

# VERMONT

INSPIRATION FOR YOUR NEXT ADVENTURE



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PLANNING  
TODAY @  
VERMONT  
VACATION  
.COM



**2023 | 24 Tourism Marketing Program**



# 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 the state of 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

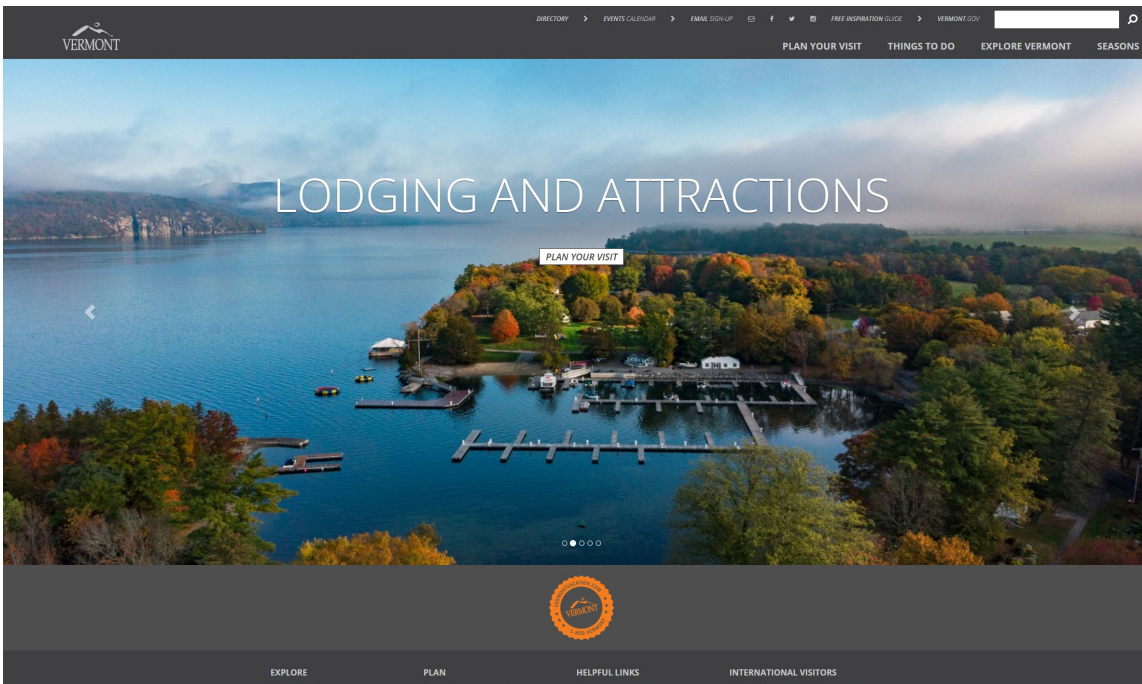
8.2 M



Overnight Stays

### DRIVING VISITORS TO VERMONT\*

The Vermont Department of Tourism & Marketing (VDTM) executes a robust paid and earned media strategy backed by millions of dollars 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.



\*Source: Agency of Commerce and Community Development

# 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 ARTICLES

#### Vermont's Outdoor Playground

Vermont is a haven for outdoor recreation enthusiasts. Explore the not-to-miss destinations offering outdoor recreation experiences all four seasons.

#### Performing Arts Spaces that Inspire

Art is everywhere in Vermont, waiting to be discovered. Delve into what Vermont's must-see performing arts spaces have to offer.

### CELEBRATING EACH OF VERMONT'S REGIONS

#### 72 Hours: North, Central & South

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

#### Regional Inspiration: North, Central & South

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



While farm-to-table dining is trending across the culinary industry, Vermont restaurants are established leaders in seeking out fresh produce and supporting local farmers. Vermont's artisan chefs and food growers partner to transform the bounty of the land into carefully curated menus using locally sourced ingredients.

