

Department Overview Tourism and Marketing

Commissioner
Heather Pelham



Staff: 14

Department Mission 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.

Department Programs Tourism and Marketing

Program Spotlights











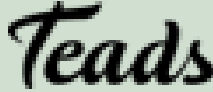









Destination Marketing: VDTM coordinates broad, strategic, brand awareness marketing campaigns to encourage visitation at the top of the marketing funnel.

We use owned (website, email marketing, social media), earned (press relations) and paid media strategies to promote Vermont as a vacation destination to regional, national and international audiences.

For our paid media campaigns, we use a mix of tactics, including digital advertising (search, display, social, video, and connected TV); sponsored content projects (working with brands and publishers to create Vermont content); and out-of-home (outdoor) advertising.

Advertising drives to the VermontVacation.com website where we provide inspiration and resources for planning a vacation, including regional content hubs, itineraries, a business directory and events calendar.

2024 Summer-Fall Visitation Campaign

	Video (CTV)	Video (OLV)	Display	Social	Email	OOH
Anticipated campaign impressions 100M+	   	   	   	 	 	   
GOAL	Awareness	Awareness Consideration	Awareness Consideration Conversions	Awareness Consideration	Awareness Consideration	Awareness Consideration
Markets	Mix of State vs DMAs from Direct (MA, CT, RI, NH, ME, NY, NJ, PA, OH, MD, DC, VA, FL); Distant (CA, TX, CO, IL, MI, WA, NC, GA); and growth markets (SC, AZ, TN, OR, MN, WI, UT)					

Performance to date:
111M+ Impressions
15.9M+ video completions

VERMONT IS A VIBE

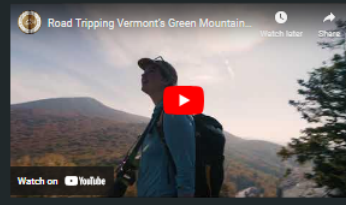
Join Phil The Culture on this fun, outdoor-adventure-forward journey across Vermont. From the peak of Mt. Philo to downhill mountain biking at Bolton Valley and a taste of the local landscape, follow Phil's travels and learn why the state of Vermont has him hooked.



550,000+ Views

ROAD TRIPPING VERMONT'S GREEN MOUNTAINS

Adventure photographer Sofia Jaramillo heads to Vermont to capture the state's stunning vistas in still frame. Join her fly fishing in the Mad River Valley, mountain biking in Rochester, and hiking around Killington. As Sofia meets some of the state's best outdoor recreation opportunities, she shares her appreciation for Vermont's natural beauty.



481,000+ Views

VERMONT'S GOT SPIRIT

What's Vermont? For some, it's a road trip. For others, it's inspiring art, rich farm-to-table flavors, and telling stories around a campfire. Beyond the Green Mountain State's scenic beauty, there's a lot more to discover. Vermont's got spirit.



596,000+ Views

FOLLOW PHIL THE CULTURE'S ITINERARY

From sampling sweet, delicious Vermont creamsets to trying downhill mountain biking for the first time, Phil The Culture vibed with Vermont. Here's how to include these stops in your vacation.



ADRENALINE-FILLED ATTRACTIONS

ArborTrek isn't the only heart-pounding family attraction in Vermont. There's a reason Vermont tops the list for New England family vacations. Here's how to make the most of family time.

[Find Family Fun](#)



HIKING

For Phil, hiking Mt. Philo showcased Vermont's panoramic beauty. Hundreds of mountains, five of them with summits higher than 4,000 feet, offer boundless opportunity for taking in Green Mountain views.

[Summit in Vermont](#)



MOUNTAIN BIKING

Mountain biking lives inside Phil The Culture after his adventure at Bolton Valley Resort. Discover more than 1,400 miles of rocky, rooty, bumpy, and flowy mountain biking trails maintained by 29 local chapters throughout Vermont.

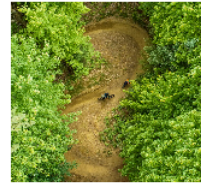
[Get Shredding](#)



FISHING

Sofia's fishing guide Mike is a member of a local conservation group working to keep the waterways clean and accessible. Vermont's waterways are home to a total of 92 species of freshwater fish found in swirling eddies, rushing rapids, and placid ponds.

[Cast Your Line](#)



MOUNTAIN BIKING

Sofia's visit to Rochester landed her in a community of trail builders. She learned how visitors can play a responsible role when enjoying Vermont's mountain biking trails. Vermont is home to more than 1,400 miles of rocky, rooty, bumpy, and flowy mountain biking trails maintained by 29 local chapters throughout the state.

[Go Mountain Biking](#)



HIKING

Sofia caught the first glimpse of fall in Killington while learning that it's not just about how beautiful these natural spaces are, but it is about all the people who care for these trails. Vermont is home to hundreds of peaks, five over 4,000 feet.

[Start Exploring](#)

COME SEE FOR YOURSELF

Vermont reveals itself at a different pace to everyone. Here's a mini itinerary to help you get to know the Green Mountain State.



OUTDOOR ART

Vermont's art scene unfolds at Southern Vermont Arts Center, home to 70 large-scale outdoor art pieces set among the natural beauty of Vermont's valleys and forests. Outdoor art transforms the state's landscape into an open-air gallery.

[The State is the Art](#)



SCENIC DRIVES

The view from Equinox Skyline Drive, the highest point of the Taconic mountain range, is just one way to chart your course for a Vermont road trip. Discover ten federally designated scenic byways and thousands of miles of back roads stretching before you.

