



**VERMONT ATTRACTIONS ASSOCIATION
YEAR END REVIEW 2017
NOVEMBER 2, 2017**

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VERMONT ATTRACTIONS ASSOCIATION

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VERMONT ATTRACTIONS ASSOCIATION

MISSION STATEMENT

The Vermont Attractions Association was founded in 1956 to promote attractions throughout the State of Vermont and to establish, develop and promote high standards of tourism in Vermont.

VERMONT ATTRACTIONS ASSOCIATION 2017 MEMBERS

61 years	Lake Champlain Ferries
61 years	Rock of Ages
61 years	Shelburne Museum
61 years	Quechee Gorge
61 years	St. Anne's Shrine
59 years*	Vermont Marble Company
55 years*	Maple Grove Farms of VT
40 years*	Bromley Mountain
46 years*	Bennington Museum
45 years*	Univ. of VT Morgan Horse Farm
43 years	Cabot Farmers (Cabot Creamery)
36 years	Basketville
34 years	Morse Farm
34 years	New England Maple Museum
33 years	Spirit of Ethan Allen
32 years	Hildene
32 years	Billings Farm & Museum
31 years	Quechee Gorge Village
30 years	Cold Hollow Cider Mill
29 years	Fairbanks Museum & Planetarium
26 years	Dakin Farm
26 years	Lake Champlain Maritime Museum
26 years	Vermont Teddy Bear Company
25 years*	Jay Peak Aerial Tramway
24 years	Simon Pearce Glass
24 years*	The Vermont Country Store
23 years	Shelburne Farms
23 years	Joseph Smith Birthplace Memorial
22 years	Sugarbush Cheese & Maple Syrup Farm
22 years	Montshire Museum
22 years	Vermont Division for Historic Preservation
19 years	Boyden Valley Winery
19 years	Lake Champlain Chocolates
19 years*	Ben & Jerry's Ice Cream Factory Tours
19 years*	Church Street Marketplace
18 years	Bennington Potters
18 years	Marsh-Billings-Rockefeller National Historical Park
17 years	Magic Hat Brewing Company

16 years	Maple Landmark
15 years	ECHO Aquarium & Science Center
15 years	Bragg Farm Sugarhouse & Gift Shop
15 years*	Southern VT Natural History Museum
14 years	Danforth Pewter
13 years	King Arthur Flour-The Baker's Store
11 years	Green Mtn. Coffee Roasters Visitors Center & Café
10 years	Shelburne Vineyard and Wine Tasting
9 years	Great Vermont Corn Maze
9 years	Lincoln Peak Vineyard
8 years	Farm-Way
7 years	Arbortrek Canopy Adventures at Smugglers' Notch
7 years	Artesano Meadery
7 years	The Chocolatorium/Village Peddler
7 years	Hathaway Farm & Corn Maze
7 years	Okemo Mountain Resort
7 years	Norman Rockwell Exhibition/Sugar Shack
6 years	Goodrich Maple Farm
6 years	Vermont Folk Rocker
5 years	Fresh Tracks Farm Vineyard & Winery
5 years	Hidden Springs Maple
5 years	Rockledge Farm Woodworks
4 years	Northeast Kingdom Tasting Center
4 years	ClearLake Furniture
3 years	Champlain Orchards
2 years*	MiddleGround
2 years	Weston Playhouse Theatre Co.
1 ½ years	Farmhouse Pottery
Joined 2017	Bruce Murray South Road Pottery
Joined 2017	Dog Mountain
Joined 2017	Kingdom Trails Association
Joined 2017	Northeast Kingdom Artisans Guild

* Not consecutive years

**DISTRIBUTION OF 950,000
OFFICIAL VERMONT ROAD MAP & GUIDE TO VERMONT ATTRACTIONS**

400,000 maps

Member-to-Member Brochure Distribution Program. VAA racks at member attractions. PP&D Brochure Distribution is contracted to keep these racks stocked.

Other Vermont-Based Tourism Information Rack Distribution. VAA contracts with PP&D and CTM Media for distribution of the map throughout Vermont, surrounding drive markets and Canada.