At its heart, farm-to-table implies that the ingredients that go into the food being served come directly from farms, without passing through a store or market first. Restaurants that offer farm-to-table dining form strong relationships to the local farmers, growers and producers that supply the ingredients used. This relationship benefits the farmers, restaurants and the patrons enjoying the food.

Vermonters have always made a conscious effort to support local farmers. Little surprise, then, that farm-to-table dining abounds throughout Vermont. Here are some ideas to kickstart your locally sourced dining experience.

##### THE PARKER PIE CO.

###### West Glover

Country stores are the heart of Vermont communities. Located in the Northeast Kingdom, The Parker Pie Co. operates out of the Lake Parker Country Store, a short drive from Lake Parker.

Known for their pizza, the menu offers custom and specialty pies made with cheese, beef and chicken that have been sourced locally. The Parker Pie Co. has worked hard to cultivate relationships with local farmers and producers and is committed to a local-first approach. As an extension of their local-first approach, The Parker Pie Co. also gives back by offering community meals to help address food insecurity.

In addition to serving pizzas made with local ingredients, The Parker Pie Co. pours Vermont craft beer. This includes many from the award-winning brewery Hill Farmstead, a popular destination for locals and visitors. If you're in the area in search of local ingredients, fresh pizza and good beer, you'll find it at The Parker Pie Co.

**Farms:** Jasper Hill Farm (Greensboro), Hillside Farm (West Glover)

##### HONEYROAD

###### Burlington

Enter off of bustling Church Street in Burlington and step into the Mediterranean.

This popular female-run meze restaurant specializes in sophisticated family-style plates highlighting the best of what is grown in Vermont. Honey Road offers the perfect blend



Discover

Want more dining in Vermont?  
Check out [PlanVermontVacation.com](http://PlanVermontVacation.com)

PHOTO COURTESY OF ADVENTURE DINNER  
PHOTO COURTESY OF (R) JESSICA SIPE



# ANNUAL INSPIRATION GUIDE

## AMPLIFYING VERMONT'S STORY

### EDITORIAL SUPPORT

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



Inspiration Guide  
Digital Edition



Vermont Tourism  
Social Media



VermontVacation.com



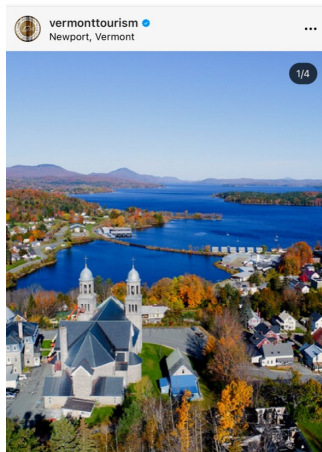
Direct Mail  
Requests



Vermont Tourism  
Email Marketing



Liked by stowemercantile and others  
vermonttourism Ingredients come directly from the source at farm-to-table restaurants, putting fresh food on your plate and strengthening ties among farmers and businesses. From hyperlocal pizza to a women-owned Mediterranean mezze, experience Vermont's local flavor starting with the restaurants at the link in our bio.



Liked by yooniemac and others  
vermonttourism Paddling on Lake Memphremagog, lake cruises into Canada, sweet ice cider tastings, an accessible recreation path through the city, an exploration of Black history, and a puppet museum make northern city Newport an immersive visit. Discover more at the link in our bio.  
Newport, VT



Liked by stoweflakemtntresort and others  
vermonttourism 72 hours in Bennington, Vermont: Your itinerary includes the pottery and performances, sky-piercing historic monuments, covered bridges and soaring scenic drives that make Bennington a stronghold of culture, recreation, and natural beauty. Your guide to a long weekend in this southern Vermont town is at the link in our bio.  
Bennington, VT

### DISTRIBUTION

Distributed to key points of interest in Vermont's drive market to amplify your business's story and inspire travel.



