

# VERMONT. LES MONTTS VERT. THE GREEN MOUNTAIN STATE

THE  
VERMONT  
BRAND



Conveying sense of place reflective of Vermont's personality, values, and traditions.



# Economic Impact Tourism and Marketing



13 M

Visitors, including  
overnight, day  
and drive-through  
visitors (2019)



\$3.2B

Travel Spending at  
Attractions,  
Lodging and  
Dining  
Establishments  
(2022)



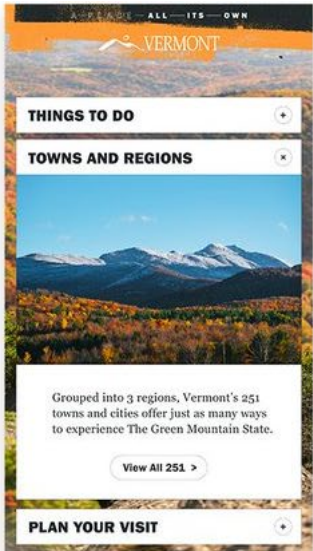
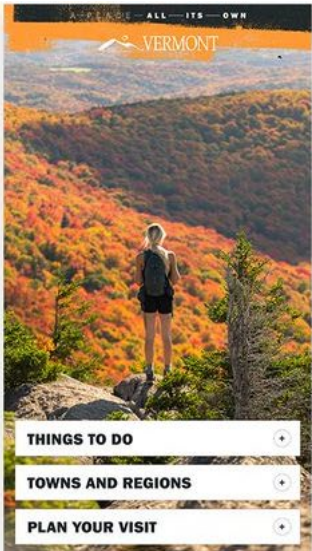
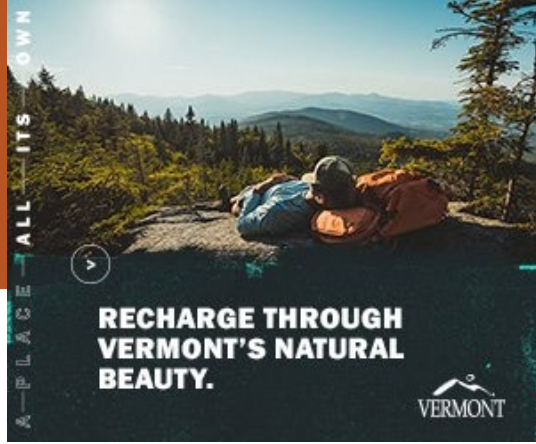
31,489

Jobs in the  
Tourism Industry  
(2022 through  
June)



\$387.3M

Total Tax Revenue  
Generated by  
Tourism Activity  
(2021)





## Vermont: The long trail home



FAMILY TRAVEL – UNITED STATES – NORTH AMERICA – VERMONT, UNITED STATES

After clocking over 25,000 miles road tripping across the US, Kina Pickett knew the destination that would cap it all off. “I wanted to imprint something that my kids could remember,” he explains. Join the Picketts for this beautiful journey homeward, and learn why Vermont is as perfect as it gets. #ThisIsVT