VERMONT
TOURISM ALLIANCE
Education · Outreach · Advocacy

Support Vermont Tourism All Year Long.

About the Vermont Tourism Alliance (VTA)

Recently, 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 (VTA) 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 STR), restaurants, attractions, outdoor recreation, arts and culture, agritourism, transportation, higher-ed, talent attraction, real estate, business recruitment, etc.

Providing Key Benefits to the Tourism Industry, Including:

- **Advocacy** – Convening Industry Organizations & 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.

2026 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 | ECHO, Burlington, VT – July 29
Vermont Tourism Alliance Winter Regional Event | January 2027

vttourismalliance.org

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Partnership Pricing & Benefits

VERMONT TOURISM ALLIANCE PARTNERSHIPS	Partnership Levels				
	Affiliate	Ally	Community	Industry Champion	Industry Hero
Pricing & Benefits	**$250**	**$500**	**$1,000**	**$2,500**	**$5,000**
Participation and Advocacy Surveys	✓	✓	✓	✓	✓
Advocacy Toolkit & Talking Points	✓	✓	✓	✓	✓
Partner Directory Listing	✓	✓	✓	✓	✓
Invitation to Advocacy Days & Advocacy Educational Seminars	✓	✓	✓	✓	✓
Access to VTA Partner Research Station	✓	✓	✓	✓	✓
Partner Pricing for Events		✓	✓	✓	✓
Premier Listing on Industry Event Calendar			✓	✓	✓
Committee Participation (Event Planning)			✓	✓	✓
Recognition on Website (Logo, Partner Spotlight, etc.)			✓	✓	✓
Opportunity to Host Regional Meetings			✓	✓	✓
Input into Legislative Agenda Development				✓	✓
Featured Recognition at Events				✓	✓
Speaking Opportunities				✓	✓
Advisory Council				✓	✓
Complimentary Event Registration				✓	✓
Prominent Year-round Recognition				✓	✓
Priority Media/Alliance Visibility				✓	✓
Early Access to Board for Advocacy Priorities & Strategic Direction					✓

Questions?

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vttourismalliance.org

Click Here to Register