

Department Overview Tourism and Marketing

Mission

The Department of Tourism and Marketing (VDTM) promotes Vermont's travel, recreation, cultural and historic attractions, as well as the state's goods and services, in coordination with public and private sector partners, and to market to a global audience in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

Economic Impact Tourism and Marketing



13 M

Visitors, including
overnight, day
and drive-through
visitors (2019)



\$3.2B

Travel Spending at
Attractions,
Lodging and
Dining
Establishments
(2022)



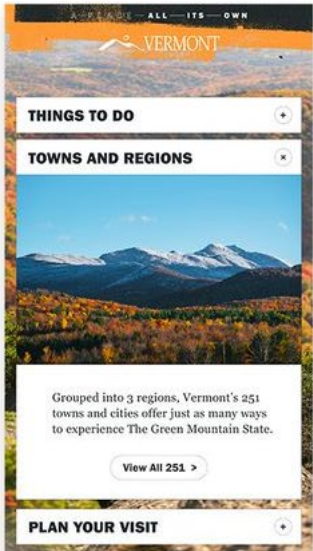
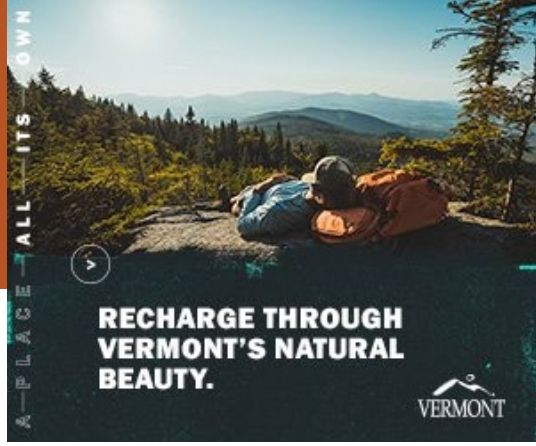
31,489

Jobs in the
Tourism Industry
(2022 through
June)



\$387.3M

Total Tax Revenue
Generated by
Tourism Activity
(2021)






Outside

ADVENTURE HEALTH TRAVEL CULTURE FOOD LONG READS VIDEOS PODCASTS BUSINESS JOBS

DEPARTMENTS TRAVEL ADVICE PRADIS HIKING AND ALPINE NATIONAL PARKS

3 Ways to Experience the Best of Vermont

From outdoor adventure to sampling local food culture, here's how to enjoy the Green Mountain State



PRESENTER: Vermont Tourism

1 2 3

Vermont's forested mountains, picturesque farmlands, and cozying up offer something for everyone. From year-round outdoor recreation and a culture centered on health lifestyles to a local food scene where clean, farm-to-table eating is the norm, Vermont has it all. And because Vermont delivers so much variety in such a compact area, exploring the whole state is a must (and very doable; you can traverse the state south to north in about three hours). Get a taste of everything Vermont has to offer below. Then head to Outside's sister publications (links below) for more details on how to explore the Green Mountain State.



(Photos: Gretchen Powers and Vermont Tourism)

Spend Time in Nature

Outdoor activities are a way of life in Vermont. It's one of the most forested states in the country, with plenty of public lands for recreation in every season. But many private landowners, including family-owned farms, also welcome visitors year-round to recreate responsibly on their acres. Hike, hike, or cross-country ski along hundreds of miles of trails on working farms that produce everything from dairy products and organic fruits and veggies to lavender and hemp. If exploring on two wheels is more your style, check out the Vermont

Backpacker

DEAR TRIPS SKILLS SURVIVAL NEWS & EVENTS VIDEOS STORIES WINTER GEAR GUIDE

ADVENTURE TRAVEL LONG TRAILS TRIPS BY NATIONAL PARK TRIPS BY STATE

Backpacker | Trip 1 | Trip 2 | Trip 3 | Vermont Trails



SPONSORED CONTENT

The Vermont Guide to Getting Outside

The Green Mountain State delivers when it comes to year-round outdoor recreation and adventures with a uniquely Vermont spin

