

Department of Tourism and Marketing

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FY 2018 ECONOMIC IMPACT

TAX REVENUE

Vermont's tourism industry is a crucial part of our economy. The tax revenue the tourism industry generates reduces the tax burden on Vermont residents.



\$391 M

Tax Revenue Generated by Tourism Spending



\$1,450

Tax Relief Per Year Per Vermont Household



100%

Percentage of Vermont Households Benefited (269,655 Households)

VISITATION

Tourism visitation consists of attractions, outdoor recreation, lodging and dining. Data shows that visitation trends remain strong, which directly reduces Vermonters' tax burden while improving the bottom line of thousands of local businesses.



13.1 M

Visitors



\$2.8 B

Visitor Spending at Attractions, Lodging and Dining Establishments



7.8 M

Overnight Stays

EMPLOYMENT

Visitor spending supports the salaries of over 32,000 Vermonters. It generates business income that circulates through the economy via day-to-day commerce of our local businesses.



32,204

Jobs in the Tourism Industry



\$1.0 B

Wages Paid in the Tourism Industry



10%

Percentage of Vermont's Workforce

SUMMARY OF FY 2018 IMPACTS

13.1 M

AVERAGE ANNUAL VISITORS

\$2.8 B

ECONOMIC IMPACT

\$391 M

TAX REVENUE GENERATED

\$1,450

TAX SAVINGS TO EVERY VERMONT HOUSEHOLD

\$2.6 M

PROGRAM DOLLARS INVESTED

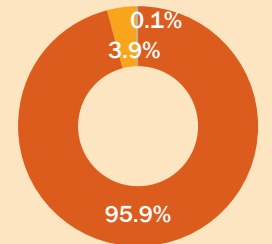
FY 2020

PROPOSED GENERAL FUND APPROPRIATION

\$3.1 M

BUDGET

\$3,087,705
8 STAFF



- \$2,961,238 General Funds [operational]
- \$121,880 Pass-through grants
- \$4,587 All other funds