It’s Time to Invest in Vermont  
Tourism Funding Talking Points

What We Are Asking For
- A $500,000 increase to the Vermont Department of Tourism and Marketing promotional budget focused on encouraging out-of-state tourists to visit Vermont.

Why We Are Asking for the Increase
- Vermont has decreased its investment in tourism promotion by 6% over the last 5 years.
- It’s time to reverse that trend and invest in Vermont. Many competing states have bolstered their destination marketing investment at the same time.
- Vermont is at risk of losing our market share to other states as Vermont’s promotional funding declines. According to the U.S. Travel Association, Vermont ranks fifth out of the six New England states for visitor spending growth over the last five years.

Investing in Destination Marketing is Important
- Investment supports our towns, our local businesses, our workers, and our future. Without increased investment the full economic potential of the tourism industry is limited.
- Tourism is a significant economic driver for the state, especially in rural communities
  - 32,204 jobs, 10% of Vermont’s workforce
  - $391 million in tax revenue generated
  - Tax revenue generated contributes $1,450 in tax savings to every Vermont household
  - $2.8 billion in visitor spending

How the Additional Funds Would be Spent
- The additional funding would be spent out-of-state, targeting new and returning visitors.
- Additional funds would allow VDTM to enhance and increase the deployment of their destination marketing. Increased funds will help to bolster the Vermont brand, and ensure that Vermont’s most compelling and differentiated experiences are amplified through VDTM’s destination marketing.

Fiscal Facts
- $173.2 million actual FY18 Meals and Rooms Tax
  - On average, this grows by 5% each year
  - 25% of this revenue goes to the Education Fund
- Tax Rates
  - Rooms: 9%
  - Meals: 9%
  - Alcohol: 10%
- Current VDTM promotional budget is $2 million ($3.1 million total budget)