

# VERMONT

## TOURISM MARKETING PROGRAM



Image Courtesy of Sally Cooper





# CONNECTING TO VISITORS

## THE POWER OF PARTNERSHIP

The Vermont Tourism Marketing Program communicates your message via dynamic print and digital products, promoting your business to the 80 million people within a day's drive of Vermont. The suite of products and services have been created in partnership between the Vermont Chamber of Commerce and the Vermont Department of Tourism and Marketing and are the official fulfillment pieces for Vermont.

### VISITOR INSIGHTS\*

Data shows that visitation trends remain strong, bringing economic activity to communities throughout the state and improving the bottom line of thousands of local businesses. Visitor spending consists of guest and second homeowner activity at attractions, outdoor recreation, lodging and dining establishments.

**13.3 M**



Visitors

**\$3.0 B**



Visitor Spending

**8.2 M**



Overnight Stays

### DRIVING VISITORS TO VERMONT\*

The Vermont Department of Tourism & Marketing (VDTM) executes a robust paid and earned media strategy to drive brand awareness and consideration of Vermont as a four-season destination. This strategy targets a qualified travel-planning audience. Top of the marketing funnel tactics by VDTM help individuals businesses and communities reach the largest possible audience.

**63.9 M**



Total Impressions from  
Paid Marketing  
(2019)

**886,944**



Total Website Sessions on  
VermontVacation.com  
(2019)

**119,666**



Total Social Media  
Followers  
(as of 12.31.2019)

**22,346**

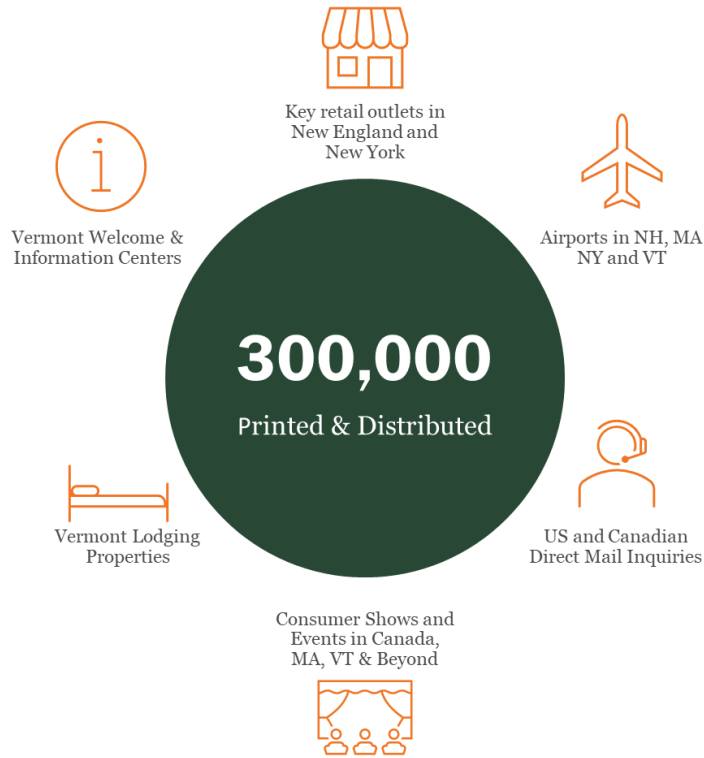


Individual Vacation  
Packet Requests Fulfilled  
(2019)

# ANNUAL INSPIRATION GUIDE

## EDITORIAL MISSION

Vermont's local communities, businesses and attractions create the fabric that makes up the Vermont brand. Our editorial mission is to tell the story of the Vermont brand through compelling, authentic content that inspires visitors. The new Annual Inspiration Guide amplifies your businesses' story and the Vermont brand to the destination marketplace.



Love Vermont so much you hate leaving it in the rear-view mirror? You're not alone. Vermont is known for its unbeatable quality of life, strong communities, pristine environment, and stunning landscapes. Vermonters are independent-thinking, friendly and successful, building successful, fulfilling lives in the Green Mountain State.