Key retail outlets in New  
England and New York



Airports and travel hubs in NH, MA,  
NY and VT



Consumer shows and events in CA,  
MA, VT & beyond



Vermont Welcome &  
Information Centers

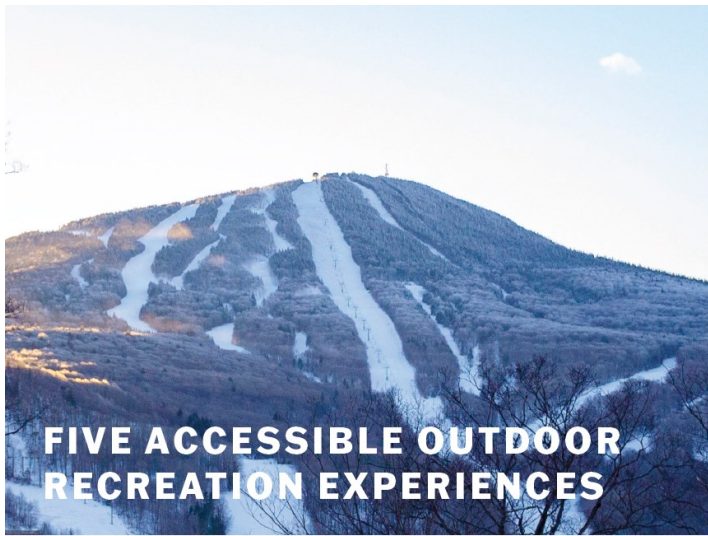


Vermont lodging properties and  
tourism hubs



US and CA direct mail  
requests





The hills and valleys in the heart of the Green Mountains in central Vermont are a stunning backdrop to explore outdoors.

From a contemplative journey on a nature trail to an exhilarating snow experience, Vermont offers outdoor recreation for *every body*. Bringing this mantra to their mission, Vermont Adaptive Ski and Sports is a nationally recognized statewide program empowering people of all abilities through inclusive sports and recreational programming. Year-round opportunities combine environmental, holistic wellness and competitive training philosophies for people of all ages with cognitive, developmental, physical and emotional disabilities.

This curated list offers up some of central Vermont's top accessible outdoor recreation activities and experiences.

#### Thundering Brook Falls

Vermont is spotted with hundreds of picturesque waterfalls, due to the mountainous terrain and dense forests. A part of the Appalachian Trail, the trail to Thundering Brook Falls begins with a boardwalk with sweeping views of the valley floor. To reach the falls, venture through lush greenery on accessible switchbacks, where you'll hear the water rushing before you see it. The scenic falls feature a steep and narrow 125-foot drop, making this one of the more dramatic falls in Vermont.

#### Millstone Trails

Millstone Trails is a network of multipurpose trails on over 1,500 acres in and around the historic granite quarries of Barre Town. The network offers a diverse mix of trails for riders of different abilities and is especially known for mountain biking.

#### Delaware & Hudson Rail Trail

The Delaware & Hudson Rail Trail is a 19.8-mile section of old railroad tracks that spans the western parts of

Rutland and Bennington counties. This multi-use trail is open year-round, but ideal for use from March through October.

#### Robert Frost Interpretive Trail

Just east of Ripton, you'll find the Robert Frost Interpretive Trail, a one-mile loop perfect for all skill levels. This National Recreation Trail honors Frost's poetry, featuring poems printed on signs along the trail. Stop along the trail and read Frost's famous lines, steeped in natural imagery.

#### Mount Independence State Historic Site Baldwin Trail

Mount Independence State Historic Site, one of the nation's most significant Revolutionary War sites, offers walking and hiking trails that wind past archaeological sites and offer scenic views. At just over a mile and a half, Baldwin Trail features 15 stops along the compacted surface, with signage depicting the history of the buildings and archeological features, as well as picturesque Lake Champlain overlooks.

#### Pico Mountain

Vermont is an iconic skiing destination with 19 alpine areas and 30 Nordic ski areas. Pico Mountain is one of four Vermont Adaptive winter locations, with programming and state-wide administrative offices located in the organization's adaptive sports facility. Pico Mountain offers big mountain terrain and small mountain charm.

Vermont Adaptive's programs are available statewide – winter and summer programs are located in multiple areas in northern, central and southern Vermont. Vermont Adaptive loves to help people play in Vermont and makes that attainable for every body, visitors and locals alike. Vermont is too beautiful to just sit on the sidelines; try something new or continue a sport that you love.

