



**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

- ⅓ 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



RED HEN BAKING CO

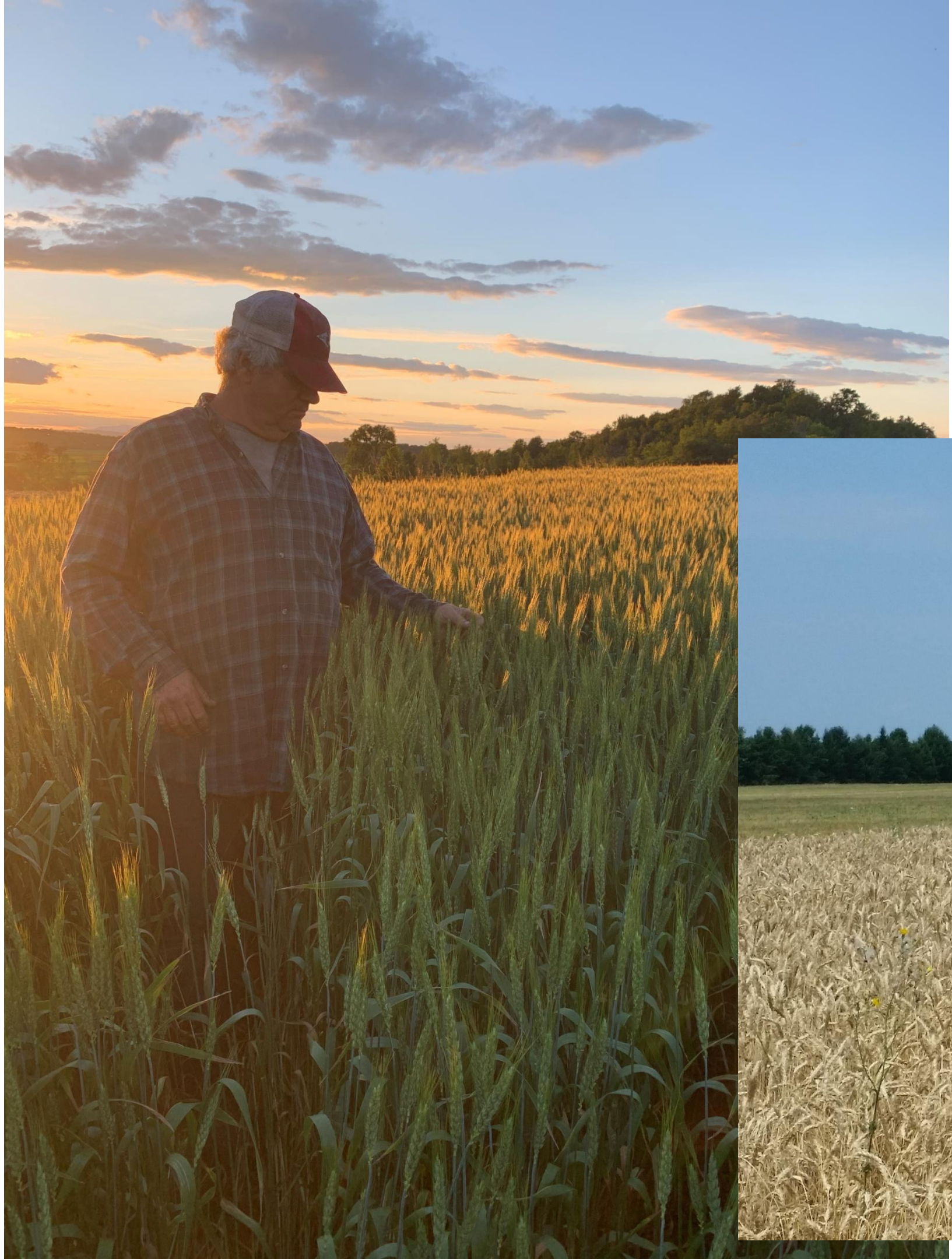
















Québec Government Office in Boston





Basin Harbor

RESORT & BOAT CLUB

Kingdom Trails





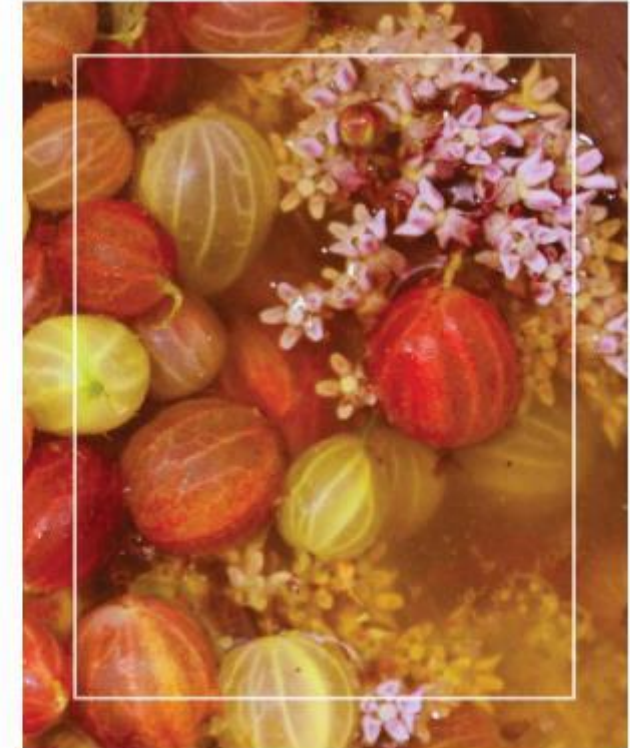
**Downtown
Brattleboro Alliance**















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