### WHAT IS YOUR VERMONT STORY?

#### Kiera Bratton-Lewis and Cory Lewis

We grew up in the same neighborhood in Brattleboro, went to the same elementary school, and were neighbors in high school. Kiera's grandparents moved to Vermont when they were in their 20s; they stayed and raised their kids here. Cory's parents also moved to Vermont when they were in their 20s.

Both our families are still here in Vermont, within 45 minutes. We love the natural beauty of the state, the self-reliant spirit, and communities. We believe it's the best state in the country to grow up in and we're excited to start our own family here.

#### Brian and Callista Bradlow and Family

We took a two-week road trip around Vermont in the summer of 2011 and visited countless charming towns, drove scenic byways, and stayed in perfect inns. That trip sold us on Vermont. We were welcomed before we even moved.

We instantly found a group of parents who were also new to the area, all with kids around the same age. We feel fortunate to have discovered Rutland County and recommend the area to anyone thinking about moving to Vermont. It is affordable, welcoming, and central to events and recreational activities.

For more inspiration on making the move to Vermont visit: [ThinkVermont.com](http://ThinkVermont.com)



PHOTOS COURTESY OF:  
VERMONT TOURISM  
ANNUAL WRITERS FOR THE VERMONT  
FUTURED PROJECT  
VERMONT TOURISM

VERMONTVACATION.COM



Arts and cultural attractions are integral to the fabric of Vermont communities. Slow down, get inspired and take in the beauty all around you at one of Vermont's unique performance spaces, galleries and workshops or outdoor art installations.

#### BURLINGTON CITY ARTS

As the City of Burlington's cultural centerpiece, the Burlington City Arts (BCA) Center fosters a relationship between the arts and the local community. The art scene is palpable in the streets of Burlington through city-wide festivals, events, concerts, films and art installations.

Nestled amongst bustling Church Street, the dynamic BCA Center serves to showcase the arts in the community and make cultural experiences accessible to a local audience. Exhibitions openers are dedicated to showcasing contemporary art, film of choice.

#### RUTLAND SCULPTURE TRAIL

Rutland is the fifth largest city in Vermont and is gaining notoriety as an art hub. The historic

downtown is home to colorful public art exhibits and features the Rutland Sculpture Trail, with works of art from local, national and international artists. In partnership with The Carving Studio & Sculpture Center, the Rutland Sculpture Trail houses Rutland's history while beautifying the downtown. Admire the marble and mixed media sculptures on a self-guided tour or register for one of The Carving Studio & Sculpture Center's workshops.

**Tip!** Utilize the **Downtown Rutland** app to follow the trail and learn about both the artists and their subjects.

#### VERMONT ARTISANS PARK

Vermont Artisans Park in Windsor is a collective of eight unique businesses showcasing local craft beverages, artisanal foods and hand-crafted art and sculptures. It is the perfect place to spend a day enjoying the sights, tastes, smells and sounds of Vermont art.

Take in the beauty of nature at The Path of Life Garden, a spiritual garden embodying the journey of the human soul. Visitors can stroll through 10 works of art representing the stages of existence

and illustrating the elements of human life.

Watch local artisans create glass and pottery masterpieces at Simon Paquin's Windsor workshop. The master glassblower produces art centered around functional, sophisticated designs.

#### BUNDY MODERN GALLERY

Venture a few short miles from the heart of Windsor to the Mad River Valley, along a steep and winding access road, to the Bundy Modern Gallery. Built in 1976, this recently restored architectural masterpiece and the surrounding land exist in harmony and are designed to inspire, entertain and provoke thought.

Take in contemporary and industrial art and sculpture exhibitions inside the mid-century modern building and enjoy the surrounding landscape architecture and beautiful views on the included property.

#### ROCKLEDGE FARM WOODWORKS

Rockledge Farm's artisans are utilizing the beauty of native Vermont hardwoods at this 200-year-old family-owned farm, creating one-of-a-kind custom designed furniture and woodwork from wood sustainably harvested and meticulously selected.

The natural beauty of Vermont's hardwoods shines through in the art created, as well as the



surrounding gallery and workshops. Browse the artisans' creations, watch beautiful wood turning demonstrations and learn about the long history of woodworking in Vermont.

