

A scenic view of snow-covered mountains at sunset or sunrise. The sky is a mix of orange, yellow, and light blue, with soft clouds. The mountains are covered in a thick layer of snow, and the trees are also snow-laden. The overall atmosphere is peaceful and serene.

Vermont Tourism.

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executive summary ²

Vermont declared its independence in 1777 and joining the Union as the 14th state in 1791. This state was founded by a french explorer named Samuel de Champlain. Vermont became a state because New York agreed to make them part of the United States.

Vermont is known for their stellar skiing opportunities but the best season to visit is in the fall where you will witness the beautiful scenery that Vermont has to offer. Besides skiing, this state has new adventures with numerous outdoor activities such as hiking, kayaking and other water activities.

Above all else, research has shown that Vermont shouldn't be the "drive-by" state that its known for. The key to this campaign is that we want people to stop and recognize Vermont for the beauty that it presents. The execution focuses on bringing awareness to what this state has to offer and the mulitple new experiences that ou won't ever forget.

research

objectives.

- + To create perceptions that Vermont is the premium vacation spot among other states by 35 percent of the families in its target market by the end of 2018.
- + To increase awareness of state parks and outdoor recreations in Vermont 30 percent by the end of 2018.
- + To increase travel and tourism spending in Vermont by 7.7 percent, raising it from \$2.6 billion to \$2.8 billion by the end of 2018.

challenge statement.

- + The biggest challenge that Vermont is facing is the fact that people don't know anything about the state in general. Vermont has so many great things to offer but the second challenge is that closer places in the midwest also have those same types of attractions.

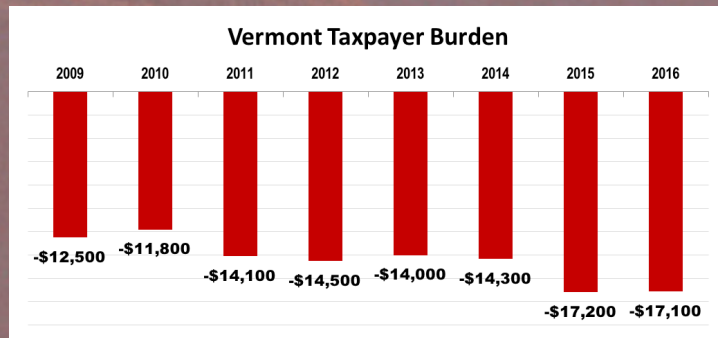
research questions.

- + Why don't people vacation in Vermont?
- + What motivates people to go on vacation?

situation analysis

company analysis

- + Vermont has been the leading producer in monument granite, marble, maple products and talc. Principal industrial products include electrical equipment, fabricated metal products, printing and publishing, and paper and allied products.
- + Vermont, the "Green Mountain State" has many of the famous ski resorts that the Northeast has to offer including Stowe, Killington, Mt. Snow, Okemo, Jay Peak and Sugarbush.
- + Vermont's current financial situation is currently in a downward trend, with having a current debt of \$7.8 billion, and only \$3.8 billion in assets. Vermont has \$4 billion in debt, a total tax burden of \$17,100 for each citizen of the state. With a cash shortage, the state is in need of an increase in revenue, specifically an increase in tourism and travel into Vermont.



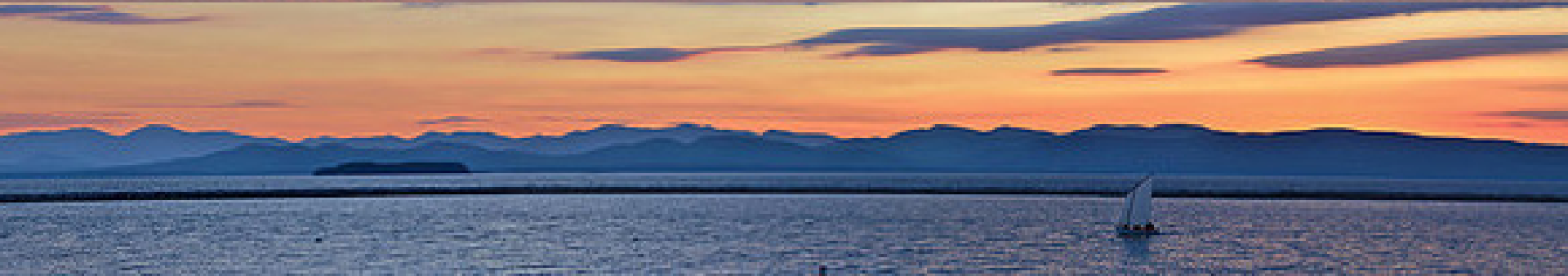
LODGING	\$475 MILLION	\$320 MILLION
RESTAURANTS AND BARS	\$450 MILLION	\$275 MILLION
GASOLINE SALES	\$115 MILLION	\$65 MILLION
GROCERIES AND CONVENIENCE STORES	\$100 MILLION	\$100 MILLION
OTHER RETAIL SALES	\$240 MILLION	\$150 MILLION
RECREATION AND ENTERTAINMENT	\$340 MILLION	\$200 MILLION
TRAVEL EXPENSES (AIRLINE, OTHER PUBLIC TRANSPORTATION)	\$150 MILLION	\$100 MILLION
AUTOMOTIVE RENTALS	\$30 MILLION	\$25 MILLION
SECOND HOME EXPENSES		
CONSTRUCTION AND RENOVATION	\$210 MILLION	\$150 MILLION
PROPERTY TAXES	\$270 MILLION	\$140 MILLION
UTILITIES AND FUEL	\$115 MILLION	\$80 MILLION
MAINTENANCE, INSURANCE AND MANAGEMENT	\$115 MILLION	\$70 MILLION

