

# 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><b>Tax Revenue</b></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><b>\$113 M</b> Rooms and Meals Tax Revenue Generated by Tourism Activity</p>	<p><b>\$374 M</b> Total Tax Revenue Generated by Tourism Activity</p>	<p><b>\$1,457</b> Tax Relief Per Year Per Vermont Household from Tax Revenue by Visitor Spending</p>	<p><b>100%</b> Percentage of Vermont Households Benefited (256,629 Households)</p>
<p><b>Visitation</b></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><b>13.5 M</b> Visitors (includes overnight, day and drive-through visitors)</p>	<p><b>\$2.9 B</b> Visitor Spending at Attractions, Lodging and Dining Establishments</p>	<p><b>8.1 M</b> Overnight Stays (lodging, second homes, campgrounds and family)</p>	<p><b>42%</b> Visitors Who Stay in Overnight Lodging (30% stay in second homes)</p>
<p><b>Employment</b></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><b>32,484</b> Jobs in the Tourism Industry</p>	<p><b>\$1.1 B</b> Wages Paid in the Tourism Industry</p>	<p><b>10%</b> Percentage of Vermont's Workforce</p>	
<p><b>Reach</b></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><b>900+</b> Vermont Businesses Listed in the VermontVacation.com Stay and Play Directory</p>	<p><b>3,861</b> Events Posted on the VermontVacation.com Events Calendar (FY19)</p>	<p><b>2,560</b> Number of Event Venues Represented on the Events Calendar (FY19)</p>	<p><b>236</b> Vermont Communities Represented in Events Calendar</p>

**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

DRAFT as of 01.21.20



# Department of Tourism and Marketing

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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

<p><b>Marketing and Advertising</b></p> <p>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.</p>	<p><b>\$1,980,308</b> Program Dollars Invested (FY19 actual)</p>	<p><b>63.9 M</b> Total Impressions from Paid Marketing Activity (2019)</p>	<p><b>47%</b> Lift on Attraction Content Engagement for Users Exposed to Vermont Advertising on TripAdvisor</p>	<p><b>98,363</b> Conversions on VermontVacation.com Generated from Tracked Marketing Activity</p>
<p><b>Communications and Public Relations</b></p> <p>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.</p>	<p><b>\$160,563</b> Program Dollars Invested (FY19 actual)</p>	<p><b>152,217</b> Reach of Email Marketing Campaigns</p>	<p><b>4.89 M</b> Media Impressions (Views of Articles About Vermont)</p>	<p><b>157,000</b> Shares of Vermont Articles on Social Media</p>
<p><b>Social Media</b></p> <p>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.</p>	<p><b>119,666</b> Total Social Media Reach (as of 1/1/2020)</p>	<p><b>12.8%</b> Growth in Social Media Reach (CY 2018 to 2019)</p>	<p><b>406,032</b> Total Social Media Engagement (likes, clicks, shares)</p>	<p><b>5.5%</b> Growth in Social Media Engagement (CY 2018 to 2019)</p>
<p><b>Industry Support and Outreach</b></p> <p>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.</p>	<p><b>\$345,678</b> Program Dollars Invested (FY19 actual)</p>	<p><b>21,628</b> Vermont Vacation Packets Sent in Response to Requests for Information</p>	<p><b>11,020</b> Vermont Official Road Map and Guides Distributed at Tradeshows and Events</p>	<p><b>2,626</b> Room Nights Booked by International Receptive Tour Operators</p>

**FY 2021**

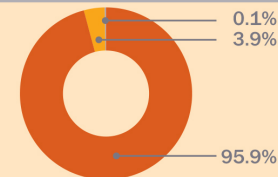
PROPOSED GENERAL FUND APPROPRIATION:

**\$3.6 M**

**BUDGET**

**\$3,597,399**

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







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





START PLANNING TODAY @ VERMONTVACATION.COM

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**"LET'S MEET DOWNTOWN."**

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**"ON IN, THE WATER'S FINE."**

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**"NIGHT LIFE."**

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VERMONT

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**"TAKE ALL THE TIME YOU NEED."**