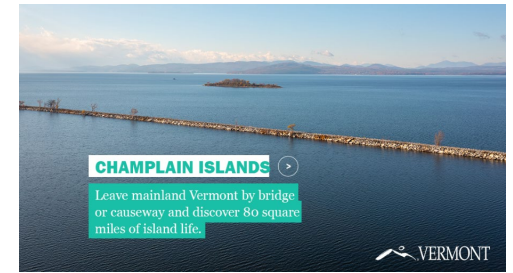
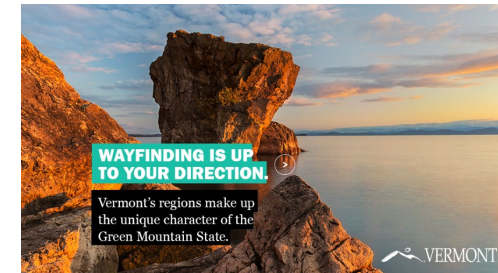
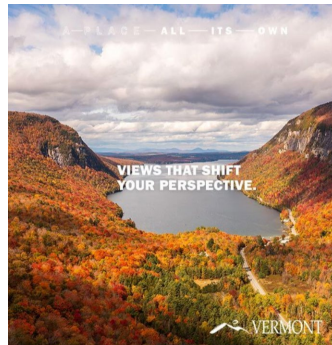
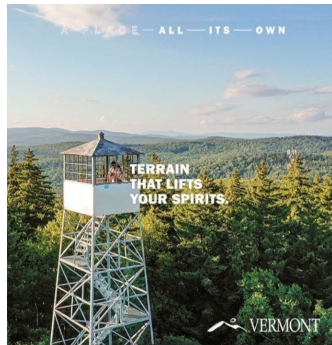
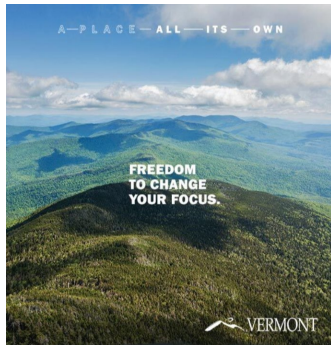
[Hit the Open Road](#)



SHOPS THAT BECKON

Vermont's general stores offer everything from deli sandwiches and local brews to antiques, local art, and fun-to-find treasures. Green Mountain downtowns brim with bustling shops featuring artisan and local goods and the fun of wandering storied buildings, hardwood floors, and narrow aisles.

[Shop Vermont](#)





**Ben
Hon**
@stuffbeneats

**Marissa
Austin**
@_austinfamilyadventures

**Jeff
Jenkins**
@chubbydiaries

**Pustika
Samaddar**
@pustika_samaddar

**Kirstie Pike &
Christine Diaz**
@onairplanemode__

Niche:
Culinary
Reach = 32.9K
EMV= \$44.6K








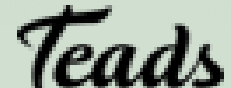










Niche:
Family Travel
Reach = 27.8K
EMV= \$34.6K

Niche:
Adventure
& Outdoors
Reach = 32K
EMV=\$33.3K

Niche:
Hidden Gems
Reach = 37.9K
EMV = \$51.7K

Niche:
LGBTQ Travel
& Lifestyle

2024-25 Winter Visitation Campaign

	Video (CTV)	Video (OLV)	Display	Social	Email	OOH
Anticipated campaign impressions 60M+	   	 	 	 	   	   
Goal	Awareness	Awareness Consideration	Awareness Consideration Conversions	Awareness Consideration	Awareness Consideration	Awareness
Markets	DMAs: Boston, New York, Hartford, Philadelphia, Washington DC, Albany, Providence, Baltimore, Springfield MA, Tampa, and Montreal					

VERMONT'S SECRET INGREDIENT

In Vermont, you'll find passionate skiers, endless options of places to ski, and a well-earned reputation as a place where Vermont's secret



26,600+ Views

NEW FAMILY EXPERIENCES ON VERMONT'S SLOPES

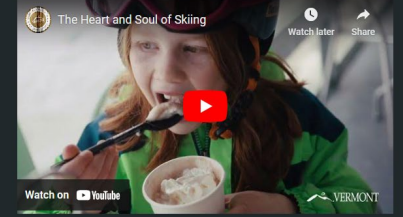
Introducing kids to skiing teaches them lifetime skills and adds another layer of fun on the slopes for parents. Here's how to make it work for families.



14,300+ Views

THE HEART AND SOUL OF SKIING

From friendly conversations in the lift lines to a super rich food culture, Vermonters put their entire heart into everything that they do. Discover a welcoming community of



67,000+ Views

COME SEE FOR YOURSELF



SKI AND RIDE VERMONT

Vermont's natural snow, snowmaking, and welcoming spirit sets its skiing apart. Whether you crave the thrill of glades and steep slopes or prefer gentle slopes for learning, Vermont's diverse terrain caters to every skier's or snowboarder's preferences.

[Read More](#)



WINTER IN VERMONT

Winter transforms Vermont's landscape into a cozy haven where mountains wear soft blankets of snow and historic downtowns radiate warmth and charm. Find things to do this winter in Vermont.

[Read More](#)



PURE VERMONT MAPLE SYRUP

Vermont takes maple seriously, producing more maple syrup, sugar, candy, and other pure maple products than any other state. With 3,000 sugarhouses statewide offering tours and tastings, there are so many ways to enjoy Vermont maple.

