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Irene Impact Update

- **September Strong Statewide:** Although the communities and resort areas that took the brunt of the flash flood also took the brunt of business loss, the preliminary report on Meals, Rooms and Alcohol (MRA) Taxable Receipts indicate that statewide rooms sales were up 7.5 percent.
- The resorts and communities hardest hit for room sales were: Killington (- 78.4 percent), Woodstock (-68.4 percent), Brandon (-24.8 percent), and Bennington (-18.7 percent).
- While taxable receipts for meals were off -48.1 percent in Wilmington, because many lodging properties were not directly affected by the flood, room rentals for the town were actually up 10.8 percent for September. Likewise, neighboring Dorset was up 6.2 percent for room sales, but meals were off just -3.7 percent. As some speculated, housing FEMA workers, construction workers, displaced homeowners, and volunteers from out of town, minimized the impact on lodging businesses.
- Killington was hard hit across the board with meals (-55.7 percent) and alcohol sales (-42.6 percent) also off. Among the other communities affected by the flooding, Ludlow was down in meals sales (-19.5 percent), but up +57.9 percent in rooms sales.
- In terms of rooms sales, Rutland City (+115.1 percent), Brattleboro (+28.1 percent), South Burlington (+ 25.4 percent), and Burlington (+16.0 percent) were the major beneficiaries of the relocation of visitors and motorcoach groups.
- The complete 75 day MRA report for September can be reviewed [here](#).