

TOURISM ECONOMY DAY

April 11, 2024

Advocating for Vermont's Visitor Economy

Together, we can collaborate to foster a thriving visitor economy in Vermont.



\$3B

Travel Spending by Visitors
(2023)



\$417.3M

Total Estimated Tax Revenue Generated by Tourism
(2023)



11.5%

Percentage of Workforce
(2023)

Pillar 1: Workforce Development

A robust visitor economy requires a skilled workforce. We will focus on initiatives that meet the demand for workforce recruitment and retention through training and educational opportunities.

Pillar 2: Economic Recovery and Resiliency

To ensure a resilient visitor economy, we will advocate for recovery programs to address unmet economic injury needs caused by natural disasters. We will also support proactive strategies addressing response, recovery, and resiliency in the aftermath of future disasters.

Pillar 3: Workforce Housing

To meet the need for 80,000 new units of housing by 2035, it will require a coordinated approach that addresses all facets of the issue while supporting efforts that are already underway. We will advocate for Act 250 modernization, updated land use regulations, and investment in middle-income housing solutions.