[Read More](#)

PLANNING A FAMILY VACATION

As you put together a trip itinerary for the whole family, here are some starting points to inspire you.



TRIP IDEAS FOR FAMILIES

There's a reason Vermont tops the list for New England family vacations, whether for the weekend, a whole week, or longer. From skiing to museums, indoor waterparks, and more, there are plenty of ways for kids to play in Vermont.

[Read More](#)



THE FAMILY THAT SKIS TOGETHER...

Whether your kids are still in ski school, prefer to stick to the gentle learning slopes, or are pushing themselves in glades and backcountry, Vermont's diverse terrain has something for the whole family.

[Read More](#)



SCENIC DRIVES THROUGH VERMONT

Even seeing Vermont through the car windows can make for lasting family memories. Byways and back roads are some of the best ways to explore the state, meandering through historic downtowns, and inviting stops at general stores and scenic vantage points.

[Read More](#)

PLAN YOUR VISIT



HISTORIC DOWNTOWNS

In Vermont's historic downtowns, storied architecture is home to modern shops and an unmistakable sense of community welcomes travelers. Mountain peaks and rivers give each town its own distinctive backdrop and vibe.

[Read More](#)



SKI AND RIDE

Vermont is a place where skiing has kept its soul. Whether you crave the thrill of glades and steep slopes or prefer gentle, well-groomed slopes, Vermont's diverse terrain has a lot to offer.

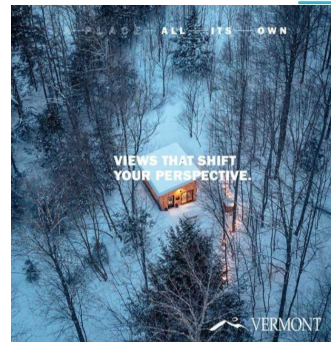
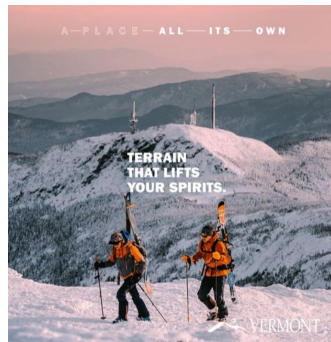
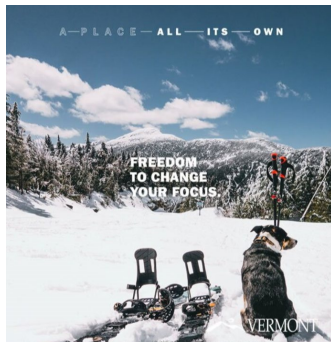
[Read More](#)



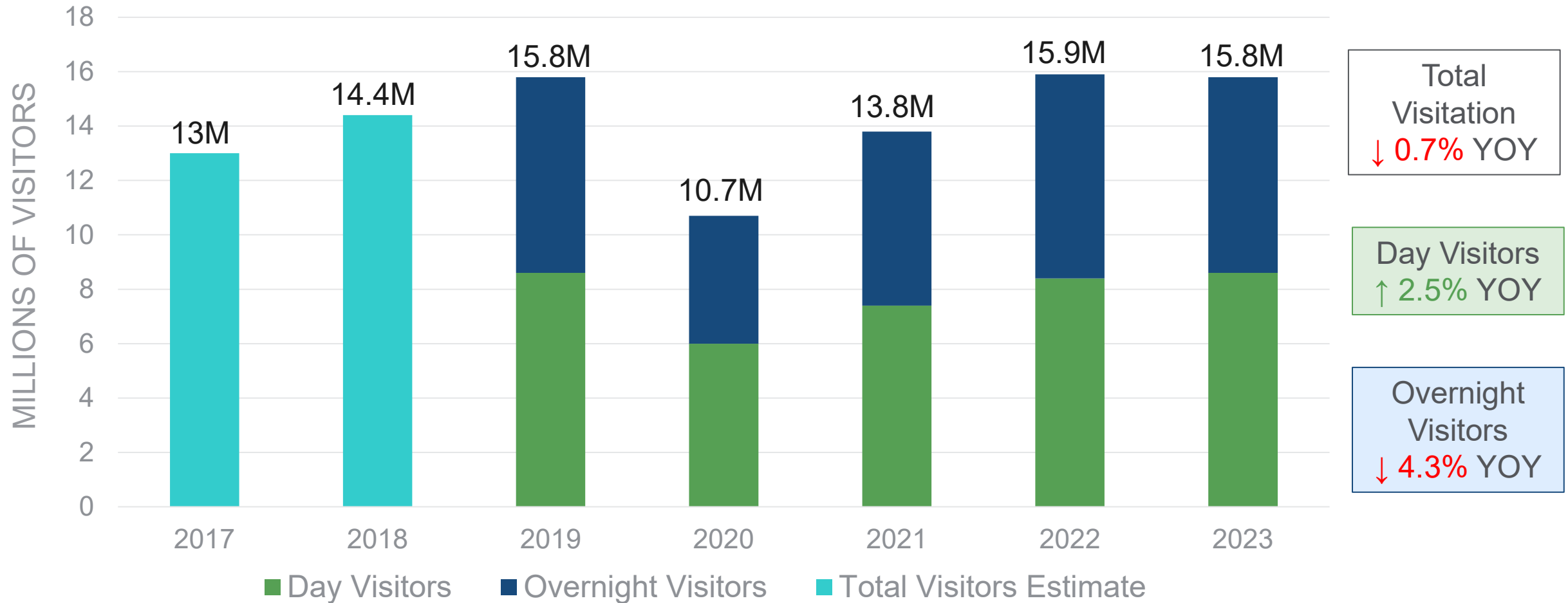
BEST IN SHOW BEER

With several beers named best in the world, Vermont's brewers are heavy hitters. The Green Mountains' craft beer industry is booming, leading the nation in breweries and brew pubs per capita.

