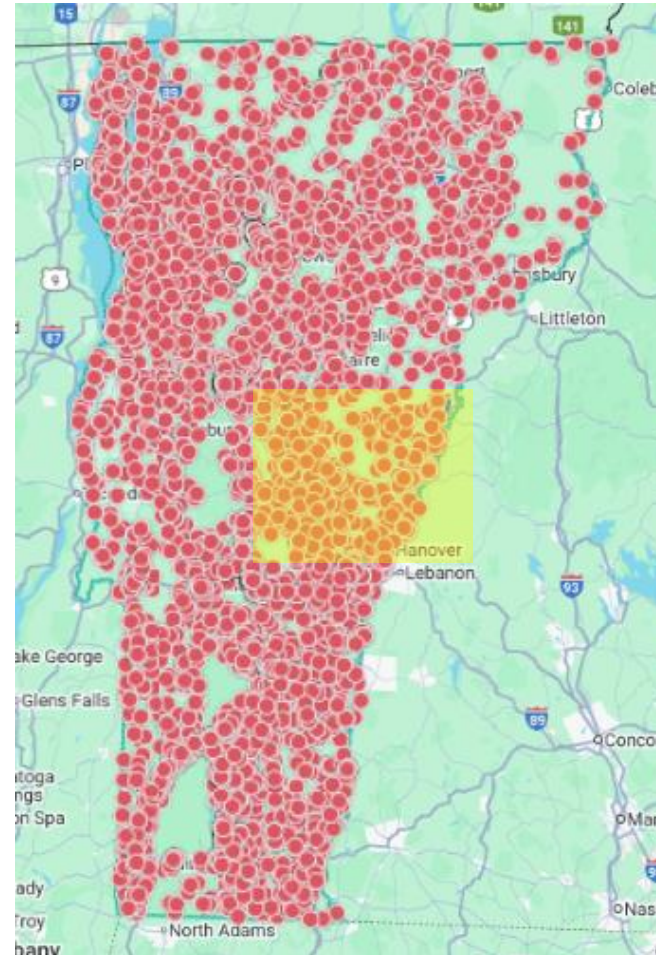


Geographic Distribution of Lodging Capacity

HOTELS



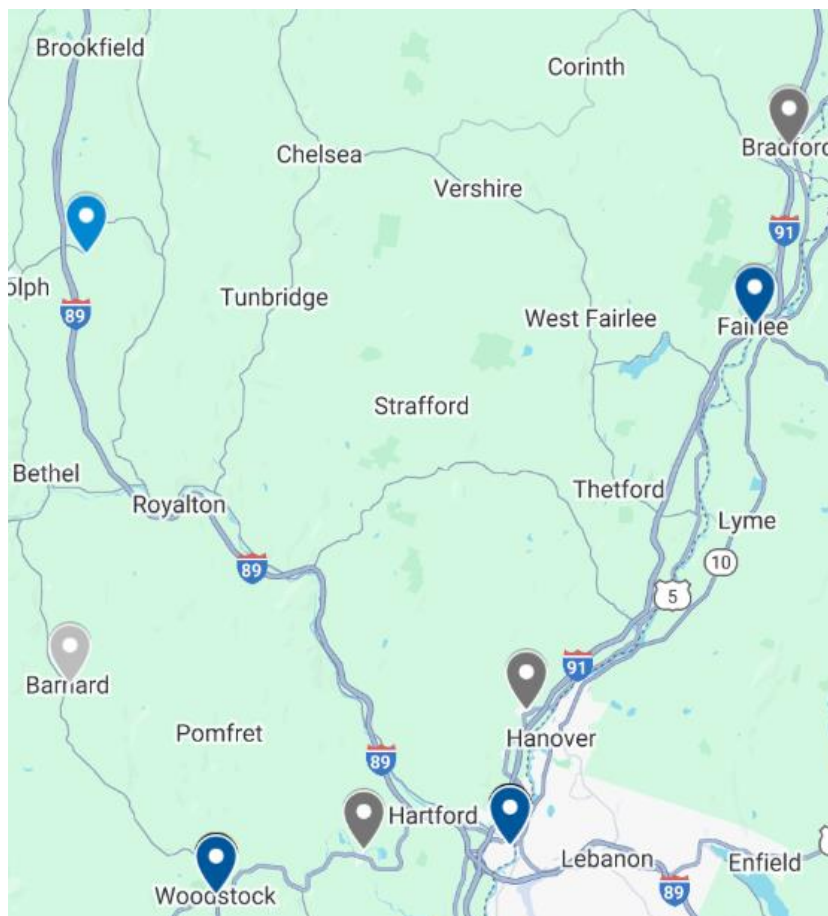
VACATION RENTALS



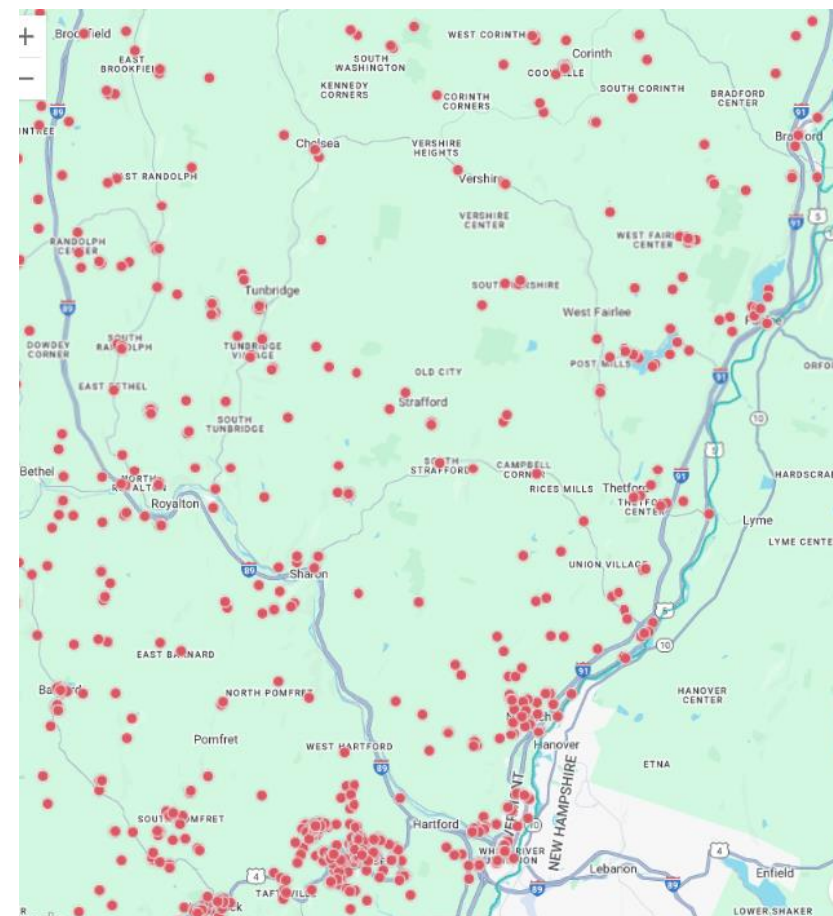
Individual
Airbnb
listings

Geographic Distribution of Lodging Capacity

