



October MRA Held Steady

Statewide, Vermont's hospitality industry held its ground during October, despite the travel obstacles posed by damage from Tropical Storm Irene. The preliminary report of Meals Rooms and Alcohol (MRA) taxable receipts during October 2012, show statewide rooms receipts were up a modest 0.6 percent. This contrasts with the actual 7.5 percent increase of room receipts during September. Likewise, meals receipts were up just 0.7 percent over October 2010. Clearly, the October response to the storm's damage was sobering: alcohol sales were down slightly, - 1.9 percent.

Still, considering the hyperbolic reporting about the floods, the communications and marketing efforts were successful in stabilizing the situation and averting an economic impact that was potentially much worse. In comparison with September, those areas most directly affected by the flooding showed improvement.

- The strongest performers in terms of room sales during October were Rutland City (+79.9 percent), Brattleboro (+18.1 percent), South Burlington (+ 9.1 percent), and Burlington (+11.8 percent). These communities also had substantial gains for September.
- The resorts and communities hardest hit for room sales were: Killington (-18.6 percent for October vs. - 78.4 percent in September), Woodstock (-20.4 percent October vs. -68.4 percent in September), Brandon (up 18.1 percent for October vs. -24.8 percent in September), and Bennington (- 8.5 percent October vs. -18.7 percent for September).
- Killington rebounded dramatically with meals up 15.1 percent (vs. -55.7 percent in September) and alcohol sales up 13.9 percent (vs. -42.6 percent for September). Ludlow was down in meals sales -22.1 percent for October (vs. -19.5 percent in September), but up + 7.0 percent in room sales.
- In Wilmington, October taxable receipts for meals were still off -35.6 percent vs. -48.1 percent in September and room sales were down - 7.2 percent. Neighboring Dover was down -4.5 percent for room sales, but meals and alcohol were both up 5.1 percent.
- Other flood-affected communities where lodging sales remained soft during October included Warren (-35.3 percent), Waitsfield (-11.9 percent), and Waterbury (-9.5 percent).
- The complete 75 day MRA report for October can be reviewed [here](#).