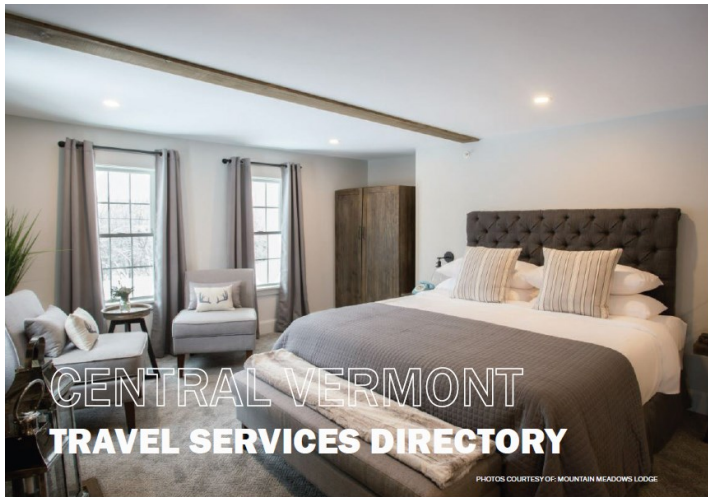
In Vermont, outdoor recreation experiences abound for everyone, no matter their skill level or interest. Vermont is a year-round outdoor playground. Get out and explore the unmatched natural landscape and outdoor recreation of central Vermont.



Want more outdoor experiences in Vermont? Check out Plan.VermontVacation.com



## 2022|23 Vermont Annual Inspiration Guide Regional Article (Central)



## CENTRAL VERMONT TRAVEL SERVICES DIRECTORY

PHOTOS COURTESY OF: MOUNTAIN MEADOWS LODGE

#### BARNARD STAY

Twin Farms

twinfarms.com

#### BARRE STAY

Hollow Inn & Motel

hollowinn.com

Maplecroft Bed & Breakfast

maplecroftvermont.com

Quality Inn Barre - Montpelier

choicetohotels.com/vermont/barre/hotels

The Reynolds House Inn & Cleora's Carriage House

reynoldshouse1892.com

#### EXPERIENCE

##### Aldrich Public Library

The Aldrich Public Library is a prominent feature of downtown Barre. Offering a full range of fresh meat, dairy products, produce, pantry staples and a great assortment of fine wines and beer. Attached to the Vermont Sakumi dry cured meat factory.

159 N Main St., Barre

802-461-8964

armarketvt.com

#### AR Market

An independent, full-service market in the heart of downtown Barre. Offering a full range of fresh meat, dairy products, produce, pantry staples and a great assortment of fine wines and beer. Attached to the Vermont Sakumi dry cured meat factory.

159 N Main St., Barre

802-461-8964

armarketvt.com

**Come for the View, Stay for the Experience!**

700 Private Acres • 740 Acre Lake • Luxurious Accommodations  
Creative Cuisine • Spa • Horseback Riding • Tennis  
Kayaks/Canoes/Paddle Boards • Private Beach • Pool  
XC Skiing/Snowshoeing • Sleigh Rides & Much More!

**MOUNTAIN TOP RESORT**

195 Mountain Top Rd., Chittenden, VT • mountainstoppn.com • 802.483.2311  
Photo Credits: Gary Hall (1), Joanne Pearson/Pair Haven Photography (2,3,4,5)

#### Barre Historical Society

The historical society for the City of Barre. The Barre Historical Society owns the Socialist Labor Party Hall National Historic Landmark, also known as the "Old Labor Hall" and the Union Cooperative Store bakery building which has been resorted as Rise Up Bakery.

44 Granite St., Barre

802-485-4554

oldlaborhall.org

#### Barre Opera House

The Barre Opera House is the cultural cornerstone of Barre and central Vermont's premier performing arts. Rich history and architectural beauty make the theater a wonderful venue for modern entertainment. It's as vibrant today as it was a century ago.

