

- Operational 365 days/year.
- Hours of operation vary per site.

19 LOCATIONS

- 13 Staffed by State employees
- 4 Staffed by Contracted employees
- 2 Public-Private Partnerships
 - Berlin and Wells River



Vermont Information Center Division (VICD) Government Business Services

Mission: VICD exists to:

- Provide travel information and a safety break to travelers , and
- To serve as Vermont’s billboards — to promote the “Vermont Experience” by marketing Vermont’s businesses, attractions and events to the traveling public. Marketing includes the Brochure Program, Ad Panel Sales, Vermont business and fine art displays, and hosts non-profit “coffee breaks” – donations only

Program Overview:

With a primary focus on customer service, the Vermont Information Centers Division (VICD) sites are structured to provide the traveling public with safety breaks, shelter from adverse weather conditions, clean, well-maintained facilities, knowledgeable Travel Ambassadors, free Green Mountain Coffee Roasters coffee, and free wireless internet access .

Vermont Information Centers Division provides Vermont businesses and attractions the opportunity to market to more than 3.3 million visitors annually.

The VICD nationally-accredited Ambassador Training Program exists to train VICD staff and Community Ambassadors.

Data: See Annual Report at: <http://www.bgs.vermont.gov/gbs>



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