

Below and attached are some resources/opportunities available through the Department of Tourism and Marketing (be sure to click the links where highlighted). I hope you'll find some of this information helpful going forward. Please do reach out to myself or anyone else in my department with questions.

Please see the attached letter from Commissioner Smith. It provides information on:

- Commissioner's Industry Newsletter
- VDTM Consumer Newsletter
- VermontVacation.com and uploading packages
- Vermont Tourism Summit
- Discover New England Summit
- VT Ambassador Program
- The Big E

VermontPartners.org:

Check out the Agency of Commerce & Community Development page. VermontVacation.com, Vermont Travel Planner, Trade Shows/Special Events, Vacation Packages.

Photos & Video:

VDTM is always looking for high-res photos and video that we can use in our digital and print marketing. Please be sure you have the rights to share these with us for our use and sharing with other tourism partners. You can upload them here: [VDTM uplink](#)

Vermont Department of Tourism & Marketing:

- Kathleen Kolva, Sales Manager: kathleen.kolva@vermont.gov . Please contact Kathleen if you are interested in participating in tradeshow, sales missions, and volunteering at the Big E.
- Philip Tortora, Communications Director: philip.tortora@vermont.gov . Please contact Phil regarding press releases, the opportunity to host a fam visit, and exciting posts for Vermont Tourism social media.
- Hilary DelRoss, Heritage and Recreation Specialist: hilary.delross@vermont.gov . Please contact Hilary for more information regarding [Vermont's Byways](#) program, the [Vermont Ambassador and Info Center](#) program, and cultural heritage, agritourism, or recreational tourism opportunities.

Statewide Events Calendar:

The process to upload your events to the statewide listing at www.VermontVacation.com/events has been upgraded to an easy to use, free, self-service upload tool called Everwondr.

- To add events, go to <https://vermontvacation.com/events> and click on the red **+ Add Events** button. Before you can enter an event, you'll have to register as a new member of Everwondr. Follow the link to register to use this free-to-you Everwondr service. **Once you create an account, you'll have to respond to a "confirmation e-mail" sent to the email address used to create your account, confirming your registration. Once you confirm, you'll be able to add events immediately.**

- There are a number of great functions such as auto-fill of your basic information and the ability to post event series, post images and video, and link events directly to Facebook and Twitter. Everwondr also has excellent customer service. Once you are registered, you can see their instructions at <http://everwondr.com/helpdesk> and request technical assistance by clicking on the red **SUBMIT TICKET** button, if needed. Let me know if you ever need to put in a ticket and I'll be able to help follow up with the company for a speedy response.

- Regarding the auto-fill function, this only works if you have registered your business or organization with the Vermont Travel Planner. Registration is being managed by the Vermont Chamber of Commerce, and

requires a one-time fee of \$25 to cover administrative costs. To join, contact Marc Plouffe at mplouffe@vtchamber.com or [802-825-8070](tel:802-825-8070).

- And one last word – we recommend that you include a photograph when posting your events. Images must be in jpg format, can be up to 2MB, and ideally should measure 600x375. The Everwondr Help Desk explains how to add images or to crop images of different measurements
- If you have any questions about this process, please don't hesitate to reach out to Hilary.DelRoss@vermont.gov or Jerri.Lamson@vermont.gov.