**Want more?**  
Discover more art attractions at: [plan.VermontVacation.com/arts](http://plan.VermontVacation.com/arts)

PHOTOS COURTESY OF:  
VERMONT ARTIST LAWRENCE  
RENÉE GREENLEE

VERMONTVACATION.COM

# EDITORIAL FOCUS

## A PLACE ALL ITS OWN

Vermont is a place that's determined by geography and physical boundaries, yes, but also by an idea that life is better when we slow down, look around and simply take notice. Here, it's not about what you achieve or acquire, it's about how experiences make you feel.

### FEATURE ARTICLE Vermont Farm-to-Table

Farm-to-table and Vermont dining experiences are synonymous. Read about Vermont restaurants with menus that showcase local products Vermont makers are crafting, growing and producing.

### Love Where You Live

Stories from VermonTERS; what brought them here and what makes them stay.

## CELEBRATING EACH OF VERMONT'S REGIONS

### 72 Hours

*North, Central and South*

A regionally-based, itinerary-style article highlighting ways to play, experience, stay and eat.

### Regional Inspiration

*North, Central and South*

Listicle style articles guiding visitors to iconic and off-the-beaten-path experiences.



Named in 1949 by former governor George Aiken for its pastoral setting and natural beauty, the Northeast Kingdom (NEK) is one of the most awe-inspiring destinations in Vermont. Use this itinerary to inspire a NEK getaway that will have you feeling like a local.

#### DAY ONE

Start your trip in St. Johnsbury for the sense of community small towns are known for with just a touch of big-city flare.

#### EXPERIENCE

**Fairbanks Museum & Planetarium**  
Experience Victorian elegance in

this exquisite natural history museum, home to the state's only public planetarium.

**Northeast Kingdom Artisan's Guild**  
Discover work done by Vermont artists at this cooperative craft and fine art gallery.

#### FOOD AND DRINK

**Kingdom Taproom and Table**  
Order from a small yet varied menu grounded in local ingredients.

**Kingdom Crust Company**  
The menu has something for everyone, from pizza made just the way you like it to sandwiches and desserts.

#### STAY

**Fairbanks Inn**  
Spend the night unwinding and relaxing at this charming property, located in St. Johnsbury's quiet downtown.

#### DAY TWO

Make your way into the heart of the Northeast Kingdom.

#### PLAY

**Kingdom Trails**  
A world-class trail system intertwined with the local community. This expansive trail network (100+ miles) offers outdoor recreation experiences year-round.

**Lake Willoughby**  
Carved by a glacier and

boasting dramatic views, Lake Willoughby is crystal clear and bordered by mountains. Enjoy swimming, boating, fishing and more.

#### EXPERIENCE

**Highland Center for the Arts**  
This year-round center for visual and performing arts offers music, theater and more.

**The Museum of Everyday Life**  
A place for reflection on the overlooked aspects of everyday life. Exhibits explore ordinary objects such as the safety pin, pencil, and toothbrush.

#### FOOD AND DRINK

**The View Pub**  
Enjoy a lunch of salads, soups, and sandwiches at Burke Mountain Resort.

**Hill Farmstead Brewery**  
Sip a beer at this renowned brewery, sitting on ancestral land that has been worked by the Hill family for decades.

#### STAY

**The Willoughby Inn and Cottages**  
On scenic Lake Willoughby, the Willoughby Inn offers a relaxing escape in the main inn or private cottages.

#### DAY THREE

Venture to the top of the Northeast Kingdom, just south of the Canadian border.

#### PLAY

**Jay Peak Resort**  
Resort destination with skiing and snowshoeing in the winter and hiking and golfing in warmer months. Enjoy views from the aerial tram or experience the Pump House Indoor Waterpark.

#### EXPERIENCE

**Old Stone House Museum**  
Featured as a stop on Vermont's African American Heritage Trail, this museum tells the story of Alexander Twilight, who founded Old Stone House.

#### FOOD AND DRINK

**Big Jay Tavern**  
The menu offers a mix of flavors varying from Greek and Mediterranean favorites to hearty French dishes.

