

## **Vt. Retailers Report Strong Sales on Tax Holiday**

*South Burlington, Vermont - September 9, 2009*

Employees at Game Stop are used to racking up big numbers, but this year's high score belongs to last month's sales tax holiday.

"It was just phenomenal," said Shea Douglas, lead game advisor at the video game store at the University Mall. "New games, used games, everything. There was a huge jump for that."

Game Stop says its sales were more than triple the same weekend last year.

"There was general enthusiasm," Douglas said. "People do like to see they can get a little break once in a while especially on games that are \$59.99 before the sales tax."

The University Mall says it hasn't gotten final sales numbers yet, but many of its retailers reported the same enthusiasm. Several stores at the state's largest shopping mall were up 300 percent. Even clothing and shoe stores, which never have sales tax; and the food court, which was not tax-free, had a good day.

"Once people are out to buy that one or two items they had in mind that day, they're out to do other stuff," said Jamie Polli, the mall's marketing manager. "They're in the mall, they're going to eat. The food court was busy, the fashion stores were busy."

Outside of the mall, Small Dog Electronics says sales were up 9 percent.

Tina's Home Design on Burlington's Church Street Marketplace had its best day ever. In fact, its owner says it was 50 percent better than its previous best day, which fell on last year's sales tax holiday.

"The timing was outstanding," said Tasha Wallis, executive director of the Vermont Retail Association. "Not only did we capture the back-to-school season, we hit an opportunity where the stock market was starting to go up and consumer confidence was on the upswing for the first time since this recession started. I think that really made a difference in how consumers looked at the sales tax holiday."

Game Stop says it's ready for another go. The state has scheduled another sales tax holiday for March.

"We're definitely excited for that," Douglas said.

[Kate Duffy](#) -- WCAX News