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**"ENTER AT YOUR OWN REWARD."**

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**"TAKE YOUR TIME, LOOK AROUND."**

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**"ALL YOUR FRIENDS ARE HERE."**

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**"WHO'S HUNGRY?"**

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**"HERE'S YOUR KEY."**

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**"ENJOY THE RIDE"**

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**"WE SAVED YOU A SPOT."**

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**"GOOD MORNING."**

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**"ALL YOUR FRIENDS ARE HERE"**

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**"DON'T WORRY, WE'LL GET THERE"**

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# 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



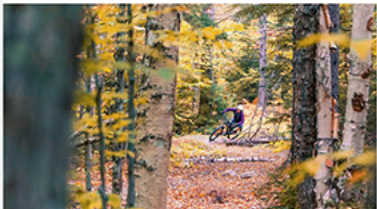




SEP 11, 2015

### Your Guide to Vermont's Best Fall Foliage Rides

From rolling road rides and family-friendly singletack to downhill bike parks, Vermont has world-class routes for leaf peepers of every kind



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Vermont is beloved for a trio of reasons—not least of which is its epic riding. With singletack for every level of mountain biker, road routes as challenging as they are challenging, and a seemingly endless network of gravel options, the Green Mountain State is home to some of the best riding in the country. And it's all just a stone's throw from the fall, when road single-track singletack is orange-yellow gold. Whether you're a roadie or a downhiller, a novice or an expert, here's a look at the best fall rides Vermont has to offer.

#### Kingdom Trails: Singletack Heaven

All six active mountain bike trails in the state are located in the Kingdom Trails, northern Vermont's state-run network of premium singletack, so head to those up. Not sure where to start? Book a room at the Inn at Mountain View Farm, a 450-acre estate boasting an artisan restaurant and yoga barn. With direct access to some of Kingdom Trails' most scenic routes, it's the perfect place for morning bike, wine, relax, and family.

Leave up on Mt. Tom, an easy, fiery singletack loaded with big berms, before engaging it up to Franconia, a seasonal forest trail that demands you vertical feet on heavy dirt. For locals, head to the Northeast Kingdom Country Store in East Ferris and order a Golden, which is locally TheraSpingling done between two glasses of beer. Then go hit the Green Tr. Trail Break, Top and the, and Top's Trail, all fast rides with quick turns through tight trees and fast rollers. When you're worked, grab a local Vermont ale at the Mill's 19th Bar, then back into a big glass of beer at Papp's Organic.



#### The LAMB Ride: The Ultimate Road Loop

Vermont's Green Mountains are lined with scenic roads that wind through valleys and over steep passes, or gaps, as they're called up here. The best way to explore them is on the state's iconic LAMB Circuit: Appleton, Appleton, Middlebury and Brandon Gap) ride, a 100-mile pedal that takes you up and over multiple passes and can be done in one big push, out into multiple out and back, or split up into payable day rides.

Regardless of how you break it up, the best way to start is by spreading your feet right in the town of Rochester at the Pumpkin Patch and then heading to a great Cowk Barista-style house. After tackling the first section, a surface is a side climb up Brandon Gap, take a break at Brashers State Park to take in the beauty of fall while relaxing off of Lake Champlain. Head up Middlebury Gap, a rocky ride under a canopy of evergreens. At the top, stop at the Right Country Store for a locally made Chantrelle ice cream, made with locally sourced ingredients and hand-dipped toward the town of Warren.

You can spend the night here at The Fisher Inn, only one of the most beautiful inns in all of Vermont, before tackling the climb to Lincoln Gap, home to one of the steepest sides of pavement in the U.S., and then Appleton Gap, completing this epic loop and descending back to Rochester again.

Want to know where foliage peaks in Vermont? This year visit the Green Mountains State Park. Stay for the weekly Fall Foliage Report, so you know where to go to find the best color around the state.



# The best time of year in Vermont

SCROLL TO BEGIN

For Vermonters, fall is for craft cider and cheese—with a view. Follow their lead on your next leaf-peeping excursion and raise a glass to the Green Mountain State in all its red, yellow, and orange glory.