6 N Main St., #4, Barre

802-476-8188

barreoperahouse.org

#### East Barre Antique Mall

A 12,000 square foot antique mall in the heart of central Vermont. An ever-changing consignment and dealer group shop with a wide variety of antiques and accessories.

433 Mill St., East Barre

802-479-6190

eastbarreantiquemallvt.com

#### Hope Cemetery

A must stop when visiting Barre, Hope Cemetery contains memorials and tombstones

crafted by the finest granite carvers in the

world. It's an outdoor walking art gallery made from granite that comes from the quarries in the surrounding hillsides.

141 Maple Ave., Barre

802-476-6245

oldlaborhall.org

#### Millstone Trails

A network of non-motorized recreational trails in central Vermont. Traversing 1,500 acres of diverse and dramatic terrain, among historic quarries, New England villages and regenerating forests.

44 Brook St., Websterville

millstonetrails.org

#### Rise Up Bakery

A historic Italian bakery that was treasured and passionately restored by the local community, volunteers and by the best professional bakers and oven builders of the United States. Hand crafted, long fermented, naturally leavening breads baked in a wood fired oven.

48 Granite St., Barre

401-396-6024

riseupbakeryvt.com

#### The Vermont Flannel Company

Handcrafted in the USA for over 30 years! Now made with GOTS 100% Certified Organic Cotton. Go organic with us! Ultimate quality, 100% softly brushed cotton, tightly woven, minimal shrinkage. Shop cozy in stores and online.

128 Mill St., East Barre

802-232-7820

vermontflannel.com

#### Thunder Road Speedbowl

A quarter mile, high bank race track with weekly events May to October. Thunder Road hosts four regular divisions, and touring series such as the American Canadian Tour (ACT), Pro-All Star Series (PASS), North East Mini Stock Tour and more.

Fisher Rd., Barre

802-244-6963

thunderroadvt.com

#### Vermont Granite Museum

A family-friendly, informative and interactive museum. Exhibits take you through the history and processes of the granite industry including quarrying, transportation, sculpting and shipping of granite products. The museum's collection includes tools starting from the late 19th century through today.

7 Jones Brothers Wy., Barre

802-585-6525

vtgranitemuseum.org

#### Vermont History Center

The Vermont History Center engages Vermonters and visitors in the exploration of the state's rich heritage. Located in the historic Spaulding school building in Barre, the Vermont History Center houses the Vermont Historical Society's archives and the Leahy research library.

60 Washington St., Barre

802-479-8500

vermonthistory.org

WHERE THE SPIRIT OF VERMONT GREETES YOU

**Lake Morey Resort**

Enjoy our 600-acre Lake nestled in the valley of Central Vermont.  
4 Private Lakeside Cottages - 130 Renovated Guest Rooms  
Lakeside Dining, Craft Beers & Seasonal Live Entertainment  
Boats, Kayaks, Canoes & Paddle Boards - 18-Hole Championship Golf Course  
4.5 mile Skate Trail - Pond Hockey - Cross Country & Snowshoe Trails - Rentals  
Located directly off Exit 15 from I-91  
Member of Vermont Attractions Association & Vermont Green Hotel Network.

Fairlee, VT lakemoreysort.com 800.423.1211

**The Vermont Flannel Co.**

HANDCRAFTED AMERICA SINCE 1991

**ORGANIC COTTON!**

FERRISBURGH | WOODSTOCK  
BURLINGTON | JOHNSON | E. BARRE  
VERMONTFLANNEL.COM



# STAY & PLAY DIRECTORY

## ROBUST FEATURES

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.

**VERMONT** DIRECTORY > EVENTS CALENDAR > EMAIL SIGN-UP > f > t > FREE VACATION GUIDE > VERMONT.GOV

PLAN YOUR VISIT THINGS TO DO EXPLORE VERMONT SEASONS

# Plan Your Visit

Search our Stay & Play Directory to discover unique accommodations, restaurants, attractions, recreation and more.

Keyword Search...