[Read More](#)



Volume of Visitors to Vermont (2023)



Economic Impact of Visitation to Vermont (2023)

15.8M

Visitors

\$4.0B

Visitor Spending

9.3%

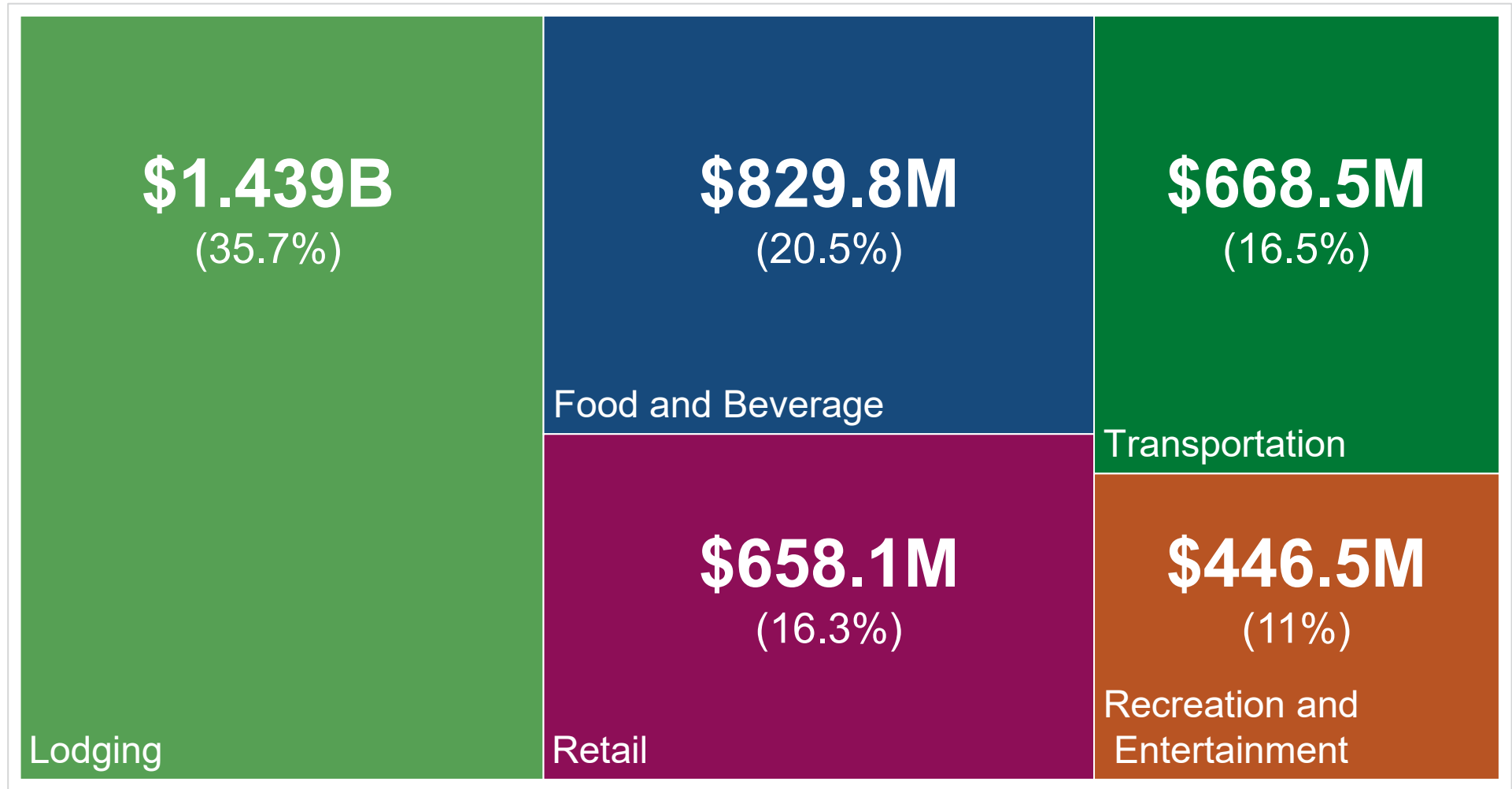
State GDP

\$282.3M

Direct Tax Revenue

\$1,039

Tax Savings per Household



Department Programs Tourism and Marketing

Program Spotlights

Destination Development: Thanks to a provision in the American Rescue Plan Act, Vermont received a \$10.4M state tourism grant from the Economic Development Administration (EDA) specifically to support recovery for travel, tourism and outdoor recreation.

This federal funding has enabled VTDM to invest in long-overdue strategic planning, visitation and brand research, creative development, economic impact analyses, workforce projects and regional tourism grant programs that have never been financially possible in the past. Funding will be fully expended by the end of 2025, so additional resources will need to be identified if VTDM is to continue this work going forward.