Whether you're a local or a visitor, fall is the best time to visit Vermont. The state's fall foliage is world-class, and the weather is perfect for outdoor activities. From hiking to skiing, there's something for everyone. The state's fall foliage is world-class, and the weather is perfect for outdoor activities. From hiking to skiing, there's something for everyone.

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## Three hours to drive, two days to escape

Your weekend guide to exploring Montpelier, Vermont



BY LUCY M. CASALE  
One look at the capital city of the Green Mountains State, and you'll be saying, "Montpelier is my special someone. It's closer to Boston than you think, and once you're there, you'll discover why it's a naturally called one of the country's prettiest, and most walkable capitals (it's also the smallest). With bars and bakeries located downtown, seasonal farmers' markets, hiking trails within city limits, and cozy, farm-to-table restaurants, it really is the perfect couple's retreat.  
So when you hit on Friday, call it quits. Hit the open road for a three-hour drive from Boston to Montpelier. Once you reach Interstate 93, the road opens up, growing greener as you head farther north. Anticipate the two miles to Montpelier much to appreciate what's up ahead — and what you've left behind. You'll see the beautiful, old Green Mountain rising before you with blue-hand peaks behind. Stop. Enjoy the evening time together—you've earned.  
Now let's explore.

### Day 1 Friday

4 p.m. Cookies & check-in  
5-6 p.m. Dinner options  
7 p.m. Dinner/brunch  
8 p.m. State House and more  
Cookies & check-in Inn at Montpelier  
Drop off your bags and pick up your room key from the Inn at Montpelier. The state's first hotel, the Inn at Montpelier is a historic landmark. The Inn at Montpelier is a historic landmark. The Inn at Montpelier is a historic landmark.

