

Short-Term Rentals (STRs) in Vermont

All data provided herein is courtesy of independent industry data analysts (Lighthouse, Keydata Dashboard, GovOS, AirDNA) or internal membership & survey data* collected by the Vermont Short Term Rental Alliance (VTSTRA).

STR Ownership

- 80% of owners operate 1 or 2 STR listings in Vermont^{1,2}
- 50% of owners are full-time Vermont residents*
- 55% of owners are over the age of 55 and are in or nearing retirement*
- 63% of owners are women*
- 25% of owners also own/manage separate annual rental properties*

Use of STRs

- **~90% are used by the owner** each year³
- **80% are used as monthly furnished rentals**, supplying “medium-term” rentals for temporary workers, traveling professionals, and transitioning families⁴
- An alternative to hotels and inns, **STRs offer what consumers demand**: privacy, pet-friendly, family-friendly, contactless hospitality, longer stays, larger gatherings, unique experiences⁵

Revenue & Economics

- **MRT**: In 2022, **~\$51 Million** of the Meals & Rooms Tax revenue came from STR reservations, **~\$54 Million** in 2023⁶
- **LOT**: In 2022, Stowe STRs contributed ~\$500,000 to the town’s budget in Local Option Tax and Wilmington STRs added ~\$200,000 to the town’s budget through the LOT⁷
- **Employment**: **>100 locally-owned vacation rental management businesses** are employing Vermont residents in addition to publicly-owned management companies, like Vacasa and Evolve, that also employ ~200 Vermont residents⁸
- **Visitor Spending**: STR guests spend an average of \$1,500 at local businesses during a 3-day stay.⁹ 433,946 visitors stayed in an STR in 2022 for an average of 4 days.¹⁰ (STR guests contribute **~\$650 Million in annual visitor spending**)

¹ Industry data provided by Lighthouse.

² Per Vermont Dept of Health: a single property may have 2 STRs and no food service can be provided. 3 or more dwelling units rented to the transient public on a single property falls outside the definition of “Short-Term Rental”, and would be defined as an “Established Lodging” property licensed by the Health Department or a “Campground” permitted by the Dept of Environmental Conservation depending on other features.

³ Corroborated data supplied by Lighthouse, Keydata Dashboard, Vacasa, GovOS, VTSTRA Property Manager members.

⁴ AirDNA data supplied to VHFA and made publicly available on housingdata.org

⁵ Travel industry insights provided by Expedia Group and Keydata Dashboard

⁶ Based on gross revenue from all vacation rental reservations as reported by Lighthouse.

⁷ Based on gross revenue from all vacation rental reservations as reported by Lighthouse.

⁸ Distribution and size of property management companies provided by Keydata Dashboard

⁹ Industry insight from national VRMA.org economic impact reports.

¹⁰ Visitor data courtesy of Keydata Dashboard and Lighthouse.