



Destination Management Plan for Vermont

Survey Research Findings



About This Survey

What Is the Survey?

As part of developing Vermont's first statewide Destination Management Plan (DMP), Coraggio Group conducted a comprehensive stakeholder survey to understand the current state of tourism across the state.

The survey gathered input on the quality of tourism offerings, perceived strengths and challenges, funding priorities, and the effectiveness of support structures, covering both resident and industry perspectives.

When Was It Conducted?

January to February 2025, during the stakeholder input phase of the DMP development process.

Why Does It Matter?

Survey results directly shaped the four strategic imperatives and supporting objectives in the DMP. This data is one of several engagement inputs used to ground the plan in statewide realities, alongside listening sessions, 1:1 interviews, and a Wayfinder stewardship assessment.

523

Survey Participants

9

Stakeholder Types

14

Tourism Regions Represented

19

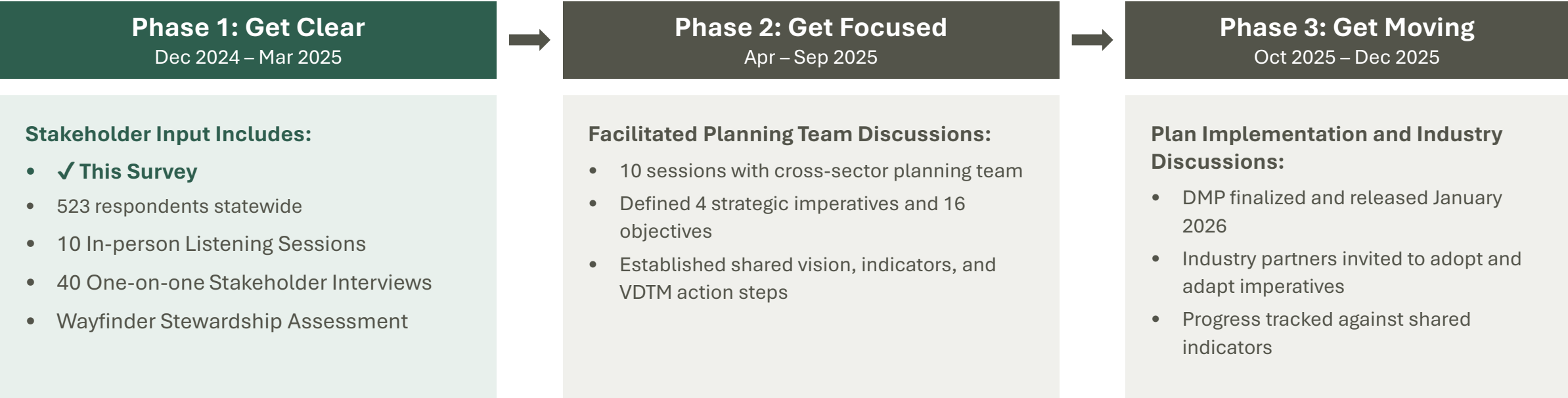
Organization Types

Survey Topic Areas

- Perceptions of Vermont as a tourism destination
- Quality and quantity of tourism attractions and offerings
- Key opportunities, challenges, and threats
- Strength and quality of tourism support structures
- Funding priorities and growth opportunities

How the Survey Fits Into the DMP Process

The DMP was developed in three phases. The survey was one of four primary inputs in Phase 1: Get Clear, alongside listening sessions, 1:1 interviews, and a Wayfinder stewardship assessment.



Survey findings, along with all other Phase 1 inputs, were analyzed and synthesized to inform the strategic direction of the Destination Management Plan.

Source: Vermont Destination Management Plan, January 2026. Prepared by Coraggio Group for the Vermont Department of Tourism and Marketing.

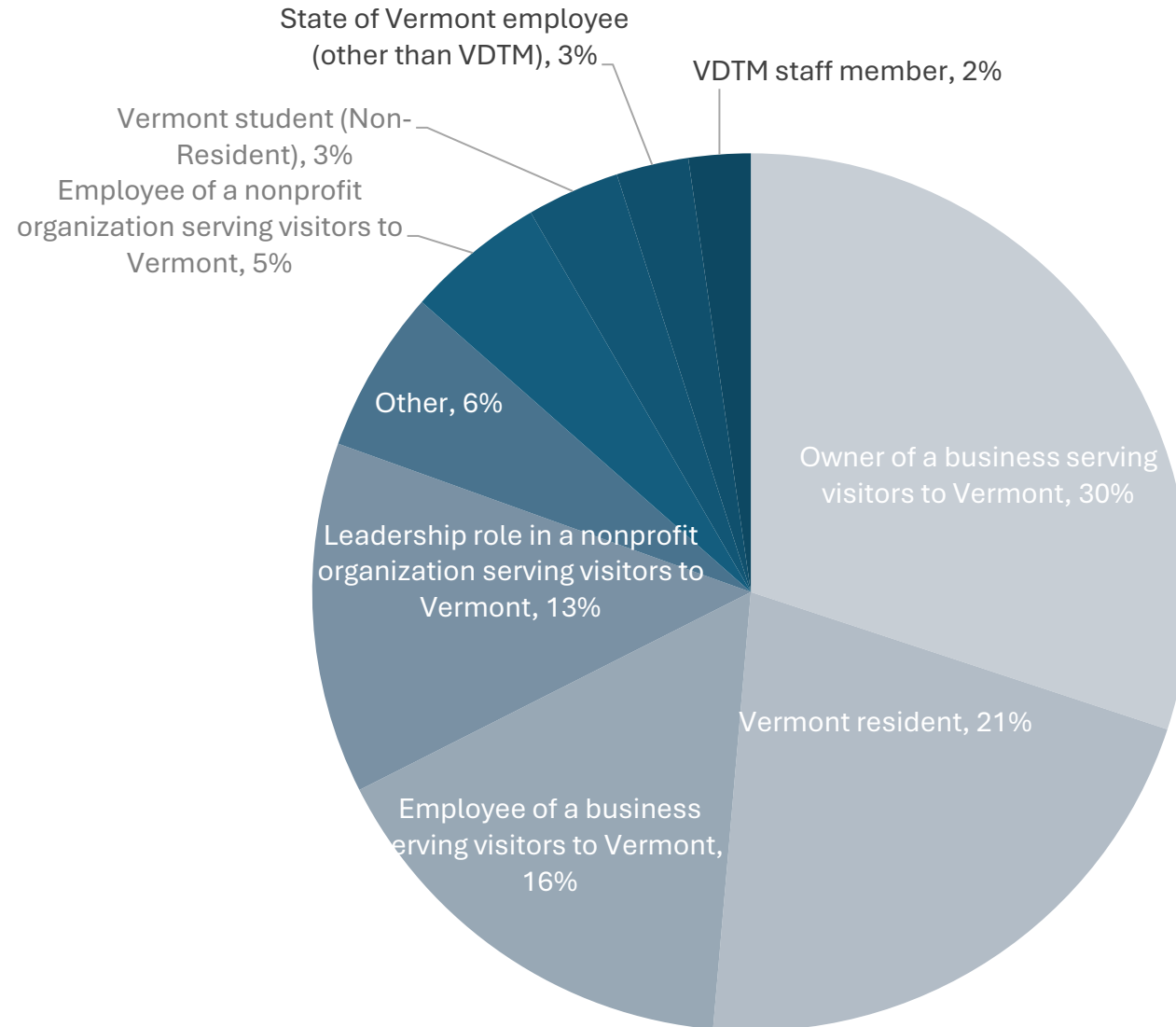
Who Responded: Survey Participant Overview

N = 523 respondents. The survey captured a broad cross-section of Vermont’s tourism ecosystem, spanning industry sectors, geographies, and stakeholder types.

