


Vermont Department of Tourism and Marketing

CAMPAIGN REPORT: FEBRUARY 2022

Destination Marketing Summer-Fall 2021




A-PLACE-ALL-ITS-OWN

BEYOND FOUR WALLS.

There's space to listen, room to grow, and the freedom to feel however one might feel. Recharge through Vermont's natural beauty, the stage is set.

START PLANNING TODAY @ [VERMONTVACATION.COM](https://vermontvacation.com)



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A-PLACE-ALL-ITS-OWN

FAMILY TRADITIONS ARE JUST WAITING TO BE LAUNCHED.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

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THE LANDSCAPE ISN'T THE ONLY ATTRACTION.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

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A-PLACE-ALL-ITS-OWN

RECHARGING YOUR BATTERIES DOESN'T NECESSARILY REQUIRE ELECTRICITY.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

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Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

Recognizing that the tourism and hospitality sector has suffered widespread disruption from the COVID-19 pandemic, the Department of Tourism and Marketing received an additional \$1.4M in 2021 to promote Vermont's travel, recreation, culinary, arts, culture, agritourism, and heritage experiences to attract visitors and stimulate visitor spending with local attractions and small businesses in rural communities and throughout the State (Act 74). This campaign report summarizes the strategy and tactics utilized by the Department to achieve those ends.

Advertising is deployed at various touchpoints on the classic marketing funnel to influence decision making along a consumer's research and purchase journey. At the top of the funnel is brand awareness and interest, where the work of the Department can make the most difference to individual tourism properties throughout the state. We have the broadest message to capture attention and create interest in Vermont as a destination overall, to continually fill the 'funnel' with potential new visitors.

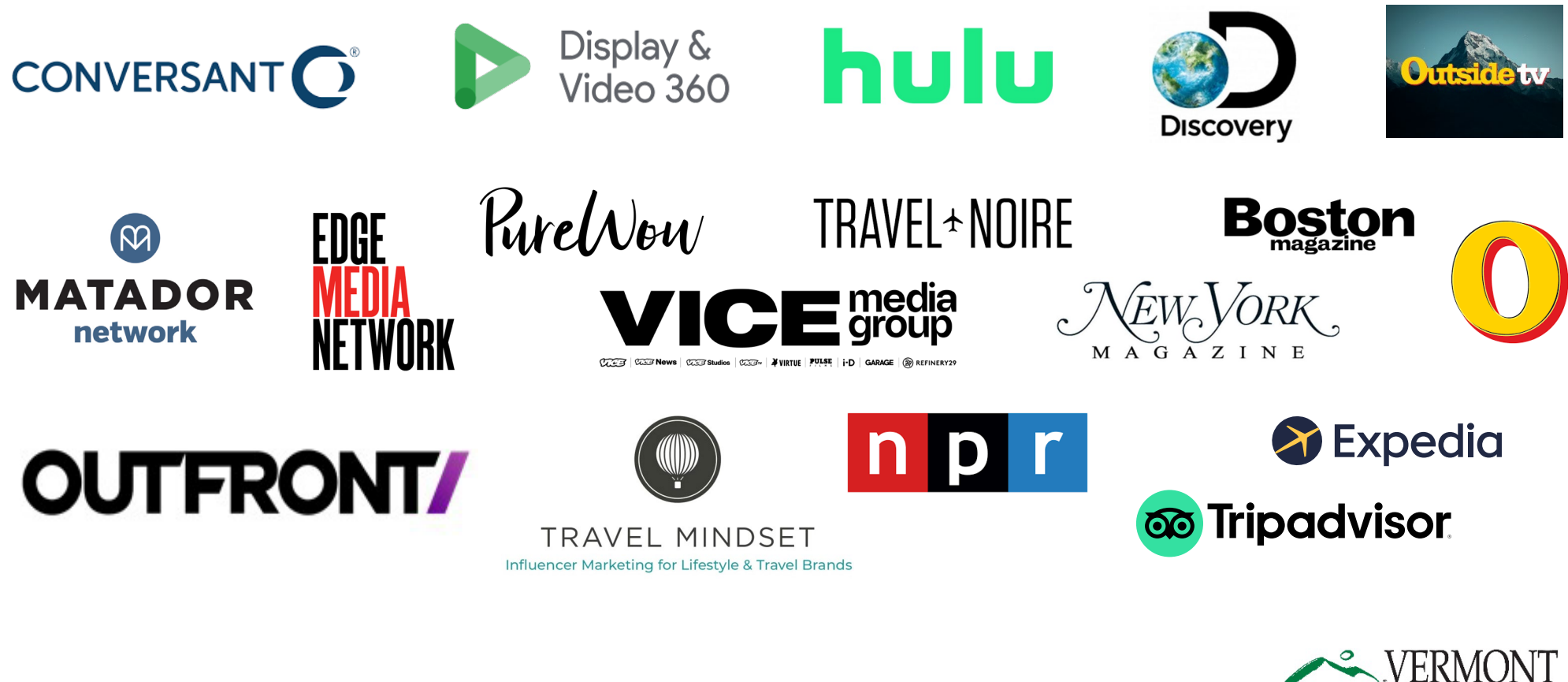
As the Department is 'selling' the idea of Vermont and not a final product, we look at the customer journey differently than a lodging property or an attraction might. At the middle stage of the marketing funnel where consumers are considering and evaluating their options, the Department uses data from online behavior (someone who looked at flights online, searched for Vermont lodging or read an article about Vermont), to serve digital advertising to consumers as they navigate around the web to reinforce the idea of traveling to Vermont and inspire further action. The Department also invests in travel content platforms and sponsors native advertising (editorial content that we work with the publication to produce) to provide exposure to regional and industry partners as the Vermont experience is considered.

With the additional resources allocated to the Department, our brand awareness campaigns have been able to reach a much larger audience than ever before. While we know there is pent up demand in the market, with folks eager to travel and visit friends and family as pandemic restrictions are lifted, we also recognize that Vermont faces strong competition from every destination, who are also desperate for travelers to return. Our marketing strategy includes not only inviting previous visitors back and keeping Vermont top of mind across the country, but we continue our work to reach new and diverse audiences, while also leveraging our strong positive brand association with safety.



