

ConnectVermont



Vermont's Tourism & Traveler
Information Platform

Robert T. White Vermont AOT



ConnectVermont History

- ConnectVermont began in 2000 as a project called the Cross Marketing Database (CMDDB) through the Vermont Agency of Commerce and Community Development (ACCD).
- CMDDB was originally envisioned as a consolidated database of Vermont business information that would enable Vermont businesses to network on a business-to-business basis and to provide information to consumers about their products and services.



ConnectVermont History cont'd

- In its original form, ConnectVermont consisted of two web sites:
- www.ThinkVermont.com, the Vermont Department of Economic Development's business site.
- www.1-800-Vermont.com (now known as www.VermontVacation.com), the Vermont Department of Tourism and Marketing's official tourism web site.



ConnectVermont History cont'd

- To support travelers in Vermont and Vermont businesses, fields were added to the database for tourism related services such as lodging, dining, attractions, and events.
- The new application was called the Vermont Travel Planner (VTP).
- The VTP would and does enable travelers to do pre-trip planning.
- VermontVacation.com became the “lure” piece to attract potential visitors to the site and engage them in Vermont as a destination.
- The VTP closes the sale by converting visitors to the web site to visitors to Vermont.



VermontVacation.com

Official Vermont Tourism Site - VermontVacation.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://www.vermontvacation.com/ Go Links

Google Search 44 blocked Check Look for Map AutoFill Options

VERMONT Vacation.com

U.K. FRANÇAIS 日本語 DEUTSCH HELP SITEMAP VERMONT'S OFFICIAL TOURISM SITE

SUMMER IN VERMONT

VERMONT RECREATION VERMONT ARTS & CULTURE VERMONT NATURE VERMONT PRODUCTS VERMONT FARMS

TRAVEL PLANNER

- LODGING
- DINING
- EVENTS
- ATTRACTIONS
- RECREATION
- SHOPPING

OUR REGIONS

VERMONT BY SEASON

ABOUT VERMONT

TRANSPORTATION

REQUEST INFO

VERMONT RESOURCES

VT LIFE MAGAZINE

SEARCH

Get your [summer screensaver](#).

FREE GAS on us!

VT fuels your spirit and your car.

VERMONT FUELS YOUR VACATION SWEEPSTAKES

>> MORE

See Tomorrow's Stars This Summer

Minor League Baseball in Vermont

>> MORE

Let the water be your guide.

Discover Vermont water sports.

>> MORE

Baked Cheddar Crisps

>> click here to search and browse the Cabot Cheese Cook Book

GETAWAY Packages

SEE ALL PACKAGES >

With our ultra-convenient Vermont travel packages, one call does it all.

Around Vermont

May 27 - Sep. 4
GROSSOLOGY: The (Impolite) Science of the Human Body
Burlington - 877-ECHOFUN X100
GROSSOLOGY: The (Impolite) Science of the Human Body Adm.

[more events >>](#)

Vermont Vacation Guide

The Vermont Vacation Guide is a "must have" resource for planning your

Welcome to Vermont!

Internet



Vermont Travel Planner

Vermont Travel Planner - Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://vermontvacation.com/TravelPlanner/Search.aspx?catID=1> Go

Links Business Registry - Sign In BusReg - Staging BusReg Test Server VermontVacation.com VtVac.com Staging VTP Test Server