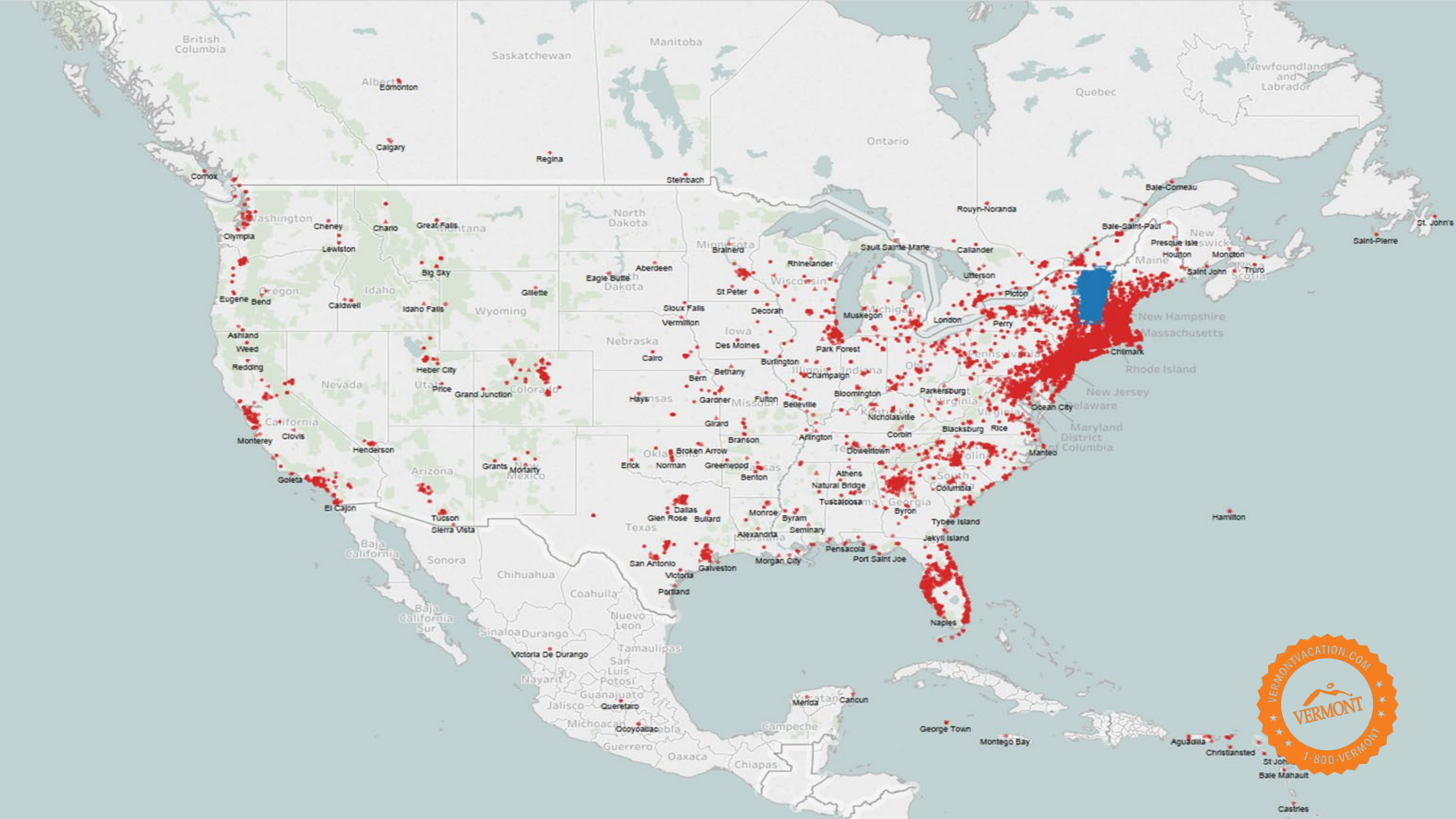
### Day 2 Saturday

9 a.m. Brings with farmers  
10:30 a.m. Breakfast  
12 p.m. Free of state  
3 p.m. Cheese truck  
6 p.m. Live by dinner  
9 p.m. Pick up bar hop  
Mingle with farmers Farmer's market on State Street  
Have morning pick-up coffee at 10:30 a.m. and have the farmer's market. Open from 10:30 a.m. to 1 p.m. on State Street, around 100 vendors are all over the market, from fresh produce to local goods. It's a great place to get your morning pick-up coffee at 10:30 a.m. and have the farmer's market.

### Day 3 Sunday

9:30 a.m. Pick up bar hop  
10:30 a.m. Stop for provisions  
11:30 a.m. Pick up bar hop  
A sin with a kick