Destination Development Tourism and Marketing

Destination Development Projects

Research:

- Economic Impact (Statewide and By County)
- Visitor Survey (Behaviors and Demographics)
- Data Dashboard (Visitation, Spending, Lodging+)
- Brand Study (Perceptions and Market Positioning)

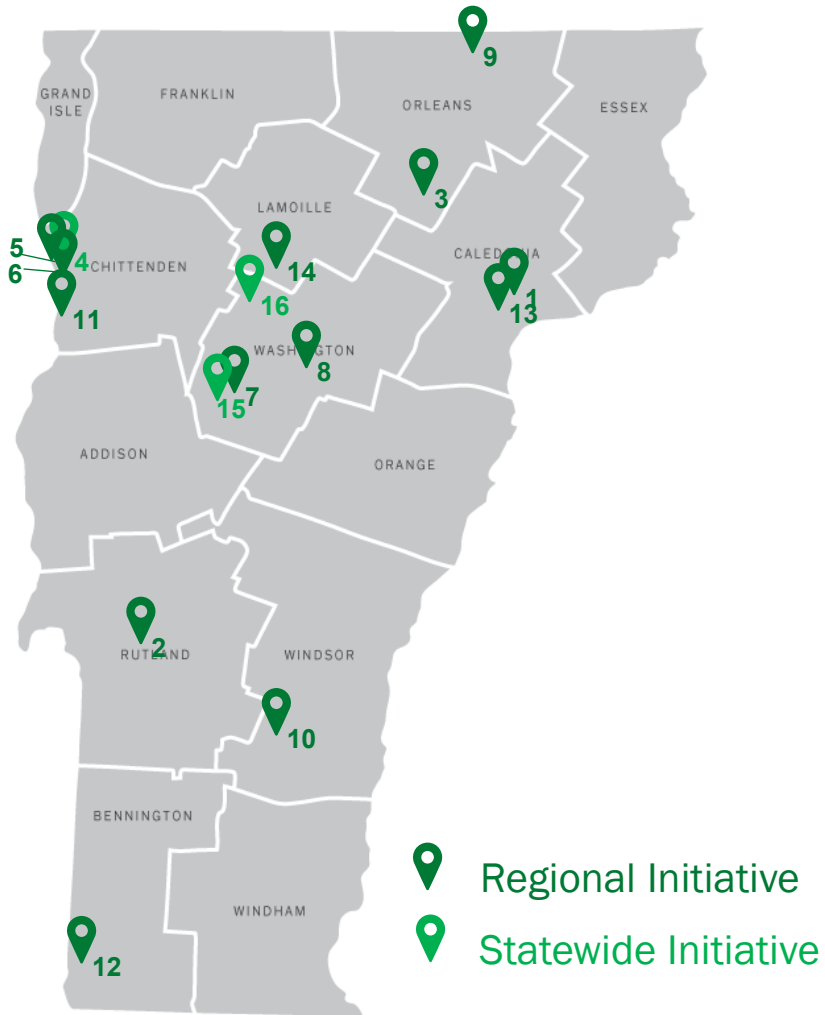
Strategic Planning and Industry Support:

- Destination Management Plan (5-year Strategy)
- BIPOC Visitation Strategy (Brand Audit, Positioning)
- Workforce Development (Hospitality Certificate Program and Outdoor Recreation Skills Workshops)
- Local Economic Impact and Outdoor Recreation Community Toolkit

Subawards:

- T-TERM Grant Program (Transformational Tourism Events and Regional Marketing)
- State Parks (3 projects)

T-TERM Grant Recipients



Applications Received	Total Funding Requested	Applications Awarded Funds	Total Grant Funds Awarded
48	\$6,004,780	16	\$1,496,838

1. Catamount Film & Arts Co
2. Come Alive Outside (Rutland)
3. Highland Center for the Arts
4. Kelly S. Brush Foundation
5. Lake Champlain Regional Chamber of Commerce (Hello Burlington)
6. Leahy Center for Lake Champlain Inc
7. Mad Valley Sports
8. Montpelier Downtown Community Association (Montpelier Alive)
9. Newport City Renaissance Corporation
10. Okemo Valley Regional Chamber of Commerce
11. Shelburne Museum
12. Southwestern VT Chamber of Commerce
13. St. Johnsbury Works!
14. Stowe Area Association
15. Vermont Cheese Council
16. Vermont Mountain Bike Association

T-TERM Grant Recipient Projects

Catamount Film & Arts Co

Plan and promote LGBTQIA+ Arts programming and events in the NEK.

Come Alive Outside

Elevate the Winterfest experience into a major multi-day destination event.

Highland Center for the Arts

Purchase a Glice synthetic ice rink so 'Curds & Curling' event can be held regardless of season or weather.

Leahy Center for Lake Champlain

Expand immersive 'Champ' experience.

Mad Valley Sports

Expand signature Mad Marathon event.

Kelly S. Brush Foundation

Launch multifaceted campaign to showcase adaptive-accessible mountain biking opportunities.

Newport City Renaissance Corp.

Create destination shopping experience with 'peddler carts.'

Shelburne Museum

Expand 'Winter Lights' into a destination event.

Vermont Mountain Bike Association

Design new destination mountain biking guide.

Montpelier Alive

Illuminate six key historic bridges and rebrand as "The City of Bridges."

St. Johnsbury Works!

Invest in new photo assets and launch PR and social media outreach campaign

Hello Burlington

Invest in new video assets and launch targeted advertising.

Okemo Valley Chamber

Invest in photography assets and multichannel digital campaign.