HOTELS

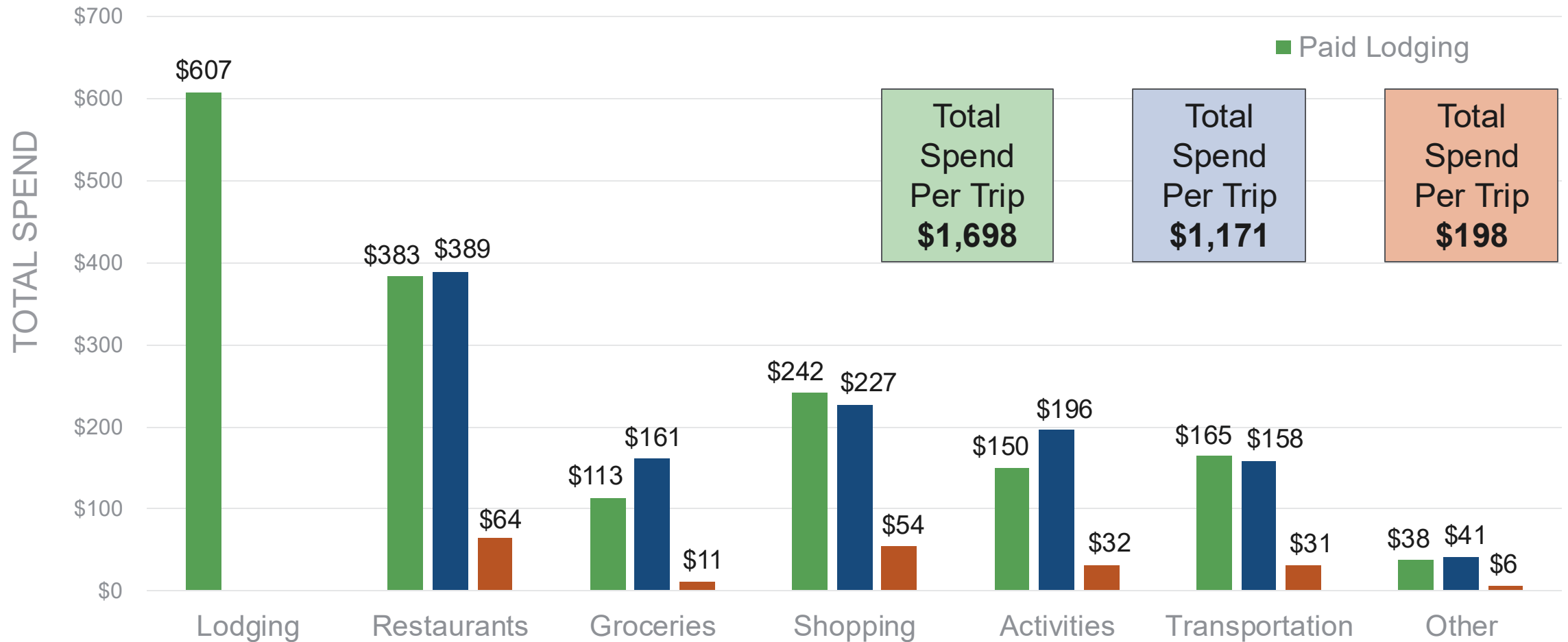


VACATION RENTALS

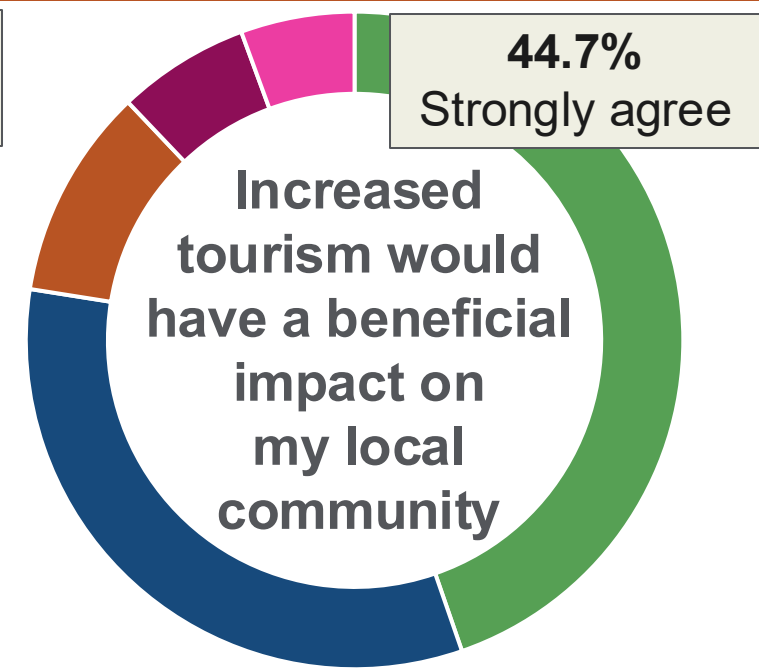
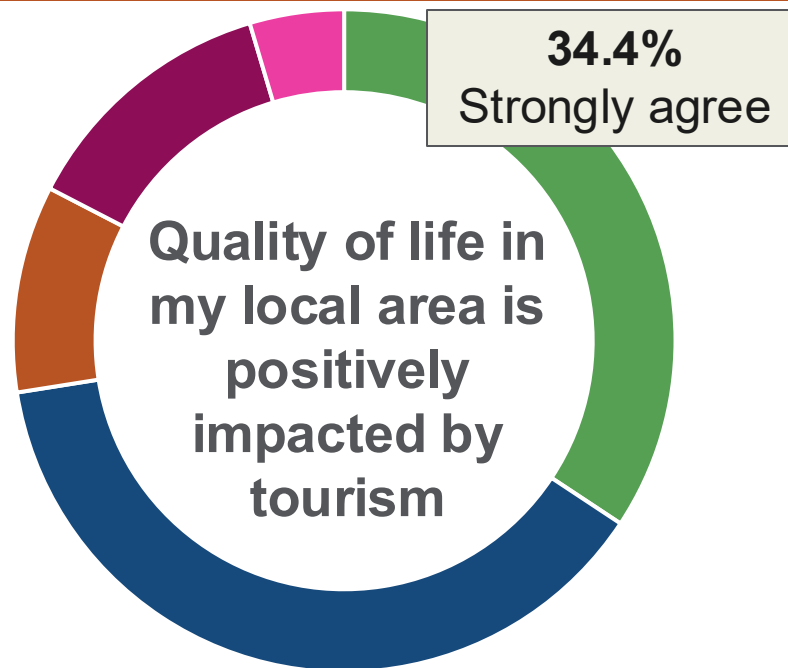
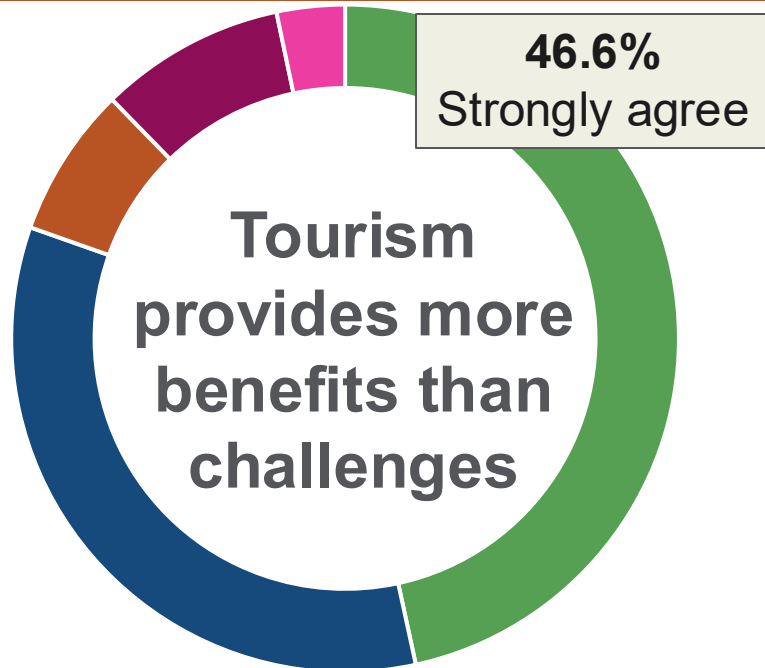


“Nearly 60 percent of Vermont’s census tracts are home to Airbnb listings ... but no hotels”

Total Spending per Travel Group (2025)



Vermont Poll 2025: Resident Sentiment



80.4%
Strongly or
somewhat
strongly
agree

- Strongly agree
- Somewhat agree
- Unsure
- Somewhat disagree
- Strongly disagree

72.6%
Strongly or
somewhat
strongly
agree

- Strongly agree
- Somewhat agree
- Unsure
- Somewhat disagree
- Strongly disagree

77.5%
Strongly or
somewhat
strongly
agree

- Strongly agree
- Somewhat agree
- Unsure
- Somewhat disagree
- Strongly disagree