750 maps, Lake Champlain Ferries.

63,000 maps, Vermont Chamber of Commerce. There is a proactive program to provide maps to all chamber tourism members, including country inns and B&Bs, throughout the state.

282,000 maps, Maxham Warehousing Mailed out in all fulfillment packets in response to requests received by the Vermont Chamber of Commerce by: phone, email, mail, fax; Vermont Dept. of Tourism & Marketing from: 1-800-Vermont, email, mail and fax. Also all 17 state-run welcome and information centers; and the Big "E" in Springfield, MA.

100,000 maps, CTM. Bennington/Manchester Region; Boston Attractions/Hotels; NYC Region; Brattleboro and NH Area; Northern New England AAA; I-95 Connecticut Hotels

30,000 maps. Berkshire Brochure Display. Berkshire County, MA; Eastern New York State Capital Region; Columbia County and Saratoga County, NY.

10,000 maps, Travel Plaza Information Centers: I-87 New York State Thruway Sloatsburg Info Center, New Baltimore Info Center, Plattekill Info Center.

6,000 maps. Brochures Unlimited. Albany/Schenectady.

24,000 maps. Adirondack Distribution Service. Greater Lake George Area.

15,000 maps. Brochure Distribution - P.D.S. New Haven, CT to Hope Valley, RI on Rte. 1 and from New Haven to Windsor Locks near the Hartford Airport on I-91.

10,000 maps. North Country Distribution Service. 125 points in the Jefferson/Lincoln area of New Hampshire. Includes: Bretton Woods, Twin Mountain, Jefferson, Whitefield, Littleton, Franconia, Wentworth, Plymouth, Woodstock, and Lincoln.

7,000 maps. New England Tourism Center. Canadian requests.

2,250 maps. Vermont Campground Association. For visitor requests and trade shows.

VERMONT ATTRACTIONS ASSOCIATION MEMBER BENEFITS

As a member of the Vermont Attractions Association (VAA) your attraction will enjoy all of the following member benefits. Your membership will enhance the visibility of your attraction, and provide educational and networking opportunities for you.

VAA membership benefits include:

- A presence on approximately 1 million copies of the *Vermont Official Road Map and Guide to Vermont Attractions*. A presence includes text box, photo, and listing with locational diamond on map side. This is a partnership with the State of Vermont and our maps are a core promotional piece for Vermont.
- A VAA-branded brochure rack placed in an indoor location at your business that hosts the brochures/rack cards of all other VAA members. In addition, all other VAA members host your brochure/rack card. There are about 100 VAA-branded racks in Vermont. This distribution service alone for your rack card is a \$1500 value, or worth about half of your membership. (See the current Brochure Rack Program sheet for details; also available from VAA office.)
- VAA maps are displayed in VAA branded racks at Vermont Welcome Centers. NOTE: There is a separate fee to display your rack card/brochure in a Welcome Center rack. Contact Cindy Roberts at cindy.roberts@vermont.gov 802-265-4763.
- A profile on the VAA website, www.vtattractions.org, offering visitors videos, events, coupons, news releases and an easy to navigate wayfinding map to all attractions.
- Representation at group shows and the opportunity to access attraction-specific show leads. See page 11 for details.
- An annual Spring and Fall membership meeting, providing education and networking opportunities.

Lobbying

- Representation at the Vermont State House and at relevant regulatory or rule making hearings.

Event Promotion & Coupons

- Post your attraction's events and coupons to enhance visitation.

Reciprocal Program

- This program enables staff at one attraction to access discounts and tours at every other attraction, which is a great benefit for all employees. The Reciprocal

VAA MEMBER BENEFITS *(continued)*

Program is also the best way for member attractions and their employees to learn about and help sell other member attractions.

Spring and Fall Membership Meetings

VAA conducts two meetings annually, spring and fall, offering networking and education opportunities and presentations.

Education Presentations

VAA also develops (when appropriate for the agenda) educational presentations for our biannual meetings. Some of the topics covered at past meetings have included: Experiential Tourism, Best Practices for Media Coverage, Profit with Partnerships, and Managing Marketing Budgets.

