

VERMONT TOURISM MARKETING PROGRAM

VermontVacation.com Directory

OVERVIEW

The goal of the Vermont Tourism Marketing Program is to tell the story of the Vermont brand through compelling, authentic content. The VermontVacation.com Directory is a marketing tool that provides a platform to amplify Vermont businesses offering tourism-related services.

The Directory serves as a tool for the Vermont Department of Tourism and Marketing to determine experiences to promote within their marketing strategies. All tourism-related businesses are encouraged to be a part of the Directory. The following guidelines have been established to determine if a business qualifies for a VermontVacation.com Directory listing. Approval of listings is at the discretion of the Vermont Chamber of Commerce and the Vermont Department of Tourism and Marketing, which reserves the right to edit or refuse any listing. Please contact the Vermont Chamber of Commerce for additional guidance.

GUIDELINES

- Must be registered to do business with the State of Vermont and adhere to all safety, health and financial obligations as required by the State of Vermont.
- A business's physical location or headquarters will determine the city/region for the listing.
- Businesses must offer a tourism-related activity or service, dining, or place to stay that reinforces Vermont destination marketing. The Vermont Department of Tourism and Marketing and the Vermont Chamber of Commerce reserve the right to determine the relevance of the organization or business as it relates to the tourism industry.
- All businesses must be open to the public and have a physical address that accompanies the listing. If a business has no physical address and only a P.O. Box, it will not be listed. Tour companies and guides are exempt from the requirement to have a physical address.
- By submitting content and photos for a listing on the VermontVacation.com Directory, you are confirming that all assets, both written and visual, are your property and that you/the business have the rights to all information on the listing.
- Third-party websites or platforms (e.g. Facebook, Etsy, Airbnb) will not be listed as a business's website on a listing.
- By submitting content and photos for a listing on the VermontVacation.com Directory, you are allowing Vermont Department of Tourism and the Vermont Chamber of Commerce to use the information/photos for marketing purposes beyond a listing.
 - The following formats are not eligible for use in listings: logos, collages, or artist renderings.
- It is requested that a link back to VermontVacation.com be placed on the listing organization's or businesses' website but it is not a requirement.

REQUEST A LISTING

The VermontVacation.com Directory is a collaborative project between the Vermont Department of Tourism and Marketing and the Vermont Chamber of Commerce. Basic listings are complimentary for tourism-related businesses and organizations. Businesses may sign up using [this form](#). Vermont Chamber of Commerce staff will review requests and approve or deny based on aforementioned guidelines. Additional information may be requested following submission. Only one complimentary listing is permitted per business or organization.

Businesses wishing to take advantage of additional listings and features such as direct-booking and priority sorting may purchase a featured listing. The following chart provides an overview of what is included with each listing type.

DIRECTORY LANDING PAGE	Free	Paid
Business Name	✓	✓
Address	✓	✓
Image Preview	✓	✓
Specials & Packages Indicator	✓	✓
Priority Sort		✓
Description Preview		✓
Web Icon & Link		✓
Phone Icon & Link		✓
Subcategories Included	1	2
Ability to upgrade to participate in 'Wedding Services' filter		✓
Ability to upgrade to participate in 'Group Travel' filter		✓
Ability to upgrade to increase subcategory and listing quantity		✓
DIRECTORY LISTING PAGE	Free	Paid
Business Name	✓	✓
Description	270 characters with spaces	1080 characters with spaces
Photos	1	20
Embedded Map & Directions Link	✓	✓
Contact Information		
Address	✓	✓
Phone	✓	✓
Email	✓	✓
Website	✓	✓
Social Handles		✓
'Book Now' Direct Booking Link/Button		✓
Video		✓
'You May Also Like' Business Feed		✓

CONTACT US



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