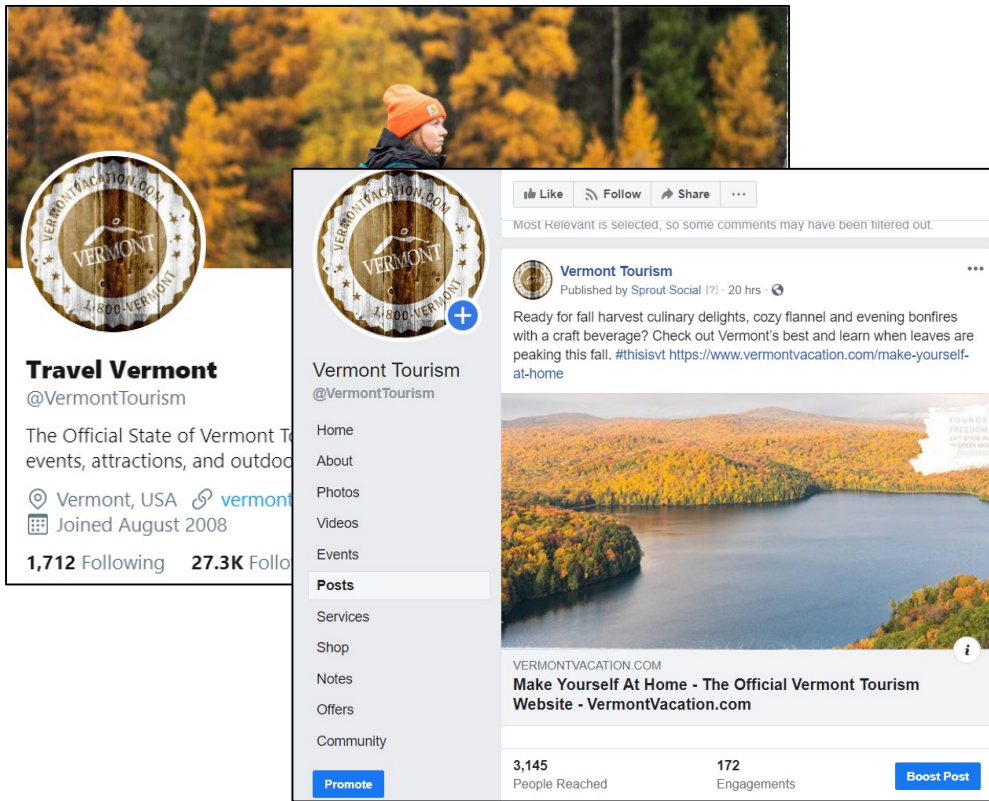












**Travel Vermont**  
@VermontTourism

The Official State of Vermont Tourism events, attractions, and outdoor activities.

Vermont, USA [vermont.com](#)  
Joined August 2008

1,712 Following 27.3K Followers

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**Posts**

**Vermont Tourism**  
Published by Sprout Social 191 · 20 hrs

Ready for fall harvest culinary delights, cozy flannel and evening bonfires with a craft beverage? Check out Vermont's best and learn when leaves are peaking this fall. #thisisvt <https://www.vermontvacation.com/make-yourself-at-home>

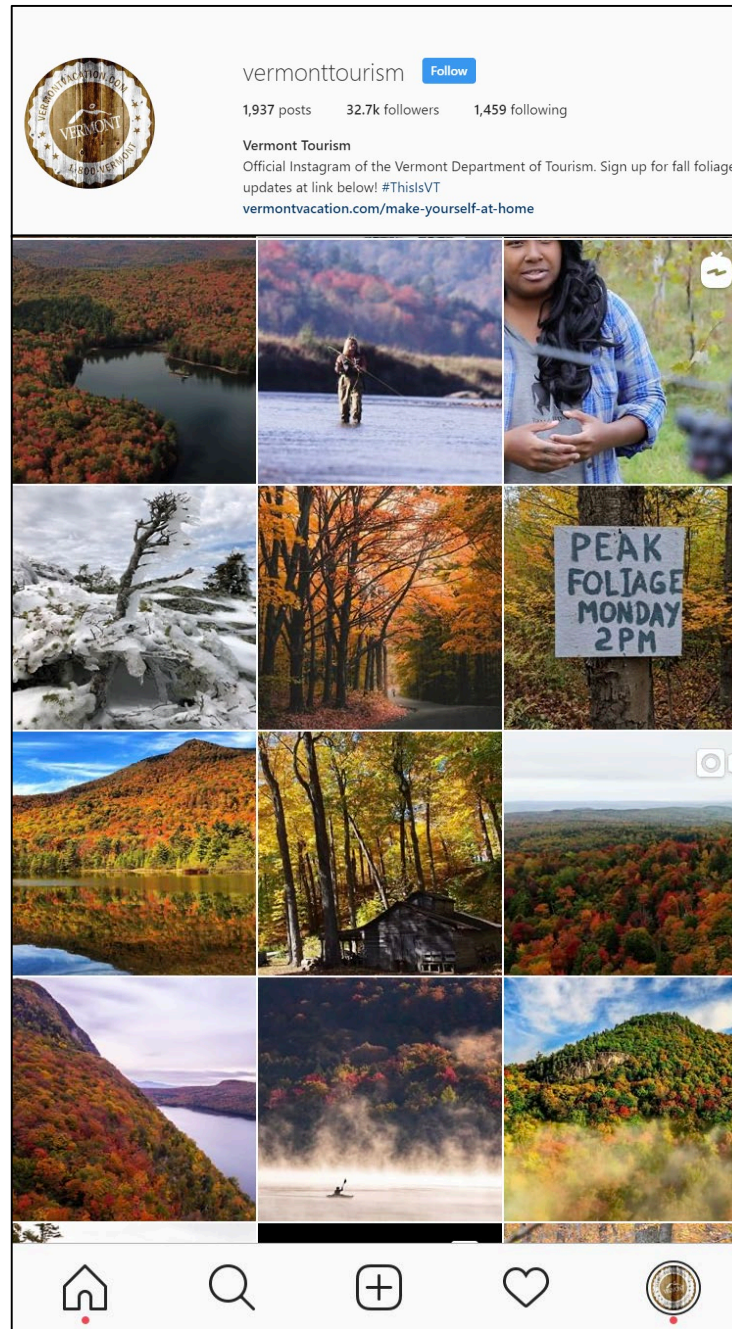
VERMONTVACATION.COM  
**Make Yourself At Home - The Official Vermont Tourism Website - VermontVacation.com**