PRESENTED BY Vermont Tourism

1 2 3 4

Vermont's forested mountains, picturesque farmlands, and cozying up are everything you need in an outdoor vacation destination. From year-round outdoor recreation no matter how you love to spend time outside to a culture centered on active lifestyles, Vermont checks all the boxes. And because Vermont delivers so much variety in such a compact area, exploring the whole state is very doable (traversing the sixth smallest state from south to north takes about three hours). Whether you pack everything into one trip or plan multiple visits, here are our picks for the best ways to enjoy the outdoors in Vermont.



(Photos: Gretchen Powers and Vermont Tourism)

Go Farm Hopping

Vermont has plenty of outdoor adventure beyond its public lands. Many private landowners and family-owned farms welcome visitors year-round to recreate responsibly on their land.



MEMBERSHIP SPOTLIGHT

Why Your Backcountry Should Be Lit Right

MAINTAIN FIRELESS

Mountaineer's Guide to the Trails

SOLO HIKING, SOLO CLIMBING

Wild, Safe, and Easy: Your Best Bet

CLIMBING, HIKING, AND MORE

Get It? Get Your First 100-Mile Backpacking Trip


HAROLD SHAPIRO, PETER MOORE



yoga journal

POSES POSE FIXERS PRACTICES TALKS FOUNDATIONS MEDITATION LIFE ARTHELOST

YOGA JOURNAL | 1 | 2 | 3 | Yoga Tools, Mats, and Postures | Yoga Tools by Location | Yoga Tools by Style



SPONSORED CONTENT

Finding Zen in Every Corner of Vermont

Green Mountain activities that fill your cup on and off the mat

PRESENTED BY Vermont Tourism

1 2 3 4

Vermont's forested mountains, picturesque farmlands, and cozying up make for a relaxing vacation of unending and reconnecting with nature. Year-round outdoor recreation, a culture centered on active lifestyles, a food scene where clean, farm-to-table food is the norm, not the exception: Vermont checks all the boxes. And because Vermont delivers so much variety in such a compact area, exploring the whole state is very doable (traversing the sixth smallest state from south to north takes about three hours). Whether you pack everything into one trip or plan multiple visits, here are our picks for a relaxing, recharging getaway in Vermont.

Greet the Sun

A trip to Vermont is all about maximizing your time in nature. Wake up before dawn to enjoy that sacred time when the world is quiet and you can set your intentions for the day. Tranquil mornings on the mat are always great, but you can also take sun salutations to the next level on a sunrise hike.



(Photos: Gretchen Powers and Vermont Tourism)



MEMBERSHIP SPOTLIGHT

The Problem with the Workout Playlist

BEAR STABILIZER

We're Yoga Specimen for Creating Into

PIPERINE

We're Specimen for Creating Into

MINDFULNESS

Why Every Yoga Teacher Needs a Go-To Sequence

LEAH FORD




Clean Eating

RECIPES MEAL PLANS NUTRITION SUPPLES HEALTH & FITNESS SKIN CARE SET A BETTER GAZE

MY HEALTH & BEAUTY OILS SKIN CARE SUPPLES HEALTHY SKIN CARE

Dear Betsy | Health & Fitness | Healthy Food



SPONSORED CONTENT

The Farm-to-Table Flavors of Vermont

From artisanal dairy to maple treats, the Green Mountain State delivers food made with care and local, natural ingredients

PRESENTED BY Vermont Tourism

1 2 3 4

For a small state, Vermont has a surprising concentration of agriculture—approximately 6,000 farms, on 1.5 million acres of farmland. When it comes to locally-sourced ingredients, you'll find everything from farm-fresh dairy to organic fruits and veggies and, of course, all things maple. Together these farms set the tone for Vermont's clean-eating culture; you'll find vegan and vegetarian options as well as meals to suit a variety of dietary restrictions at restaurants across the state. The culture is centered on active lifestyles and year-round outdoor recreation, so there's something for every type of health-conscious traveler. And because Vermont delivers so much variety in such a compact area, exploring the whole state is very doable (traversing the sixth smallest state from south to north takes about three hours). Whether you pack everything into one trip or plan multiple visits, here are our picks for food-loving your way around Vermont.