**East Side Restaurant & Pub**  
Enjoy waterfront dining on the shore of Lake Memphremagog. After a hearty meal, visit the on-site country store.

#### STAY

**Jay Peak Resort**  
With lodging options featuring hotel suites, condominiums, townhouses, and homes, nearly all offer the convenience of ski-in/ski-out.



**Discover**

Plan your trip at:  
[plan.VermontVacation.com](http://plan.VermontVacation.com)



# EDITORIAL SUPPORT

Amplifying content from the Inspiration Guide via digital assets and grassroots efforts.



Inspiration Guide  
Digital Edition



Vermont Tourism  
Social Media



VermontVacation.com



Direct Mail  
Requests



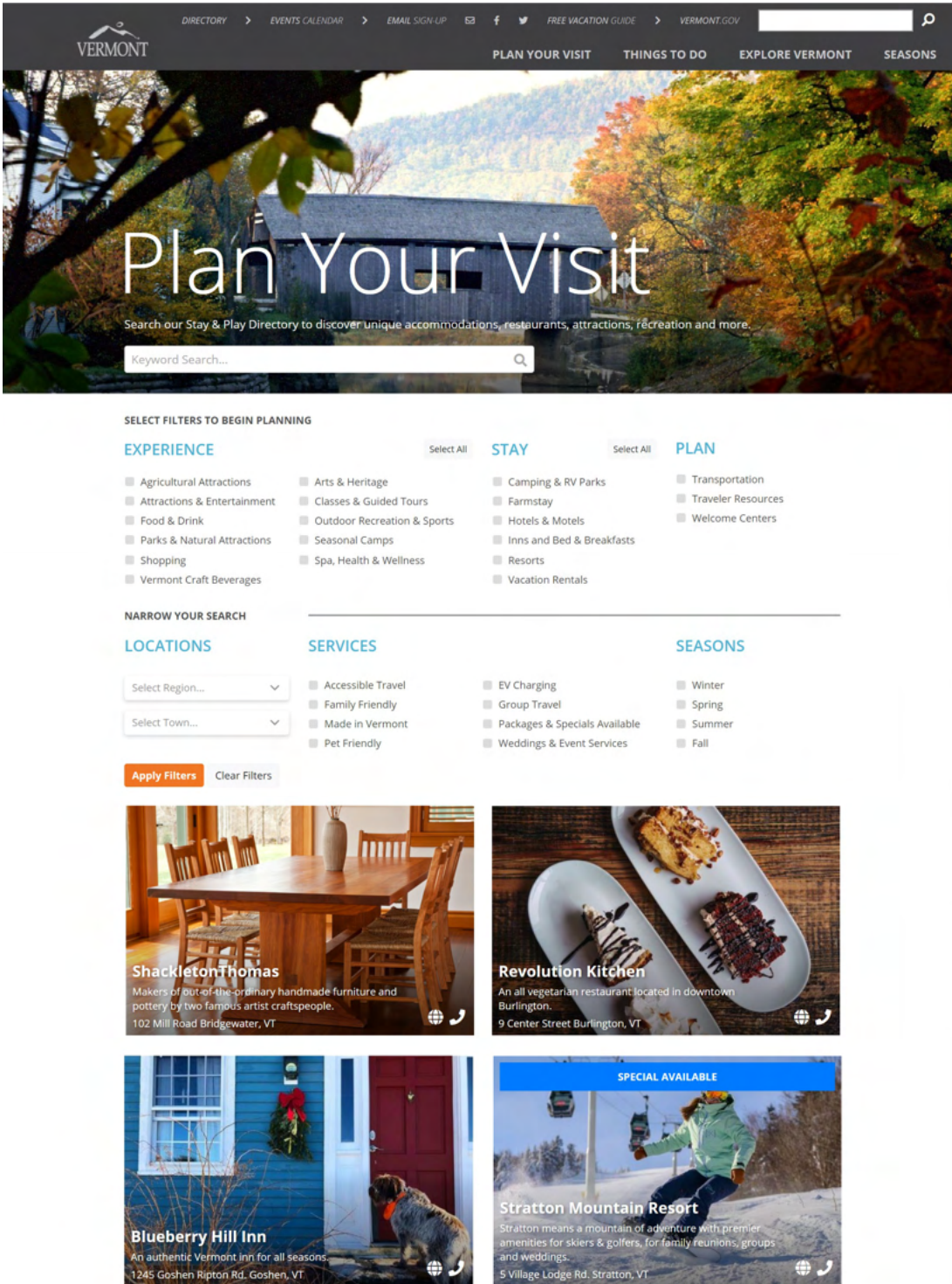
Vermont Tourism  
Email Marketing



# STAY & PLAY DIRECTORY

## PREMIUM EXPOSURE

The VermontVacation.com Stay & Play Directory is the source for comprehensive business listings that visitors depend on to plan their trips. The featured listing program provides businesses with premium exposure and leverages the millions invested in marketing tactics by the Vermont Department of Tourism and Marketing.





ROBUST FEATURES

Delivering relevant results through a multi-faceted search filter function, the Directory is designed to drive visitors down the marketing funnel on their trip planning journey.

Directory Landing Page	Features	Directory Listing Page	Features
Basic Business Information	✓	Description	1080 characters with spaces
Priority Sort	✓	Photos	20
Description Preview	✓	Embedded Map & Directions Link	✓
Phone and Web Icons & Links	✓	Video	✓
Subcategories Included	2	Social Handles	✓