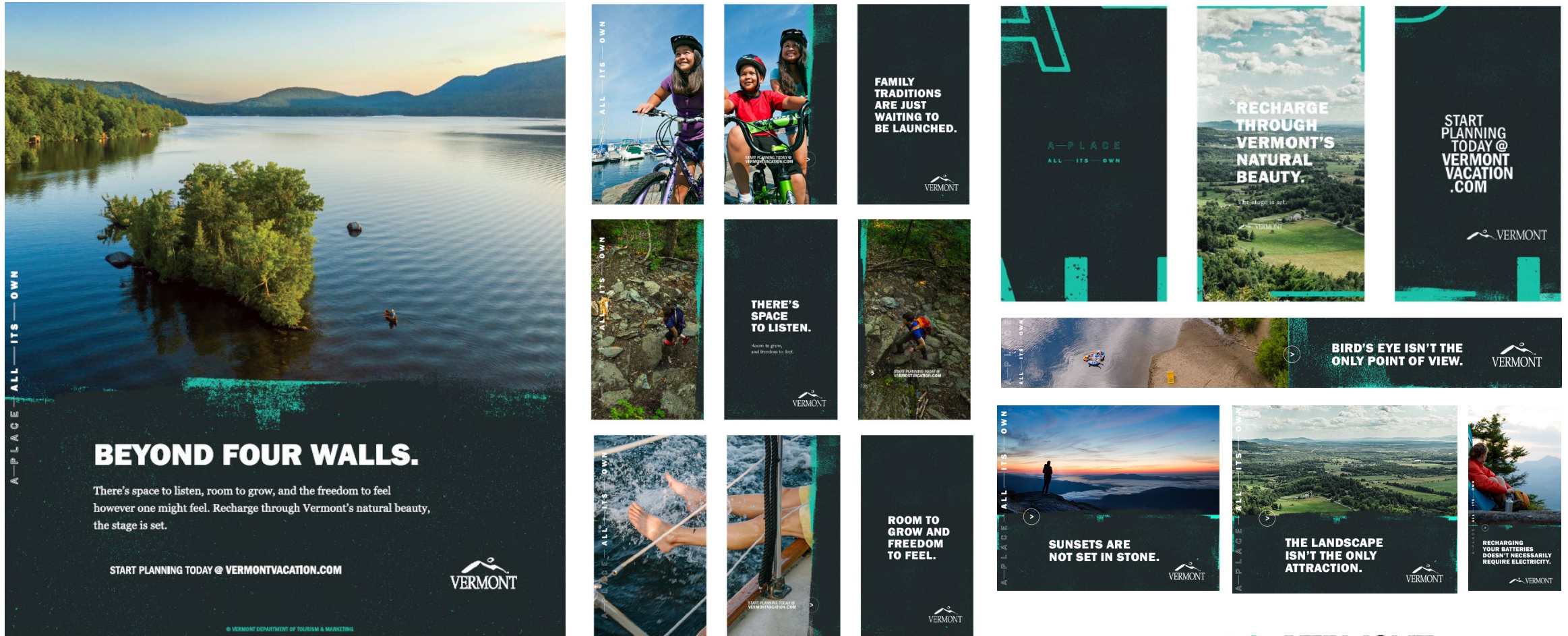
Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

The Department's paid advertising strategy includes a combination of digital advertising, native advertising (sponsored content), advertising on social media, streaming audio and connected TV, print and broadcast channels, search, as well as out-of-home (outdoor advertising). Campaign investments are geotargeted to key drive markets (MA, CT, RI, NH, ME, NY, NJ, PA); drive/fly markets (MD, DC, VA, NC, SC, GA, FL); and well as fly/like markets (Chicago, Denver, Dallas, Nashville, Columbus, Minneapolis, Seattle, Phoenix, Houston, Austin, San Francisco, Los Angeles) based on behavior and intent to increase brand awareness and encourage conversions.



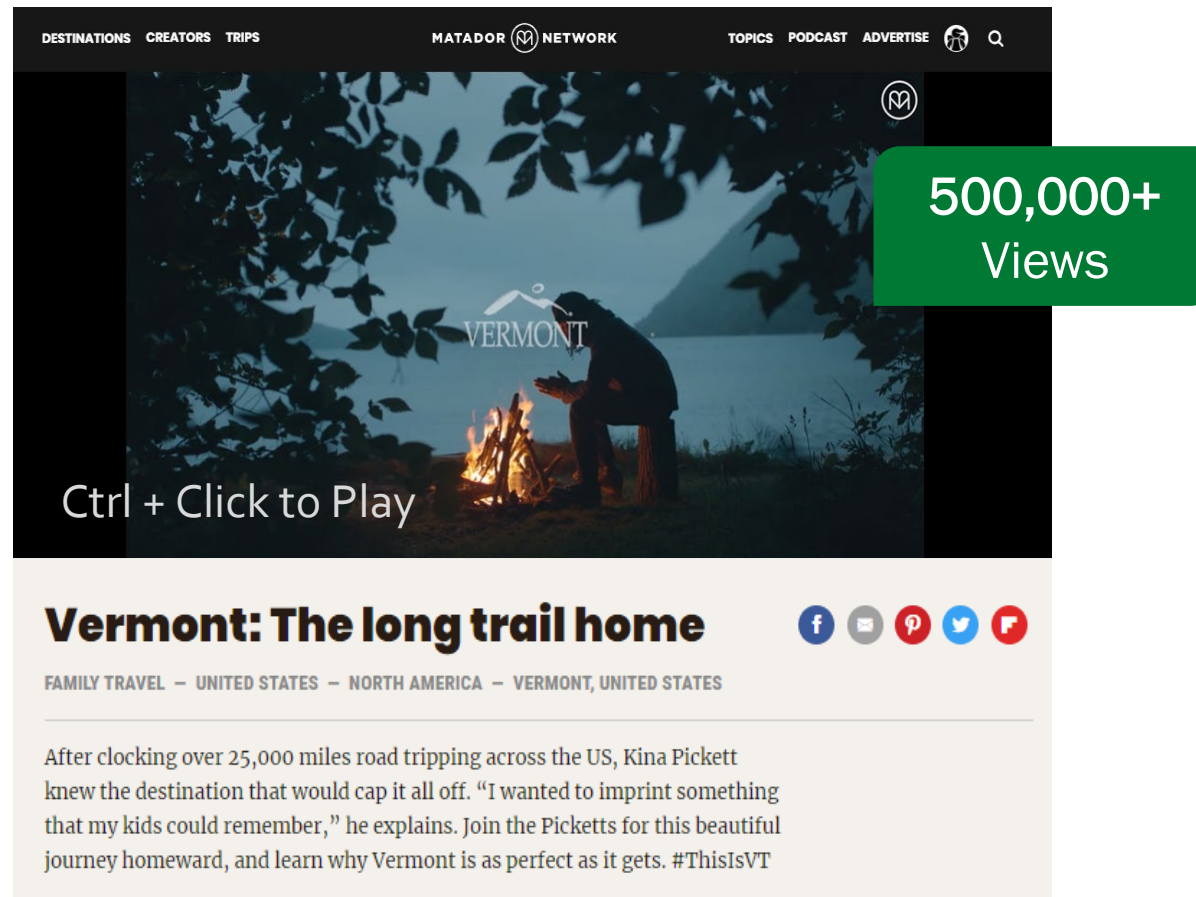
Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