(Photos: Gretchen Powers)

Fresh Fruits and Veggies

Many of Vermont's family-owned farms welcome visitors year-round. (We aren't kidding when we say year-round: the state has a Winter Farm Trail that maps out 11 farms you can visit on cross-country skis or snowshoes.) Farmers' markets are also a four-season affair, with many summer markets moving indoors once outdoor weather rolls around.



MEMBERSHIP SPOTLIGHT

Why the World for the Office is the Most Important Factor in Your Career Decision

WYOMING MOUNTAIN TRAILS

ON A BUDGET? TRY THESE

LEAH FORD





5 Scenic Backroads To Explore in Vermont This Summer

ROAD TRIPS | VERMONT, UNITED STATES

10 Jan 18, 2023

In paid partnership with VERMONT

Forget the interstate. The backroads of Vermont offer travelers 360° views, centuries-old history, and a beautiful way to slow down. In valleys flanked by Green Mountain summits, dirt lanes wind past meadows lit by fireflies on summer evenings. Two-lane roads link country stores to village centers where white-steeped churches preside.

Between your destinations, wherever they may be, you'll find farm-to-table dining, artist galleries, Civil War history, family-run farms, mountainside hiking trails, and clear-water swimming holes. Here are some of the state's finest backroads — and their detour-worthy stops — that invite the kind of leisurely discovery only possible in a place like Vermont.

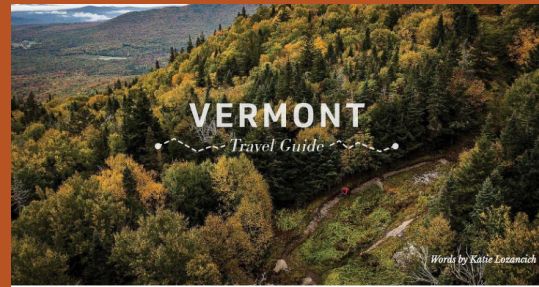
Backroad #1: Lincoln Gap Road



Photo: © iStockphoto.com/RobertCrawford

Go for Mountain scenery and picture-perfect villages

Vermont's highest drive links the Mad River and Champlain valleys by



VERMONT

Travel Guide

Words by Katie Lozanchik

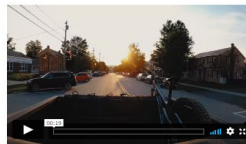
1,000 miles. That's the total mileage of trails mapped in Vermont.

Though given its fervent trailbuilding scene, that number is likely much higher—growing even as you read this. The Green Mountain State is only about 157 miles long and ranges from 42 to 90 miles wide, a useful bit of context when explaining why it's possible to find a place to ride nearly anywhere here. Pair this unique trail density with dreamy dirt, slabs of rock ranging from small to spine-like ridges, webs of roots, machine-built berms and jumps, multiple bike parks and you've got a world-class riding destination.

However, Vermont isn't notable just because of its sheer trail volume though it's a nice perk. A considerable portion of the magic comes from proud Vermonters themselves who, while they would never directly say this, are humble, hardworking trailbuilders who've [built, advocated and crafted](#) this outdoor paradise from the ground up. This tight-knit community culture is a testament to how mountain biking can transform towns once thought to be forgotten and give them new life. Combined with farm-to-table cuisine, craft brewing (state I say the best in the country), a spirit of entrepreneurship, the beauty of the Green Mountains, rolling hills, lush forests and peaceful countryside, you might find it hard to leave.