Ability to upgrade to premium filters	✓	‘Book Now’ Direct Booking Link/Button	✓
Ability to upgrade listing filters and quantity	✓	Geo-targeted ‘You May Also Like’ Feed	✓



The Lodge at Spruce Peak

7412 Mountain Rd., Stowe, VT

<https://www.sprucepeak.com/stay/the-lodge/>

(888) 976-2023

[stowereservations@destinationhotels.com](mailto:stowereservations@destinationhotels.com)

Book Now >

Located at the base of Mt Mansfield and Stowe Mountain Resort (part of the Vail EPIC Pass System), The Lodge at Spruce Peak is Vermont's only ski-in ski-out luxury lodging destination. Ideal for weekend trips or extended stays, all guestrooms Studio and up include kitchenettes or full kitchens, gas fireplaces, and private outdoor balconies. Our spacious 1-, 2-, or 3-bedroom suites and luxury Penthouse residences feature in-room washer/dryers, as well as plenty of space for work-from-home or remote schooling set ups. For those looking for a private break, The Lodge offers elevated cuisine, local brews, all-natural Spa rituals, and more delivered direct to the comfort and privacy of your guestroom.

Surrounded by over 2,000 acres of preserved mountain wilderness, Spruce Peak is distant from the crowds, but close to nature. Reconnect with family, friends, and yourself with a wide range of curated outdoor adventures and activities for all ages in. From guided fitness classes and snowshoe nature hikes, to our year-round outdoor heated swimming pool, adventure extends past the slopes at Spruce Peak, all carefully designed and executed to provide a safe and hygienic peace of mind.