Advertising creative celebrates Vermont as “A Place All Its Own,” inviting future visitors to learn about all the experiences we have to offer. With our rich history, vibrant arts community, agricultural landscapes, talented producers and makers, and abundant recreational opportunities, Vermont is well positioned as an ideal travel destination, with plenty of wide-open spaces travelers are seeking in a Covid-19 environment.



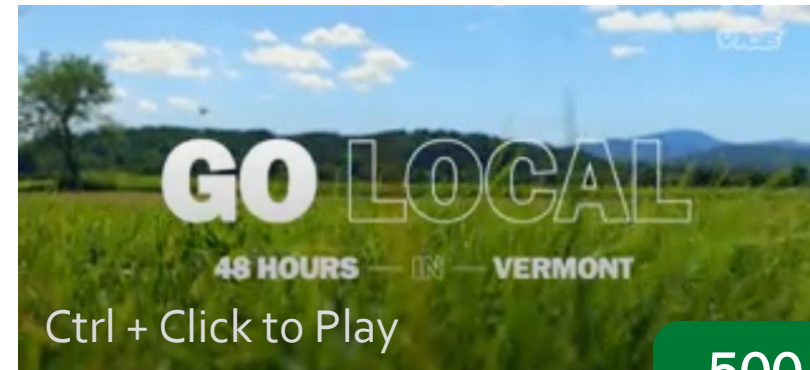
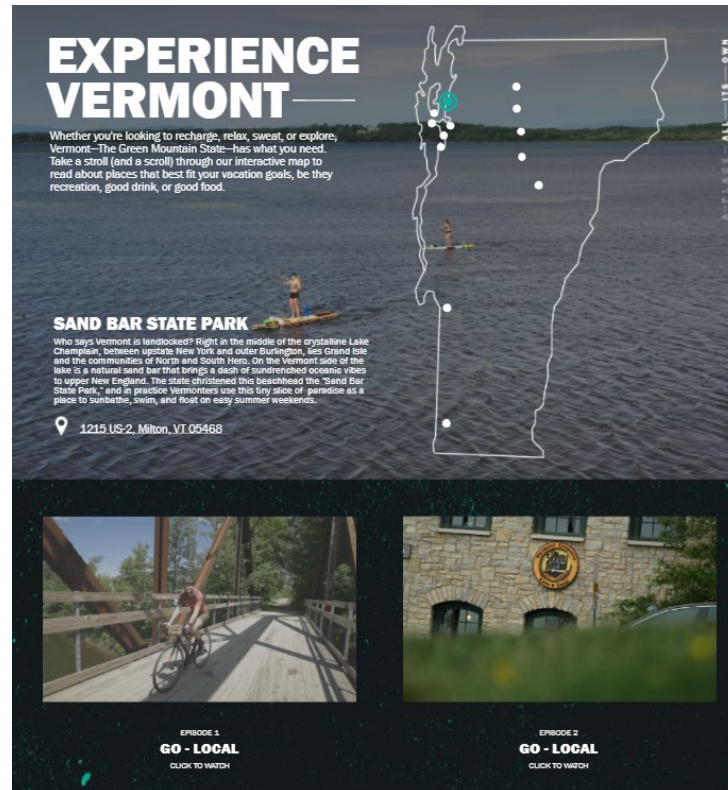
Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

Highlights of our 2021 campaign work are described in the balance of this report. To begin, the Department developed a brand partnership with Matador Networks and Airstream to document the final leg of a cross-country journey for Kina Pickett and his family, as they travelled back to Kina's childhood home to celebrate all that Vermont is with his family. The resulting video, [Vermont: The Long Trail Home](#), articulates how "Vermont is about as perfect as it gets" and has been viewed over 500,000 times.