How is the VAA managed?

The VAA is managed by the Vermont Chamber of Commerce. Karen Ballard, president, and Karen Foote are Vermont Chamber employees, but through this management contract conduct the duties of managing VAA. The current management contract is for a six-year term, expiring in 2019.

Promoting the Role of Education and Experiences for the Visitor

The VAA values an attraction's educational and experiential component as an important standard of membership, and encourages members to leverage this to make the most of this standard to enhance the marketability of individual attractions as well as that of our association.

12 Easy Ways to Enhance the Educational/Experiential Appeal of Your Attraction

1. Adapt your program to all ages.
2. Hands-on and interactive works! (e.g. use of animals)
3. Make It / Take It programs are great, where individuals create their own keepsakes to take home.
4. Find the Hook! What makes your attraction special?
5. Know Your Audience—who is your demographic?
6. ID the Outcome—track the results of your program.
7. Educators on Staff—staff needs to know the info, and be able to impart it well.
8. Educators Design Exhibits—similar to #7, but in a visual sense.
9. Deliver the Message—weave into your programming your attraction's mission or philosophy.
10. Behind the Scenes—give groups a special look at your attraction beyond what is usually portrayed.
11. Green Focus!—Vermont ranks at the top of the list, and visitors appreciate all the opportunities we have to experience this.
12. "Ah-Ha" Moments—make it exciting and meaningful!

HOW TO MAKE THE MOST OF YOUR VERMONT ATTRACTIONS ASSOCIATION MEMBERSHIP

Keep the VAA office informed about happenings at your attraction.

Keep VAA's photo library supplied with up-to-date images. These can be emailed to Karen Foote, or contact her about sending larger files. We need these images to pass along to motorcoach companies so they can market their tours to your future visitors!

Make sure we are on your press list for: press releases; material about special events/exhibits; information about special promotions; newsletters; and anything that would help keep us up to date with your attraction.

Attend Spring and Fall membership meetings—these provide great educational and networking opportunities.

Join one of our committees. We need your help to continue building our strong association and most participants find that in addition to being of service to the organization, their participation is an added value to membership. Committees: Brochure/Map, Education/Information, Marketing, Membership, Web.

Respond to VAA surveys and requests for information. They may take a few minutes of your time, but provide invaluable information for our decision making.

Use the VAA logo on your website, brochure and other marketing materials. We can email you the VAA logo in an appropriate format for your needs.

Link from your web site to the VAA web site.

Keep in touch with your staff:

President, Karen Ballard 802-262-2129 or kballard@vtchamber.com

Karen Foote 802-229-4581 or kfoote@vtchamber.com.

VAA PRESIDENTS / CHAIRS

Robert F. Holden, Jr, Vermont Marble Co.	1956 - 1958
Edward J. Hughes, Quechee Gorge	1958 - 1960
Sterling D. Emerson, Shelburne Museum	1960 - 1962
Harold R. Whalley, Maple Grove	1962 - 1963
Louis A. Hall, John Shelby's Maple Museum	1963 - April 14, 1965
Dick Poppele, Santa's Land	April - October, 1965
Emily Johnson, Southern Vermont Art Center	1965 - 1967
Richard Bottomini, National Life Insurance, Co.	1967 - 1969
Joseph J. Quinn, Shelburne Museum	1969 - 1970
Stephen R. Astle, Maple Museum	1970 - 1971
Gerald R. Racette, Vermont Marble Co.	1971 - 1972
Robert G. Brewer, Santa's Land	1972 - 1973
Craig Spafford, Lake Champlain Ferries	1973 - 1975
Col. Herbert L. Wilson, Wilson Castle	1975 - 1976
William J. Riley, Mt. Mansfield Co,	1976 - 1978
Edwin R. Grant, Kennedy Brothers	1978 - 1980
R. Kipp Miller, 25,000 Gifts & Woolens	1980 - 1982
Z. Fred Lewis, Killington Resort	1982 - 1983
David Schermerhorn, Lake Champlain Ferries	1983 - 1985
James Lundy, Pico Alpine Slide	1985 - 1987
Jon Bacon, Quechee Gorge	1987 - 1990
Scott MacKenzie, Hildene	1990 - 1993
Francine Chittenden, Cold Hollow Cider	1993 - 1995
David Schermerhorn, Lake Champlain Ferries	1995 - 1996
Harry I. Morse, Jr., Morse Farm	1996 - 1998
Laurie Callahan, Cabot Creamery	1998 - 2000
Sam Cutting, IV, Dakin Farm	2000 - 2002
Larry Simino, Vermont State Parks	2002 - 2004
Gary Neil, Quechee Gorge Village	2005 - 2006
Todd Paton, Rock of Ages Visitors Center	2006 - 2008
Susan Plump, Billings Farm and Museum	2008 - 2010
Barbara Rainville, Maple Landmark Woodcraft	2010 - 2012
John Dumville, Vermont Div. for Historic Preservation	2012 - 2014
Paul Brown, Cold Hollow Cider Mill	2014 - 2016
Amy Weller, Ben & Jerry's	2016 -

