

Tourism has always been an important part of Vermont's economy, but we can no longer sit back and just “let it happen.”

WHY NOW?

- **Shifting visitor expectations** and increasing demand for authentic, inclusive, year-round experiences.
- **Infrastructure and capacity challenges** including outdoor recreation management pressures, limited wayfinding, workforce shortages, and accessibility gaps.
- **Environmental and climate realities** that require planning for resilience and responsible stewardship.
- **The need for long-term funding strategies** to keep pace with neighboring states and competitive destinations.
- **An increasingly diverse visitor base** seeking welcoming and inclusive experiences.
- **Growing interest in business travel, agritourism, arts and culture, and wellness tourism**, each offering additional economic potential.
- **Recent disruptions**, climate-related and political, highlight the importance of readiness, coordination, and adaptation.

**It is time that the tourism industry
comes together to forge its own future,
where every community reaps the
benefits of a robust visitor economy.**

Destination Management Plan for Vermont

DESTINATION MANAGEMENT PLAN for Vermont



January 2026 | Prepared by Coraggio Group
for the Vermont Department of Tourism and Marketing



GOAL

- Guide and focus the work of the tourism industry, collectively, to promote a healthy and sustainable visitor economy.
- Guide the work of VDTM by focusing efforts on executing programs and services that we are uniquely positioned to deliver.
- Be flexible and designed for regional, community, and industry partners to adopt and adapt

DESTINATION MANAGEMENT PLAN PUBLIC ENGAGEMENT

- Ten (10) In-Person Listening Sessions: **231 participants**
- Four (4) Virtual Listening Sessions: **100+ participants**
- One-on-One Interviews: **40 participants**
- Stakeholder Survey: **523 responses**
- Advisory Planning Committee: **10 industry partners** plus staff

RESULT

Four strategic imperatives, each supported by a set of objectives, measurable indicators and actionable initiatives.

WHAT IS IT?

The Destination Management Plan is a **collective tool to support Vermont's tourism economy** by:

- Serving as a decision filter
- Aligning organizational workplans toward shared goals
- Guiding marketing and management resources
- Strengthening governance and resilience
- Communicating a unified vision for Vermont's future

With shared purpose, each of us can play to our strengths and manage our own organizations, but at the same time, gain efficiencies and become more effective as a whole.

Together, we can ensure that tourism enhances quality of life for residents, supports local businesses, and protects the landscapes and cultures that define Vermont.

IMPERATIVE 1

Leverage Destination Marketing to Increase Economic Prosperity Through Visitation