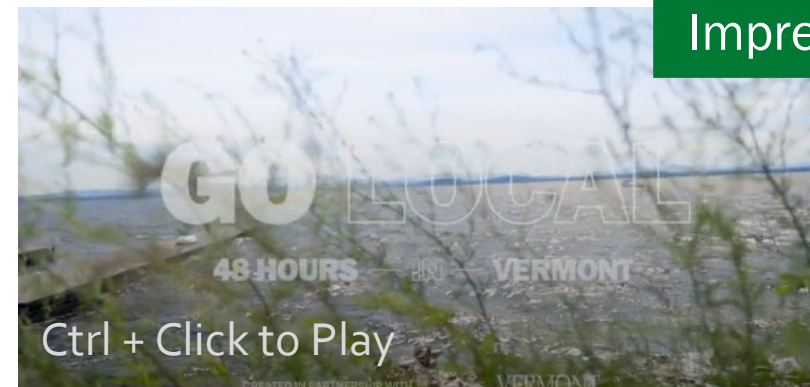


Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

In another brand partnership, Vice Media was able to bring a film crew to Vermont to produce a two-part video series featuring a local guide exploring stops to mountain bike, swim and grab a bite to eat around north-central Vermont. The 'Go Local: 48 Hours in Vermont' video for [Day One](#) explored the Waterbury-Morrisville area, including stops at Lost Nation Brewing and Blackback Pub, while [Day Two](#) featured opportunities to paddleboard and bike around Lake Champlain, with stops in Burlington at the Intervale Center and Skinny Pancake. With this type of longer form content, we also have the opportunity to talk about Vermont in a broader context, meeting Vermonters, to see why Vermont is appealing not just for vacation, but as a place to live.

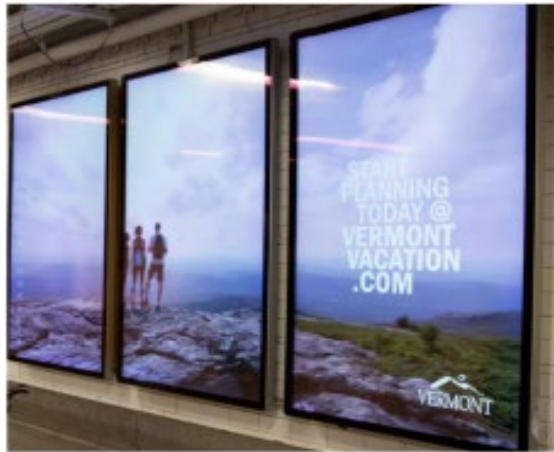


500,000+
Impressions



Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

An out-of-home campaign in the greater New York City market area that featured 550 placements of transit advertising on the Metro North commuter rail network, from digital video boards in Grand Central and Union Square stations, to outdoor displays all up the commuter line. These placements ran throughout July and August and earned an estimated 41.7 million impressions.

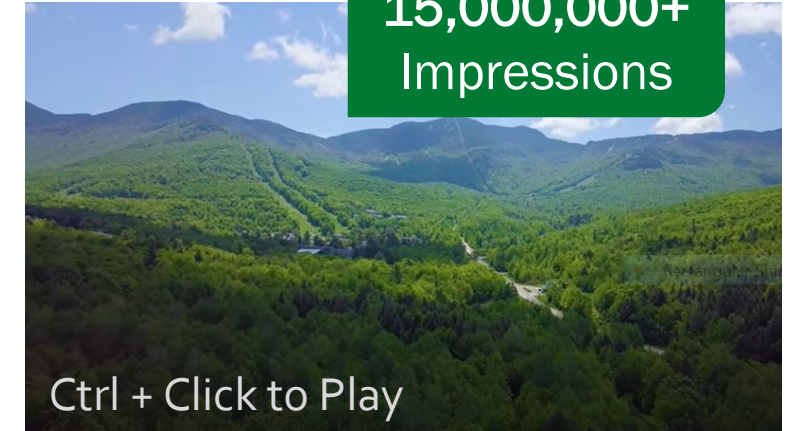
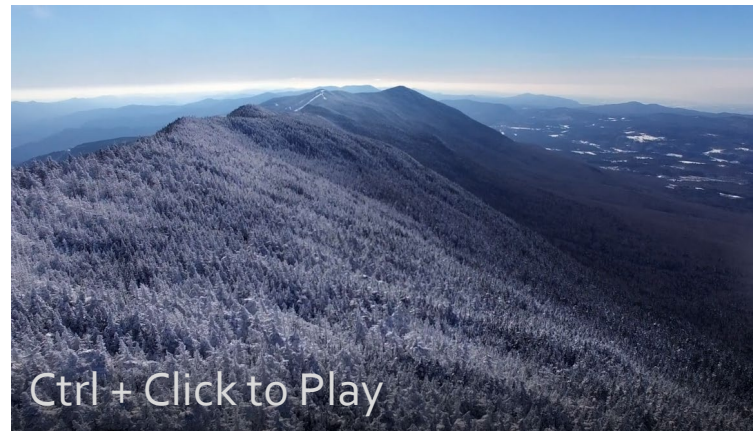
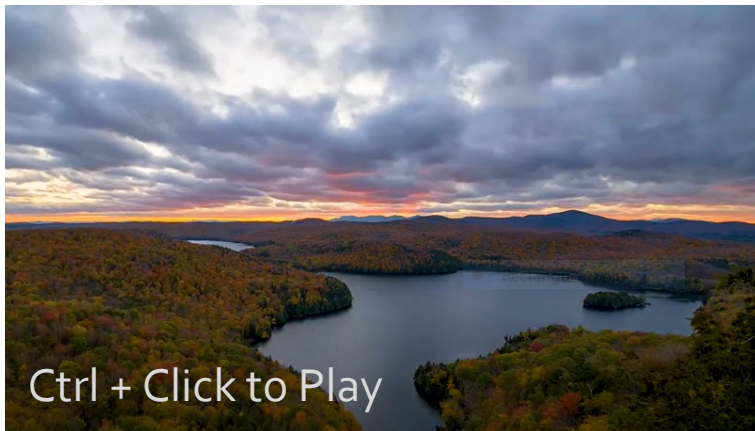


41,668,000+
Impressions



Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

A video pre-roll and connected TV ad campaign showcasing brand assets we were able to produce in FY21 with Coronavirus Relief Funds on networks like Hulu, Discovery Digital Networks, and Outside TV, garnered over 15 million impressions.