VERMONT OFFICIAL ROAD MAP & GUIDE TO VERMONT ATTRACTIONS

Evolution of the *Vermont Official Road Map & Guide to Vermont Attractions* 2017

Through 1993, VAA's major promotional piece was a fold-out brochure. In 1994 the Board and the Marketing Committee had the foresight to make the leap from a traditional brochure to a map. At the time, the State of Vermont was printing only a limited number of maps per year which did not fulfill the traveling public's need for maps. In fact, in rest areas or welcome centers, maps were kept under the counter, available only upon request. Since that time VAA has printed around 1 million maps every year, subsidizing the State's effort to achieve sufficient map distribution, and thus benefitting the State and all its businesses as a whole.

Distribution

No matter how vibrant, comprehensive and compelling a map is, without a strong distribution plan it will not get into the hands of visitors, and therefore will not do its job. VAA's Brochure/Map Committee and Board of Directors take this task very seriously and spend a lot of time weighing the options, costs, markets and geographical considerations to arrive at the most efficient and effective distribution plan possible for our membership, targeting our major metro drive markets all along the Eastern Coast, and distribution through sport and outdoor programs, as well as corporate centers.

The *Vermont Official Road Map & Guide to Vermont Attractions* is included in all packets used to fulfill inquiries received by the Vermont Department of Tourism and Marketing, the Vermont Chamber of Commerce and at the VAA office.

In addition to distribution in the states where the majority of our visitors live and on the routes travelers use to get to Vermont, we also maintain a strong presence in-state. The *Vermont Official Road Map & Guide to Vermont Attractions* is displayed at regional and local welcome centers, Information Centers (rest areas), on Lake Champlain ferries, at local information booths and chambers of commerce and in Canada. It is also available for guests, offices, and personal use and is also distributed at the Big E in Springfield, MA, as well as a myriad of consumer and industry trade shows worldwide.

Laminated maps are also available free of charge to VAA members. Non-members' cost is \$10 per map.

A person who visits one attraction is a likely candidate to visit additional attractions, given the information. For nearly two decades we have implemented a member-to-member brochure distribution program. At every member attraction there is a special Vermont Attractions Association brochure rack. In addition to our maps we also display individual brochures for each member attraction. We believe this is the kind of effort that motivates visitors to stay another day in Vermont.

VAA BROCHURE RACK POLICIES

Brochure Rack Policy

:

Every member of VAA is entitled to a brochure rack (solely owned and provided by VAA) at no additional cost. The rack will be delivered to the attraction when membership is approved and will remain at an indoor location for the duration of the membership. Rack modification of any kind must be approved prior to any changes by the Board, in consultation with the Map Committee.



Custom Racks

With prior approval of design and location from the Board, in consultation with the Map Committee a VAA member may construct a custom rack at their own expense incorporating VAA provided specifications.

MEDIA RELATIONS & PUBLIC RELATIONS

Media Relations

Consistency and availability to the media are crucial to productive media relations.