3,145 People Reached 172 Engagements



VERMONTVACATION.COM

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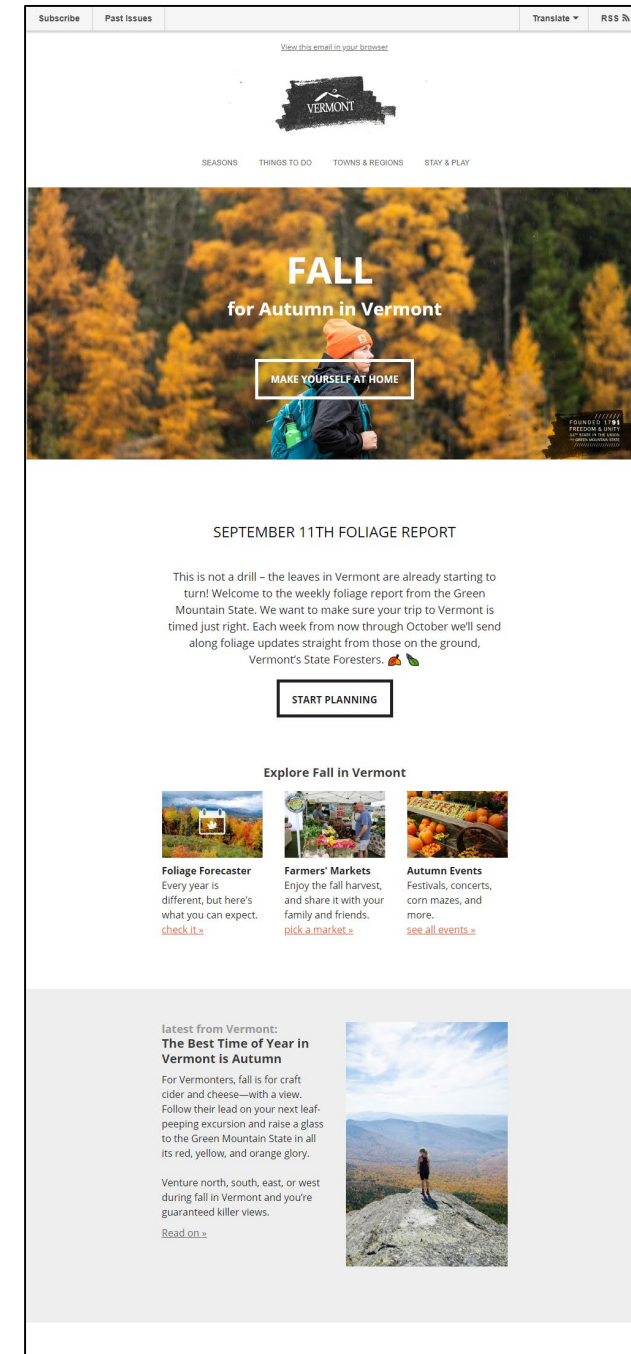


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1,937 posts 32.7k followers 1,459 following

**Vermont Tourism**  
Official Instagram of the Vermont Department of Tourism. Sign up for fall foliage updates at link below! #ThisIsVT [vermontvacation.com/make-yourself-at-home](https://www.vermontvacation.com/make-yourself-at-home)

Grid of 12 images showing Vermont fall foliage, a person fly fishing, a woman holding a drink, a sign that says 'PEAK FOLIAGE MONDAY 2 PM', a cabin, and various scenic views.



