



# The State of Vermont's Creative Economy: 2025

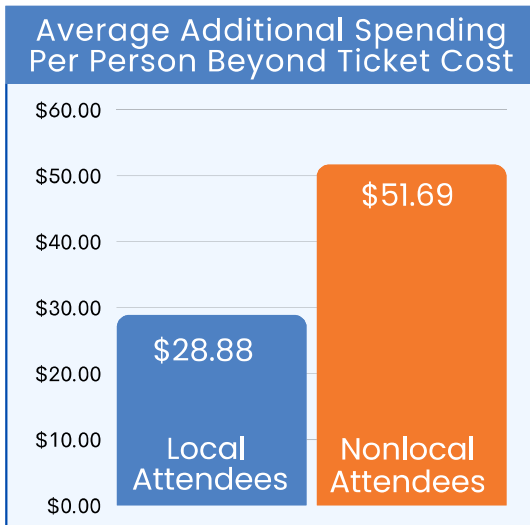
## → Arts & Culture Contributed Nearly \$1.2 Billion to the Vermont Economy



- In 2022, the Vermont arts and culture sector was a **nearly \$1.2 billion** industry, a 10% increase from 2021.
- The industry represents **3% of Vermont's GSP** and accounts for **10,574 jobs**.

[US Bureau of Economic Analysis](#)

## → Creative Experiences Drive Spending and Economic Growth

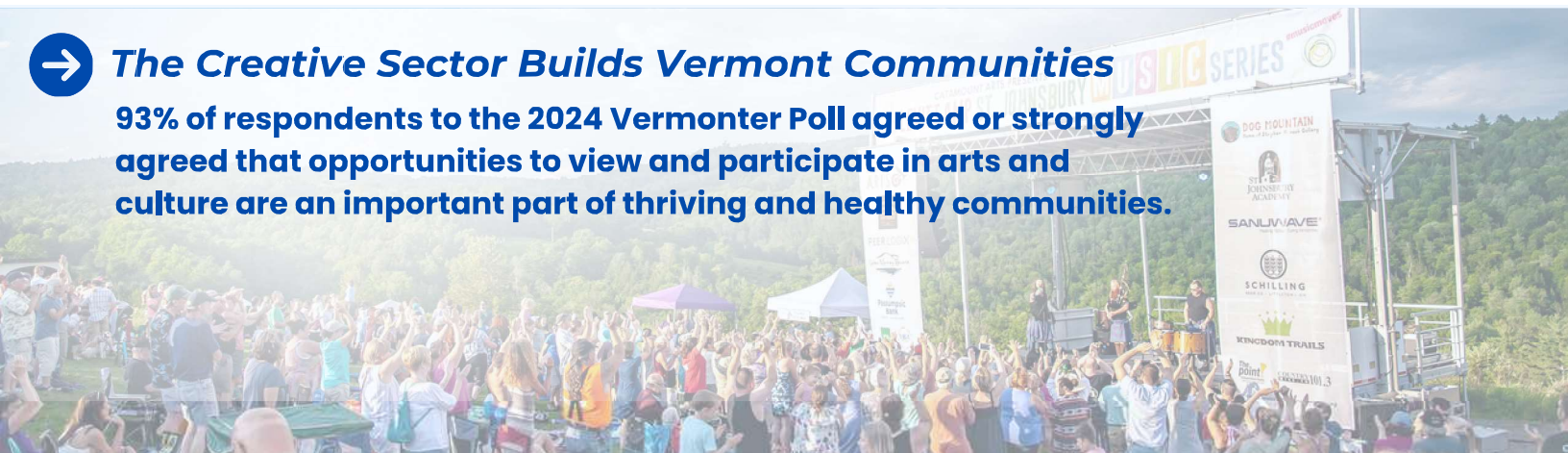


- Arts and culture **generated \$158.6 million in economic activity** during 2022.
- Arts and culture event **audiences are 75% locals and 25% nonlocal**.
- 79% of nonlocal audiences say they traveled specifically to attend a cultural event.

[2023 Arts and Economic Prosperity Survey](#)

## → The Creative Sector Builds Vermont Communities

**93% of respondents to the 2024 Vermonter Poll agreed or strongly agreed that opportunities to view and participate in arts and culture are an important part of thriving and healthy communities.**



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