Role / Relationship to VDTM	Geographic Distribution	Organization Type (Top Sectors)
<ul style="list-style-type: none">30% Business owner (visitor-serving)21% Vermont resident16% Employee (visitor-serving business)13% Nonprofit leadership (visitor-serving)6% Other5% Nonprofit employee (visitor-serving)3% VT student (non-resident)3% State of VT employee (non-VDTM)2% VDTM staff member	<p>Regional Coverage (N = 524)</p> <ul style="list-style-type: none">36% South Vermont33% Northwest Vermont28% Central Vermont8% Northeast Kingdom <p>Top Counties:</p> <ul style="list-style-type: none">• Chittenden (23%), Washington (17%)• Rutland (13%), Addison (8%)• Windsor (9%), Windham (8%) <p><i>All 14 tourism regions represented</i></p>	<p>N = 507</p> <ul style="list-style-type: none">15% Other14% Lodging & Accommodations13% Outdoor & Recreation9% Retail & Shopping8% Food & Beverage7% Resident / Student6% Economic / Community Dev.6% Culture & Heritage5% Education4% Attractions4% Government / Elected Official

Appendix 1.1: Relationship to VDTM

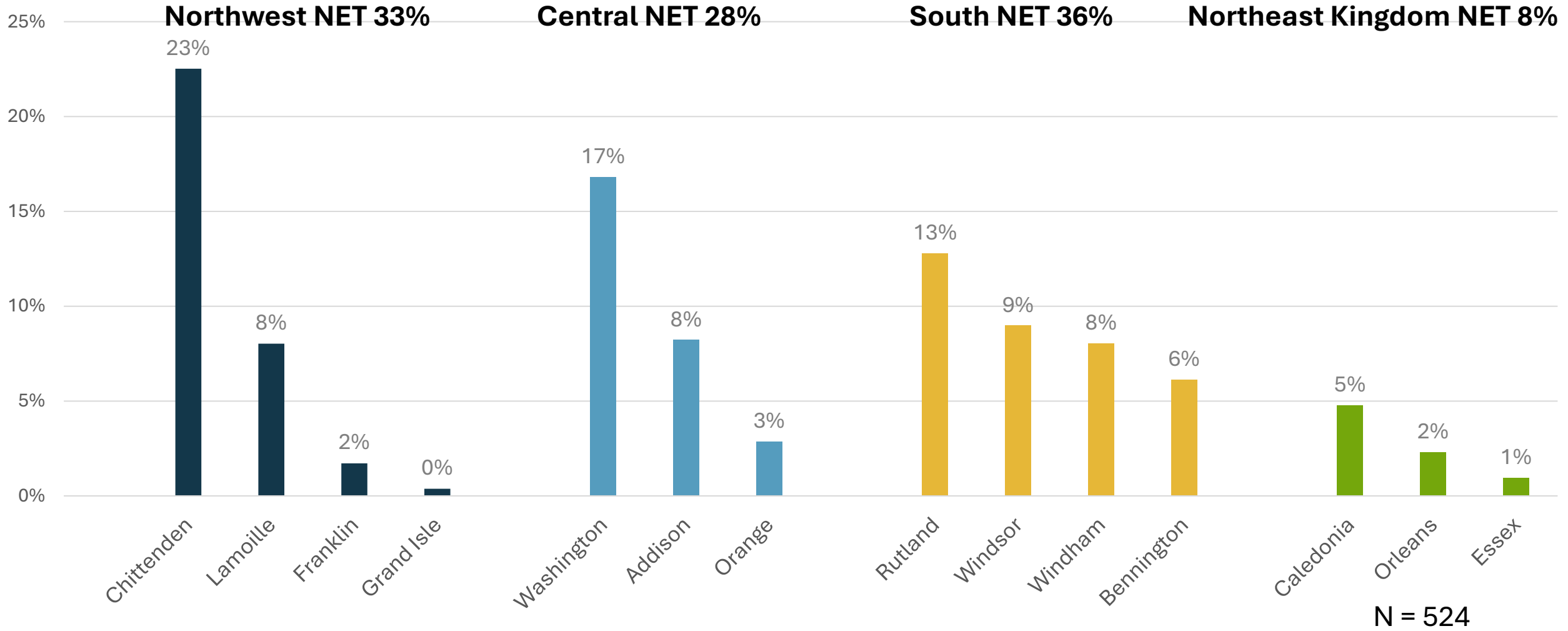
Please select the option that best describes your relationship to VDTM:



N = 526

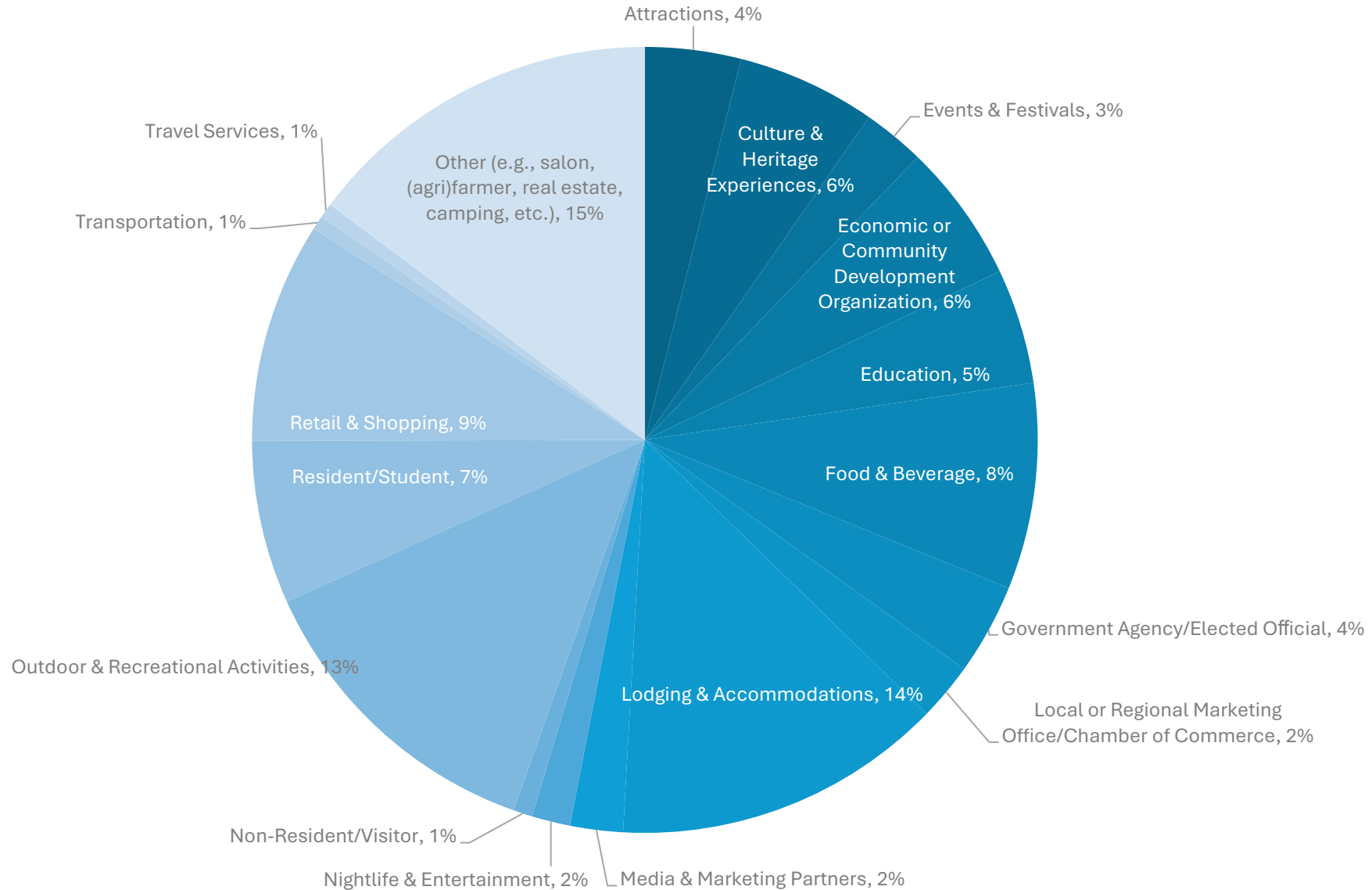
Appendix 1.2: County

In which county of Vermont do you spend the most time? :