15,000,000+
Impressions

Outside tv

Discovery

Trvl
CHANNEL

HGTV

food
network

hulu

CONVERSANT

VERMONT

Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

Sponsored native content is tactic that allows us to leverage the brand networks of media and content partners, to get in front of particular audiences and to extend the reach of our message far beyond our own channels. We are also able to highlight individual properties, attractions, and experiences around the state, giving visitors specific trip planning ideas and providing national exposure to our local businesses. Starting below, and continuing on pages 11-13, are samples of content partnerships that were executed through the Summer and Fall seasons.

EDGE MEDIA NETWORK

Travel

Why Vermont Makes for the Most Romantic LGBTQ+ Getaway

by Matthew Wheeler
EDGE Media Network Contributor
Originally published August 21, 2021
Originally published on August 18, 2021

PRINT EMAIL COMMENTS (0)



(Source: Vermont Tourism)

Something transcendent happens when you cross Vermont's state line. Whether it's the crisp air of autumn, starry nights amid snow-capped mountains, or the rippling water as your kayak cuts through a mirrored lake on a sun-drenched summer day, the Green Mountain State is nothing short of magical.

And after nearly 18 months into the weary new normal, most of us are looking for someplace to just "be" with those we hold closest to our hearts. No matter which direction you head, there are plenty of romantic things to do in Vermont, from outdoor adventures and vineyard-hopping to dramatic locales for weddings and honeymoons. And if you're looking to celebrate the love for our LGBTQ+ community, the state whose motto is "Freedom and Unity" is the perfect place to do it. August 28 through September 5 during the Vermont Pride & Festival.

Travel

Rainbow Road Trip: The Ultimate Green Mountain Adventure

by Matthew Wheeler
EDGE Media Network Contributor
Originally published June 23, 2021
Originally published on June 19, 2021

PRINT EMAIL COMMENTS (0)

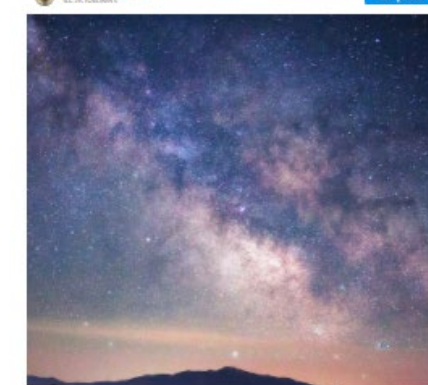
Every June, the LGBTQ+ community and our allies rally around the Pride flag, display our queerness with rainbow-hued bric-a-brac, and take to streets and social media to make our voices heard. But true pride — the kind that lasts 365 days per year — is a bit more elusive. We fall back into the daily grind, often forgetting the shoulders upon which we stand. Few destinations throughout the United States have been as progressive, welcoming, and humble about their LGBTQ+ heritage and presence as the picturesque state of Vermont. Well, pack a weekender. It's time to head to the Green Mountain State.

Vermont made headlines last November for electing Taylor Small as the state's first out transgender legislator. "Even pro-equality states like Vermont need trans voices in government to ensure the priorities and concerns of the community are heard," said President & CEO of LGBTQ+ Victory Fund Mayor Annise Parker. Taylor will bring that perspective to the State House and Vermont can be a leader on trans equality because of it.

Small has stayed faithful to her word, most recently championing a new state law blocking what's known as the "LGBTQ+ panic defense," reports NBC Boston. But Vermont's LGBTQ+ roots run as deep as the state's Otter Creek river, which flows through Rutland and Addison counties before cascading into Lake Champlain. In 2000, then-governor Howard Dean signed *An Act Relating to Civil Unions*, which extended domestic partnerships for same-sex couples and paved the way for Obergefell v. Hodges 15 years later.

Vermont is the second least-populated state, which bodes well for emerging travelers seeking picturesque landscapes and a casual easing into post-pandemic travel. But whether you're in Stratfordville to the south, Woodstock in the state's central region, or Burlington, the state's largest city at over 43,000 people, you're bound to encounter friendly locals and — yes — Pride flags, too.

vermonttourism



Travel

Celebrating Vermont Pride: A State of Freedom and Unity

by Matthew Wheeler
EDGE Media Network Contributor
Originally published July 12, 2021

PRINT EMAIL COMMENTS (0)

It's fitting that a state whose very motto is "Freedom and Unity" would know how to do Pride right. "Having been to some giant Pride celebrations around the country, I can say we stand out as perhaps the largest grassroots celebration," says Justin Marsh (they/them), lead organizer and director of development and communications of the *Pride Vermont Parade & Festival* (August 28–September 5).

Marsh says that by "grassroots," they mean that until only a few years ago, Pride Vermont was entirely volunteer-run and powered without major corporation involvement, a quality that more and more Pride events across the country are moving to reclaim. "Even now," Marsh adds, "our Pride is run by the LGBTQ+ community center and operates on a very modest budget. That is reflected in the feel of our Pride — it's community-focused and truly about the celebration and the core of its meaning. Plus, Vermont is perhaps one of the most beautiful places in the country, and our Pride is celebrated on the *Burlington Waterfront*, overlooking Lake Champlain and New York's Adirondack Mountains — it doesn't get more picturesque than that."

Indeed, a trip to Vermont for Pride is worth it for the incredible beauty alone, not to mention the fantastic array of lodging, dining, and shopping options run by unbelievably friendly LGBTQ+ and allied Vermonters.

Inns with Individuality

modernvermont
Made in Vermont, an Urban-Chic Boutique Bed and Breakfast

View profile



Travel

How to Plan an LGBTQ+ Vermont Adventure, Any Time of Year

by Matthew Wheeler
EDGE Media Network Contributor
Originally published June 17, 2021
Originally published on June 15, 2021

PRINT EMAIL COMMENTS (0)



(Source: Vermont Tourism)

Visualize Vermont's natural beauty. Maybe you see magnificent autumn colors draped over rolling hills. Or perhaps it's a picture of jewelry boxes on peaks dotted with stars. If you love the greens of spring and summer, you may envision hiking and biking along forest trails or leaping on a mountain lake. Vermont's outdoor recreation means different things to different travelers. However, the real secret to appreciating the Green Mountain State is to do it throughout all four seasons. Activities in Vermont are boundless, from high-energy adventures like rock climbing and snowshoeing to gentler ways to soak up nature's majesty: the wildlife watching, golf and camping. Vermont is also at the forefront of accessible activities, where wheel and foregoats, paddle sports, and adaptive skiing display Vermont at its best, welcoming everyone.

