VERMONT
TOURISM ALLIANCE
Education · Outreach · Advocacy

Support Vermont Tourism All Year Long.

About the Vermont Tourism Alliance (VTA)

In 2025, the Board of Directors for the Vermont Tourism Summit voted to enhance the services provided by the former organization known as the Vermont Tourism Summit (VTS). The Board established the Vermont Tourism Alliance (VTA) to be the leading voice for the tourism industry and recruit foundational partners, with an emphasis on collaboration, sustainability, education, and advocacy.

The purpose of the Vermont Tourism Alliance is to offer education and training to those engaged in the visitor economy in Vermont, as well as to promote and advocate for the Vermont travel and tourism industry. We embrace all business sectors that are directly and indirectly impacted by the economic success from Vermont's visitor economy. This includes but not limited to lodging (traditional and vacation rentals), restaurants, attractions, outdoor recreation, arts and culture, agritourism, transportation, higher education, real estate, etc.

Providing Key Benefits to the Tourism Industry, Including:

- **Advocacy** – Convening industry organizations and partners for a united voice for Vermont's long-term growth in the visitor economy.
- **Communications** – Sharing the latest industry research, critical matters effecting the industry, and curating a central calendar of all industry related events.
- **Education** – The Vermont Tourism Summit, Summer Regional Event, and Winter Regional Event.
- **Networking** – Connecting partners of the industry through various events, online tools, etc.

Annual Partnership Opportunities

The Vermont Tourism Alliance (VTA) Board invites you to participate as a partner of VTA **for the whole year**! We hope you'll join us as a valued supporter and be a part of this community of tourism industry partners helping the industry as a whole for economic success.

Annual partnerships are valid from July 1st to June 30th and provide opportunities to engage with tourism colleagues at the Annual Vermont Tourism Summit and during summer, fall and winter regional events.

Upcoming Events

Vermont Tourism Alliance Summer Regional Event | Burlington, VT – July 29, 2026
Vermont Tourism Alliance Winter Regional Event | Inn at Manchester – January 13, 2027
Vermont Tourism Summit | Burke Mountain, Burke, VT – April 13 & 14, 2027

Questions?

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Partnership Pricing & Benefits

VERMONT TOURISM ALLIANCE PARTNERSHIPS		Partnership Levels				
		Affiliate	Ally	Community	Industry Champion	Industry Hero
	Pricing & Benefits	$250	$500	$2,500	$5,000	$10,000
Conference Registrations	Vermont Tourism Summit	1	1	2	3	6
	VTA Summer Regional Event		1	1	2	4
	VTA Winter Regional Event		1	1	2	4
Exhibit Space	Vermont Tourism Summit			1	2	2
	VTA Summer Regional Event					1
	VTA Winter Regional Event					1
Marketing & Recognition	Company Logo on VTA Website & VTS Conference Webpages	Name Only	✓	✓	✓	✓
	Vermont Tourism Summit Sponsor Session Host (One sponsor host per event. First come-first serve.			✓	✓	✓
	Ability to Address the Audience at Vermont Tourism Summit (Limited to 3 minutes. One sponsor per event. First come-first serve. Choices include: Welcome Reception, Breakfast, Lunch, General Session, Closing Reception)			✓	✓	✓
	Ability to Address the Audience at VTA Summer Regional Event & Winter Regional Event					✓
	Company Logo in Vermont Tourism Summit Program	Name & Contact Only	✓	✓	✓	✓
	Company Logo on Vermont Tourism Summit Signage		✓	✓	✓	✓
	Company Logo on Regional Event Signage				✓	✓
	Verbal Recognition During Vermont Tourism Summit General Session		✓	✓	✓	✓
	Verbal Recognition During VTA Summer Regional Event & Winter Regional Event			✓	✓	✓
	Summit Attendee List		✓	✓	✓	✓
Additional VTA Benefits	Participation in Advocacy Surveys	✓	✓	✓	✓	✓
	Advocacy Toolkit & Talking Points	✓	✓	✓	✓	✓
	Partner Directory Listing	✓	✓	✓	✓	✓
	Access to VTA Partner Research Station		✓	✓	✓	✓
	Premier Listing on Industry Event Calendar			✓	✓	✓
	Committee Participation (Event Planning)			✓	✓	✓
	Recognition on Website (Partner Spotlight)			✓	✓	✓
	Opportunity to Host Regional Meetings			✓	✓	✓
	Input into Legislative Agenda Development				✓	✓
	Advisory Council				✓	✓
	Early Access to Board for Advocacy Priorities & Strategic Direction					✓

Click Here to Register