Before heading up for your next trip, consider purchasing a [membership](#) from the Vermont Mountain Bike Association (VMBA), the state's nonprofit advocacy group for mountain biking. Even as a tourist, you can reap the benefits of a membership (free access to five Vermont bike parks, anyone!) and the money supports trailbuilding and advocacy in the state.

Without further ado, here are some of the best mountain biking destinations in the Green Mountain State.



Travel

Rainbow Road Trip: The Ultimate Green Mountain Adventure

by Matthew Weller
EDGE Media Network Contributor
Wednesday, June 14, 2023



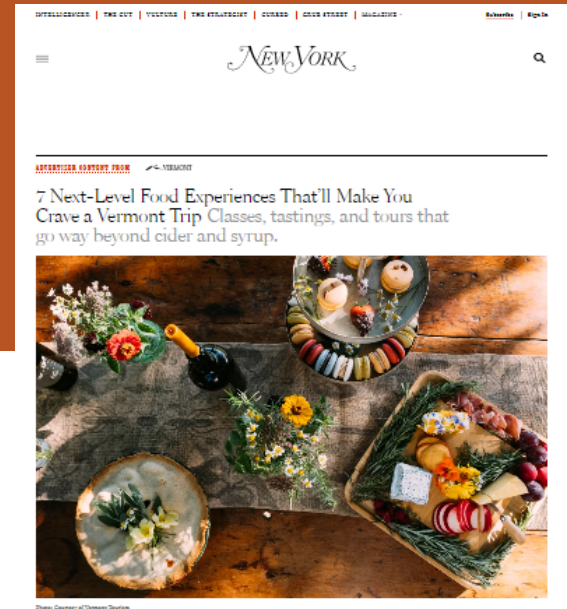
(Source: Vermont Tourism)

Every June, the LGBTQ+ community and our allies rally around the Pride flag, display our queerness with rainbow-hued brio-a-brac, and take to streets and social media to make our voices heard. But true pride — the kind that lasts 365 days per year — is a bit more elusive. We fall back into the daily grind, often forgetting the shoulders upon which we stand. Few destinations throughout the United States have been as progressive, welcoming, and humble about their LGBTQ+ heritage and presence as the [picturesque state of Vermont](#). Well, park a weekend: it's time to head to the Green Mountain State. Vermont made headlines for electing Taylor Small as the state's first out transgender legislator. "Even pro-equality states like Vermont need trans voices in government to ensure the priorities and concerns of the community are heard," said President & CEO of LGBTQ+ Victory Fund Mayor Annise Parker. "Taylor will bring that perspective to the State House and Vermont can be a leader on trans equality because of it."

Small has stayed faithful to her word, championing a new state law blocking what's known as the "LGBTQ+ panic defense," reports [NBC Boston](#). But Vermont's LGBTQ+ roots run as deeply as the state's Otter Creek river, which flows through Rutland and Addison counties before cascading into Lake Champlain. In 2000, then-governor Howard Dean signed [An Act Relating to Civil Unions](#), which extended domestic partnerships for same-sex couples and paved the way for Obergefell v. Hodges 15 years later.

Vermont is the [second least-populated state](#), which bodes well for emerging travelers seeking picturesque landscapes and a casual easing into travel's new normal. But whether you're in [Brattleboro to the south](#), Woodstock in the state's [central region](#), or [Burlington](#), the state's largest city at over 43,000 people, you're bound to encounter friendly locals and — yes — Pride flags, too.

Hit the Road



NEW YORK

7 Next-Level Food Experiences That'll Make You Crave a Vermont Trip

Classes, tastings, and tours that go way beyond cider and syrup.



Photo: Courtesy of Vermont Tourism

Vermont is only about 5,600 square miles, but it's a small and mighty contender for "most delicious state." Farm-to-table food wouldn't exist as we know it without Vermont and the roughly 6,000 farms, which share out everything from [fancy farm-to-table](#) to [family-run](#) (and, yes, [family-run](#)) spots. Travel through the Green Mountain State, and you'll see the roads lined with hilly pastures for dairy cows to graze, charming [restaurants](#) for the most maple treats, and [diner](#) restaurants where imaginative chefs take farm-fresh ingredients to higher heights.