RING THEM BELLS: 3 PICKS FOR THE PERFECT VERMONT WEDDING



(Source: Vermont Tourism)

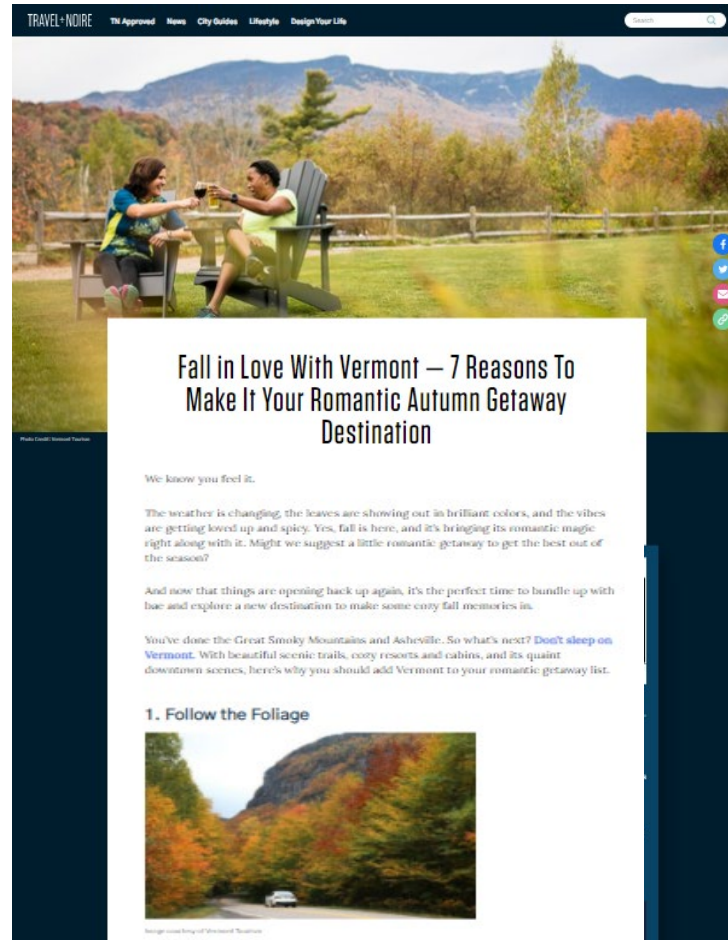
When Vermont's legislature legalized same-sex marriage in 2009, Greg Tulison, an elected justice of the peace since 2001, was ready to get to work. Tulison and his husband and business partner, Willie Dicks, hosted the state's first gay nuptials at Moose Meadow Lodge & Inn. Two years later, Tulison presided over another historic wedding: The country's first military officer to openly wed after the repeal of "Don't Ask, Don't Tell."

After officiating more than 1,000 weddings throughout Vermont, Tulison recognizes that each is historic in its own way. "There's so much about Vermont that people love — everyone has a reason why they want to come here to get married," reflects Tulison. "They love the outdoors, or they have a second home, or they met at school. Vermont offers so much variety for people. Many times, I've officiated weddings where none of the guests are from Vermont. Couples just want to share with their guests a place that means so much to them."



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TRAVEL+NOIRE

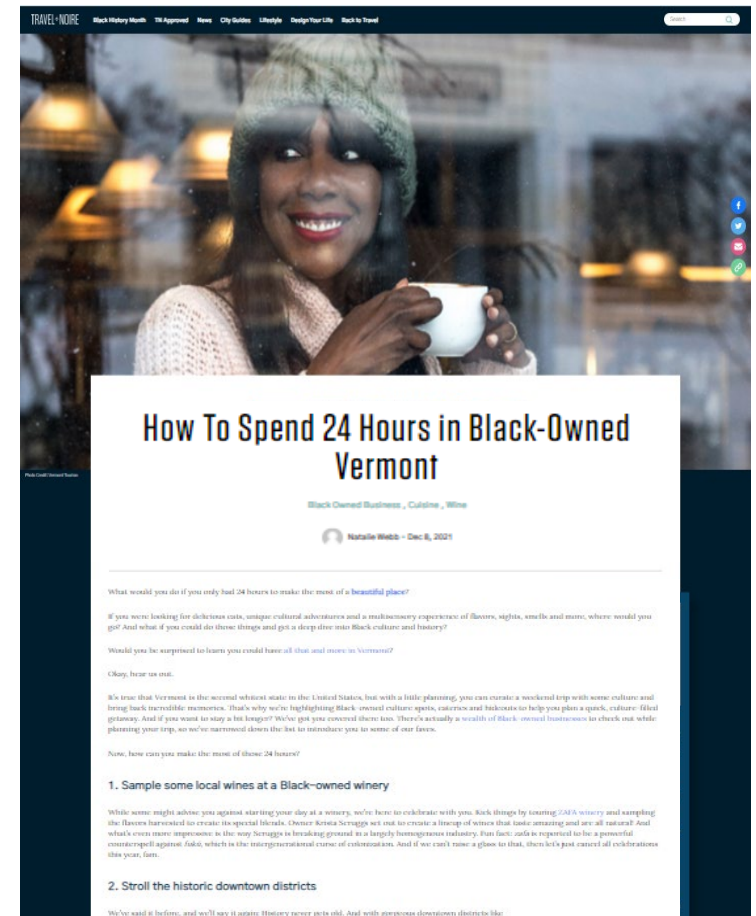


3 Ways to Build a More Inclusive Outdoor Culture

AUGUST 9, 2021 · MARDI FULLER

Are you a white hiker interested in creating inclusive outdoor spaces in your community? Get comfortable with examining white culture—naming and potentially deconstructing what you've always considered to be normal, or the standard.