Southwestern VT Chamber

Invest in new photo and video assets and launch new campaign.

Stowe Area Association

Invest in photo and video assets and launch diversity campaign.

Vermont Cheese Council

Evolve Cheesemakers Festival into "Vermont Cheese Week"

Department Programs Tourism and Marketing

Program Spotlights

Think Vermont and GROW Program: VDTM provides resources and information to support individuals and/or businesses looking to relocate to the state through ThinkVermont.com and regional partners.

As with visitation, we use owned (website, email marketing, social media) media strategies to promote Vermont as an ideal place to live and work. We are launching our first paid media campaign in 2025.

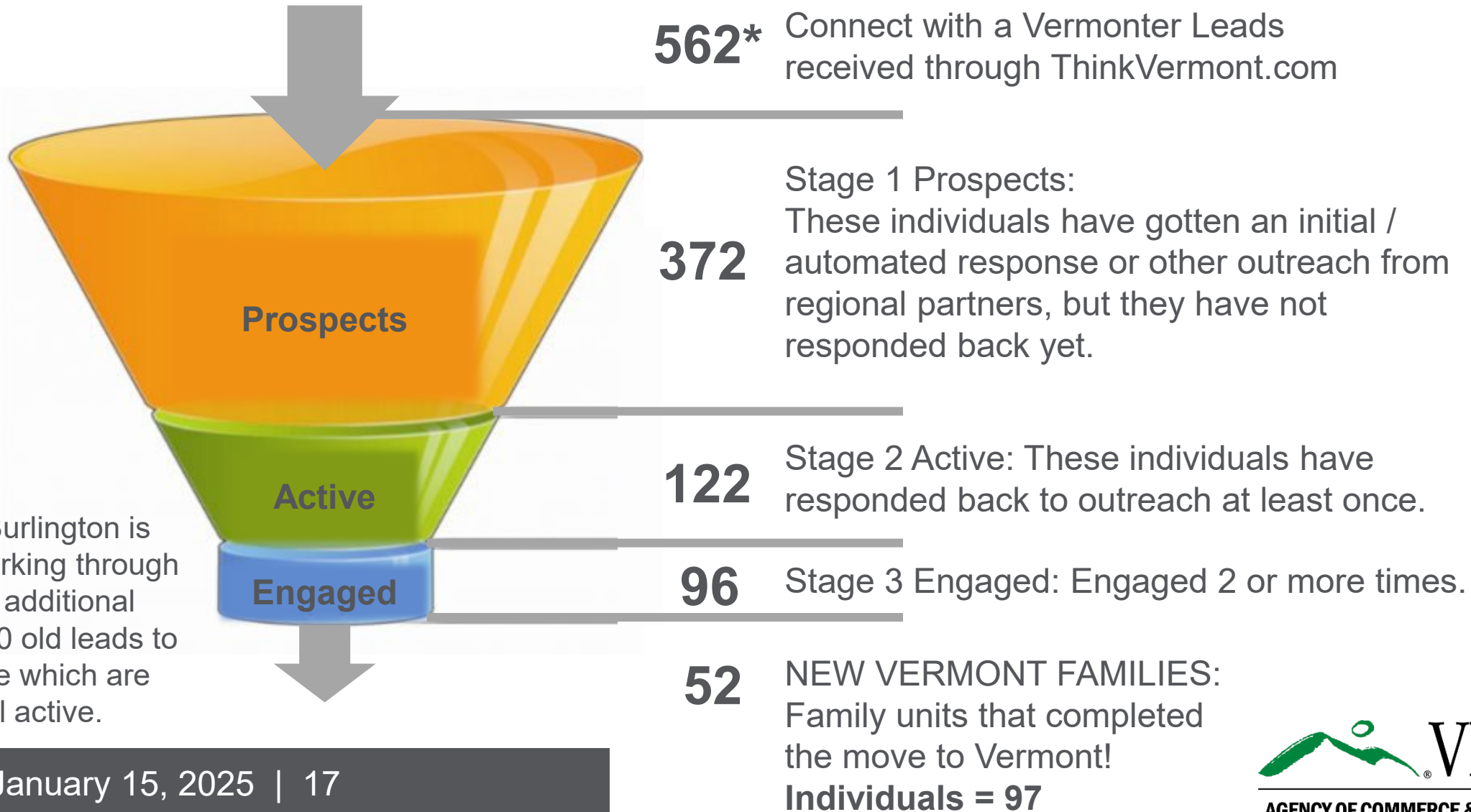
The GROW (Grants for Relocation and Outreach Work) program funds 10 regional partners to provide individual relocation assistance. GROW grantees nurture the leads received through our “Connect with a Vermonter” process to provide one-on-one regionally-specific information on finding a job, housing, childcare or other support.

10 GROW grantees also organize outreach activities and retention events to help new Vermonters feel welcome in their communities.

