

VERMONT Attractions Association

Together We Are Stronger

Vermont Attractions Association Overview

Mission: The VAA is a statewide member trade association that supports and strengthens individual attraction businesses, leveraging this collective voice to influence and enhance the Vermont tourism industry.

Effective November 1, 2019 – Two Membership Levels: Tier 1 and announcing Tier 2 Membership

- 2019 – 72 Tier 1 attractions Members statewide.
- 2019 – Introducing Tier 2 online only membership (see back for benefits comparison).
- Annually print and distribute 875,000 *Official Vermont Road Maps and Guide to Vermont Attractions* showcasing Tier 1 Member locations and descriptions.
- The VAA Map distribution plan places this popular travel piece in many destinations statewide, in surrounding drive markets and state Welcome/Info Centers. The Map is also a marketing and fulfillment piece used by the Vermont Dept. of Tourism and Marketing and 1-800-Vermont.
- VAA branded racks presenting Tier 1 member rack cards and brochures offer valuable statewide exposure to visitors in 100 desired destinations. This Tier 1 member benefit is significant as the investment in a statewide brochure distribution program could amount to more than 50% of VAA member dues.
- VAA website NEW! site launched 2019 - VTAttractions.org is the associated online resource promoting Members to visitors. Tier 1 and Tier 2 Members are showcased on the site and online maps. All members have access to the Member Portal housing VAA information, education and promotion options.
- The Vermont Department of Tourism and Marketing is a partner in support of the map – designated the *Official Road Map* for Vermont
- All members are invited to attend an annual full member meeting in the fall and regional meetings in the spring.
- The VAA is managed by a Board of Directors and President and through extensive membership involvement. In 2020 VAA enters into its 3rd year of a comprehensive 5-year strategic plan focusing on growth and success for its members.






















For more details about membership and benefits contact:

Vermont Attractions Association | Amy Spear, President | 802-229-2259 | aspear@vtchamber.com

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Vermont Attractions Association - Benefits	Tier 1 \$3195/annually	Tier 2 \$995/annually
Location "DOT" on print map		
Location "DOT" on website map		
Listing on VAA print map		
Listing on VTAttractions.org		
VAA Branded Rack at Attraction		
Attraction Rack Card/ Brochure Distribution Program		
Spring and Fall Meeting Attendance		
Newsletters and status reports		
M2M Reciprocal Program		
Access to Member Portal on VTAttractions.org		
Serve as a VAA Board Member or Committee Member		
Counter Rack for Map and Rack Card		

Vermont Attractions Association reserves the right to change all pricing and benefits. VAA will confirm final member benefits upon initiation of membership in the Association. Membership is limited to Attractions as defined by Association.

The VAA program year begins November 1, 2019.

Tier 1 and Tier 2 memberships begin each year on November 1.



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