What makes Vermont's reputation for great food even better? You can jump into the culinary action yourself, through delicious activities like [baking a pie](#) (and, yes, [baking a pie](#)), [purifying maple](#) into a delicious, smoky-sweet [maple cider](#) and [cheese](#) pairing, or even [cooking a hearty dinner](#) by candlelight. (The candlelight! These hands-on, distinctly Vermont-flavored activities are just a few of the reasons to plan a tasty trip soon.

Learn to bake foods from all over the globe

In [Newark, VT](#), if deep baking shows are your thing, then you'll love visiting King Arthur Baking Company. Students of all levels are welcome at the center's classes, as it's 100 percent gluten-free and 100 percent carb-free goodness. Top-tier instructors will teach you how to roll the perfect pie, lock butter layers into delectable croissants, or decorate airy layers of a Swiss meringue buttercream cake. If you'd rather stay out of the kitchen, then book an [online class](#) — or wander around the King Arthur Cafe, Bakery & Store, where you can munch on widely popular Almond Cloud Cookies, sip a latte made with Brattleboro's own Blocha Rose coffee beans, and snag up specialty baking supplies.



Program Outcomes Tourism and Marketing



\$46:1

Preliminary Return
on Ad Spend
(Repeat Visitors)
from Summer-Fall
2022 Digital Display
Campaign



\$58:1

Preliminary Return
on Ad Spend (Net
New Visitors) from
Summer-Fall 2022
Digital Display
Campaign



3.14x

Preliminary
Calculation for
Rate that Users
Exposed to Ads
Visited Vermont vs
Those Not
Exposed to Ads



29.6%

YOY Increase in
Web Traffic to
VermontVacation.
com
(1.58M sessions
as of 12/31/22)



12.9%

YOY Increase in
Social Media
Audience
(168,661 as of
12/31/22)

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Welcome to Vermont.

Open spaces, small scale, unbeatable quality of life. Let us show you what a difference a state can make.

LOCATE & EXPAND



In Vermont, your business can grow and thrive with the support of technical assistance, incentives, and financing programs that suit your company's needs.

LIVE & WORK



With our unparalleled quality of life, an array of career opportunities, and small scale, Vermont is a place where you can succeed while making a difference.

RELOCATE



Explore your options: small towns, Vermont-style cities, vast open spaces, and a good life await you. If you're thinking Vermont, we can help you make the leap.