Appendix 1.3: Organization

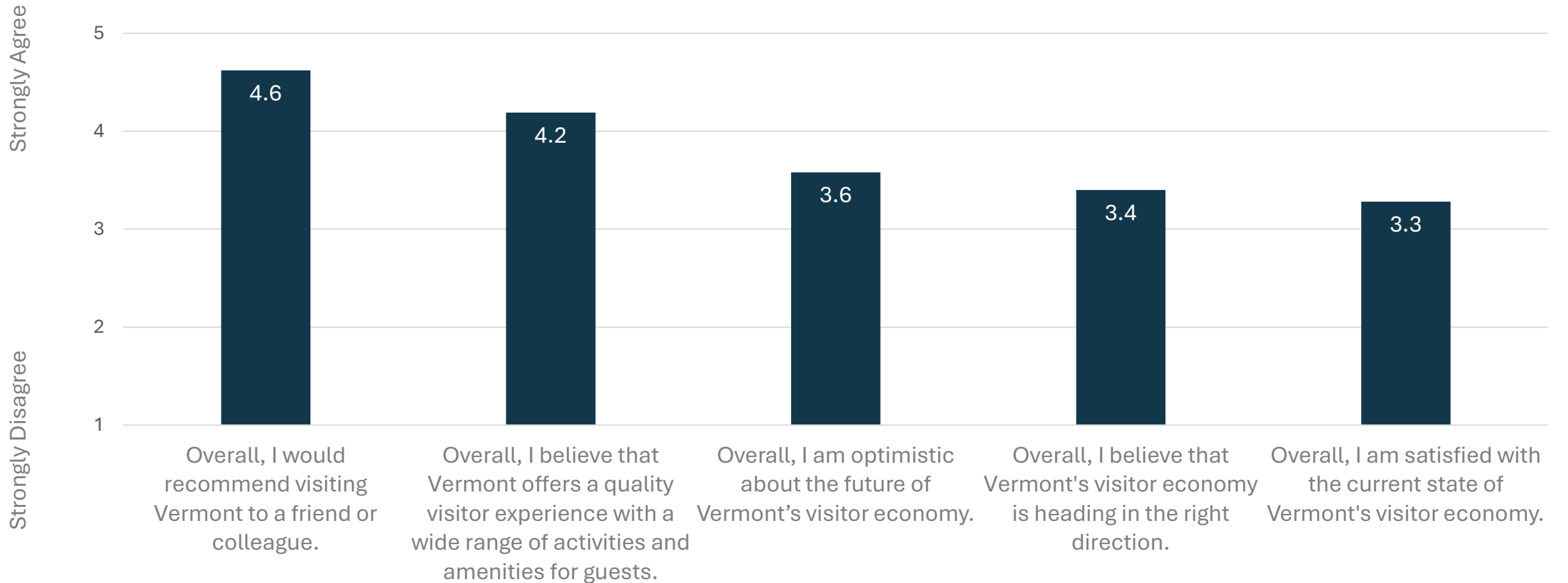
Please select the option below that best describes the primary role of your business/organization:



N = 507

Appendix 1.4: Perceptions of Vermont as a Destination

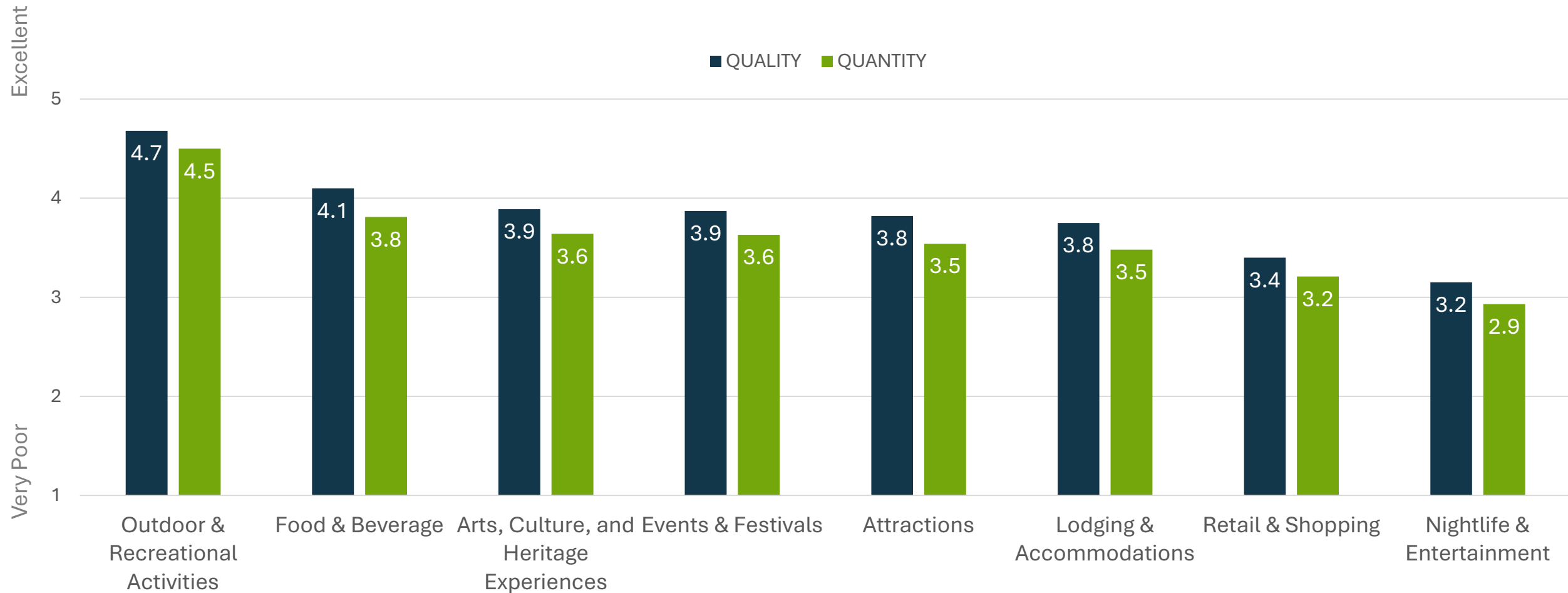
Please select your level of agreement with the following statements about Vermont as a destination.



N = 496

Appendix 1.5: Perceptions of Attractions

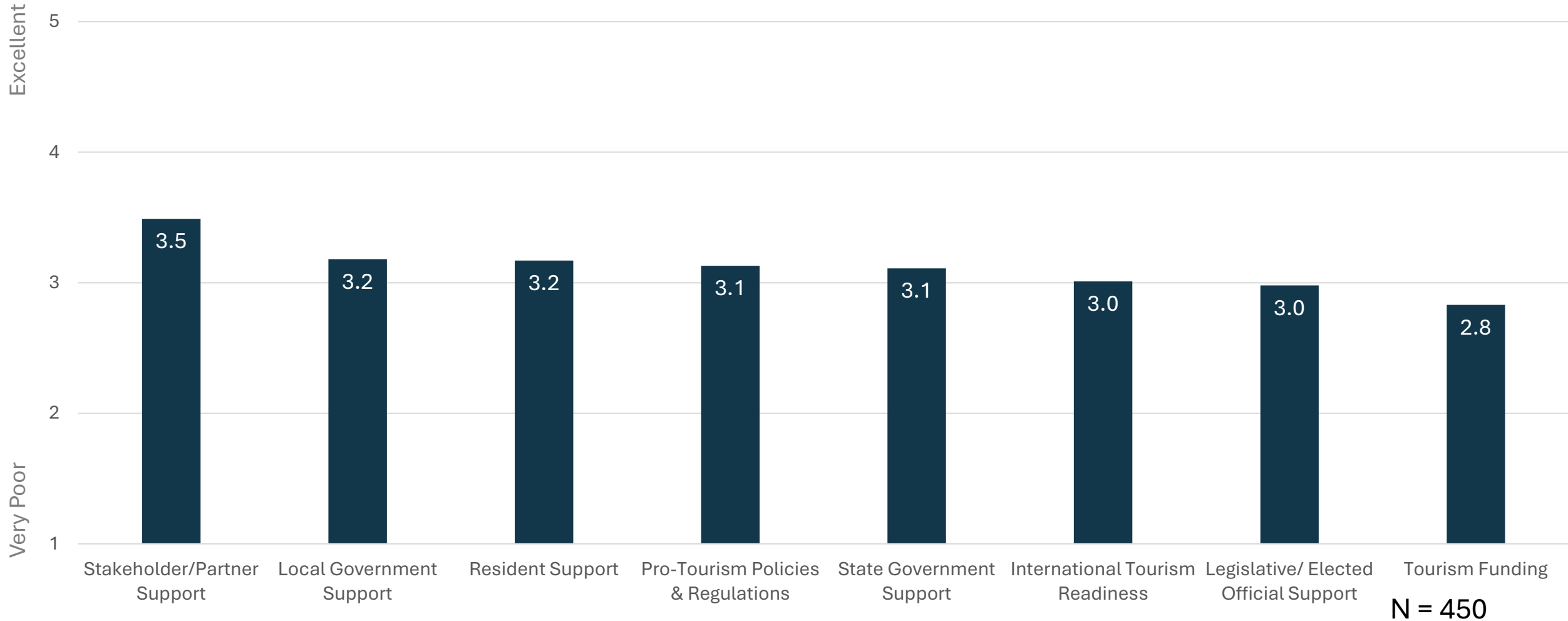
Please rate your perception of the QUALITY and QUANTITY/VARIETY of each of the following tourism offerings based on the area in Vermont where you spend most of your time:



N = 452

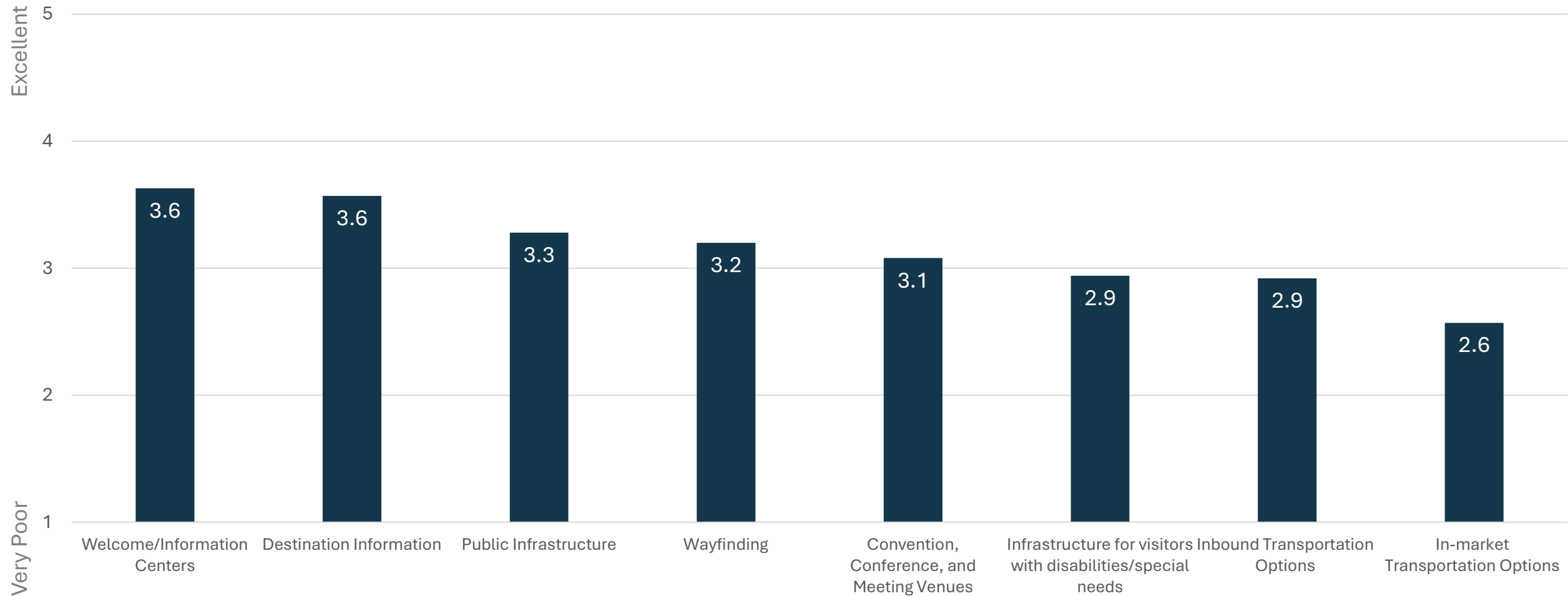
Appendix 1.6: Perceived Strength of Tourism Support Structures

Using the scale below, please rate your perception of the STRENGTH of each of the following tourism industry support structures in Vermont:



Appendix 1.7: Perceptions of Visitor Experience Support Structures

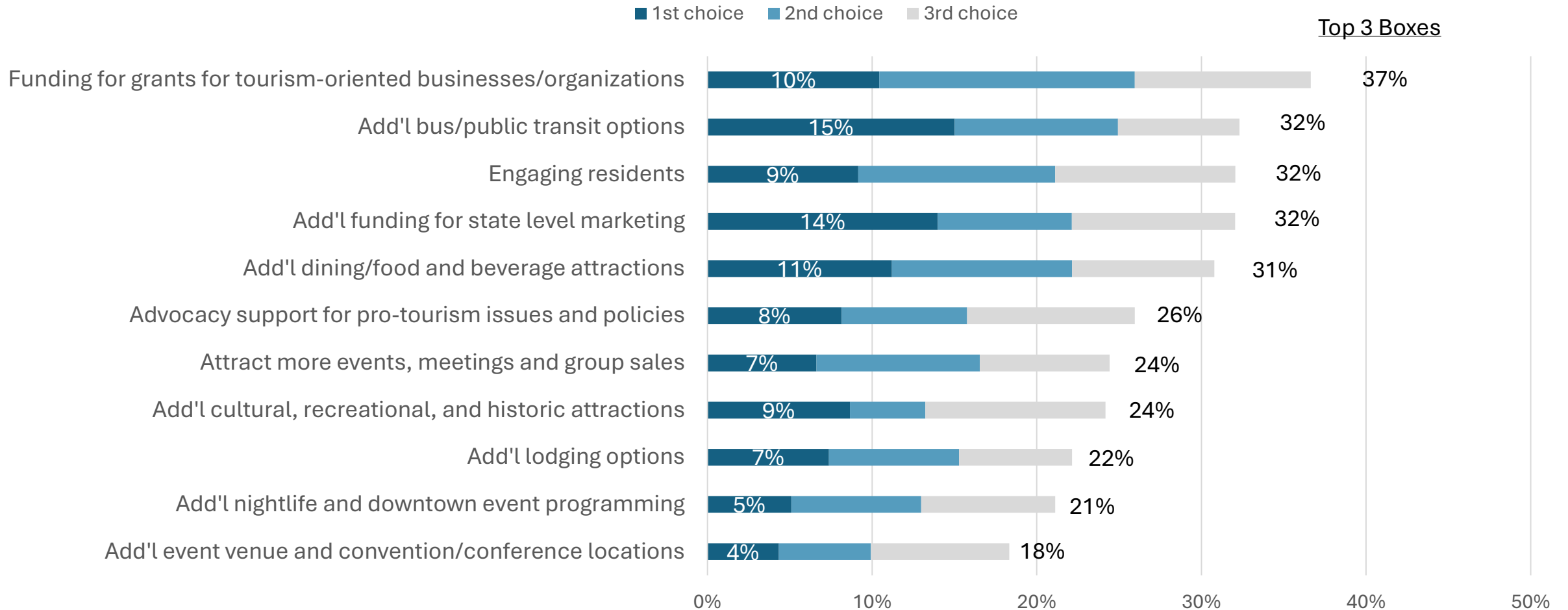
Using the scale below, please rate your perception of the QUALITY of each of the following visitor experience support structures in Vermont:



N = 451

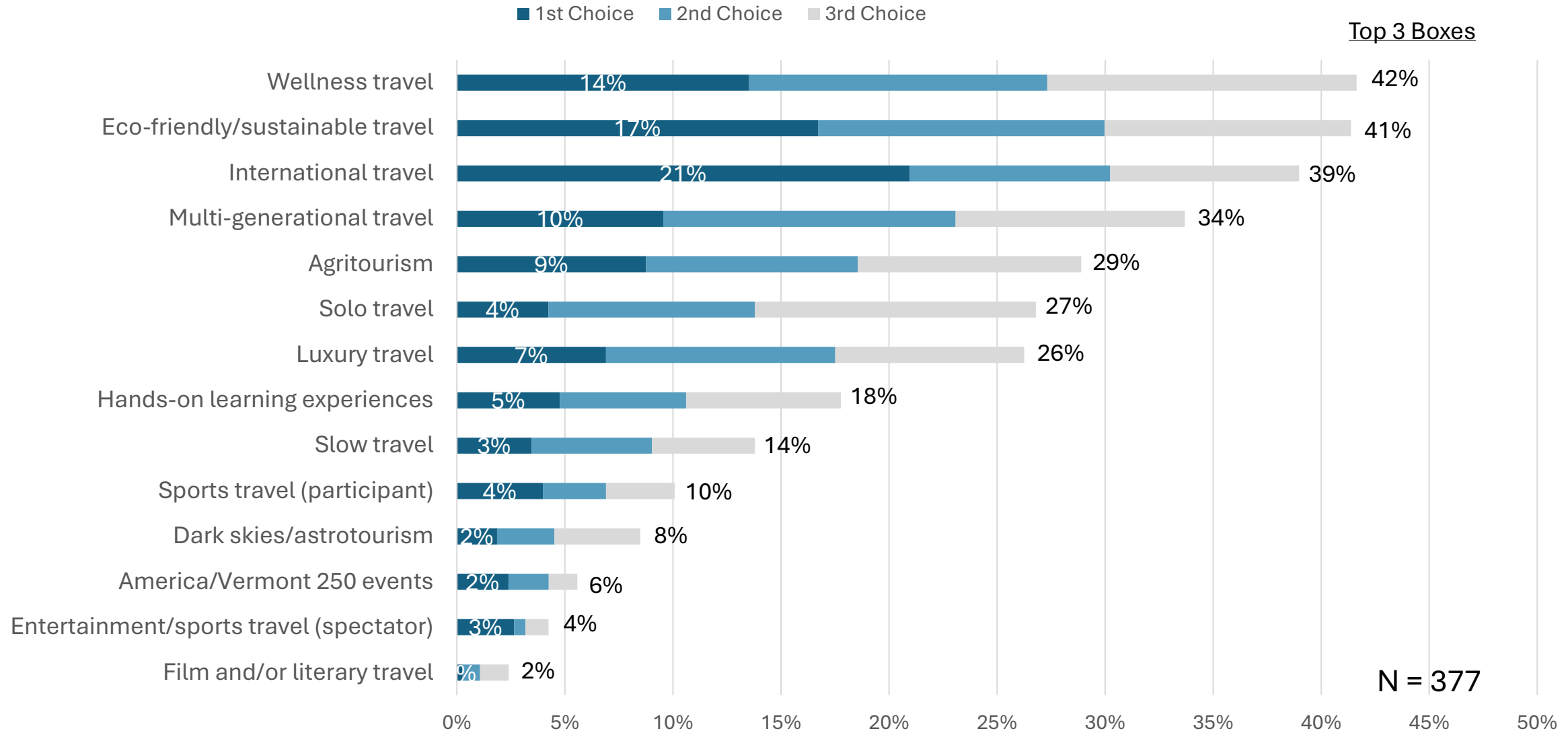
Appendix 1.8: Opportunities

Below are various opportunities that could enhance the tourism industry in Vermont. Sort the list below, placing what you believe is the BEST OPPORTUNITY at the TOP OF THE LIST.



