

CHANGES IN VERMONT TOURISM ACTIVITY

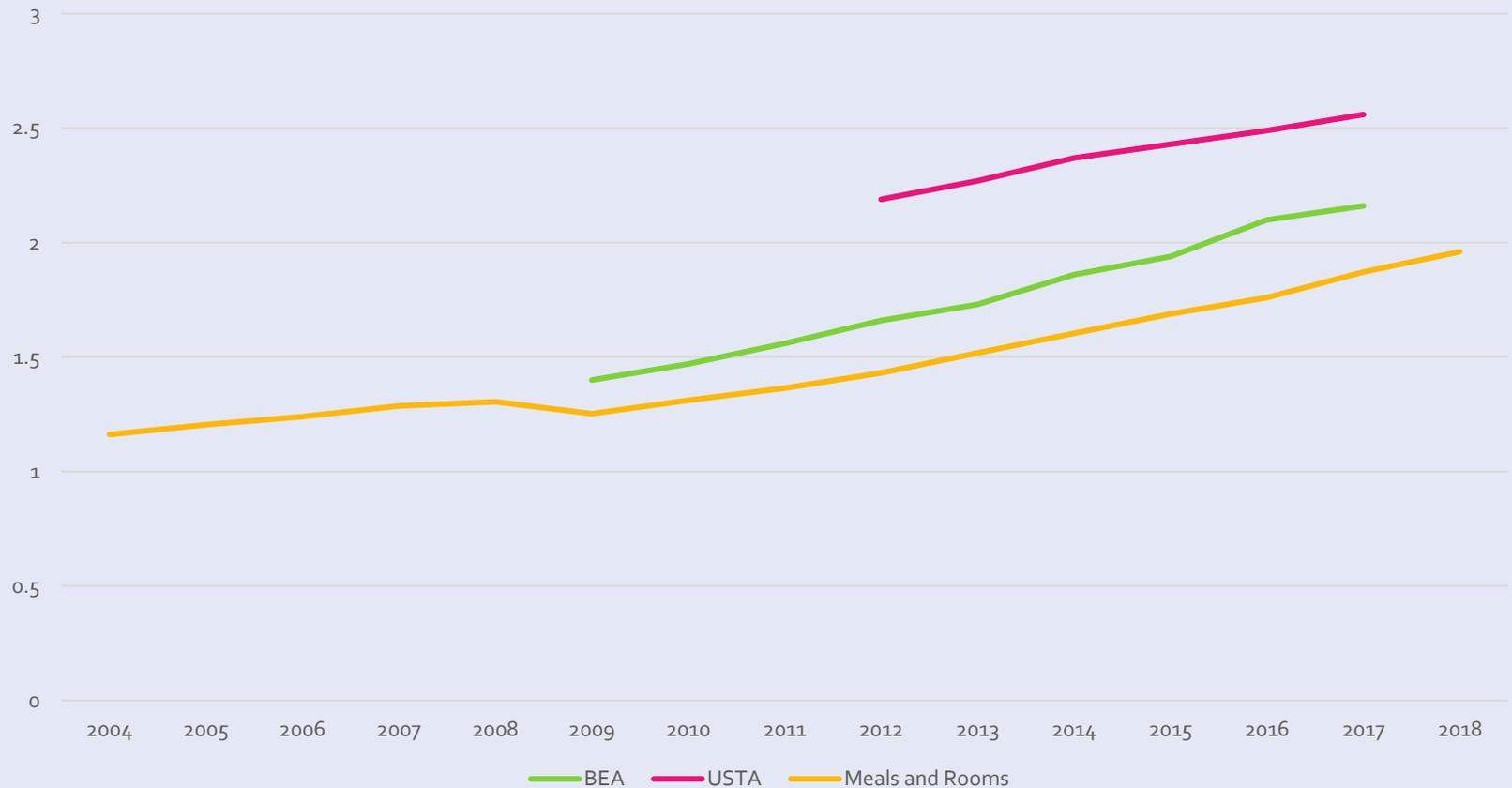
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What is the size of the Vermont Tourism Economy?

- BEA – \$2.16 billion (2017)
 - Focus on lodging and food
- USTA - \$2.56 billion
 - Probably includes travel dollars
- Me - \$2.8 billion
 - includes second home
- Vermont Meals and Rooms Receipts - \$1.71 billion

What are changes in the size of the Vermont Tourism Economy?

Trends in Vermont Tourism - Different Measures



Changes in Tourism Dollars

- BEA \$60 - \$160 million per year
- USTA \$50 - \$95 million per year
- K Jones - \$60 - \$180 million per year
- Rooms and Meals (post recession)
 - \$50 - \$112 million per year

What affects the change in dollars?

- National economy
- Weather
- Friends and Family (Vermont population)
- Consumer choice
- Quality of the experience

Bottom Line –

Can I (or anyone) prove the Short-term Return on Marketing Investment in Broad Economic Measures?

- **No**
 - Too many other factors influencing annual changes in dollar volumes
- **I am not yet able to translate modern metrics to outcomes**
 - But, maybe this is where “anyone” can

What is the value of marketing?

- Long term impacts on the Brand
- Assist smaller businesses in accessing a large regional market
- Provide support for multi-state businesses considering Vermont investments