Keep up-to-date with your website, as well as your profile on the VAA website. You never know who is looking at your site for more information.

Press Kits / Press Releases

VAA is listed as a contact on the state's online press kits and in motorcoach industry profile sheets and resources.

Press Room

The VAA website has a News section to post individual releases from your attraction. Members are able to add their own press releases to keep the site fresh and informative.

Public Relations

Maintaining our image as a quality organization is an important part of every message conveyed by the association and its individual members.

MOTORCOACH MARKETING & TRADE SHOWS

Motorcoach Marketing

According to the National Tour Association (NTA), one coach of 40 passengers spending one night at a destination generates as much as \$9,000 for the local economy in meals, lodging, and other spending.

For attractions who desire enhanced motor coach marketing services, the Vermont Chamber Tourism Network (VTN) promotes packaged group tour travel to the Green Mountain State, mainly through motorcoach tours to its member businesses. VTN is the statewide motorcoach tour marketing partner of Vermont Dept. of Tourism & Marketing.

VTN is a program of the Vermont Chamber of Commerce. For more information, please contact Karen Ballard, VTN Program Manager, at kballard@vtchamber.com or 802-262-2129.

Trade Shows

This year, a VAA representative attended the ABA Marketplace in January 2017 in Cleveland, OH. In the next fiscal year we plan to attend ABA in January 2018 (in Charlotte, NC), and participate in promoting to the international market with Discover New England (DNE).

TRADE & CONSUMER SHOWS

Vermont Dept. of Tourism & Marketing attends consumer trade events and the VAA map is distributed and used as a sales tool at shows like:

International Tourism & Travel Show	Vermont Tourism Summit
American Bus Association Marketplace	Discover New England Tourism Summit & International Marketplace
Travel & Adventure Show	Daytrips & Destinations Expo
New York Times Travel Show	U.S. Travel Association's IPW
The Boston Globe Travel Show	Eastern States Expo "The Big E"
AAA Travel Marketplace	International Sales Missions
The Travel and Vacation Show	
Outdoor Adventure & Travel Show	

Vermont Dept. of Tourism & Marketing contacts:

Hilary DelRoss, Heritage and Recreation Specialist	hilary.delross@vermont.gov	802-505-0753
Kathleen Kolva, Sales Manager	kathleen.kolva@vermont.gov	802-272-2633
Philip Tortora, Communications Director	philip.tortora@vermont.gov	802-522-7323

INDUSTRY AND PEER EDUCATIONAL OUTREACH

The VAA facilitates opportunities for attractions to continually share information with each other and our industry colleagues.

Information Centers and Welcome Centers

Karen Foote provides an updated Resource Book to every Welcome Center and Information Center in the spring. This is a quick reference to hours, location and other basic information that staff at these centers need to respond to visitor questions. This year, each Center also received two laminated maps for display.

Vermont Tourism Summit (formerly the Vermont Travel Industry Conference, VTIC)

The Vermont Tourism Summit (VTS) is scheduled for April 11 and 12, 2018 in Manchester at the Equinox Golf Resort & Spa. VAA will organize an educational workshop at VTS, and will have a display booth at the trade show as well. We encourage you to attend this annual reunion of Vermont's tourism industry!

Membership List

A new membership list, including all email addresses and websites provided to us will be available with the minutes of the Fall Membership Meeting. Often your best learning tool can be networking with your counterparts.

Reciprocal Complimentary / Discount Policy

As mentioned in the Member Benefits section, another form of industry outreach and education is our Reciprocal Policy to encourage attraction staff to visit other members and help them become ambassadors for all of our attractions.

VAA WEBSITE
www.vtattractions.org

The VAA website designed by Earthlogic contains many features, including member ability to add and change events, add news and press releases, update your listing and photos, add visitor coupons, and view reciprocal program policies, and download forms. The site is developed to optimize across all devices from computers and phones to tablets. For more information, see the Member Benefits section on Page 3.

OBDS Signs

If you do not have an Official Business Directional Sign (OBDS), you may find more information and an application at the Vermont Department of Transportation website: vtrans.vermont.gov/highway/sign-information