OBJECTIVES

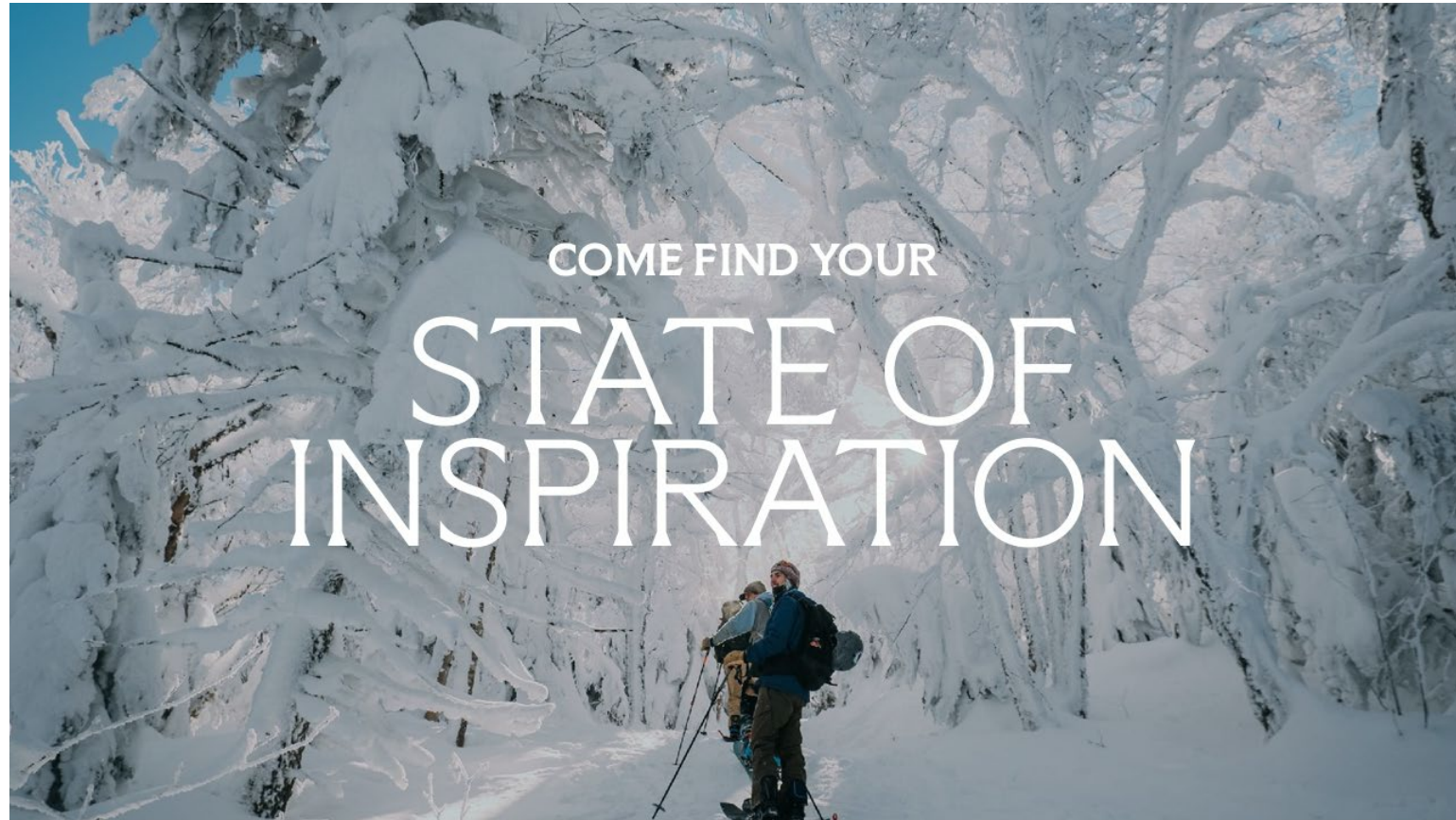
- Increase Year-Round and Geographic Distribution of Leisure Travelers
- Increase Total Visitation by Expanding Brand Reach and Awareness Beyond Traditional Markets
- Increase Midweek and Off-Peak Visitation by Growing Meeting, Conference, and Group Travel Business
- Increase Diversity of Vermont's Visitor Base
- Expand Brand Reach and Awareness in International Markets

What We're Doing Now

1.2 Increase Total Visitation by Expanding Brand Reach and Awareness Beyond Traditional Markets

Evolve Vermont's brand representation

- Evolve the brand representation of the state to balance traditional iconic imagery and storytelling with innovative, contemporary, and authentic Vermont experiences
- Develop a new tourism consumer brand for the state that is separate and distinct from the 'Moon over Mountains' logo that represents all of Vermont state government



What We're Doing Now



1.4 Increase Diversity of Vermont's Visitor Base

[Deeply Vermont Summer Campaign](#)

1.5 Expand Brand Reach and Awareness in International Markets

Discover New England Summit 2026 in Burlington



IMPERATIVE 2

Strengthen Vermont's Ability to Support a Resilient Tourism Sector

OBJECTIVES

- Strengthen the Local and Regional Tourism Organizations Efforts to Attract Visitors
- Explore Strategies to Secure Sustainable Tourism Funding
- Align and Strengthen Statewide Tourism Advocacy
- Improve Statewide Tourism Resilience and Coordination
- Strengthen Resident Support for Tourism

What We're Doing Now



<https://www.vttourismalliance.org/>

Summer Regional Event

July 29, 2026

2:00pm – 6:00pm

ECHO, Leahy Center for Lake Champlain

2:00 pm – 2:15 pm: Welcome

2:15 pm – 3:00 pm: Vermont's New State Branding —
and What It Means for You (1.2 in DMP)

3:00 pm – 3:45 pm: Panel Discussion & Interaction
About Accessible Travel & Tourism in Vermont (4.2 in
DMP)

3:45 pm – 4:30 pm: Shaping the Future of Vermont's
Visitor Economy: Defining the Role of the Vermont
Tourism Alliance

