

State of Vermont
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*Agency of Commerce &
Community Development*

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Representative Patrick Brennan, Chair
House Committee on Transportation

RE: Cross Vermont Trail and Vermont Tourism

In response to the growing interest in bicycling as a visitor activity, the Vermont Department of Tourism & Marketing is currently preparing the third edition of a statewide map specifically showing bicycling routes, resources and services. Much of the planned route for the Cross Vermont Trail is currently represented on the map.

The Vermont Bikeways Maps highlights roads around Vermont that have been recommended by experienced cyclists, locates areas where mountain bike trails are developed, and lists services and resources specifically supporting bicycling.

The initial press run of 15,000 copies was doubled in the second year and will be increased to 40,000 for 2014 as demand has consistently outstripped our supply.

While the map identifies many segments and some loops for riders, we do hear from people on long tours looking specifically for a cross-Vermont route, which is exactly the vision of the Cross Vermont Trail.

A significant indicator of visitor interest in biking is the activity preference made when requesting a vacation planning packet from the Department of Tourism and Marketing. Biking now ranks a close second to hiking among all the seasonal activities for the spring, summer and fall seasons.

Respectfully,



Megan Smith, Commissioner
Vermont Department of Tourism and Marketing

