





FOUNDED 1791 // // // // // FREEDOM & UNITY // // // // // 14TH STATE IN THE UNION // // // // // THE GREEN MOUNTAIN STATE



Telling the past, present, and future story of Vermont's most iconic products and people.

“Without the VDTM's work and funding, we would not have been able to produce these videos on our own. Our 2019 Maple Open House Weekend brought thousands of visitors to Vermont with a record number 140 sugarhouses participating. These videos were one important tool to our success last year.”



Maple Sugar Makers Association

Statewide Itinerary promotion and amplification of established statewide entities or events.

“VDTM’s video helped us build awareness and increase online engagement. Open Farm Week would not have been as successful without the reach of VDTM’s online communication channels and the support in helping us get the word out.”



Curation of content across organizations to better share available resources throughout the state.

“VDTM has been a valuable partner in spreading the word about Vermont’s vibrant and diverse creative economy to a wider regional and national audience than we could possibly reach on our own.”



Vermont Arts Council

Creating awareness of the unknown to build buzz for the up and comers

“Although we have a strong patron base, we must continue to broaden our reach in order to survive. VDTM can reach that wider audience, inviting those from across the country and globe to choose their own adventure, whether hiking mountains, hitting the slopes, eating delicious food, or experiencing great theater. ”



Northern Stage Theater

Provide nimble and real time support when sector specific issues arise.

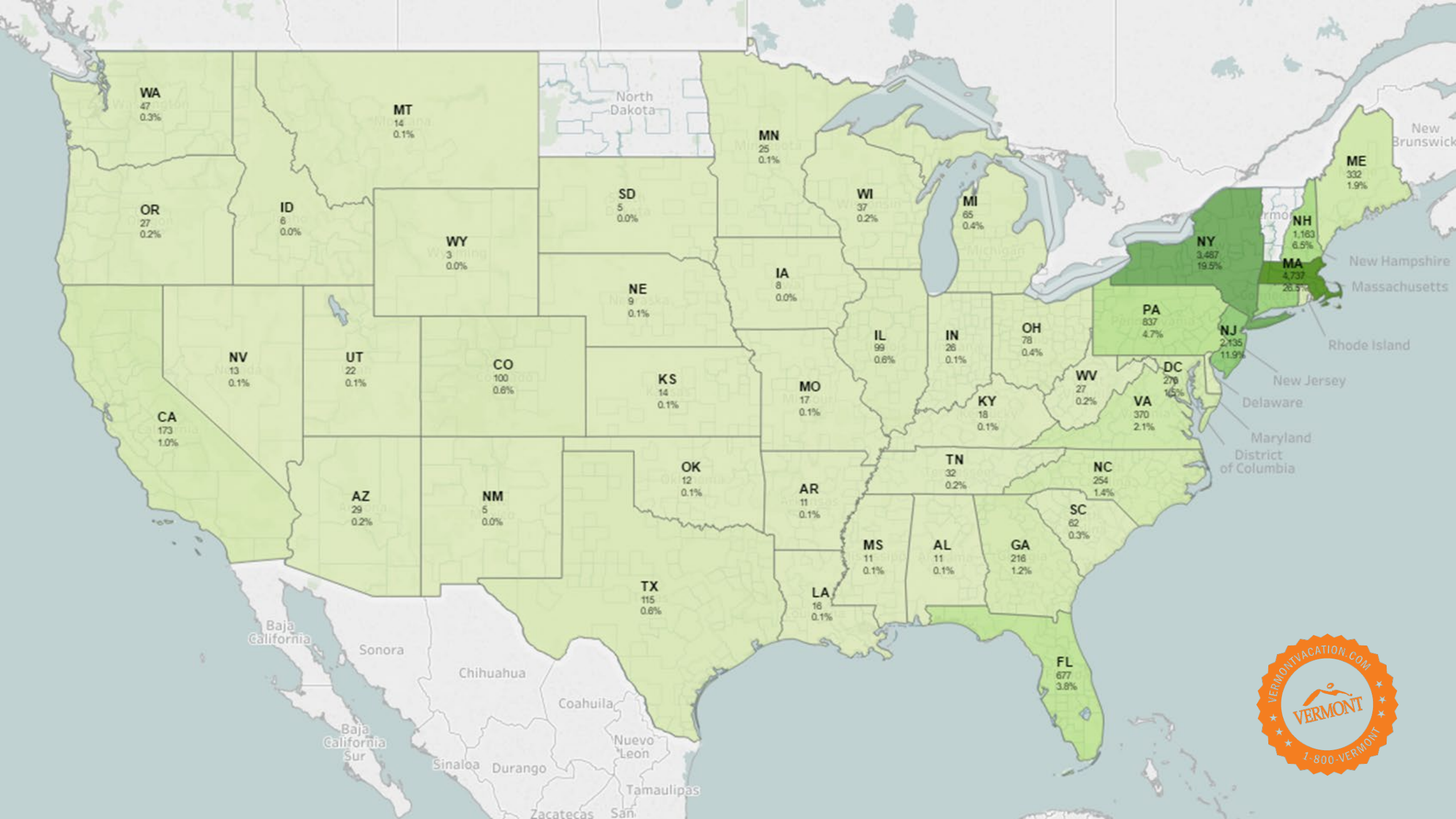
“The Vermont Brewfest is our annual fundraiser and 65% of ticket sales come from out of state. VDTM has helped us market the festival and create unique content to reach audiences beyond the borders of Vermont that we otherwise couldn't reach. We appreciate being able to turn to VDTM when we need support for our festival. ”



