

From: Peterson, Laura [Laura.Peterson@vermont.gov]
Sent: Monday, October 12, 2015 3:26 PM
To: Coriell, Scott
Subject: RE: thinking ahead

Perfect. Thanks, Laura

From: Coriell, Scott
Sent: Monday, October 12, 2015 3:26 PM
To: Peterson, Laura <Laura.Peterson@vermont.gov>
Subject: RE: thinking ahead

Thanks for this. Let's wait until we get some numbers in the winter and if we had an especially good year let's do a press conference talking about how our marketing, etc. worked well. That will be well timed during at the beginning of the legislative session to remind everyone how important marketing dollars are. Thanks!

From: Peterson, Laura
Sent: Monday, October 05, 2015 1:51 PM
To: Coriell, Scott
Subject: RE: thinking ahead

I know you're busy with the train derailment...

The fall foliage season is 1-2 weeks delayed, but still in the realm of normal. Good rain and sunny summer days predict good conditions for color, but much of the state is still pretty green. Visitation numbers are consistent with last year (not significantly up or down). Meals and Rooms numbers for Sept. will be available in mid-December. October's numbers will be available in mid-January. New this year is:

1. Delayed start, but (anecdotally) healthy room bookings
2. World's Best Foliage campaign—gaining traction in the media and on social media.
3. We'll spend \$280,000 on our fall campaign in print, digital, social and radio advertising

Fall accounts for \$460 million in tourism spending. That's a little over 25% of our year-round revenue, despite it being such a short season (probably 6 weeks).

Obviously don't want to do this too close to the derailment story. Might want to combine it with our plans for winter promotion, like we did last year, around Columbus Day.

Just some thoughts. Laura

From: Coriell, Scott
Sent: Monday, October 05, 2015 7:49 AM
To: Peterson, Laura <Laura.Peterson@vermont.gov>
Subject: Re: thinking ahead

Sorry for the delay here. Fell to the bottom of my inbox and just finding it again. How is the season looking? When do we get the preliminary numbers?

On Sep 21, 2015, at 4:01 PM, Peterson, Laura <Laura.Peterson@vermont.gov> wrote:

Let me know if the Governor is going to want to do a similar press conference this year, near Columbus Day. The angles are similar, with the added layer that we declared World's Best Foliage this year. There are also reports floating that the warm two first weeks of Sept may delay the onset of leaf change a bit.

Laura

From: Allen, Susan

Sent: Tuesday, October 14, 2014 3:09 PM

To: Allen, Susan <Susan.Allen@state.vt.us>

Subject: Gov. Shumlin, tourism officials and industry highlight strong summer/fall seasons

**For Immediate Release
Oct. 14, 2014**

Contact: Susan Allen
802-279-8493

Gov. Shumlin, tourism officials and industry highlight strong summer/fall seasons
Ad campaign, good weather boosts numbers; great winter anticipated for outdoor enthusiasts

MONTPELIER – Gov. Peter Shumlin said great weather and targeted advertising, with more than \$300,000 focused on the fall season alone, prompted a strong summer and foliage tourism season in Vermont. More than 4 million people visited Vermont this summer from around the world, and the early reports from around the state regarding foliage visitors has been promising. In addition, the Department of Tourism and Marketing is fine-tuning a \$350,000 winter ad campaign to ensure this ski and snowboard season gets off to a strong start.

“Columbus Day holiday weekend is the busiest of the year in Vermont, with visitors heading to hiking trails, inns and lodges, museums, restaurants and other attractions across the entire state,” Gov. Shumlin said. “Given the importance of this industry to Vermont’s economy and job creation, I’m thrilled we’ve had such a strong year, and committed to doing what it takes to ensure visitors across the globe know how much Vermont has to offer.”

Fall accounts for \$460 million in tourism spending, just over 25 percent of Vermont’s annual spending by visitors. The state sees approximately 3.57 million visitors in fall, who spend \$128 per person. Fall is the season that universally canvasses the state with tourism: its economic impact reaches well beyond resort areas, major attractions or the cities; back road and small town touring is on most traveler’s to-do lists.

Gov. Shumlin noted that the state committed \$310,000 to an advertising campaign designed to bring visitors from New York and Boston (see attached photo). More

than 2.7 million tourists travel from New York and Massachusetts annually to Vermont, bringing to \$370 million the annual spending by visitors. Included in the advertising package is an editorial, print and digital campaign, as well as broad marketing.

Among the components of the marketing campaign is the website www.VermontVacation.com/fall, listing driving suggestions, signature events, lodging deals and the weekly foliage reports. The dozens of fall lodging packages vary from camping to photography clinics, and midweek deals to mountain adventures; local wine and beer tastings are also a recurring theme. Culinary travelers will savor new food and farms packages. And the Apples to iPods promotion encourages visitors at more than 20 apple orchards to search for wooden apples – and win an Apple iPod.