CONNECT WITH US

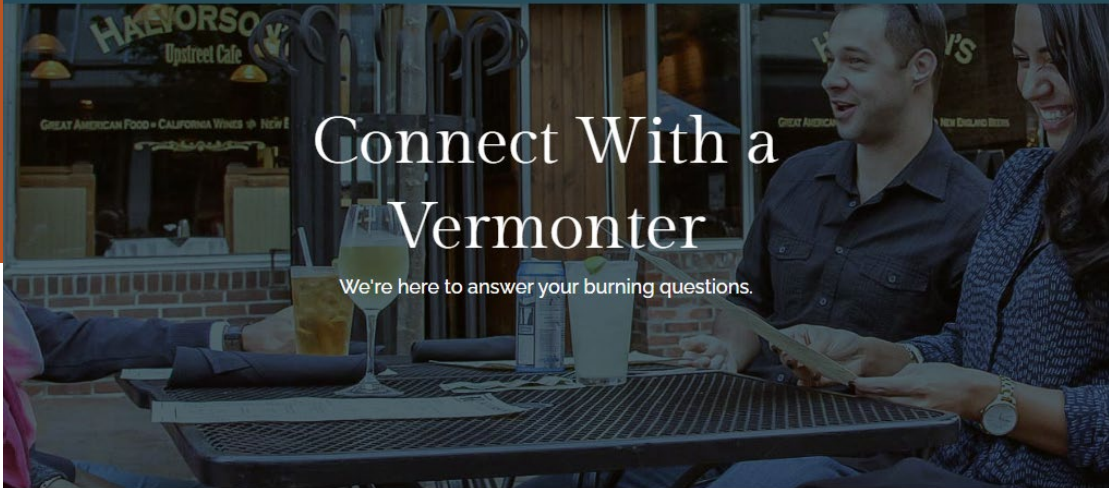


Looking for a site for your business? Wondering about which town is right for you? Connect with a Vermonter to explore the possibilities.

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Live & Work ▾ Expand Your Business ▾ Relocate ▾ Connect ▾

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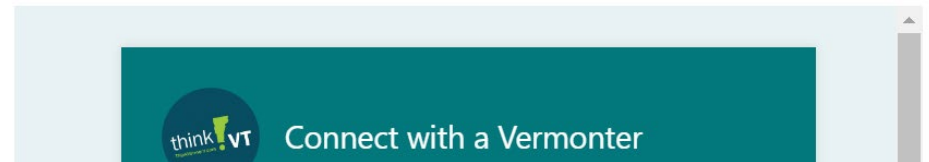


Connect With a Vermonter

We're here to answer your burning questions.

Are you interested in learning about how you can live, work, and play in Vermont?

Have you identified the region of Vermont you'd like to relocate to? If so, submit the form below and we'll send relevant information directly to your inbox. We'll also connect you to our Stay to Stay partner who can help you build relationships with employers, realtors, and community members in their region.

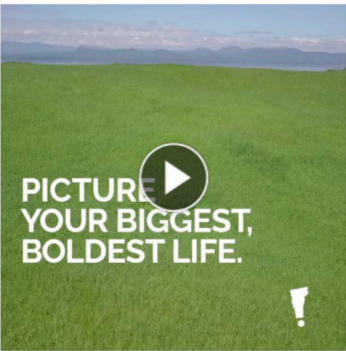


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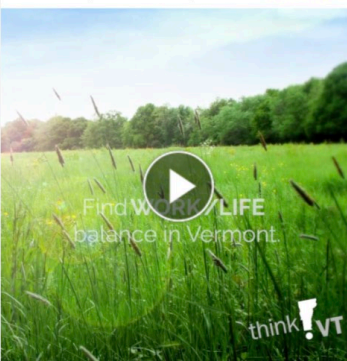
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 People per/sq mi in Brooklyn—40,000. Boston—14,000. Vermont—68. That's not a typo. It's an opportunity. Spread out, breathe ...See more



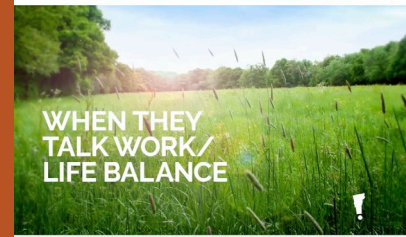
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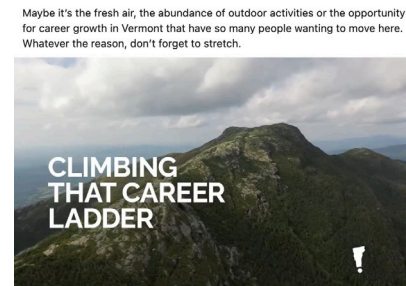
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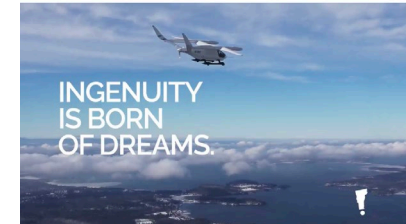
Discover the beauty of Life/Work balance in Vermont [Learn more](#)

State of Vermont 17,839 followers Promoted
 Maybe it's the fresh air, the abundance of outdoor activities or the opportunity for career growth in Vermont that have so many people wanting to move here. Whatever the reason, don't forget to stretch.