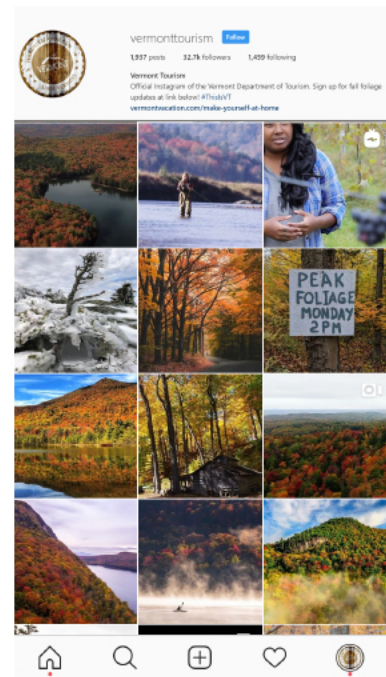
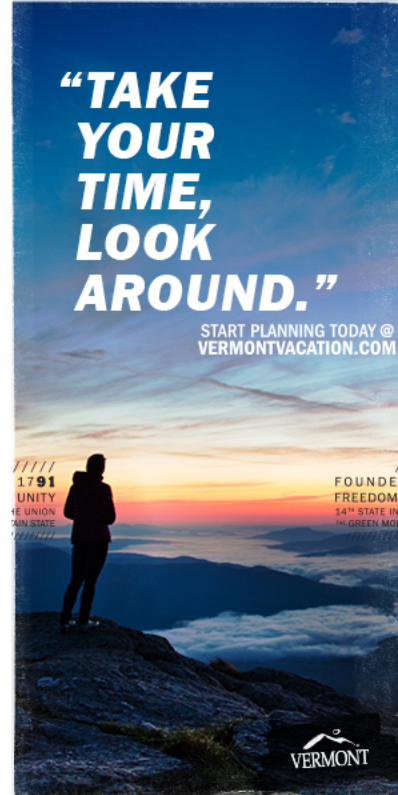
Vermont Brewers Association

Bring marketing support across the State Government enterprise.









START PLANNING TODAY @ VERMONTVACATION.COM





Fall Solo Overview



19,087,853 Delivered Impressions



Optimization Goal: Bookings
4,298,101 impressions
11,178 clicks
1,383 bookings



Optimization Goal: Conversions
3,139,251 impressions
4,361 clicks
2,751 conversions
1,374 bookings from Sojern media only



Optimization Goal: Clicks
2,049,276 impressions
2,547 clicks



Optimization Goal: Pageviews
4,087,785 teaser impressions
26,787 incremental pageviews
4:10 avg. time spent reading articles



Optimization Goal: Pageviews
2,066,049 teaser impressions
32,785 incremental pageviews
3:31 avg. time spent on page



Search

Optimization Goal: Clicks/conversions
200,200 impressions
10,925 clicks
6,304 conversions



Display Remarketing

Optimization Goal: Clicks/conversions
2,516,490 impressions
20,213 clicks
4,347 conversions



Optimization Goal: Clicks/conversions/views
730,701 impressions
1.40% avg. CTR
1,462 email sign ups
159,606 video views



5,585 arrivals



2,824 bookings



Department of Tourism and Marketing

COMMISSIONER

Heather Pelham

STAFF: 9 (FY 2020)



Summary of 2019 Impacts

63.9 M

IMPRESSIONS FROM MARKETING ACTIVITY

98,363

WEB CONVERSIONS FROM TRACKED MARKETING ACTIVITY

4.89 M

IMPRESSIONS FROM EARNED MEDIA

12.8%

GROWTH IN SOCIAL MEDIA REACH

5.5%

GROWTH IN SOCIAL MEDIA ENGAGEMENT

2019 Major Department Highlights

Marketing and Advertising

VDTM implements targeted advertising campaigns in core markets to promote Vermont as a year-round, global tourism destination and an ideal place to live and work. All advertising creative is developed in-house. Deployment includes digital, native, social, print, and outdoor advertising. Travel market media tracking and digital analytics are utilized to optimize marketing strategies and advertising investments.



\$1,980,308

Program Dollars Invested (FY19 actual)



63.9 M

Total Impressions from Paid Marketing Activity (2019)



47%

Lift on Attraction Content Engagement for Users Exposed to Vermont Advertising on TripAdvisor



98,363

Conversions on VermontVacation.com Generated from Tracked Marketing Activity

Communications and Public Relations

VDTM coordinates external communications, develops content for all owned media channels and manages social media outreach and marketing. The Department cultivates relationships with local, regional and national journalists, influencers and media outlets to achieve earned media exposure and inspire potential travelers.