situation analysis

product analysis | vermont department of travel and tourism

NORTHERN

- + Burlington, Vermont's largest city is next to Lake Champlain.
There is a vibrant art scene, multiple museums, theaters, shopping, restaurants and breweries. The Lake Champlain Islands which have miles of hiking and biking trails, apple farms, restaurants and hotels.
- + Lake Champlain covers 435 square miles. Ferry boat rides, cruises, sail boats and cruises can be found on the lake.
- + Mount Mansfield has an elevation of 4,393 feet, has 9.7 miles of trails, a ski resort, zip lines, a gondola and a climbing center.
- + Northern small towns have art experiences, museums, planetariums, farmer's markets and hiking trails.

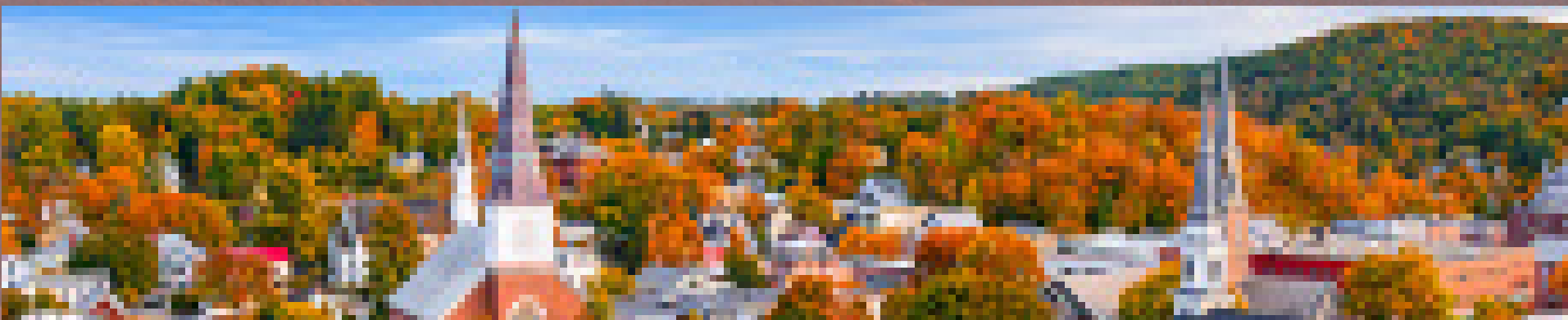


situation analysis

product analysis | vermont department of travel and tourism

CENTRAL

- + Montpelier, the state capitol, is home to one of the oldest state capitol building. There are small parks located throughout the city. The Winooski River runs through the center of downtown Montpelier where multiple restaurants and shops are located.
- + Local maple syrup vendors, breweries, cheese factories and wineries are located throughout central Vermont.
- + The central region of Vermont is the home of Ben and Jerry's and holds 30-minute factory tours.
- + Vermont's highest peak, Stow Mountain, has year round activities such as skiing, hiking and biking.



situation analysis

product analysis | vermont department of travel and tourism

SOUTHERN

- + Home of Green Mountain and Finger Lake National Forest, here they have endless hiking, mountain biking and beautiful views. Here there are over 900 miles of trails and multiple wilderness areas.
- + Brattleboro along the Connecticut River has kayaking/canoeing, hunting, fishing and parks. As well as arts scene, distilleries, festivals and farmer's markets.
- + Bellows Falls Gorge has gorgeous views right next to a small historic town.