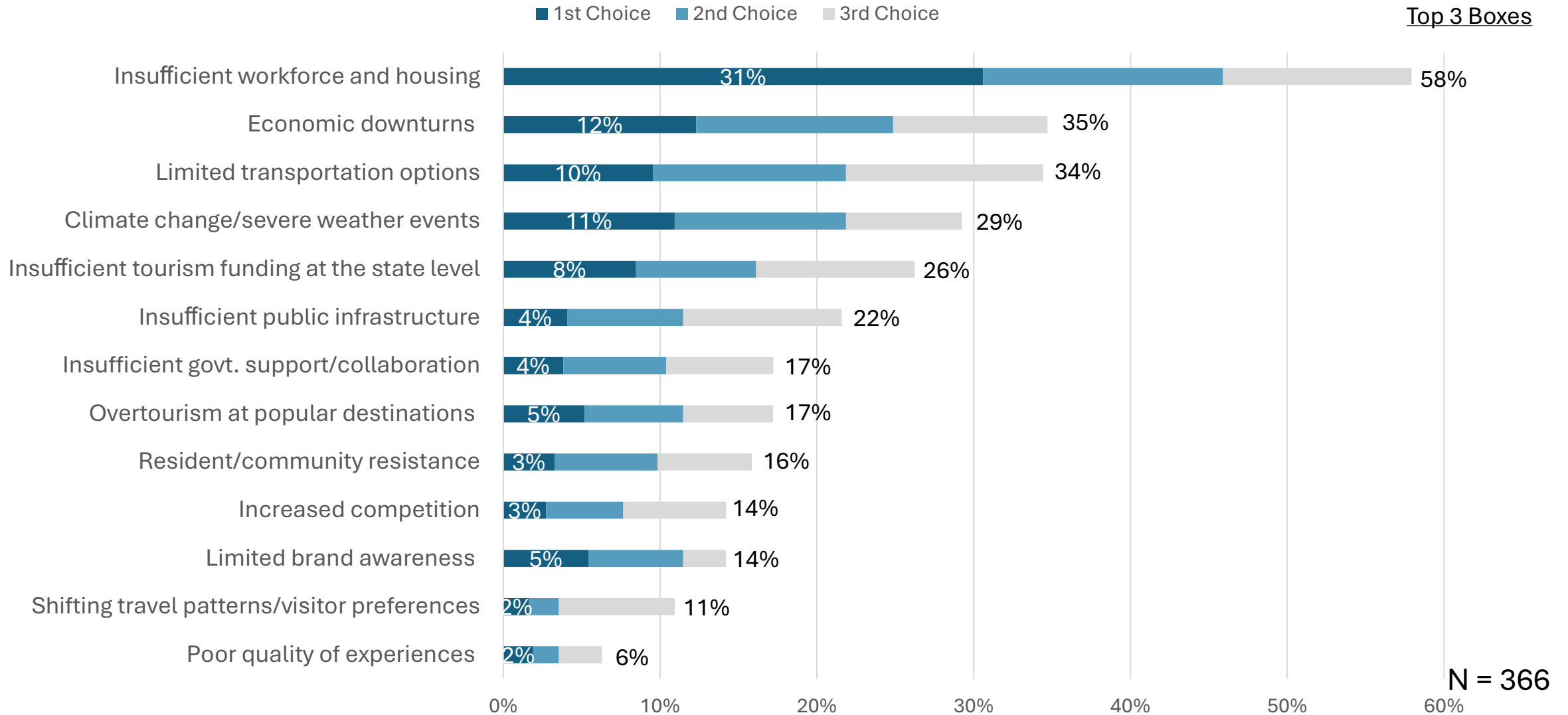
Appendix 1.9: Trends

Below are various emerging trends and opportunities that could enhance the tourism industry in Vermont. Sort the list below, placing what you believe is the BEST TREND/OPPORTUNITY at the TOP OF THE LIST.



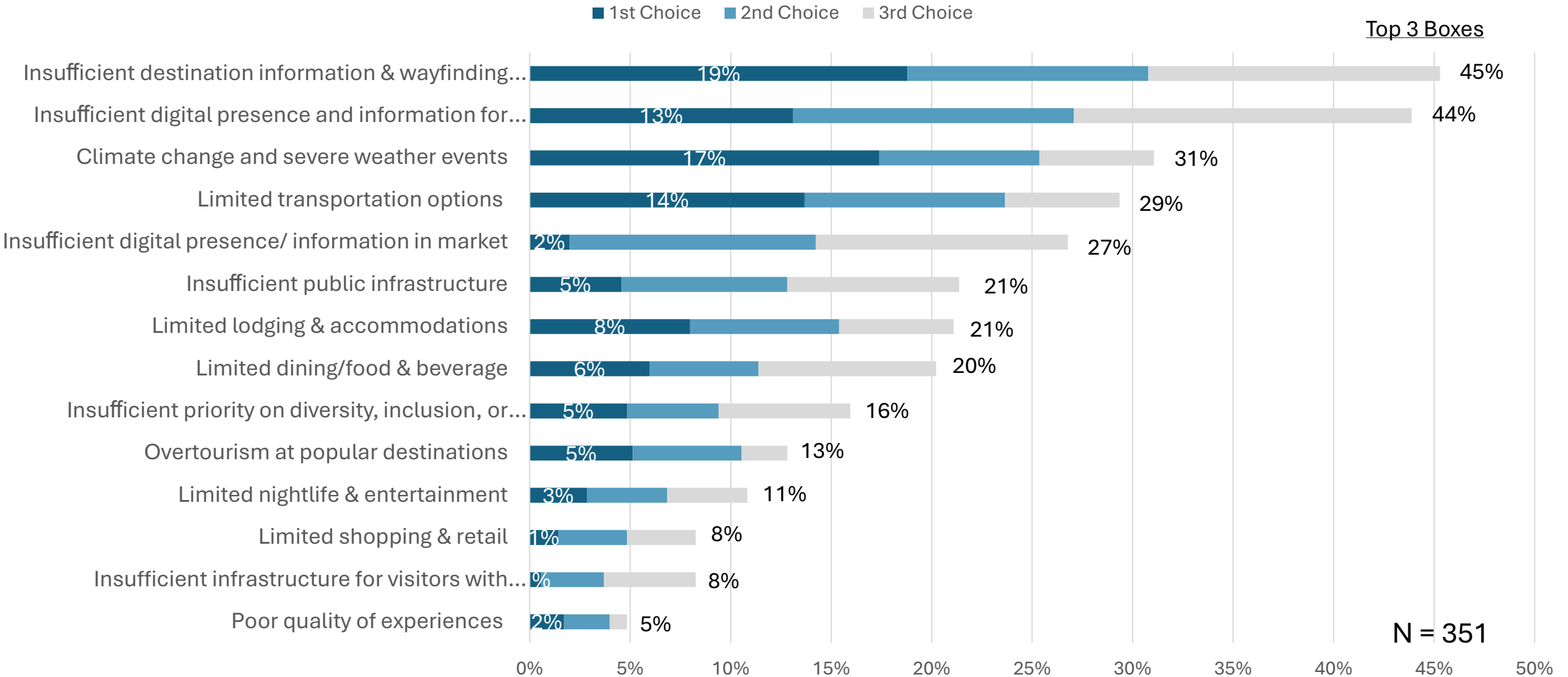
Appendix 1.10: Challenges

Below are some challenges facing Vermont as a destination. Sort the list below, placing what you believe is the BIGGEST/MAIN CHALLENGE at the TOP OF THE LIST.



