

LEISURE AND MEETINGS: THE FULL SPECTRUM OF VERMONT TOURISM

When we talk about tourism in Vermont, we only talk about vacation travel. But leisure travel and the meetings industry go hand in hand. When meeting attendees fill one hotel, leisure travelers spill over into nearby properties and rates across the market go up. Event attendees also support local businesses in the same way that vacation travelers do, spending money in our restaurants, our retailers, and at area attractions. Best of all, when attendees travel to Vermont for a business meeting and have a great experience, they're more likely to return for vacation travel.



\$120 BILLION
Annual spending on meetings and events travel nationally*.



13.2%
Percentage of all travel spending that's dedicated to meetings and events*.



\$3 MILLION
Vermont's total annual state tourism budget.



3%
Percentage of Vermont's tourism budget allocated for developing meetings and events business, or roughly \$95,000.

“OVERFLOW”

When one hotel property hosts a meeting or event and sells out its guest rooms, other properties in that market receive the overflow of leisure tourists and/or event attendees.



“COMPRESSION”

When one hotel property hosts a meeting or event which occupies the bulk of its guest rooms, the nightly rate for leisure travellers is driven up across the market due to supply constraints.

MEET VERMONT

“The positive impact that conferences and events have on a community and smaller lodging properties is not always clearly seen. Larger properties and meeting venues fill up and overflow, re-directing guests to other nearby lodging options. As an operator of an Inn surrounded by resort style Hotels, I have experienced these results firsthand, especially during off-season “need periods”. In addition to helping fill guest rooms, we also benefit from large meetings through the use of our Event Barn, which we offer up to meeting planners looking for an off-site space. We welcome as much meeting business as the resort hotels can support and appreciate the economic impact that has on our Inns, shops, restaurants, and community.”

~ Brian Maggiotto, Inn at Manchester

**Meet
Vermont**
VERMONT CONVENTION BUREAU
ALWAYS IN SEASON

VermontMeetings.org
vcb@vermont.org
(802) 860-0606