GROW Grantee Organizations

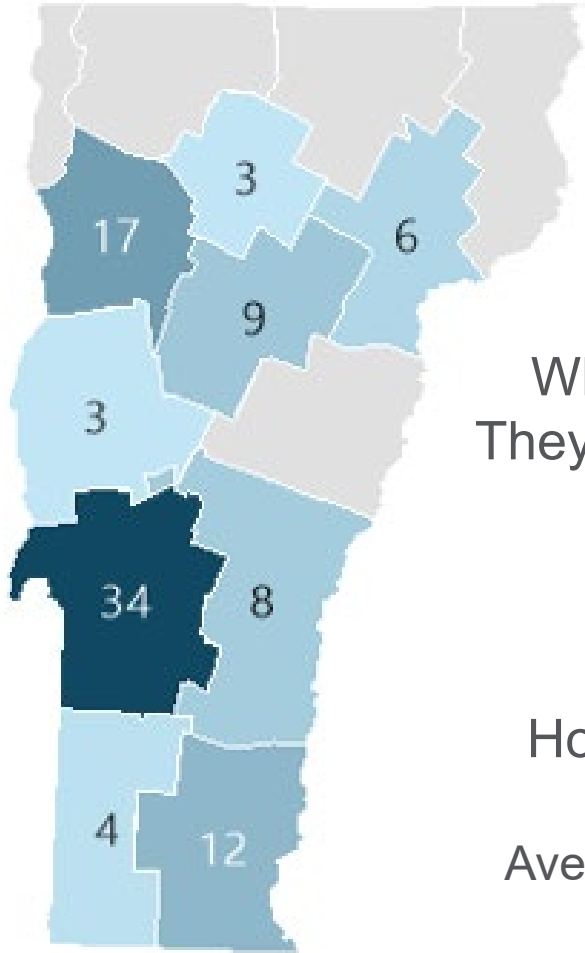
Region	Grantee	Track
Addison County	Addison County Economic Development Corporation	Outreach and Relocation
Bennington County	Southwestern Vermont Chamber of Commerce	Outreach and Relocation
Chittenden County	Lake Champlain Regional Chamber of Commerce	Outreach and Relocation
Lamoille County	Lamoille Economic Development Corporation (volunteer basis)	Relocation
Northeast Kingdom	Northern Forest Center	Outreach and Relocation
Orange County	The Chandler Center for the Arts	Outreach
Orange County	Green Mountain Economic Development Corporation	Relocation
Rutland County	Chamber & Economic Development of the Rutland Region	Outreach and Relocation
Washington County	Montpelier Alive	Outreach and Relocation
Windham County	Brattleboro Development Credit Corporation	Outreach and Relocation
Windham County	Southern Vermont Deerfield Valley Chamber	Outreach
Windsor County	Vital Communities	Outreach
Windsor County	Green Mountain Economic Development Corporation	Relocation
Statewide	Vermont Professionals of Color Network	Relocation

2024 Think Vermont Prospects Summary



* Burlington is working through an additional 800 old leads to see which are still active.

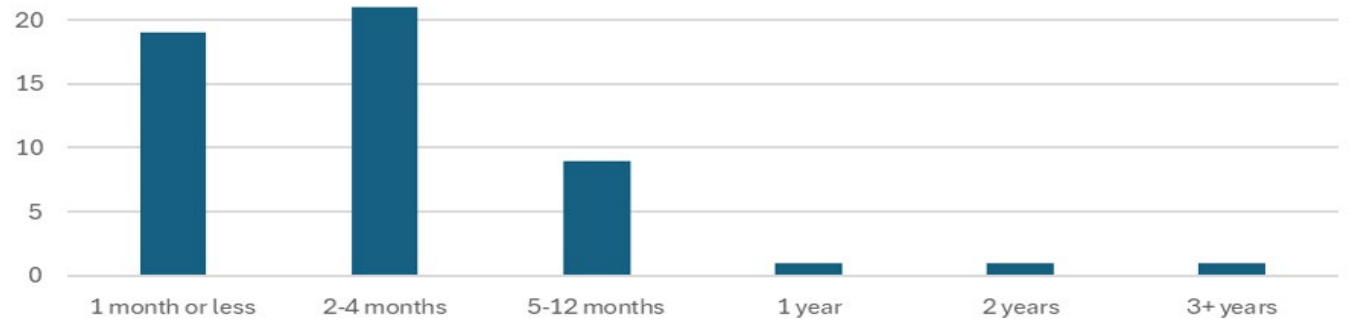
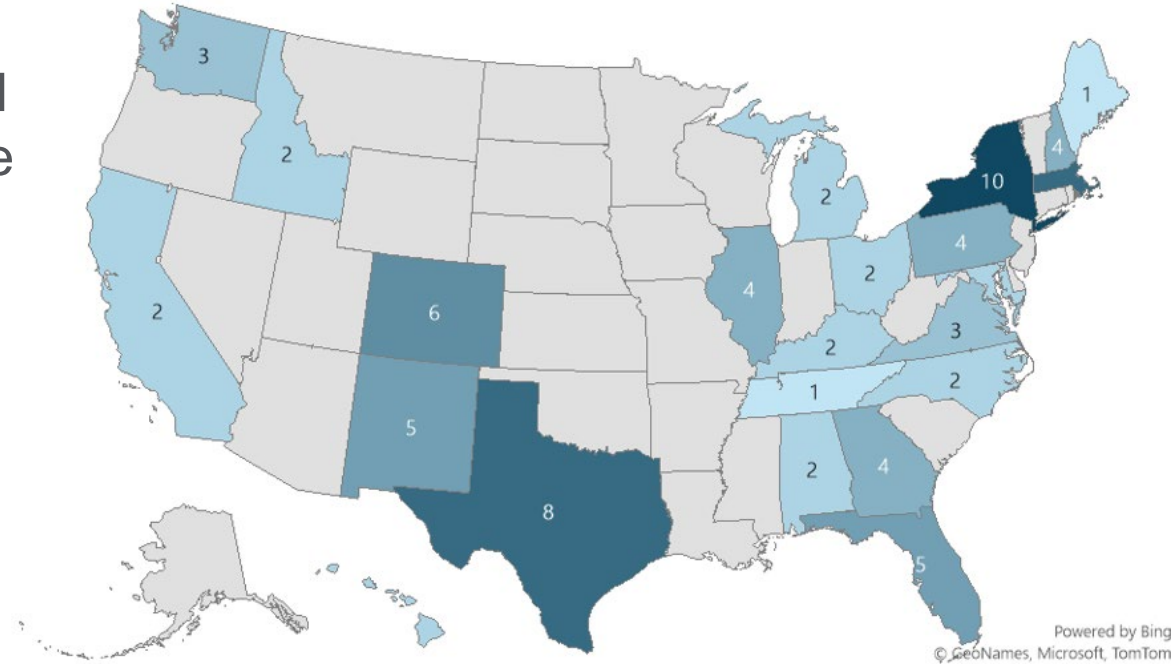
2024 New Vermonters through GROW Program