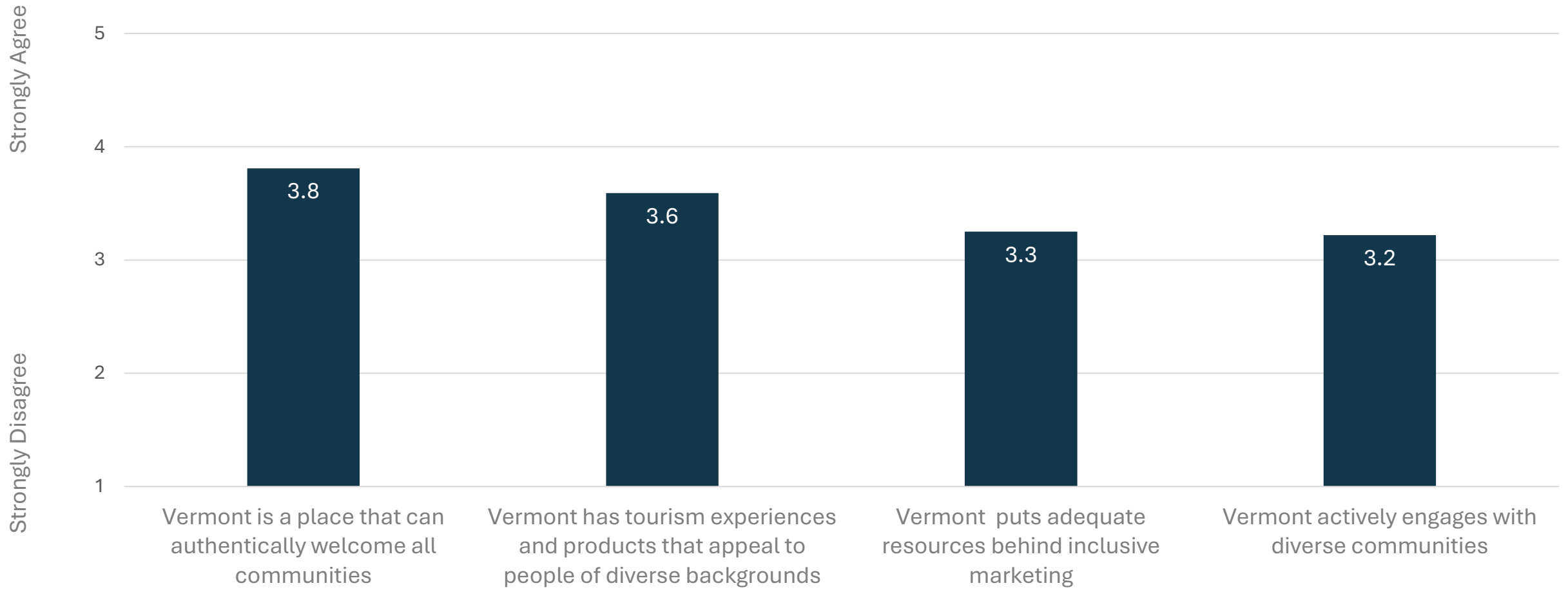
Appendix 1.11: Threats

Below are some threats to the visitor experience in Vermont. Sort the list below, placing what you believe is the BIGGEST/MAIN THREAT at the TOP OF THE LIST



Appendix 1.12: Welcoming Destination

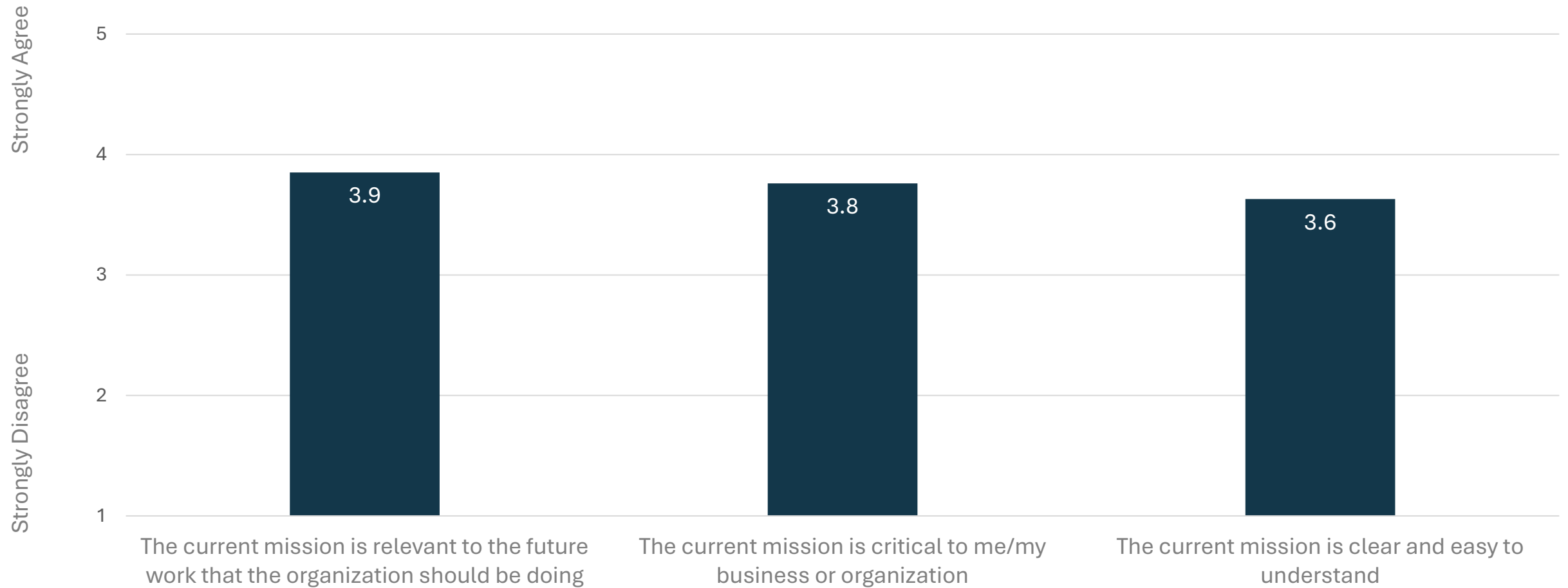
Please select your level of agreement with the following statements about Vermont's inclusivity as a destination:



N = 403

Appendix 1.13: VDTM Mission Statement

Please select your level of agreement with the following statements about VDTM's current Mission Statement:



N = 391

Appendix 1.14: Words to Include in VDTM's Mission in the Future

What three words would you like to see included in VDTM's mission in the future? (SINGLE WORD RESPONSES)

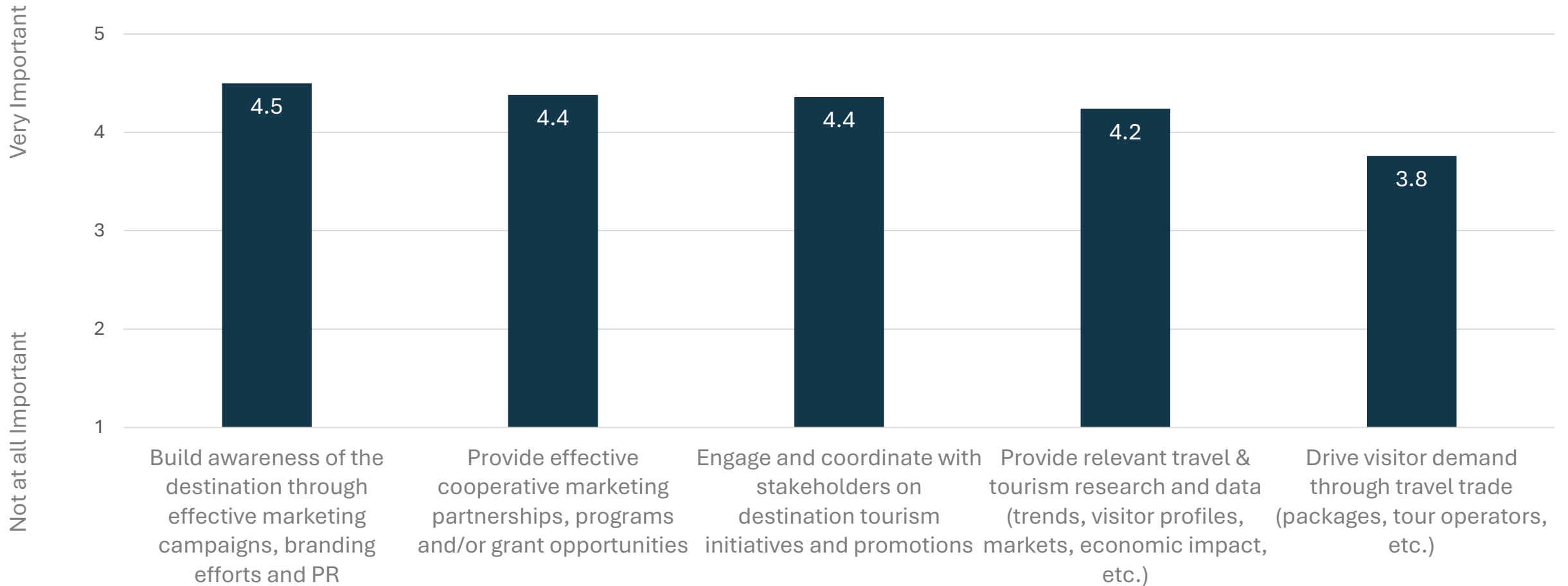


N = 264

Top 10	Mentions
Welcome	33
Inclusive	31
Sustain	30
Diverse	28
Nature	28
Experience	19
Community	16
Outdoor	16
Beauty	13
Authentic	12