\$160,563

Program Dollars Invested (FY19 actual)



152,217

Reach of Email Marketing Campaigns



4.89 M

Media Impressions (Views of Articles About Vermont)



157,000

Shares of Vermont Articles on Social Media

Social Media

VDTM nurtures social media engagement to build a community of passionate Vermont enthusiasts who amplify our marketing efforts with their personal social media connections. As with editorial coverage, these social media posts illuminate our many tourism assets, reinforce brand affinity and inspire further visitation.



119,666

Total Social Media Reach (as of 1/1/2020)



12.8%

Growth in Social Media Reach (CY 2018 to 2019)



406,032

Total Social Media Engagement (likes, clicks, shares)



5.5%

Growth in Social Media Engagement (CY 2018 to 2019)

Industry Support and Outreach

VDTM provides industry support, including national and international representation, to promote tourism properties and attractions statewide. Trade shows and sales missions provide an opportunity for direct outreach to tour operators and consumers. The Department partners with tourism, recreation, agriculture, arts and cultural organizations to expand our collective reach.



\$345,678

Program Dollars Invested (FY19 actual)



21,628

Vermont Vacation Packets Sent in Response to Requests for Information



11,020

Vermont Official Road Map and Guides Distributed at Tradeshows and Events



2,626

Room Nights Booked by International Receptive Tour Operators

FY 2021

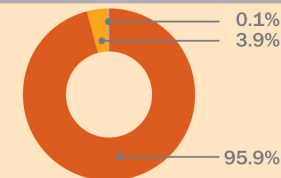
PROPOSED GENERAL FUND APPROPRIATION:

\$3.6 M

BUDGET

\$3,597,399

- General Funds [operational] \$3,572,812
- Pass-through Grants \$121,880
- All Other Funds \$24,587



Department of Tourism and Marketing

COMMISSIONER
Heather Pelham

STAFF: 9 (FY 2020)



Summary of 2018 Impacts

13.5 M

AVERAGE ANNUAL VISITORS

\$2.9 B

VISITOR SPENDING

\$374 M

TAX REVENUE GENERATED

\$1,457

TAX SAVINGS TO EVERY VERMONT HOUSEHOLD

32,484

JOBS IN THE TOURISM INDUSTRY

2018 Economic Impact

<p>Tax Revenue</p> <p>Vermont's tourism industry is a crucial part of our economy. The tax revenue tourism generates contributes to the General Fund and reduces the tax burden on Vermont residents. The total tax revenue generated includes rooms and meals, sales and gasoline taxes attributed to visitors, income tax from Vermonters employed in the sector, and property taxes paid by second-home owners.</p>	<p>\$113 M Rooms and Meals Tax Revenue Generated by Tourism Activity</p>	<p>\$374 M Total Tax Revenue Generated by Tourism Activity</p>	<p>\$1,457 Tax Relief Per Year Per Vermont Household from Tax Revenue by Visitor Spending</p>	<p>100% Percentage of Vermont Households Benefited (256,629 Households)</p>
<p>Visitation</p> <p>Tourism visitation consists of guest activity at attractions, outdoor recreation, and lodging and dining establishments. Data shows that visitation trends remain strong, bringing economic activity to communities throughout the state and improving the bottom line of thousands of local businesses.</p>	<p>13.5 M Visitors (includes overnight, day and drive-through visitors)</p>	<p>\$2.9 B Visitor Spending at Attractions, Lodging and Dining Establishments</p>	<p>8.1 M Overnight Stays (lodging, second homes, campgrounds and family)</p>	<p>42% Visitors Who Stay in Overnight Lodging (30% stay in second homes)</p>
<p>Employment</p> <p>Visitor spending supports the salaries of over 10% of Vermont's workforce. Tourism generates personal and business income that circulates through our communities via day-to-day commerce at local businesses. Tourism-related jobs include occupations in over 30 NAICS classifications and self-employment.</p>	<p>32,484 Jobs in the Tourism Industry</p>	<p>\$1.1 B Wages Paid in the Tourism Industry</p>	<p>10% Percentage of Vermont's Workforce</p>	
<p>Reach</p> <p>Local businesses throughout the state, from cheesemakers to breweries to farm operations, in addition to attractions, outdoor recreation, lodging and dining establishments, benefit from visitor spending, impacting communities statewide. Resources such as the Stay and Play Directory and Events Calendar on VermontVacation.com help individual properties and communities reach the largest possible audience.</p>	<p>900+ Vermont Businesses Listed in the VermontVacation.com Stay and Play Directory</p>	<p>3,861 Events Posted on the VermontVacation.com Events Calendar (FY19)</p>	<p>2,560 Number of Event Venues Represented on the Events Calendar (FY19)</p>	<p>236 Vermont Communities Represented in Events Calendar</p>

<p>FY 2021 PROPOSED GENERAL FUND APPROPRIATION: \$3.6 M</p>	<p>BUDGET \$3,597,399</p>	<ul style="list-style-type: none"> ● General Funds [operational] \$3,572,812 ● Pass-through Grants \$121,880 ● All Other Funds \$24,587 	
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DRAFT as of 01.21.20

