

### Vermont Travel & Recreation Council Meeting

November 15, 2018

9:00 a.m. – 11:00 a.m.

**Location: Calvin Coolidge Conference Room - Sixth Floor  
1 National Life Drive – Deane C. Davis Building, 6<sup>th</sup> Floor  
Montpelier**

**Members Present:**

Ronda Berns – Vermont Chamber of Commerce  
Willie Docto – Vermont Gay Tourism Association  
Matt Harrington – Bennington/Manchester Chamber  
Wendy Knight – Commissioner, Dept. of Tourism & Marketing  
Paula Maynard – Hildene, The Lincoln Family Home  
Amy (Morrison) Spear – Stowe Area Association  
Bill Supple - XXXX  
Vicky Tebbetts - Owner, VT Marketing & Communications – TRC Chair  
Steve Wright – Jay Peak

**Others Present:**

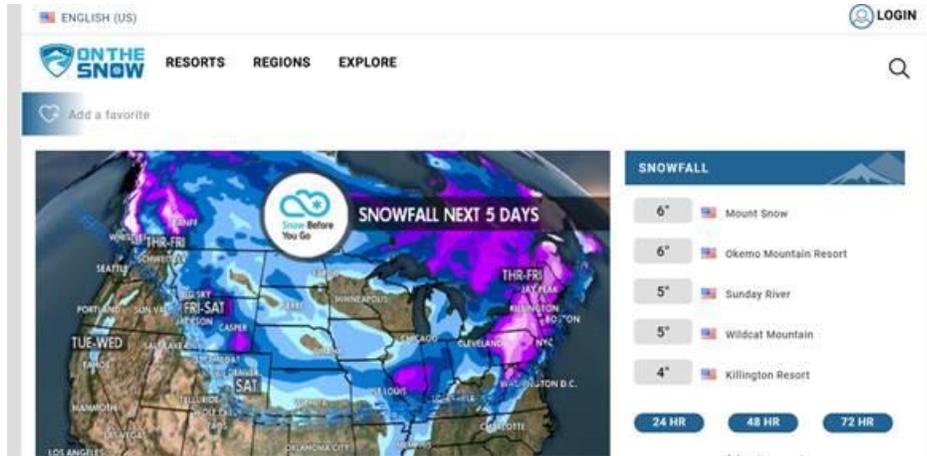
Karen Ballard – VT Attraction Assoc.  
Tom Castor – Vermont Convention Bureau  
Hilary DelRoss – VDTM Heritage and Recreation Specialist  
Helen Labuh – Dig in Vermont  
Jerri Lamson – VDTM Financial Administrator  
Ray McKenzie – Vermont Connect  
David Smith – Captive Video Storytelling  
Laura Parette – Revitalizing Waterbury  
Heather Pelham – State of Vermont Chief Marketing Officer  
Adam Rowe – Ski Vermont  
Chris Sluicer – NBC5  
Elaine Sopchak - ACCD  
Susan Warner – Dept of Fish and Wildlife

**Actions Items from Meeting:**

<b>ISSUE</b>	<b>OWNER(S)</b>	<b>DEADLINE</b>	<b>ACTION</b>
New VDTM Communications Director, Nate Formalarie	Vermont tourism industry	Ongoing	Add to distribution lists: Nate Formalarie: Nate.Formalarie@vermont.gov
Tourism businesses invited to join Commissioner’s Hospitality Workforce working group.	Tourism industry	January 1	Email Wendy Knight to join or for more info: Wendy.knight@vermont.gov
Creation and use of tourism impact infographics for members and legislator outreach; other relevant industry data.	Commissioner Knight, Ken Jones, Tourism Industry members	January 1	Wendy/staff to send to TRC members when available. Resource to be posted on tourism industry page, VermontPartners.com. More benchmark data to come in next meeting from Labor report.
Interest in co-branding marketing content, working more closely with VDTM in avoiding duplication in ad buys and exploring the Stay to Stay weekend model for social media influencers.	TRC Members, VDTM, Vermont tourism industry	January 17 TRC meeting	Explore feasibility, VDTM report; include in agenda for January 17 meeting.

**Follow up Questions/Information:**

1. Break down of Winter 2019 Budget— by whom and how is this determined? Why “On The Snow” for example which is owned by Vail?
  - The budget is determined using visitor geographic, demographic, purchase behavior, arrival data and existing budgets. In Winter onthesnow.com is highly used for planning and condition information. As you can see from the screenshot below (a) the site delivers geo-based information about ski areas within the region. Last year onthesnow.com delivered the highest arrivals per thousand according to pixel data collected by Arrivalist (c). Decisions regarding media selection are made by Steve with consult by Karen Fahey Associates.



Arrivals per 1,000 Exposures

Source	Medium	Campaign	Content	Exposures	Arrivals	APM <sup>®</sup>
				0M 2M 4M 6M 8M 10M 0 500 1000 1500 2000	0.00 0.50 1.00 1.50 2.00	
Adara		FY17 Winter		7,901,401	1,961	0.25
Expedia		FY17 Winter		535,814	118	0.22
On the Snow		FY17 Winter		301,840	601	1.99
TripAdvisor		FY17 Winter		1,145,891	1,282	1.12
TubeMogul		FY17 Winter		1,373,874	715	0.52
WeatherBug		FY17 Winter		507,806	38	0.07

2. Confusion of whether we are using moon over mountains logo now? Or VDTM stamp? Last year, Ski Vermont was told to use stamp.

In small digital ads the stamp is not conducive. The a's that were displayed in the presentation are much, much, smaller in their placements than as they were presented, hence the small version of the logo. Where we have more real estate, we use the stamp logo.

3. What is the creative thought/purpose behind the Compass V T U S

This is a graphic element that was added to provide visual enforcement of brand awareness.

## Meeting Summary:

1. VDTM – Wendy Knight, Commissioner
  - Wendy announced that Nate Formalarie has joined VDTM as the Communications Director. Nate comes from Cabot, Woodchuck Cider, and WCAX-TV. Please add his contact info (above) to press and outreach lists.
  - Priorities for Communications and PR include reinvigorating influencer program, deployment of content development strategy, proactive media

pitches with modest budget for some press travel expertises, and a focus on African American travel writers.

- Wendy is convening a hospitality workforce working group.
- VDTM is considering a pilot research project in partnership with Inntopia to analyze short-term rental landscape in Stowe, Morrisville and potentially Waterbury in order to create benchmark data and understand how short-term rentals are impacting licensing properties and eventually housing.
- Soon data will be available on Labor Force Population Trends, with a presentation at the next TRC meeting.

## 2. Legislative – Ronda Berns (with notes from Molly Mahar)

- Ronda reported that legislation that may arise this session includes: minimum wage, paid family leave, clean water funding, recreational waivers, carbon tax, and other extra costs, fees or taxes that may increase room rates.
- Grassroots outreach – the understanding of the business perspective from people who live and work in legislators’ districts - will be even more important in the upcoming biennium.

## 3. Winter Marketing – Wendy Knight, Commissioner

- The total winter marketing spend is \$690,000.
- Tourism members are interested in avoiding duplication between their ad buys and VDTM’s, as well as drilling down to ownership of channels.
- Marketing push to connect partners in areas including recreation, culture and food.
- TRC members are interested in opportunities to co-brand content, including for small businesses and businesses with a broader economic development focus.
- TRC members are interested in using the Stay to Stay model to attract social influencers on key weekends for a Friday night reception and weekend activities

Meeting adjourned at 11:05 am.