



Travel will power our economic recovery. Why travel matters to

VERMONT

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$2.9 Billion	\$764 Million	23,201	4
2020	▼ -44%	▼ -37%	▼ -39%	▼ 7
2021	▼ 4% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **VERMONT**. In 2019:

- Domestic and international travelers spent **\$2.9 billion** while visiting.
- For every **\$1 million** spent in Vermont by domestic and international travelers, **8.1 jobs were created**.
- Travel spending directly supported **23,201 jobs**, making the travel industry the state's **4th largest workforce**, representing **9.0%** of our state's total private sector employment.
- Travel spending generated **\$ 327 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **VERMONT** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 44% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending remained 4% below 2019 levels in 2021.**
- **Travel employment fell by 39% in 2020** and travel's share of total private industry employment fell from **9.0% to 6.1%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

