

Department of Tourism and Marketing

COMMISSIONER

Heather Pelham

STAFF: 13 (FY 2021)



Summary of 2019 Impacts

13.3 M

AVERAGE ANNUAL VISITORS

\$3.0 B

VISITOR SPENDING

\$373 M

TAX REVENUE GENERATED

\$1,420

TAX SAVINGS TO EVERY VERMONT HOUSEHOLD

31,336

JOBS IN THE TOURISM INDUSTRY

2019 Economic Impact

Tax Revenue

Vermont's tourism industry is a crucial part of our economy. The tax revenue tourism generates contributes to the General Fund and reduces the tax burden on Vermont residents. The total tax revenue generated includes rooms and meals, sales and gasoline taxes attributed to visitors, income tax from Vermonters employed in the sector, and property taxes paid by second-home owners.



\$106.9 M

Rooms and Meals Tax Revenue Generated by Tourism Activity



\$373 M

Total Tax Revenue Generated by Tourism Activity



\$1,420

Tax Relief Per Year Per Vermont Household (262,767 households) from Tax Revenue by Visitor Spending

Visitation and Visitor Spending

Visitor spending consists of guest and second homeowner activity at attractions, outdoor recreation, lodging and dining establishments. Data shows that visitation trends remain strong, bringing economic activity to communities throughout the state and improving the bottom line of thousands of local businesses.



13.3 M

Visitors (includes overnight, day and drive-through visitors)



\$3.0 B

Visitor Spending at Attractions, Lodging and Dining Establishments



8.2 M

Overnight Stays (lodging, second homes, campgrounds and family)

Employment

Visitor spending supports the salaries of over 10% of Vermont's workforce. Tourism generates personal and business income that circulates through our communities via day-to-day commerce at local businesses. Tourism-related jobs include occupations in over 30 NAICS classifications and self-employment.



31,336

Jobs in the Tourism Industry



\$1.04 B

Wages Paid in the Tourism Industry)



10%

Percentage of Vermont's Workforce

Reach

Local businesses throughout the state, from cheesemakers to breweries to farm operations, in addition to attractions, outdoor recreation, lodging and dining establishments, benefit from visitor spending, impacting communities statewide. Top of the marketing funnel tactics by VDTM help individual properties and communities reach the largest possible audience.



63.9 M

Total Impressions from Paid Marketing Activity (2019)



886,944

Total Website Sessions on VermontVacation.com (2019)



119,666

Total Social Media Followers (as of 12/31/2019)



22,346

Vermont Vacation Packets Sent in Response to Requests for Information

FY 2022

PROPOSED GENERAL FUND APPROPRIATION:

\$3.5 M

BUDGET

\$3,505,309

- Marketing and Advertising \$1,995,930
- Industry Outreach and Support \$509,182
- Communications and PR \$347,442
- Creative Services \$258,334
- Administration and Research \$394,421