4:30 pm – 6:00 pm: Networking

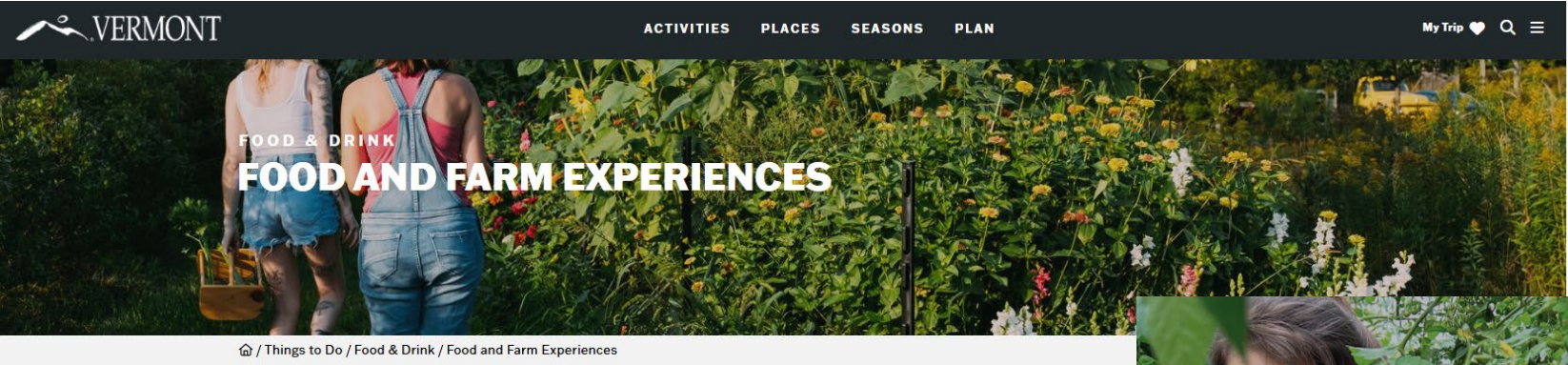
IMPERATIVE 3

Strengthen, Grow, and Diversify Vermont's Tourism Infrastructure and Offerings

OBJECTIVES

- Increase Off-Peak Visitor Offerings
- Improve Infrastructure that Supports Visitation
- Expand Emerging, Underdeveloped and/or Overlooked Tourism Sectors

What We're Doing Now



Agritourism partnership with VT Agency of Agriculture, Food, & Markets



FARM FRESH. VERMONT GROWS IT. EXPERIENCE VERMONT FARMS

Trips to Vermont can center around the state's food and farm experiences. From trail walks to classes, Green Mountain State offers immersive experiences. Enjoy farm-to-table dining where menu items were grown, attend a hands-on class where you learn to churn your own butter, or bring the farm home with you. Many farms welcome visitors to learn about their community in for events featuring food from their own produce, and more throughout the growing season.



IMPERATIVE 4

Enhance the Vermont Visitor Experience

OBJECTIVES

- Enhance In-market Visitor Information
- Improve Accessibility for Visitors with Disabilities
- Elevate Hospitality and Service Excellence

What We're Doing Now

4.3 Elevate Hospitality and Service Excellence

- **Develop Ambassador program to educate front-line tourism professionals**

- Research existing programs around the country and choose elements to include in Vermont's program

- Develop content on Vermont facts and visitor experiences to augment other training modules

- Develop, implement, and promote a formal Ambassador program

- **Advance equity and inclusion in the visitor experience**

- Develop a training series for tourism professionals on intercultural best practices for visitors

- Advocate for future workshops, speakers, and training opportunities at statewide tourism events on intercultural experiences and best practices

- Facilitate discussions with industry leaders on the importance of prioritizing equity and inclusion

What's Next?

Work with us to host a DMP session in your region!

- We will be doing specific DMP sessions around the state. We've already hosted a few small, pilot programs in Okemo, Stowe, and Manchester.
- DMP sessions dive deeper into the plan and allow for time to facilitate discussion with regional partners.
- Review the full DMP here: <https://accd.vermont.gov/vermonts-destination-management-plan> or take home a booklet.