In addition, Vermont highlighted the “Beer Lovers Getaways: a sampler of lodging packages and tasting tours, and more ways to savor what The Huffington Post recently called the Best Craft Brew State.” In addition, vacations offering ‘Fall Refreshers: Try something new or ‘fall’ back in love with a craft or culinary venture with Learning Experiences” packages are available this year.

And VermontVacation.com added a new trail, “Covered Bridges,” under the Discover Vermont tab. With more than 100 covered bridges, Vermont offers many tourists the opportunity to see one, or many, within the state lines – all within a day’s drive. To help visitors find these bridges, a Google map is available. The map shows many different details about each bridge, including GPS coordinates for navigating to the bridges.

Vermont saw a healthy summer tourism season, as well. With tax revenue for Meals and Rooms collected during September up 6.9 percent over last year – and up 5.16 percent for the three months of the fiscal year to date – the hospitality/recreation sector has clearly enjoyed a strong summer season. The room sales (essentially hotel/inn/lodge stays) were up 11.2 percent for the second quarter (April through June).

State Park visitation will easily surpass 950,000 this year, hitting 946,000 as of October 6, an increase of 8 percent. This is the highest visit count since 1989. The numbers roughly break down to 400,000 camping (184,000 residents/216,000 visitors), and 550,000 day use visits (450,000 residents/100,000 visitors).

Outdoor recreation activity generates \$2.5 billion in Vermont retail sales and services (12 percent of gross state product) annually. That sector alone results in \$753 million in salaries and wages for 34,000 jobs – and \$176 million in state tax revenue.

“Our working landscape, healthy forests and favorable weather have combined for another spectacular Vermont foliage season,” said Michael Snyder,

Commissioner of Forest, Parks and Recreation. “With visitors and veteran observers alike calling this the best -- most vibrant and extended -- foliage season in memory, we are enjoying a strong finish to an exceptional summer and fall season for our parks and for outdoor recreation throughout the state.”

Although specifics are still being worked out, the Vermont Department of Tourism & Marketing has budgeted \$350,000 for winter advertising. In addition, the state is collaborating with Ski Vermont, Cabot and the Burlington International Airport to increase this budget with partnered media purchases in Boston, New York, Toronto and Quebec. This year’s campaign will get a jump start by beginning earlier than in past years. Typical advertising campaigns begin post-holiday, however this year the Department is launching Vermont’s winter advertising campaign immediately after the Thanksgiving holiday.

Some media outlets are focusing on Vermont as a family destination this winter, with DailyParent.com providing ski and travel info, and Trekaroo – a kids travel blog -- also featuring Vermont.

In the 2013-14 season, Vermont ski areas logged over 4.5 million visits, nearly matching the most skiers and riders ever seen in the state’s history. Those visits translate into over \$700 million in direct spending throughout the season, with over two-thirds of those expenditures occurring off-mountain throughout Vermont’s villages and towns. The resorts themselves spend over \$250 million, with nearly 3,000 Vermont businesses for the goods and services they need to run their resorts, and significantly supporting the creation of over 34,000 jobs in the leisure and hospitality industry.

“As Vermont’s legendary leaves turn to snow, we can’t wait to start spinning the lifts after last year’s near-record season,” said Ski Vermont president Parker Riehle. “Vermont remains the top ski state in the east and the third-biggest in the country and we couldn’t be more proud of being an iconic cornerstone of Vermont’s critically important tourism economy. This season, we are excited to once again be offering the 5th Grade Passport Program which provides free skiing for 5th graders throughout the season at all alpine and Nordic ski areas.”

Finally, the Tourism booth at the Vermont Building at Eastern States Exposition in West Springfield, Mass., was staffed by more than 50 volunteers representing Vermont businesses, lodging establishments, attractions and chambers of commerce. The 17-day fair welcomed 1,498,605 visitors, which is a new record.

Vermont innkeepers participating in the department’s annual survey of lodging establishments consistently report that around 5 percent of their guests are visitors from overseas. Vermont’s inquiry data from information requests from overseas – not Canada -- indicates the following ranking for the top 20 countries: Great Britain, Germany, Australia, Spain, Brazil, Italy, France, Netherlands,

Switzerland, Algeria, Israel, India, Austria, Russia, Ireland, Belgium, Argentina, Morocco, New Zealand, and Sweden.

“Vermont’s tourism economy continues to gain momentum year after year as development in our sector continues to grow,” said Megan Smith, Commissioner of Tourism and Marketing. “Investments in Vermont’s infrastructure and tourism facilities have helped to support this growth. Vermont’s strong reputation for outdoor recreation, unparalleled beauty and an unspoiled landscape have contributed to our strong tourism economy. It’s important that we keep these attributes in mind as our industry grows.”