Appendix 1.15: Importance of Destination Marketing Roles

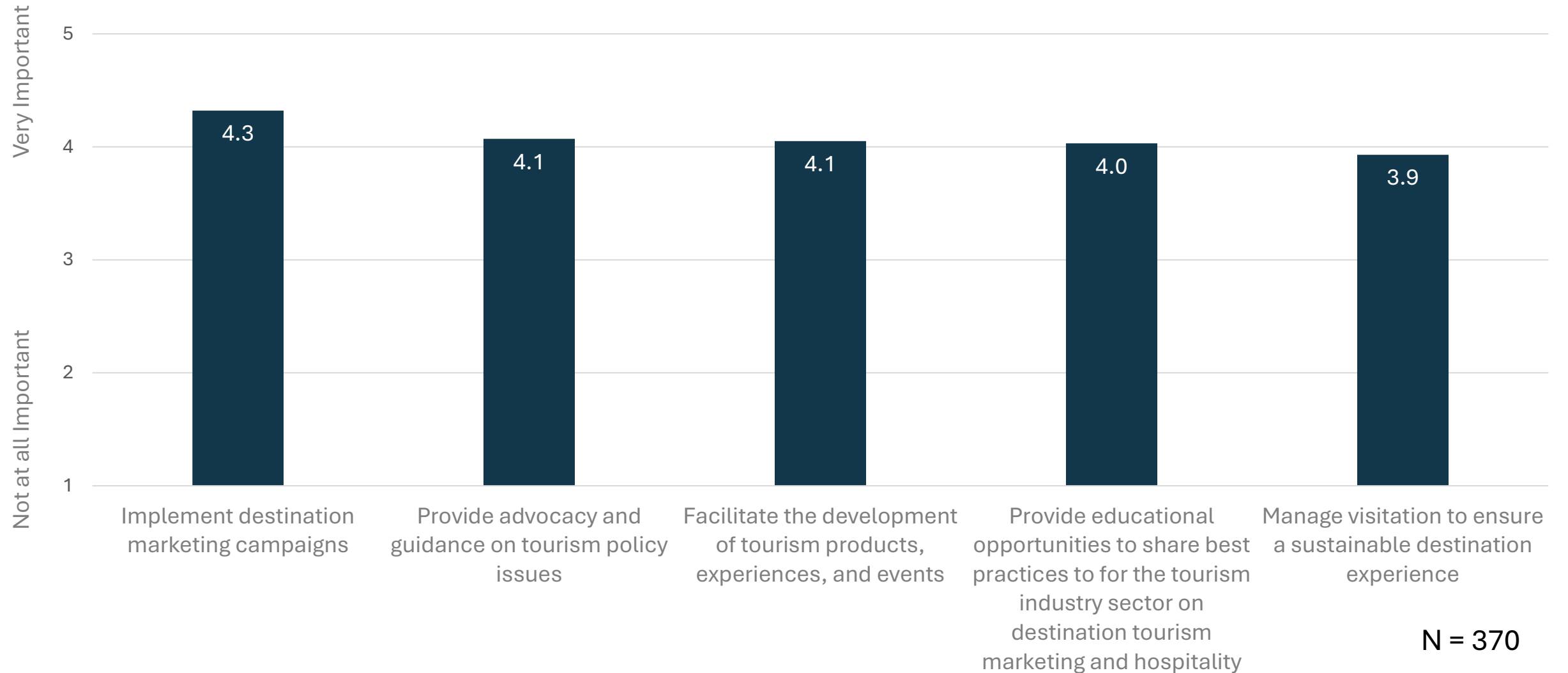
Using the scale below, please rate the importance of each of the following destination marketing roles for VDTM:



N = 370

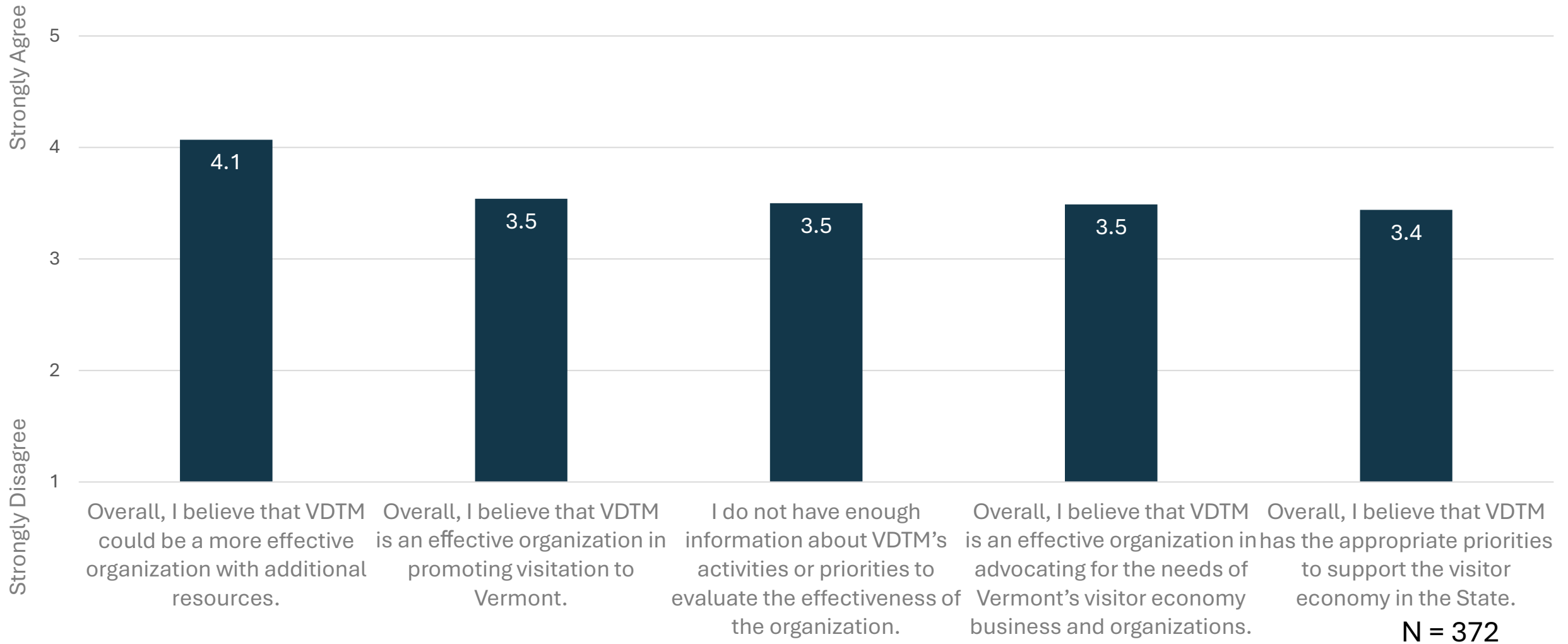
Appendix 1.16: Importance of Destination Management Roles

Using the scale below, please rate the importance of each of the following destination management roles for VDTM:



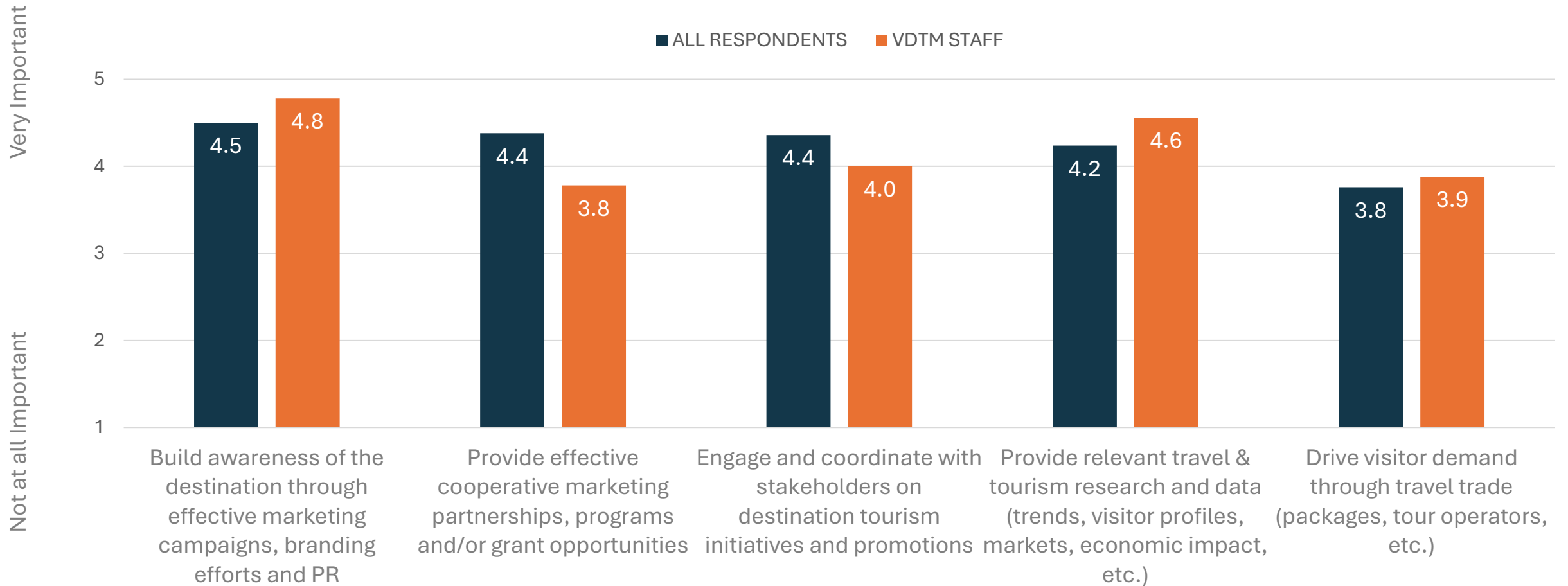
Appendix 1.17: Perceptions of VDTM

Please select your level of agreement with the following statements about Vermont Department of Tourism and Marketing as an organization:



Appendix 1.18: Importance of Destination Marketing Roles

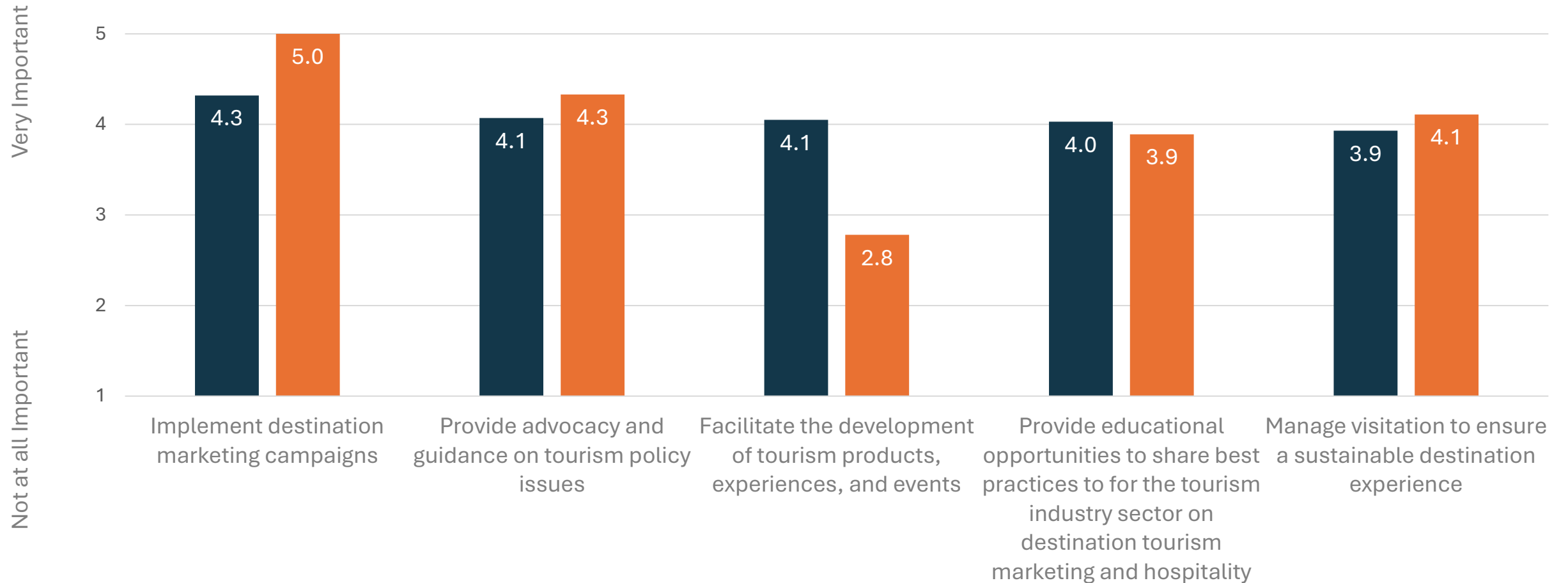
Using the scale below, please rate the importance of each of the following destination marketing roles for VDTM:



ALL RESPONDENTS N = 370
VDTM STAFF N = 9

Appendix 1.19: Importance of Destination Management Roles

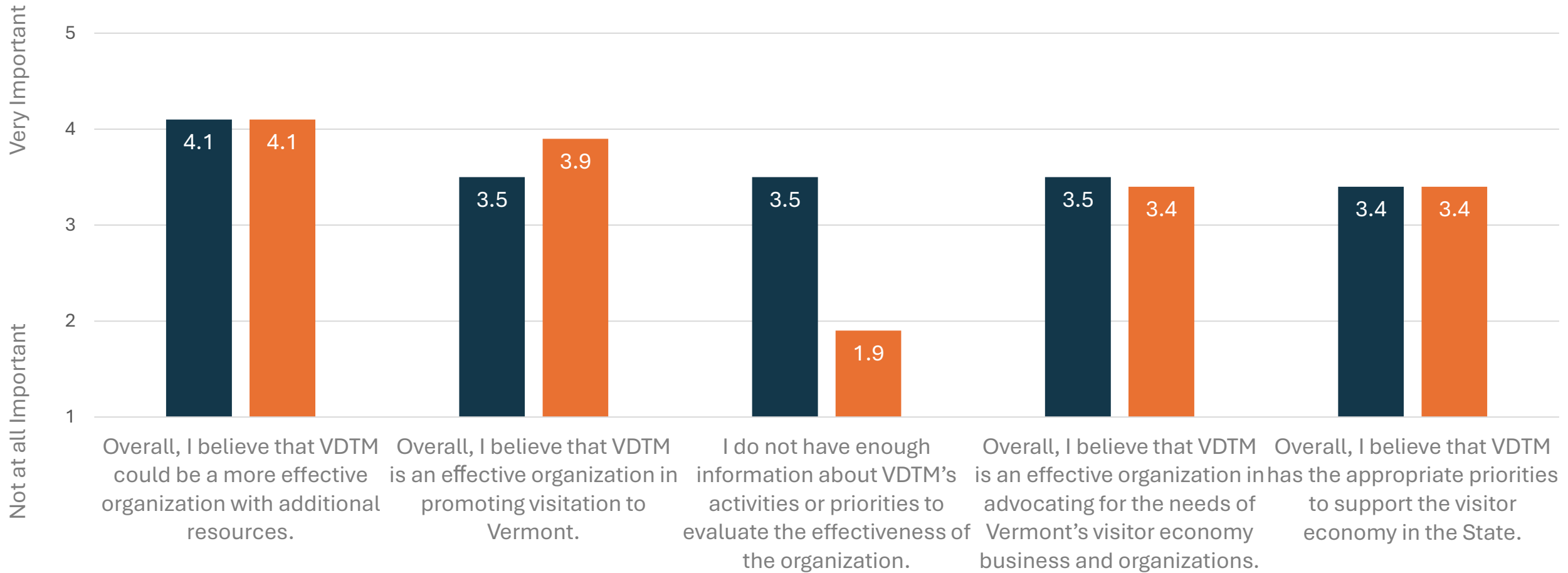
Using the scale below, please rate the importance of each of the following destination management roles for VDTM:



ALL RESPONDENTS N = 370
VDTM STAFF N = 9

Appendix 1.20: Perceptions of VDTM

Please select your level of agreement with the following statements about Vermont Department of Tourism and Marketing as an organization:



ALL RESPONDENTS N = 372
VDTM STAFF N = 9