[READ MORE →](#)



Vermont Department of Tourism and Marketing Summer-Fall 2021

DESTINATION MARKETING CAMPAIGN REPORT

WEDDINGS

Why Vermont Is the Ideal Wedding Destination

Jun. 14, 2021

SPONSORED BY VERMONT

While Vermont is celebrated for its natural beauty like verdant forests, green mountains, charming lakes and covered bridges, its bounty doesn't end there—especially when considered by couples planning their weddings. As we enter a post-vaccine world, there are plenty of obvious reasons to consider holding your wedding in Vermont (wide open spaces and ease of travel, to name a few). But the state's intimacy and seclusion, variety of recreational opportunities and distinct seasonal draw for guests are what really make it an ideal place to tie the knot.

Here's why we think Vermont is the ideal spot for a wedding, and why you should check "Attending" if you're invited to a nuptial in the lovely Green Mountain State.



ZORAN_PHOTO/GETTY IMAGES

PureWow



35 Simple Wedding Cake Ideas for an Understated (but Still Striking) Centerpiece

TRAVEL

9 Fresh-Air Activities to Enjoy in Vermont

Jul. 9, 2021

SPONSORED BY VERMONT

You've received the invite and you're headed to a wedding in Vermont. Naturally, the choice to attend wasn't very hard. Witnessing the nuptials of loved ones is always a must, but especially so when you consider everything there is to do in the Green Mountain State. Fresh air, wide-open spaces and an abundance of outdoor activities await travelers here all year round.

Whether you decide to check out what Vermont has to offer during a wedding weekend or tack on a few extra days to your trip, these beautiful and bucolic spots—all of which happen to be close to **popular wedding destinations**—will not disappoint.

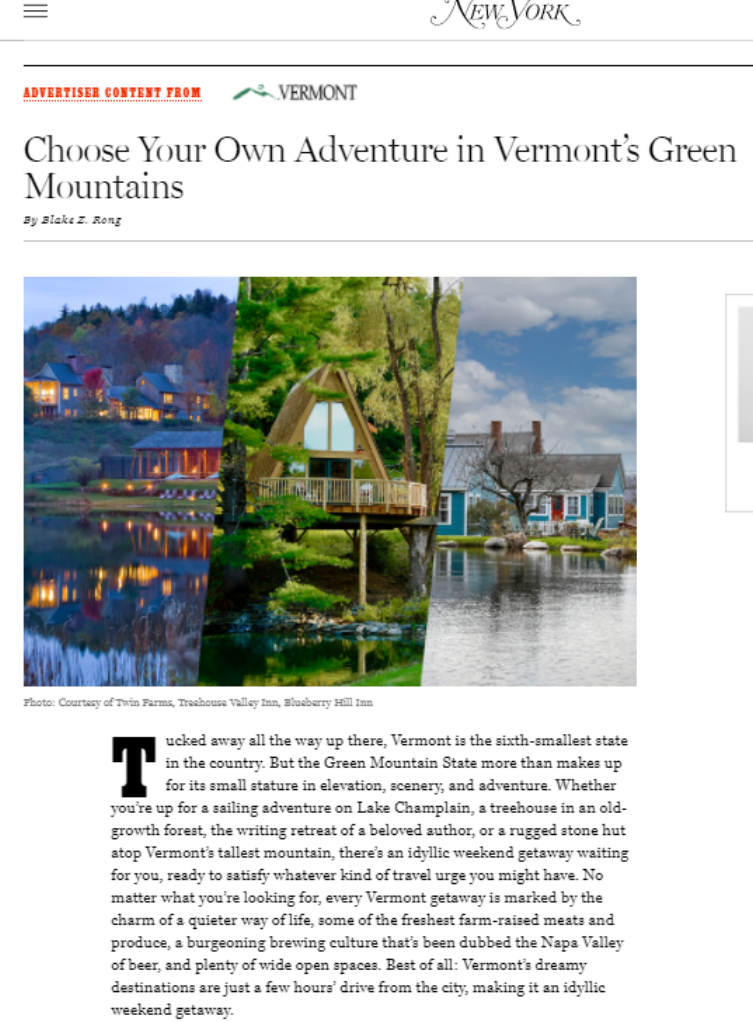
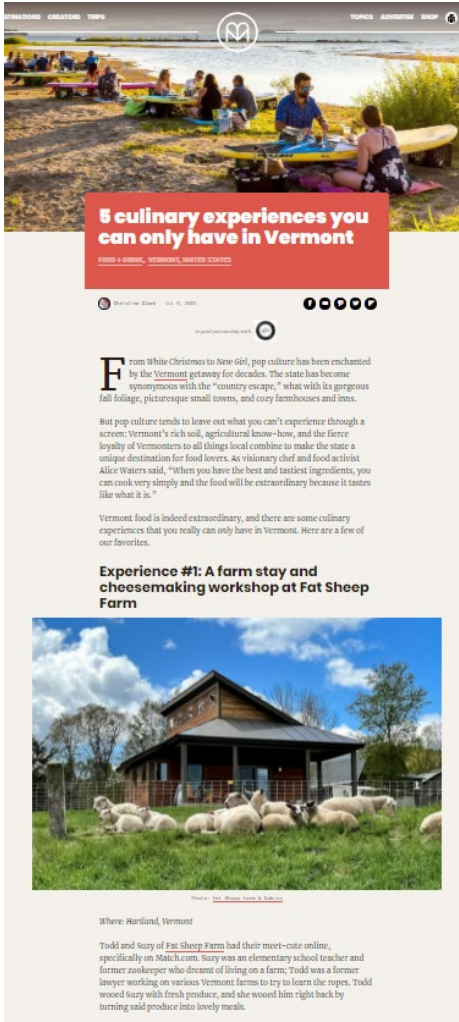
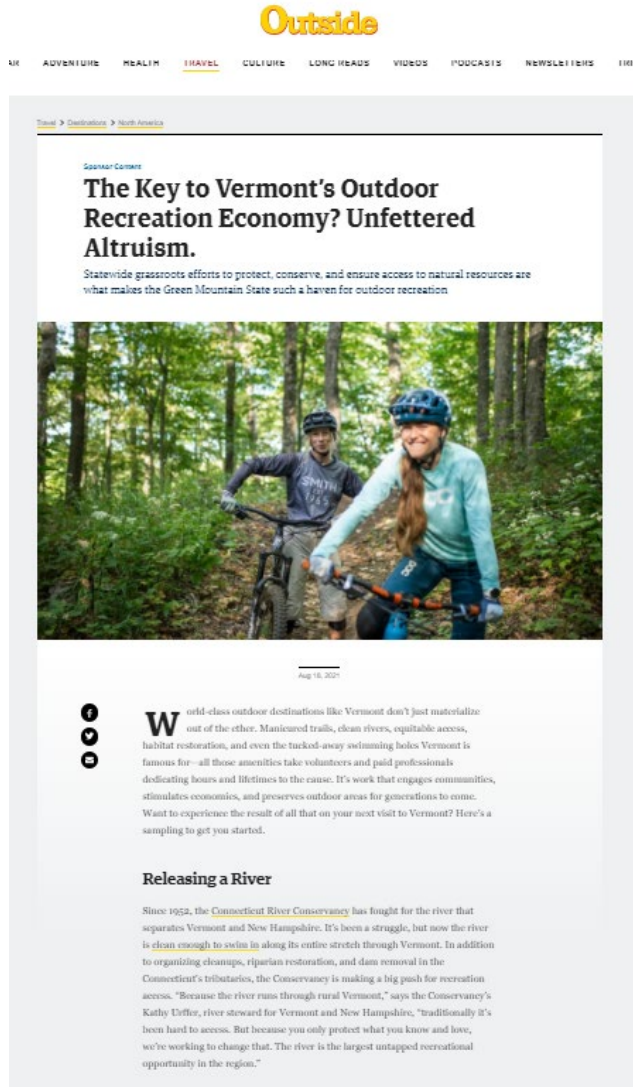