Stay Involved

Annual Vermont Tourism Summit

PLEASE JOIN US IN 2027!

**APRIL 13 & 14, 2027
BURKE MOUNTAIN RESORT | EAST BURKE, VT**

The Vermont Tourism Summit draws one of the largest gatherings of tourism professionals in the state including owners, managers and employees of the many businesses connected to this important segment of the economy.



Vermont Partners.com



- VermontPartners.com
- Research and Data Resources
- Opportunities to Gain Exposure and Work with VDTM

Stay Connected and Informed

Sign Up for the [Vermont Tourism Industry Newsletter](#)



**Vermont
Tourism
Industry
Newsletter**

Follow Us on Social



@VermontTourism



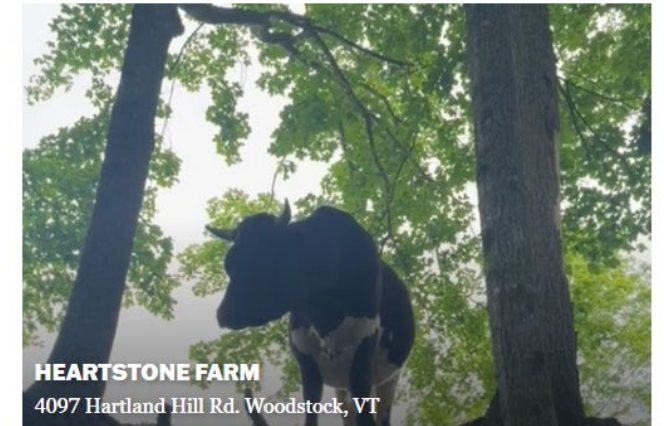
Sign up for [Travel and Recreation Council](#) emails

The Travel and Recreation Council meets every other month and the location switches between VDTM's Montpelier office and a hosted offsite location.

Business Directory

List your business on the
VermontVacation.com Business Directory

Add a Canadian deal or discount (if offering)



Event Calendar

List your events on the [Vermont Vacation Event Calendar](#).



ACTIVITIESPLACESSEASONSPLAN

My Trip

EVENTS

Browse and search local upcoming events throughout the state of Vermont.

Keyword Search...

CATEGORY

Agricultural

Arts & Culture

County Fairs

Covered Bridge Week

Food & Drink

Literary

DATE

06/17/2026

06/17/2031

LOCATION

Select Town...

Apply Filters

Clear Filters

JUNE 2026



JULY 2026



Directory & Events Calendar

[◀ Back To Directory](#)



My Trip

BILLINGS FARM & MUSEUM

📍 69 Old River Rd., Woodstock, VT

OPEN YEAR ROUND

🌐 <http://www.billingsfarm.org>

📞 802-457-2355

✉ info@billingsfarm.org

[Book Now >](#)

Billings Farm & Museum is just a charming Woodstock, Vermont. ' and museum celebrates a culture

UPCOMING EVENTS



If you have a listing, your events will automatically show up!



**Stéphanie
Bureau**

@stephaniebureau

Niche:
Outdoor
Adventure &
Canada



**Julie
Roesser**

@craftbeerdeer

Niche:
Craft beer &
Culinary
Photography



**Emma
Bailey**

@emma_c_bailey

Niche:
Accessible
Travel



**Gwyn and
Ami Manser**

@gwynandami

Niche:
Outdoor
Adventure &
LGBTQ+



**Cody
Conk**

@codyconk

Niche:
Outdoor &
Scenic
Photography



**Sudipa
Das**

@travelwithsudipa

Niche:
Family Travel



**Ravi
Roth**

@raviroundtheworld

Niche:
LGBTQ+ Travel



**Alexis
Dickie**

@adventures.and.ales

Niche:
Craft Beer &
Travel

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**Carissa
Boston**

@carissamonyce

Niche:
Solo Travel



**Austin
Rutland**

@austinrutland

Niche:
Maple &
Coffeeshops



**Audrey-Lyne
Ferlatte**

@ferlattez

Niche:
Outdoor
Adventure
from Quebec



**Julia
Davila**

@juliatakesahike

Niche:
Eco-Tourism



**Alex
Hill**

@justaddhotsauce

Niche:
VT Hot Sauce

The Big E

VOLUNTEER!

September 18 – October 4, 2026



Contact Us

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