

NEWS • ARTS • EVENTS

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SNAPSHOT

of a diverse market!

Berkshire County and Southern Vermont are the perfect blend of cultural, historical and recreational activity. The area attracts a wide variety of people from sophisticated urbanites to avid outdoor adventurers.

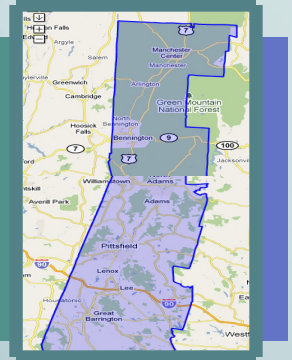
SPRING, SUMMER, FALL or WINTER we have it all!

Known for its natural areas and cultural events Berkshire County and Southern Vermont are home to more than 17 museums, 16 theaters, 14 ski areas, over 95 lakes and ponds and over 90 parks and outdoor recreation areas.



Berkshire County/ Southern Vermont

NUMBERS



OVER 85,859 HOUSEHOLDS

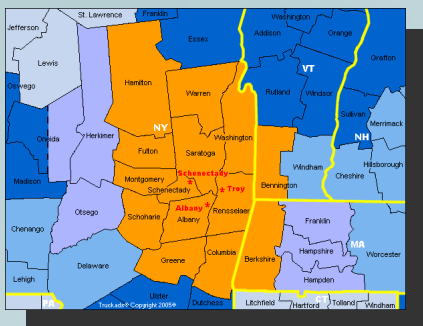
Source: US Census Bureau American Community Survey 2005 - 09

TOTAL POPULATION: **175,421**

“COLLECTIVELY A LARGER MARKET THAN THE CITIES OF SYRACUSE, ESCONDIDO OR BRIDGEPORT!”

**Almost
10,000 businesses**

According to the 2010 report by the Massachusetts Dept. of workforce development
US Census Bureau for Vermont Statistics 2009



A Part of the Albany-Schenectady -Troy DMA with over 1,085,000 people

Scarborough Research 2010

DMA Annual Retail Sales: \$10.84 Billion

Based on Woods and Poole Statistics 2009