**SELECT FILTERS TO BEGIN PLANNING**

**EXPERIENCE** Select All

- ☐ Agricultural Attractions
- ☐ Attractions & Entertainment
- ☐ Food & Drink
- ☐ Parks & Natural Attractions
- ☐ Shopping
- ☐ Vermont Craft Beverages
- ☐ Arts & Heritage
- ☐ Classes & Guided Tours
- ☐ Outdoor Recreation & Sports
- ☐ Seasonal Camps
- ☐ Spa, Health & Wellness

**STAY** Select All

- ☐ Camping & RV Parks
- ☐ Farmstay
- ☐ Hotels & Motels
- ☐ Inns and Bed & Breakfasts
- ☐ Resorts
- ☐ Vacation Rentals

**PLAN** Select All

- ☐ Transportation
- ☐ Traveler Resources
- ☐ Welcome Centers

**NARROW YOUR SEARCH**

**LOCATIONS**

Select Region...  
Select Town...

**SERVICES**

- ☐ Accessible Travel
- ☐ Family Friendly
- ☐ Made in Vermont
- ☐ Pet Friendly
- ☐ EV Charging
- ☐ Group Travel
- ☐ Packages & Specials Available
- ☐ Weddings & Event Services

**SEASONS**

- ☐ Winter
- ☐ Spring
- ☐ Summer
- ☐ Fall

**Apply Filters** Clear Filters

**SPECIAL AVAILABLE**

**Stratton Mountain Resort**  
Stratton means a mountain of adventure with premier amenities for skiers & golfers, for family reunions, groups and weddings.  
5 Village Lodge Rd. Stratton, VT

**Hotel Vermont**  
Located in downtown Burlington near the shores of Lake Champlain, Hotel Vermont gives you space to be yourself and room to gather.  
41 Cherry St. Burlington, VT

**Spirit of Ethan Allen**  
Enjoy panoramic views of Lake Champlain and the mountains while enjoying delicious food and beverage.  
1 College St. Burlington, VT

**SpaVermont**  
Nestled in the Green Mountains of northernmost Vermont - a true destination day spa experience.  
122 River St. Montgomery Center, VT

## PREMIUM EXPOSURE

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 | Individual 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                        | ✓                           |
|                             |          | ‘Book Now’ Direct Booking Link/Button | ✓                           |
|                             |          | Geo-targeted ‘You May Also Like’ Feed | ✓                           |

VERMONT

[DIRECTORY](#) > 
 [EVENTS CALENDAR](#) > 
 [EMAIL SIGN-UP](#) > 
 [FREE VACATION GUIDE](#) > 
 [VERMONT.GOV](#)

[PLAN YOUR VISIT](#)
[THINGS TO DO](#)
[EXPLORE VERMONT](#)
[SEASONS](#)

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[< Back To Directory](#)

## Moose Meadow Lodge & Treehouse

📍 607 Crossett Hill., Waterbury, VT

<http://www.moosemeadowlodge.net>

[802-244-5378](tel:802-244-5378)

[relax@moosemeadowlodge.com](mailto:relax@moosemeadowlodge.com)

[Book Now >](#)

This award-winning luxury log home bed and breakfast has redefined glamping in Vermont. Rustic yet modern, it features four guest rooms plus one magical treehouse. Its 86 wooded acres include hiking trails, a trout pond, firepit and the Skyloft – a mountain top enclosed gazebo. It's the ideal setting for intimate weddings, reunions or to simply escape for a quiet, romantic vacation. Centrally located and only a few miles from Waterbury, home of Ben & Jerry's, Cold Hollow Cider Mill, Vermont Artisan Coffee, breweries and restaurants for all tastes and budgets. Nearby are the world class ski resorts of Stowe, Bolton Valley, Mad River Glen and Sugarbush. Montpelier is 14 miles away. Burlington Airport is 27 miles away.

Moose Meadow hosts the popular Broadway in Vermont concert, the Vermont Philharmonic Pops and the Eleva Chamber Players, and it sponsors the Waterbury Arts Fest among others. The Moose Meadow Lodge & Treehouse provides a welcoming and safe environment, attracting people of color, LGBTQ+ travelers, families and visitors of all ages.

