

# Vermont Tourism Marketing Program

Advertising Opportunities

## Vermont Tourism Marketing Program

## VISITOR INSIGHTS



## VERMONT'S MARKETS





# DRIVING VISITORS TO VERMONT

## Vermont Department of Tourism & Marketing Drives Visitors

The Vermont Department of Tourism & Marketing executes a robust paid and earned media strategy to drive brand awareness and consideration of Vermont as a four-season destination. This strategy paired with a marketing campaign targets a qualified travel-planning audience, leading them directly to VermontVacation.com.

## PAID MEDIA OVERVIEW



**\$1.9 Million**

Program Dollars Invested



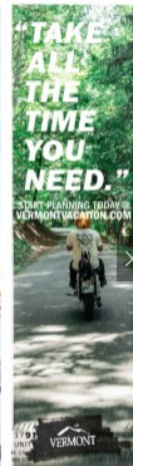
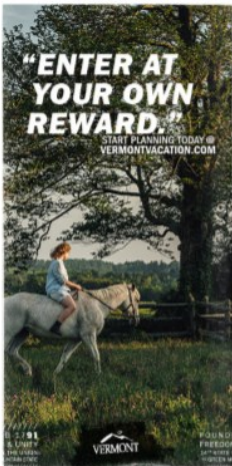
**63.9 Million**

Total Impressions from Paid Activity



**98,363**

Conversions Generated from Tracked Marketing Activity



## EARNED & OWNED MEDIA OVERVIEW



**152,217**

Email Mktg Campaign Reach



**119,666**

Social Media Reach



**1.65 Million**

VermontVacation.com Visitors



**4.89 Million**

Media Impressions



**98,363**

Shares of Vermont Articles on Social Media

# OPPORTUNITY

## VermontVacation.com Stay & Play Directory

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 gives businesses premium exposure.

## ROBUST FEATURES

Paid listings receive additional features including:

- ✓ Priority sort
- ✓ Direct booking
- ✓ Social media links
- ✓ Multifaceted search filters
- ✓ Relevant results
- ✓ Companion piece to annual [Vermont brand publication](#) to drive visitors down the marketing funnel on their trip planning journey.



DIRECTORY LANDING PAGE	Free	Paid
Basic Business Information	✓	✓
Priority Sort		✓
Description Preview		✓
Phone and Web Icons & Links		✓
Subcategories Included	1	2
Ability to upgrade to premium filters		✓
Ability to upgrade listing filters and quantity		✓
DIRECTORY LISTING PAGE	Free	Paid
Description	270 characters with spaces	1080 characters with spaces
Photos	1	20
Embedded Map & Directions Link	✓	✓
Basic Contact Information	✓	✓
Social Handles		✓
'Book Now' Direct Booking Link/Button		✓
Video		✓
'You May Also Like' Business Feed		✓

# AVAILABLE PRODUCTS


## VermontVacation.com Stay & Play Directory

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 gives businesses premium exposure.

PRODUCT	Member Rate	Non-Member Rate
6-Month Featured Listing <sup>+</sup>	\$540	\$756
6-Month Additional Listing ( <i>second listing in same or new category</i> ) <sup>*</sup>	\$90	\$126
12-Month Featured Listing <sup>+</sup>	\$900	\$1,260
12-Month Additional Listing ( <i>second listing in same or new category</i> ) <sup>*</sup>	\$150	\$210
Filter Upgrade ( <i>up to 2 additional subcategories</i> ) <sup>*</sup>	\$75	\$105
Premium Filter Upgrade ( <i>Weddings and Group Travel</i> ) <sup>*</sup>	\$150	\$210

<sup>+</sup>Business must already have a featured listing

<sup>\*</sup>Special rates available for Chambers of Commerce and other partner organizations



EMAIL SIGN-UP

FREE VACATION GUIDE

VERMONT.GOV


STAY & PLAY

THINGS TO DO

EXPLORE VERMONT

SEASONS

[Back To Directory](#)



### Inn at Manchester

3967 Main St., Rte. 7A, Manchester, VT, 05254

<https://innatmanchester.com/>

(802) 362-1793

[innkeepers@innatmanchester.com](mailto:innkeepers@innatmanchester.com)

[Book Now](#)

The Inn at Manchester features 21 thoughtfully appointed guestrooms, including 12 suites. Amenities ranging from wireless internet, fireplaces, Inn pub, pool, breakfast daily and more. Adjacent to the Inn is the newly constructed Celebration Barn complete with full caterer kitchen; perfect for weddings, corporate retreats or other special events.

**PRICE RANGE**


\$\$\$

**STAY**

INNS AND BED & BREAKFASTS

**SERVICES**

ACCESSIBLE TRAVEL WEDDINGS & EVENT SERVICES



**The Inn at Manchester**  
3967 Main St, Manchester, VT 05255  
4.8 ★★★★★ 111 reviews  
[View larger map](#)

Directions

Orvis


Mulligan's Pub & Restaurant

Kimpton Taconic Hotel with upscale dining

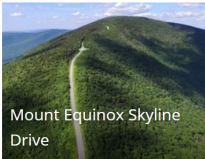
Instant Panther

The Silver Fork


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Raven's Den Steakhouse & Taproom




Mount Equinox Skyline Drive



Vermont Bowl Mill



JK Adams Co.



## Contact Us

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