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VERMONT

SEASONS THINGS TO DO TOWNS & REGIONS STAY & PLAY

**FALL**  
for Autumn in Vermont

MAKE YOURSELF AT HOME

SEPTEMBER 11TH FOLIAGE REPORT

This is not a drill – the leaves in Vermont are already starting to turn! Welcome to the weekly foliage report from the Green Mountain State. We want to make sure your trip to Vermont is timed just right. Each week from now through October we'll send along foliage updates straight from those on the ground, Vermont's State Foresters.

START PLANNING

Explore Fall in Vermont

- Foliage Forecaster**  
Every year is different, but here's what you can expect. [check it >](#)
- Farmers' Markets**  
Enjoy the fall harvest, and share it with your family and friends. [pick a market >](#)
- Autumn Events**  
Festivals, concerts, corn mazes, and more. [see all events >](#)

Latest from Vermont:  
**The Best Time of Year in Vermont is Autumn**

For Vermonters, fall is for craft cider and cheese—with a view. Follow their lead on your next leaf-peeping excursion and raise a glass to the Green Mountain State in all its red, yellow, and orange glory.

Venture north, south, east, or west during fall in Vermont and you're guaranteed killer views. [Read on >](#)





# 2019 Open Farm Week

2:47



## Vermont Downtown: Rutland

20K views · January 6

1:01



## Learn to Ski and Ride in Vermont This January

81K views · January 3



## Maker of the Month: Zafa Wines

2:07



## First Day of Winter 2019

0:47



## Vermont Downtown

90K views · December 19, 2019

1:01



## December Maker of the Month: Vermont's Distillers

80K views · December 17, 2019

2:07



## Behind the Curtain



# Fishing in Vermont

1:27



## Snowstorm Kicks Off December 2019

2K views · December 2, 2019

0:31



## Vermont Maker of the Month: Elmore Mountain Farm

1.5K views · November 5, 2019



## Vermont Downtown: Vergennes

1:01





thatcouplewhotravels

Jackson House Inn - Woodstock, Vermont



Vermont, thank you for reminding us what America can be!

# COOL HUNTING

Omakase Gift Box | Read ▾ | E

READ — CULTURE

## VERMONT'S NORTHERN STAGE TURNS KIDS INTO ARTS ENTHUSIASTS

THE PROFESSIONAL THEATER COMPANY IS BRINGING PERFORMANCE INTO PUBLIC SCHOOLS, STUDENTS INTO THE SPOTLIGHT AND PROFIT INTO THE COMMUNITY

## Vermont's Mad River Valley is an indie skier's playground

CATHERINE DAWSON MARCH  
PUBLISHED JANUARY 10, 2020

FOR SUBSCRIBERS



Newsweek

## THESE VERMONT WOMEN ARE CHANGING HOW WE THINK AND DRINK

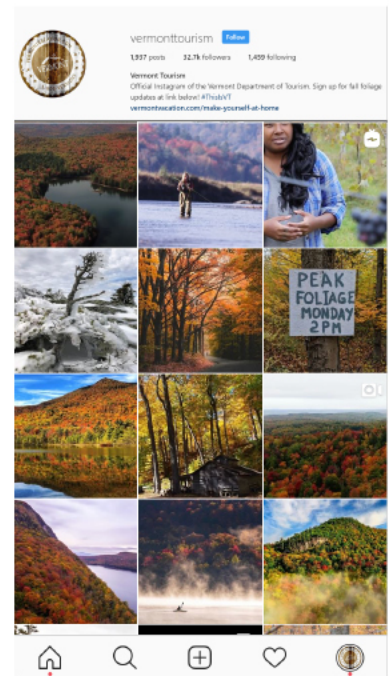
BY ALEXANDER CAVALUZZO ON 4/3/19 AT 11:31 AM EDT



TRENDING

# THE GLOBE AND MAIL





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