

**State of Vermont**  
**Department of Tourism & Marketing**  
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*Agency of Commerce &  
Community Development*

Welcome to the Vermont hospitality family! We're sure you'll be a great addition. Here are a few resources to help you become acquainted with our network of properties, businesses and attractions.

The **Commissioner's Newsletter** is full of ideas, tips, conferences, news, and announcements that are important to our industry. Be sure to [sign up](#) for this monthly newsletter from me.

The **VDTM Consumer Newsletter** goes out every month to approximately 80,000 consumers who have expressed an interest in visiting Vermont. You might be interested in what we have to say to them, or you might have a story idea for future issues. You can sign up for it [here](#).

[VermontVacation.com](http://VermontVacation.com) is the Vermont Dept. of Tourism and Marketing's website, which reaches approximately 73,000 people per season. [Jerri Lamson](#) can help you with uploading your events to our calendar and/or your packages to our specials page.

The [Vermont Tourism Summit](#) (formerly known as the Vermont Travel Industry Conference) is held every year in the spring. This is the largest gathering of Vermont's tourism professionals. It's a great place to network and pick up new ideas. In 2017, the summit will be held in Stowe, April 5-6. Save the date!

The [Discover New England Summit](#) is the only New England travel trade show where you can meet directly with international tour operators and receptive operators. In 2017, it will be held in Bretton Woods, New Hampshire, April 24-26.

The [VT Ambassador Program](#) is online staff training for front-line employees who have interactions with the public. It's free and available to all travel and hospitality-related businesses and organizations. Topics include customer service, agritourism, Vermont's cultural heritage, reaching international markets, and more.

[The Big E](#) in West Springfield, MA is called "New England's Great State Fair." It typically attracts more than a million visitors in late September. VDTM staffs a booth for the full three week run. We are always looking for partners to help us staff the booth.

Again, welcome to the family. I look forward to working with you to promote our wonderful state. Please let me know if you have any questions or concerns.

Sincerely,

Megan Smith,  
Commissioner, Vermont Department of Tourism and Marketing