ASBY ROWLEE



Vermont Department of Tourism and Marketing Summer-Fall 2021

DESTINATION MARKETING CAMPAIGN REPORT



Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

In addition to the brand partnerships, out-of-home advertising, connected TV, and sponsored content tactics illustrated, the Department's paid advertising strategy includes a combination of digital advertising, advertising on social media, traditional print and radio, as well as search, that is scheduled out over the course of the campaign, with timing reflective of both the tactic and market served.

		April					May					June					July				August				September				October				November		
		5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
Tactics		PLACEMENTS																																	
Programmatic Digital																																			
Conversant	Pre-Roll, Display Banners, Rich Media																																		
Discovery Networks	Connected TV, Flex Ad																																		
Outside TV	Connected TV																																		
Hulu	Connected TV, Pre-Roll																																		
DV360	Short-Form Native																																		
Sponsored Content																																			
Matador (Hero Video + Placements)	Airstream Partnership Package																																		
Vice Media (Hero Videos + Placements)	Video Series/Interactive Map Package																																		
PureWow (Wedding Industry)	Eblast, Article, Social Package																																		
Boston Magazine	Sponsored Content Package																																		
Edge Media (LGBTQ+)	Sponsored Content Package																																		
Blavity (Travel Noire)	Sponsored Content Package																																		
Melanin Basecamp (Inclusive Outdoors)	Sponsored Content Package																																		
Outside Magazine	Sponsored Content Package																																		
Vox (New York Magazine)	Sponsored Content Package																																		
Broad/Traditional Tactics																																			
Local NPR (WAMC/NPR/VERMONT)	Underwriting																																		
Metro North DOH	FP4C Print Ads, Billboards																																		
Boston Globe (Summer Travel Issue)	FP4C Print Ad																																		
Edible Boston (New England Travel Guide)	Digital Ad & Social																																		
Boston Magazine (Summer Travel Issue)	FP4C Print Ad																																		
DMOs																																			
TripAdvisor	Display Banners																																		
Expedia	Display Banners																																		
Social																																			
Facebook & Instagram	Misc. In-Feed, Carousel, Video																																		
Travel Mindset	Influencer Program																																		
Search																																			
Brand & Non-Brand Campaigns	Summer, Fall, Brand Ad Groups																																		

Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

With this broad brand awareness marketing, we are working at the top of funnel, promoting the brand, keeping Vermont top of mind, nurturing existing brand affinity, and hopefully creating new brand awareness on a regional and national level. In preliminary reporting from our 2021 campaign, we were able to achieve 115 million impressions across the various tactics in our marketing mix, an 80% increase from the 63.9 million impressions the Department was able to achieve across all tactics in 2019.

Standard Display
26,988,948 Impressions



Rich Media
8,913,632 Impressions



Video
15,722,027 Impressions



Native
17,594,955 Impressions



Email
2,483,535 Impressions



Search
999,859 Impressions



Traditional
41,889,008 Impressions



114,344,669
Delivered
Impressions



Vermont Department of Tourism and Marketing Summer-Fall 2021 DESTINATION MARKETING CAMPAIGN REPORT

The call-to-action on all our advertising and collateral directs consumers to ‘Start Planning Today’ at VermontVacation.com. Thanks to the increased investment in destination marketing made possible through the Act 74 appropriation, we have seen our paid media tactics that drive traffic to VermontVacation.com pay off. More than 957,000 users visited the VermontVacation.com website in 2021, representing a 40% increase in total traffic over 2019. We have also seen very positive increases in goal conversions, with email subscriptions up 133% from 2019 and requests for vacation guides recovering to within 7% of pre-pandemic levels online, and within 3% from phone inquiries. Year over year, social media followers have also increased 23% across all channels. With all of the Department’s destination marketing efforts, our goal is to inspire potential travelers, reinforce visitors’ affinity for the State, strengthen the Vermont brand and ultimately, support the Vermont economy.