[Facebook](#)  
 [Instagram](#)

STAY

INNS AND BED & BREAKFASTS

SERVICES

FAMILY FRIENDLY PACKAGES & SPECIALS AVAILABLE

YOU MAY ALSO LIKE

Cold Hollow Cider Mill

Ben & Jerry's Factory

Lakes Champlain Chocolates - Chocolatier & Café

Vermont Artisan Coffee & Tea Co.

# 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 |
|--|---|----------|------------|
| <b>Back cover*</b>   | Print display ad; 12-month featured digital listing | \$13,532 | \$18,945   |
| <b>Inside front/back cover*</b>  | Print display ad; 12-month featured digital listing | \$11,137 | \$15,591   |
| <b>Inside front facing page*</b>   | Print display ad; 12-month featured digital listing | \$10,112 | \$14,157   |
| <b>Inside back facing page*</b>  | Print display ad; 12-month featured digital listing | \$9,258  | \$12,961   |
| <b>Full page*</b>  | Print display ad; 12-month featured digital listing | \$8,823  | \$12,352   |
| <b>1/2 page*</b>   | Print display ad; 12-month featured digital listing | \$5,322  | \$7,451    |
| <b>1/3 page*</b>   | Print display ad; 12-month featured digital listing | \$3,813  | \$5,338    |
| <b>1/4 page*</b>   | Print display ad; 12-month featured digital listing | \$3,188  | \$4,463    |
| <b>1/6 page*</b>   | Print display ad; 12-month featured digital listing | \$2,367  | \$3,314    |
| <b>Featured listing package</b>  | Print listing; 12-month featured digital listing    | \$750    | \$1,050    |
| <b>Basic listing</b>   | Basic print listing                                 | \$400    | \$575      |
| <b>*All print display ads include a print listing   Creative and content deadline: January 23, 2023<br/>Magazine will be in-market March 2023– February 2024</b> |   |          |            |

### ADDITIONAL EXPOSURE OPPORTUNITIES

| Product   | Description  | Member | Non-Member |
|---|--|--------|------------|
| <b>Featured Special or Package</b>  | Print listing in featured travel service section.                | \$300  | \$420      |
| <b>Additional Listing</b>   | 12-month listing in same or new category; second print directory | \$215  | \$300      |
| <i>*Must have already purchased a display ad or listing package to take advantage of additional exposure opportunities.</i> |  |        |            |

### Contact Us

Marc Plouffe, Advertising Account Executive  
802-825-8070 | [mplouffe@vtchamber.com](mailto:mplouffe@vtchamber.com)

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



AD SIZE

Full page/Covers  
7” x 9 7/8”

Full page/Cover with bleed ^  
8 1/4” x 11 1/8”

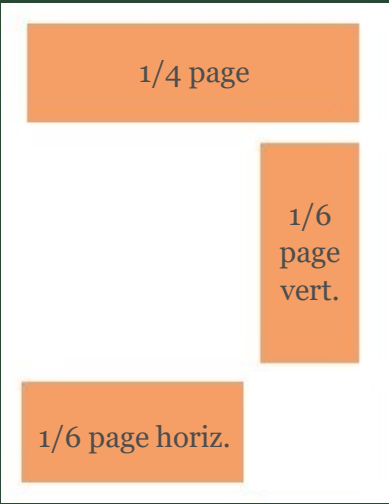
Half page  
7” x 4 7/8”

Third page  
4 5/8” x 4 7/8”

Quarter page  
7” x 2 3/8”

Sixth page vertical  
2 1/4” x 4 7/8”

Sixth page horizontal  
4 5/8” x 2 3/8”



^For bleed ads, please add 1/8” on all sides. Trim size: 8” x 10 7/8”

PRINT LISTING INFORMATION

FEATURED LISTING PACKAGE

- 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       |

BASIC LISTING

- Business/organization name
- Street address
- Phone, email & website