situation analysis

product analysis | pricing + access

- + The cost of living in Vermont is slightly higher than the United States average.
- + Groceries cost 11 percent higher than the US average and housing is about 27 percent higher than the US average.
- + Gas is currently priced at \$2.40 a gallon.
- + A typical night to stay in Vermont costs around \$120 a night. These prices can vary depending on the time of year and location.
- + Driving is the most popular mode of transportation because of the scenic views. There are three airports in Vermont - Burlington, Rutland and Brattleboro.
- + Vermont is a natural, environmental, rugged and earthy state that has a quaint, homey feel.

situation analysis

market analysis

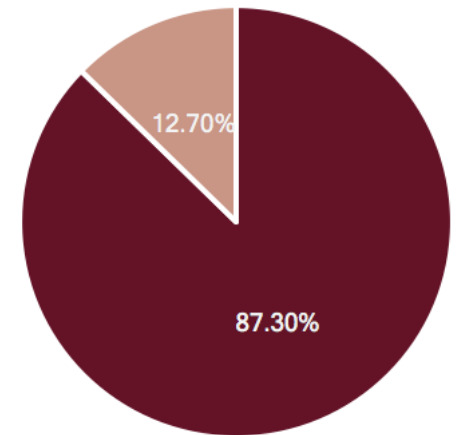
- + In the United States, tourism generated a total of \$2.3 trillion in 2016. The industry supports over 15 million jobs and every year there is an increase in spending in Travel and Tourism.
- + Food tourism is a current trend, with travelers spending approximately 25% of their money on food services. The increase in online foodie videos have consumers searching for unique cuisine.
- + Women make 80% of the travel decisions and are the current driving force behind travel destinations.
- + The ideal travel destinations of 2017 include activities such as hiking, cycling and water activities. Also, there is an increase in demand for authentic local experiences.

situation analysis

market analysis

- + Trending travel locations include Portland, Denver, Savannah and Detroit.
- + Millennials are more inclined research prior to booking a vacation on sites like TripAdvisor, Yelp, blogs, and social media.
- + Consumers are in search of unique local experiences including farmer's markets, festivals, local concerts and small town businesses.

Respondents Vacation Activities



Of the 308 survey respondents, 269 of them prefer to sightsee or enjoy food and drink experiences while on vacation. The other 39 respondents did not prefer to do these activities.

situation analysis

consumer analysis

- + Men between the ages of 55 and 64 are the most likely to visit Vermont. By increasing the awareness of the state of Vermont's attractions it could attract more of the younger female demographic.
- + Vermont's tourists are predominately from the northeast region of the United States. People from the northeast are 224 percent more likely to visit Vermont
- + The average income of Vermont's visitors is over \$150,000, as people in this income bracket are 107% more likely to visit.
- + Postgraduates are 74% more likely to visit the state.
- + The current consumers drive a BMW, shop at The Container Store and listen to the news. They partake in hunting, skiing or snowboarding while on vacation.
- + These consumers are motivated by convenience of travel and a place to get away.

situation analysis

competitive analysis

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- + In an interview done with vermontguides.com, Vermont tourism expert Dave Kaufmann said “almost everyone was the competition.”
- + The targeted demographic of Vermont’s campaign (ages 24-35, and 35-44) are 18 percent and 7 percent more likely to have had a trip in Massachusetts, Connecticut, and Rhode Island. The same targeted demographic are 5 percent and 3 percent less likely to have a trip in Maine, New Hampshire and Vermont.
- + Many of the surrounding states offer similar activities to Vermont, and within driving distance.
- + Canada’s borders are close to Vermont, visitors are likely to travel to travel to Canada by driving through the state.

situation analysis

competitive analysis

+ 7.2 billion of the state's visitors are either day visitors or drive through.

unique attractions of each state

- + Massachusetts - whale watching, Red Sox games
- + Connecticut - numerous breathtaking waterfalls, coastline
- + Maine - authentic seafood, Acadia National Park, lighthouses
- + Rhode Island - sailing, fishing, and motorized charters
- + New Hampshire - dog sledding, whitewater rafting
- + New York - New York City, Adirondack park
- + Canada - 15 border crossings from Vermont, easy access to cities

State Park Pricing Comparison

State	State Park Fee
New Hampshire	\$4 adults, \$2 Children (6-11)
Massachusetts	vehicle fee: Non-MA License plate: between \$6 and \$15 depending on the park
New York	Adirondacks=Free, vehicle fee between \$6 and \$10 to other parks
Rhode Island	Varies depending on your vehicle registration, usually between \$3-\$12
Maine	Varies between \$1-\$8 depending on the park and your age

