



**VERMONT  
CHAMBER**  
*of Commerce*

# Tourism Economy Day



# Vermont Tourism Hearing

# **MUSEUMS & ATTRACTIONS**



Museums are vital to the Vermont  
tourism industry



# Museums are anchor attractions

- 67% of all U.S. leisure travelers participate in cultural activities such as visiting museums.
- These travelers spend 60 percent more money on average than other leisure travelers.





# Museums are open rain or shine

- Winter precipitation is expected to become more rain and less snow.
- We operate during the shoulder seasons when outdoor recreational opportunities are limited.





# Vermont's museums have broad appeal

“We had a wonderful experience visiting ECHO. We are from the DC area, so I'd consider ourselves museum snobs (sorry!) and this was one of the funnest and hand-on museums he has ever been to.”





Museums are experiencing a  
diversity of increasing economic  
pressures



# Fewer Canadian tourists

- 1/3 of ECHO's visitors are out-of-state tourists.
- Approximately 5% are Canadian.





# Signs of recession

- New England Museums experienced a 15% average decrease in attendance in February.



# Cuts to federal funding

- Over the last ten years, Vermont museums were awarded approximately \$3M in IMLS funding.
- Similar cuts are taking place at the National Endowment for the Humanities and other agencies.

**Today, the entire staff of the Institute of Museum and Library Services (IMLS) was placed on administrative leave.**

This move, which continues to undermine the will of the American people, raises questions as to whether the agency will be able to fulfill its legal obligations to disperse **congressionally appropriated funding.**



# Increased expenses due to tariffs

- Higher construction costs for new experiences and ongoing facility maintenance.
- Higher gift shop prices.