Facebook

@ Instagram

PRICE RANGE

\$\$\$-\$\$\$\$

STAY

HOTELS & MOTELS

RESORTS

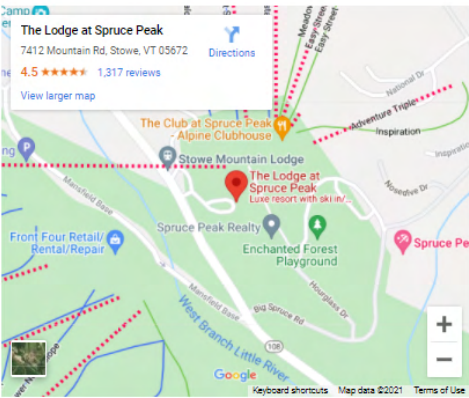
SERVICES

ACCESSIBLE TRAVEL

EV CHARGING

FAMILY FRIENDLY

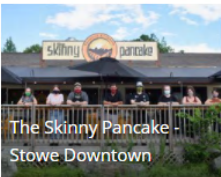
PET FRIENDLY



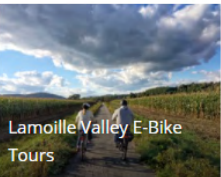
YOU MAY ALSO LIKE



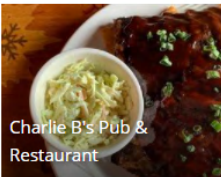
Cork Restaurant & Natural Wine Shop



The Skinny Pancake Stowe Downtown



Lamoille Valley E-Bike Tours



Charlie B's Pub & Restaurant

# OPPORTUNITY

## ADVERTISING RATES AND SPECIFICATIONS







### LEVERAGE THE POWER OF PRINT AND DIGITAL

The most comprehensive offering within the Tourism Marketing Program. All print display ads and the listing package include a print presence in the Annual Inspiration Guide and a featured listing on the VermontVacation.com Stay & Play Directory.

Product	Description	Member	Non-Member
Back cover*	Print display ad; 12-month featured digital listing	\$13,532	\$18,945
Inside front/back cover*	Print display ad; 12-month featured digital listing	\$11,137	\$15,591
Inside front facing page*	Print display ad; 12-month featured digital listing	\$10,112	\$14,157
Inside back facing page*	Print display ad; 12-month featured digital listing	\$9,258	\$12,961
Full page*	Print display ad; 12-month featured digital listing	\$8,823	\$12,352
1/2 page*	Print display ad; 12-month featured digital listing	\$5,322	\$7,451
1/3 page*	Print display ad; 12-month featured digital listing	\$3,813	\$5,338
1/4 page*	Print display ad; 12-month featured digital listing	\$3,188	\$4,463
1/6 page*	Print display ad; 12-month featured digital listing	\$2,367	\$3,314
1/12 page*	Print display ad; 12-month featured digital listing	\$1,661	\$2,325
Listing package	Print listing; 12-month featured digital listing	\$900	\$1,260
*All print display ads also include a print listing			

### Print Listing Details

- 40 word description
- Basic contact information (email, phone, website, and street address)
- Travel service icons (see below)
- Rates (lodging only; see below)

Travel Services Icons	Rates
 Pet friendly, call ahead	\$ (less than \$100)
 Motorcoaches accepted	\$\$ (\$101 - 200)
 ADA compliant	\$\$\$ (\$201 - 300)
 Wi-Fi	\$\$\$\$ (\$301 and above)
 EV charging station	Rates can be a range
 Vermont Green Business	



Ad Size	
<b>Full page/Covers</b> 7" x 9 7/8"	
<b>Full page/Cover with bleed</b> ^ 8 1/4" x 11 1/8"	
<b>Half page</b> 7" x 4 7/8"	
<b>Third page</b> 4 5/8" x 4 7/8"	
<b>Quarter page</b> 7" x 2 3/8"	
<b>Sixth page vertical</b> 2 1/4" x 4 7/8"	
<b>Sixth page horizontal</b> 4 5/8" x 2 3/8"	
<b>Twelfth page</b> 2 1/4" x 3 3/8"	

^For bleed ads, please add 1/8" on all sides. Trim size: 8" x 10 7/8"  
Display ads should be press-ready PDF files, in CMYK format and 300 dpi resolution.

## ADDITIONAL EXPOSURE OPPORTUNITIES

The most comprehensive offering within the Tourism Marketing Program. All print display ads and the listing package include a print presence in the Annual Inspiration Guide and a featured listing on the VermontVacation.com Stay & Play Directory.

Product	Description	Member	Non-Member
<b>Featured Travel Service or Package*</b>	Print listing in regional featured service directory section.	\$300	\$420
<b>Additional Listing*</b>	12-month listing in same or new category; second print directory	\$215	\$301
<b>Premium Listing Upgrade*</b>	Weddings and group travel filter; wedding and group icon include with print listing	\$150	\$210
<b>Seasonal Listing</b>	6-month digital-only listing	\$545	\$763
<i>*Must have already purchased a display ad or listing package to upgrade to this</i>			

## Contact Us

Marc Plouffe, Advertising Account Executive  
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Megan Bullard, Advertising Sales Associate  
802-578-6159 | [mbullard@vtchamber.com](mailto:mbullard@vtchamber.com)