Take your career higher [Learn more](#)

State of Vermont 17,839 followers Promoted
 From electric plane builders to mRNA production facilities—more entrepreneurs are finding a home in Vermont. Join them.



Find a career in Vermont [Learn more](#)

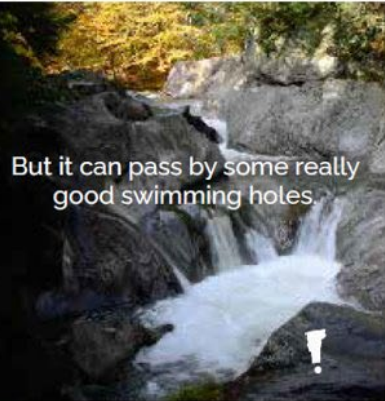
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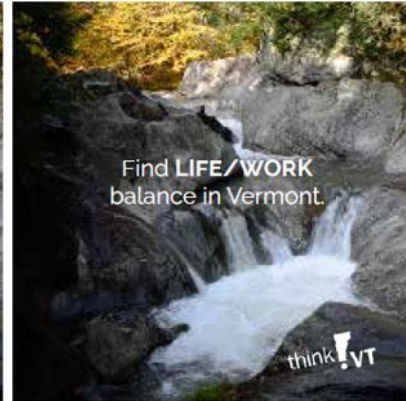
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Links to:
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But it can pass by some really good swimming holes.



Find LIFE/WORK balance in Vermont.

Fodor's Travel DESTINATIONS CRUISES NEWS & FEATURES STORE FORUMS TRIP IDEAS

10 Reasons to Live in Vermont (as if you needed more).
 By TiaWVT

10 REASONS WHY VERMONT OFFERS THE ULTIMATE LIFE/WORK BALANCE.
 Amid the rolling mountains and stunning landscape of Vermont, you'll find a vibrant, thriving state that can be 100% ideal for those who want a career—but also want a life. Check out some of these top reasons to think about a move to Vermont as you prioritize what matters in your life.

