Vermont's Destination Marketing Funnel

A Visitors' Journey

A potential visitors' journey starts with awareness. Each phase of the journey is important, but the travel planning journey will not start without top of the funnel brand awareness.

VDTM brings together Vermont's iconic experiences in a unified message.

Traveler Thoughts
"Vermont looks like a great place to visit."

VDTM tells Vermont's story to those that have showed an interest in Vermont.

Traveler Thoughts
"I would like to visit Vermont someday."

Visitors use broad, statewide resource to plan their vacations.

Traveler Thoughts
"I decided that I would like to visit Vermont. I am going to start planning what I should see and do."

Marketing from individual businesses to influence travelers to book at their property.

Traveler Thoughts
"I have decided that I am traveling to Vermont. I am going to make my reservations."

Visitors' experiences are shaped by resources and activities within a specific destination.

Traveler Thoughts
"What an amazing experience!"

Visitors' share their great experiences.

Traveler Thoughts
"I have had a wonderful trip to Vermont. I want to share my photos, videos and stories."