Strengths

- Active on social media
- Most important attraction are natural settings
- Many diverse activities to offer
- Each region is distinct and unique
- 55 state parks
- Multiple ski resorts
- **Most popular place to ski in the Northeast during the winter**
- Homemade maple syrup and leader in maple syrup products

Weaknesses

- \$7.8 billion in debt
- Rugged terrain not good for agricultural farming
- Cost of living slightly higher than U.S. average
- **Survey results indicate 91.8% have not gone to Vermont**
- Upper Northeast location gives states west of Vermont less motivation to travel there

Opportunities

- **Summer is the busiest time in Vermont**
- Foodie type videos have popped on social media
- Increase in adventure and active vacation projected for 2017
- Demand for local authentic experiences
- Millennials tend to do research before traveling and post on social media about their trip
- Postgraduate people are 74% more likely to attend a vacation in Vermont
- Travelers tend to travel to states closer to them
- **Survey results indicate friends and family are main influencers when deciding on a vacation spot**

Threats

- Surrounding states offer similar outdoor activities such as state parks, biking and hiking
- Towns popular for Millennials to travel to are Portland, Maine, Denver, Colorado, Savannah, Georgia and Detroit, Michigan
- New Hampshire and New York both had state parks making Foder's Travel top 10 state parks in the nation
- Connecticut and New Hampshire also have a presence on social media.
- People are more likely to have gone to other states like Massachusetts, Connecticut, and Rhode Island as opposed to Vermont.
- **Canada is right next door**

key findings + insights

key findings

- + People under 50 years old do not go to Vermont.
- + People tend to travel to places they are comfortable with or familiar with.
- + Millennials value experiences while on vacation.

insights

- + Younger crowds are unaware of what Vermont has to offer.
- + People want a home away from home when on vacation.
- + The younger generation searches for unique adventures that set them apart from others.

creative brief

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what is the problem?

- + The consumers are unaware of what Vermont has to offer, so they tend to venture towards neighboring states that have similarities to Vermont.

who are we marketing to?

- + Susan Jones is 35 years old. from Cincinnati, Ohio. Susan drives a mercedes and is an environmental engineer. She is married and has two kids and surrounds herself with family and friends. Susan enjoys hiking in the fall and shopping at Banana Republic. When researching restaurants she uses Yelp and she listens to alternative music. Family and friends are her motivators and being environmentally conscious.

creative brief

what do they currently think and do?

- + The consumer has settled in to a day-to-day routine and is searching for new adventures. They tend to venture to places that are close to home and that family and friends have recommended to them.

what do we want them to think and do?

- + To create perceptions that Vermont is the premium vacation spot among other states by 35 percent of the families in its target market by the end of 2018.
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what is the idea that will get them to think that way?

- + Vermont. Untouched Beauty.

creative brief

what is the brand personality of the brand?

- + Vermont's personality is natural, rugged, environmental, quaint and earthy

what tone do we want to take?

+

what is the positioning statement?

- + To females between 35 and 54, Vermont provides a relaxing get away and a nice break from the hectic world around them.

what is the creative idea?

- + Experience the new adventures while still having the comfortable feeling of home.

why will the audience believe?

- + People want to feel something they don't normally feel in their everyday lives. The unique, untouched beauty of Vermont provides an experience like no other.



Vermont. Untouched Beauty.

campaign theme

The idea of “Vermont. Untouched Beauty” came from two completely different ideas during a brainstorming session. The rationale behind it is about how Vermont has so much to offer and so much of what it has to offer is its natural beauty. Vermont is known for their fall foliage, the mountains in the winter, the wildlife in the spring, and the water in the summer. All of these aspects come together to give Vermont a unique and beautiful experience that can not be found anywhere else. This idea was the driving factor for the campaign and creative strategy. The approach was easy, keep it simple and let Vermont do the talking. The Narrative behind the campaign theme was to have a rugged yet comfortable feel, while keeping the tone of the project simple and natural.

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agency team

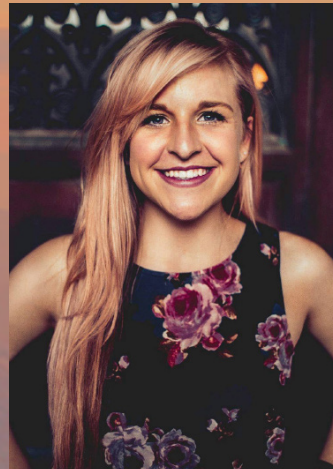
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Colin Crayne



Hailey Lehms



Emmalea Rice



Steven Mah



Zhe Ding

“She’s a Beauty”

- Colin Crayne