Record high costs to  
run egg drop  
engineering  
challenges





Museums offer iconic experiences  
that build the Vermont brand



# Total Solar Eclipse: April 2024







**Burlington Waterfront during the Eclipse**







## Into the Lake Exhibit: Opening Summer 2025



# Champ Exhibit: Opening Fall 2025





Thank you



Red Hen Bakery and Cafe



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**RED HEN BAKING CO**

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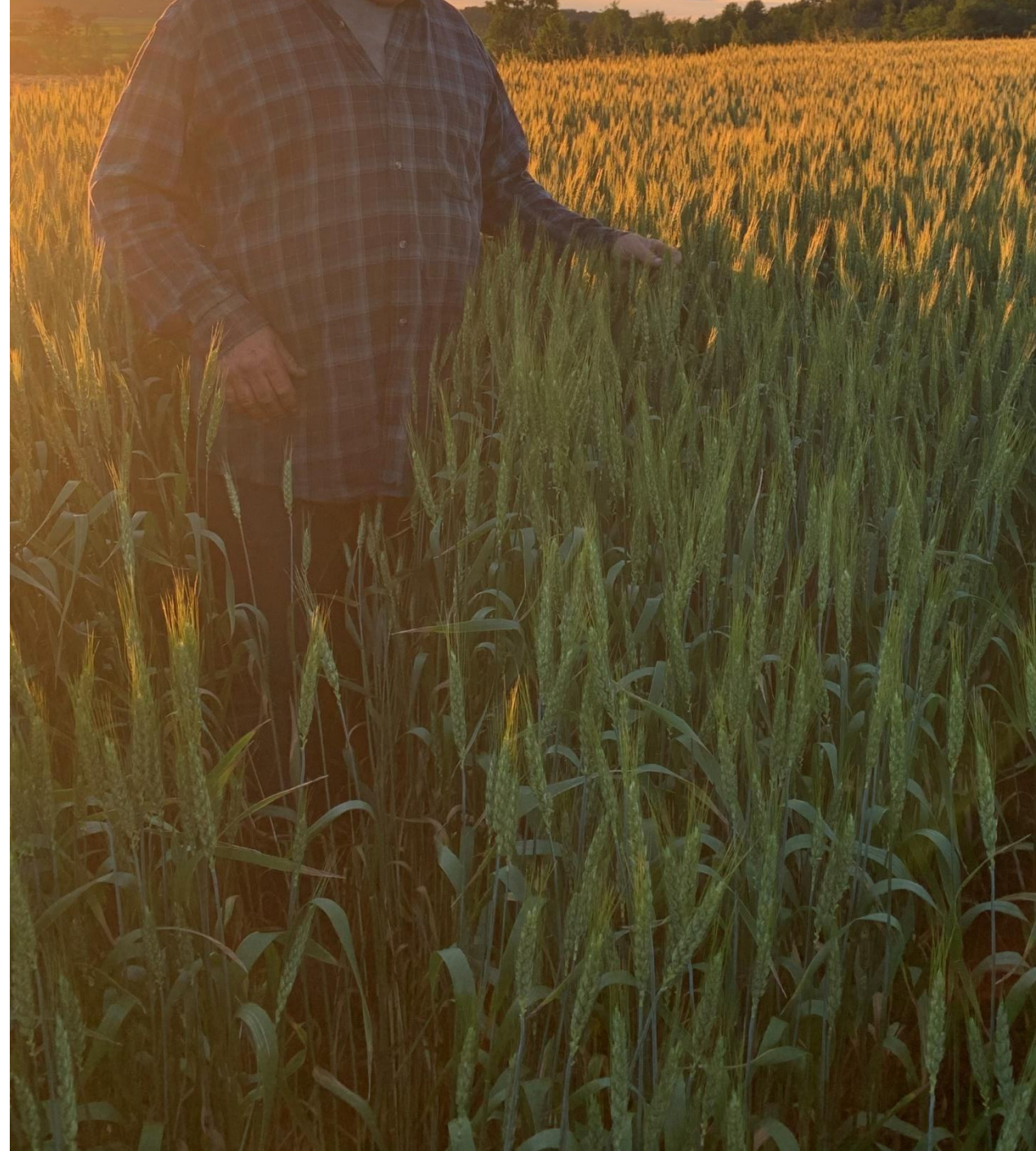






















# **Québec Government Office in Boston**







# Basin Harbor

RESORT & BOAT CLUB



**Kingdom Trails**







**Downtown  
Brattleboro Alliance**









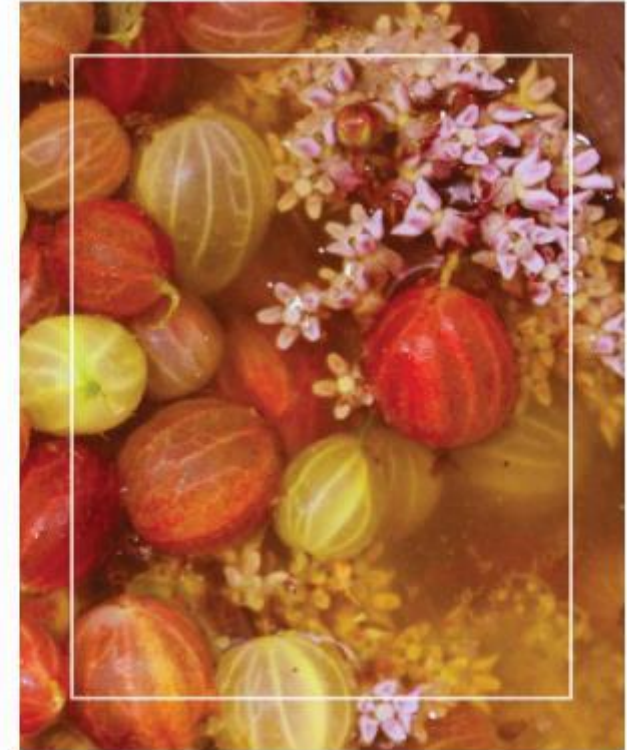














**JAY**  **PEAK**  
V E R M O N T





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