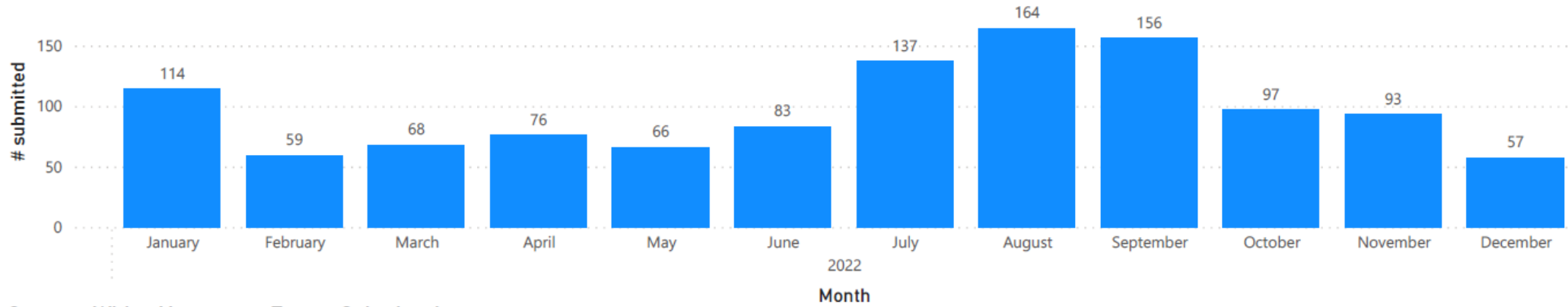
- 1. Space to grow**
 Vermont has one of the smallest populations in the country, so you can stretch out physically and mentally and not worry about being a crowd in your area. Plus, with fewer people competing for jobs and careers, you'll find the odds are in your favor when you're seeking your next opportunity. In fact, Vermont has 30,000+ open jobs in multiple sectors including construction, renewable energy, healthcare, non-profit, hospitality, and more.
- 2. You may live longer**
 Does Vermont hold the secret to life? Well, maybe. It's been recognized as the 3rd healthiest state in all of America, and has been among the top five healthiest states for many years now. The ranking is based on data from multiple sources that measure health practices and behaviors, disease prevention, clinical care, health outcomes, and more.
- 3. Outdoor recreation year round**
 All four seasons in Vermont invite you to come outside and enjoy the show. In spring, the wildflowers erupt across forests and hillsides. Summer offers hiking, biking, fishing, camping, and more. In the fall, the epic changing of leaves plus the local harvest make every journey outside unforgettable. And in winter, take your pick of skiing, snowboarding, ice fishing, and more.
- 4. Safe communities**
 Vermont is home to safe and vibrant communities, and the state has consistently ranked among the safest states in the nation. Safe to explore, you'll find parks dotted through the cities and towns, beaches hugging the lakes and ponds and a community of people who live to make the most of them. With low occurrences of crime, you'll find a peace of mind that lets you enjoy that life/work balance that is so important to you and the people around you.
- 5. Yes, there are cities**
 Sure, Vermont has plenty of back roads. And some lead directly to bustling downtowns. Power lunch among stoneware cliffs in Montpelier. Just don't expect something you've seen before, since Montpelier is the only state capital with no Starbucks or McDonalds in the country. Or stroll Burlington's Church Street for the kind of eclectic mix of restaurants, live music clubs, and unique shops you'd expect from a quintessential college town. But it's not all play. At the innovation districts, incubators, and co-working spaces across Vermont, startups work late into the night. And in Burlington, one of the first US cities to source 100% of its electricity from renewable sources, they don't even blink.
- 6. Vermont is really good at making really good food**
 Remember that outdoor recreation mentioned above? You might need it to work off these calories. Enjoy locally-crafted pickles, preserves, award-winning cheeses, coffees, ciders, breads, and so much more. Vermont ranks 1st in the nation for breweries per capita, and don't forget about Vermont maple syrup, found in everything from salads to smoothies.
- 7. A great place to raise a family**
 With the 5th best public schools in the nation, a reputation as a safe place to live, and its exceptional quality of life, you can't beat Vermont as a great place to raise kids. No matter where you choose to live in Vermont, the unique combination of rural sensibilities and metropolitan opportunities will surround families with a strong sense of community and possibility that will last forever.
- 8. Put life before work**
 In Vermont there's absolutely no doubt that hard work matters. But quality of life matters, too. So Vermont takes pride in offering a unique opportunity to live well while still passionately and enthusiastically pursuing a career. Truth is, there's no need to be nose-to-nose on a subway or stuck in a cramped apartment in order to justify a good job. Up here you can have the good job, along with a good life.
- 9. A different kind of workday**
 Your job will always be a big part of your day, but in Vermont, it doesn't have to consume your entire day. The Vermont mindset encourages you to hike a trail near the office, ride a bike path at lunch, or simply take a break from the screen. What's more, many companies invite you to use your workday as a volunteer day, giving back to the community as you join others in making a difference.
- 10. Green Goes Beyond the State Nickname**
 Vermont has been ranked the greenest state in the country, with top scores in environmental quality and eco-friendliness. Between 80-90% of its energy is generated from renewable sources, and Vermont employs close to 19,000 people in the clean energy sector. What's more, the city of Montpelier is committed to becoming the first US capital to reach net zero carbon, and Green Mountain Power was the first power utility to become 8 Corp certified.

Need more reasons to move to Vermont? Discover the ideal life/work balance now at [ThinkVermont.com](https://thinkvermont.com)

FODOR'S TOP NEWS & FEATURES

- 20 Ultimate Things to Do in Los Angeles
- 20 Ultimate Things to Do in New York City
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- 18 Things NOT to Do in New York City
- 20 Ultimate Things to Do in Chicago

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