



Vermont's Visitor Economy

The Vermont visitor economy fuels local businesses that are the fabric of our communities. As a key to rural economic development, it elevates the voices of our small businesses and rural communities. It creates jobs, generates tax revenue, and drives growth in the state's economy. It is critically important to ensure Vermont's visitor economy remains an economic engine.

As the second largest economic contributor to the state, the Vermont visitor economy drives



13 Million
Annual Visitors



\$3.2 Billion
Economic Impact



10% of the
Vermont Workforce



\$387.3 Million
Annual Tax Revenue

