

Tourism Day at the State House

The Importance of Destination Marketing

Amy Spear, Stowe Area Association



Stowe

About Stowe Area Association

Membership

- Member-based destination marketing organization representing 300 businesses in the Stowe area

Mission

- Market and sell Stowe as a vibrant destination



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Photo credit: Mark Vandenberg

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Photo credit: Brookie Kaltsas





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Photo credit: Stowe Mountain Resort

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Photo credit: Stowe Mountain Resort

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Kyle Finn Dempsey Influencer Video

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Economic Impact

13.1 M

Avg. Annual Visitors

\$391M

Tax Revenue Generated

\$2.8 B

Economic Impact

\$1,450

Tax Savings to Every VT Household

Source: Vermont Agency of Commerce and Community Development



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Return on Investment

\$208 M

Lodging & Meals Tax receipt increase

\$13.9 M

Avg. annual Lodging & Meals Tax receipt increase

\$189 M

FY 04 - FY 19 investment gain

\$20 M

Lodging & Meals Tax receipt year 1 increase

Stowe Area Association Supports

- Increased funding for Vermont Department of Tourism and Marketing in this year's FY budget
- H.298 to establish a dedicated fund for tourism marketing



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Thank You

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