

REMOTE WORK LAW & STAY-TO-STAY WEEKEND DOMINATES NATIONAL MEDIA



NUMBER OF RESULTING INQUIRIES:
2,500+



Publicity Value:
\$4,847,667+



Number of Articles:
959+



Total Impressions:
1,716,322,486+



ThinkVermont Newsletter Signups:
10,369 (2,720% increase)



Stay-to-Stay Newsletter Signups:
1,500 (679% increase)



FB Fan Increased
29.55%



Max Engagement
Increase 1,293%



Max Impressions
Increase 176.8%

ThinkVermont.com



Bounce Rate:
38% decline



New Users:
378% increase



Pages/Session:
78% increase



Avg Session
Duration:
581% increase

VermontVacation.com



Bounce Rate:
12% decline



New Users:
176% increase



Pages/Session:
153% increase



Avg Session
Duration:
61% increase



“...it’s attracting the most new residents of any state in the U.S.”

-Forbes

“Vermont is beckoning”

-NYTimes

“...we’re equal opportunity. We don’t want to just have one type of person here.”

- Joan Goldstein

-NPR

“This initiative is intended to combat a major problem that the state of Vermont is facing.”

-Business Insider

“Workers better act fast.”

- CNNMoney

“In addition to the grant program, Vermont has a statewide policy on flexible working arrangements”

- Marketwatch

“A creative way to make its population a little less grey.”

- Fortune

“this new program is equal parts brilliant marketing as it is new legislation”

- Adweek