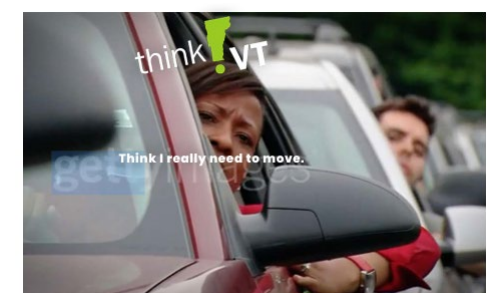
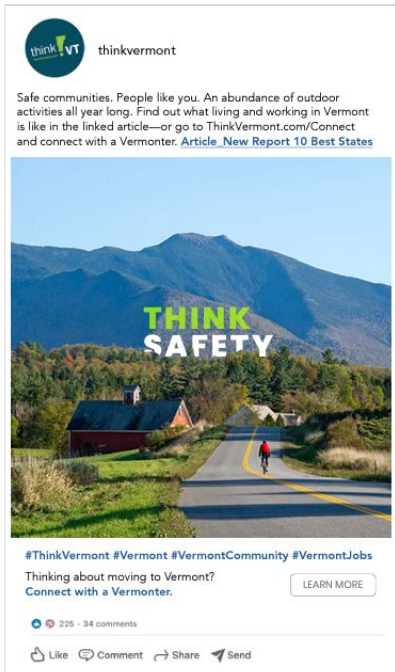
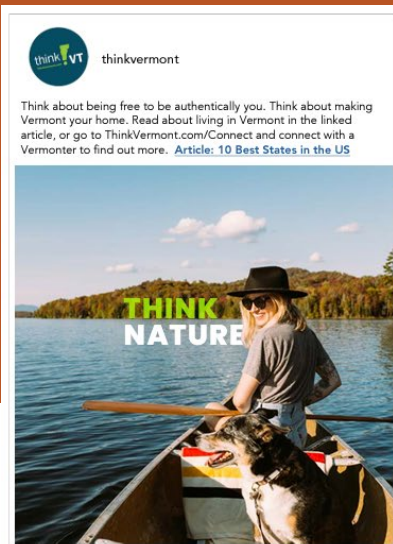


Where Did They Move To?

How Long Did the Move Take?
Average = 3.7 months

Where Did They Move From?





Department Programs Tourism and Marketing

Program Spotlights

Chief Marketing Office: The CMO supports marketing initiatives by agencies across state government with strategic expertise, branding and access to both outside marketing vendors and direct creative services. The CMO maintains state brand standards, develops templates for common outreach needs, provides best practices support for web managers and in overall accessible communications, and maintains a shared photography library for state entities. Priority areas are:

- State of Vermont Brand Management
- Contracting and Procurement Guidance
- Creative Services
- Accessible Design
- Communications and Marketing Training

Department Partners Tourism and Marketing

Major Partners

- Governor's Travel and Recreation Council
- Vermont Chamber of Commerce
- Regional Chambers of Commerce
- Downtown Organizations
- Regional Destination Marketing Organizations
- Vermont Outdoor Recreation Economic Collaborative (VOREC)
- Vermont Professionals of Color Network
- Vermont Lodging Association
- Vermont Arts Council
- Vermont Ski Areas Association
- Agency of Agriculture, Food and Markets
- Vermont State Parks
- Vermont State Historic Sites

Department Partners Tourism and Marketing

Common Committee Interactions

- House Commerce and Economic Development
- Senate Commerce, Housing and General Affairs
- House and Senate Appropriations
- Tourism Caucus

Data

- Visitor Volume
- Visitor Spending
- Total Economic Impact of Tourism
- Tourism, Recreation & Hospitality Tax and Employment
- Occupancy Trends in Paid Accommodations
- Visitor Profile Research

Department Buzzwords Tourism and Marketing

Buzzwords

- Tourism
- Visitors and Visitation
- Visitor Economy
- Marketing and Promotion
- “The Vermont Brand”
- “Think Vermont” = ThinkVT
- Relocation Support
- Outdoor Recreation
- Hospitality and Lodging
- Destination Stewardship
- Destination Development

Department Highlights Tourism and Marketing



15.8 M

Visitors (includes overnight, day and drive-through visitors)



\$4.043 B

Visitor Spending in Lodging, Dining, Transportation, Retail and Recreation



\$282.3 M

Direct State and Local Tax Revenue Generated by Tourism Activity



31,053

Jobs in the Tourism Industry

2023 analysis by Tourism Economics

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