VERMONT Vacation.com

HELP SITEMAP VERMONT'S OFFICIAL TOURISM SITE

THE BEST OF VERMONT SHOWCASE

VERMONT RECREATION VERMONT ARTS & CULTURE VERMONT NATURE VERMONT PRODUCTS VERMONT FARMS

TRAVEL PLANNER

- LODGING
- DINING
- ATTRACTIONS
- EVENTS
- RECREATION
- SHOPPING

OUR REGIONS

VERMONT BY SEASON

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TRANSPORTATION

REQUEST INFO

VERMONT RESOURCES

VT LIFE MAGAZINE

ROOM AVAILABILITY

VACATION PACKAGES

Driving Directions

PRINT DIRECTIONS

BACK TO DAILY ITINERARY

RETURN TO SEARCH

Starting location to first destination: 38 Hill Top Drive, TX 07909

VERMONT

Microsoft MapPoint

Ethan Allen Park

Fort Ethan Allen

Winooski

Essex Junction

Burlington

South Burlington

Kirby Corner

Williston

Champlain

Burlington-Port Kent Ferry

Spout St

East St

127

7

2

189

89

116

289

15

117

2A

2



511 and LPFM

- Vermont currently has 2 Low Power FM Stations that continuously play traveler information including information from CARS (events, road, & weather conditions) along with local and state tourism information.





ConnectVermont Today

- ConnectVermont is a collaborative effort by multiple Vermont State Agencies led by ACCD, AOT, and Buildings and General Services (BGS) to jointly integrate the delivery of core traveler services to the public. Other ConnectVermont partners:
- Agency of Human Services
- Agency of Agriculture
- Agency of Natural Resources
- Department of Information & Innovation
- Department of Public Safety
- The Vermont Arts Council
- The Vermont Commission on Women
- The Vermont Film Commission



Promotional Outreach

Vermont. As Real as It Looks.

Leave the crowds behind and travel the road less taken. Come see where the great taste of Cabot begins, in idyllic Vermont. Discover small family dairy farms, the heart of Cabot. Visit woodworking and craft studios. Enjoy charming restaurants and down-home country inns. Or, head to the mountains to experience incredible resorts, spas and year-round, outdoor recreational opportunities. Discover off-the-beaten path Vermont. Pure heaven, and then some.

www.VermontVacation.com



Couscous with Tomatoes, Sautéed Spinach & Two Cheeses

Makes 6 servings

- | | |
|--|---|
| 3 1/2 cups packaged couscous (any flavor) | 1 tablespoon water |
| 1 (8 ounce) can Italian-style diced tomatoes | 6 ounces Cabot 50% Light Cheddar (about 1 1/2 cups) |
| 1/4 cup red onion, sliced into rings | 3 tablespoons freshly grated Parmesan cheese |
| 1 tablespoon minced garlic | Fresh basil sprigs for garnish |
| 1/2 teaspoon olive oil | |
| 10 cups fresh spinach (10 ounces) | |

1. Prepare couscous according to package directions.
2. Heat tomatoes in small saucepan or microwave.
3. In large skillet, combine onions, garlic and oil; stir over medium heat until onions are heated and fragrant. Add spinach and water; stir until spinach is wilted and tender but still bright green, about 2 minutes.
4. On large platter, layer couscous, spinach and tomatoes. Sprinkle with Cabot 50% Light Cheddar Cheese and Parmesan and garnish with basil.

For more great recipes, visit www.cabotcheese.com/recipes.



*World's Best Cheddar, World Championship Cheese Contest, 22nd Biennial, Green Bay, Wisconsin



www.VermontVacation.com
1-800-VE 1986 VT



Promotional Outreach Match

cabot's
Vermont

50% Light
Pepper Jack Cheese

cabot's
Vermont

50% Light
Pepper Jack Cheese

cabot's
Vermont

50% Light
Pepper Jack Cheese

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50% Light
Pepper Jack Cheese

cabot's
Vermont

50% Light
Pepper Jack Cheese

Ingredients: Pasteurized lowfat milk, cheddar culture, jalapeno peppers, salt, enzymes.

Contains 5g of lactose per serving.

MADE BY: Cabot Creamery Cooperative, Inc., 100 Cabot Lane, Waterbury, VT 05671-0001

KEEP REFRIGERATED.

Barcode: 0 78354 70123 9

UPC: 0 78354 70123 9

Product Name: cabot's Vermont 50% Light Pepper Jack Cheese

Net Weight: 8 oz (226g)

Best By Date: 11/15/2015

Lot Number: 11-15-115

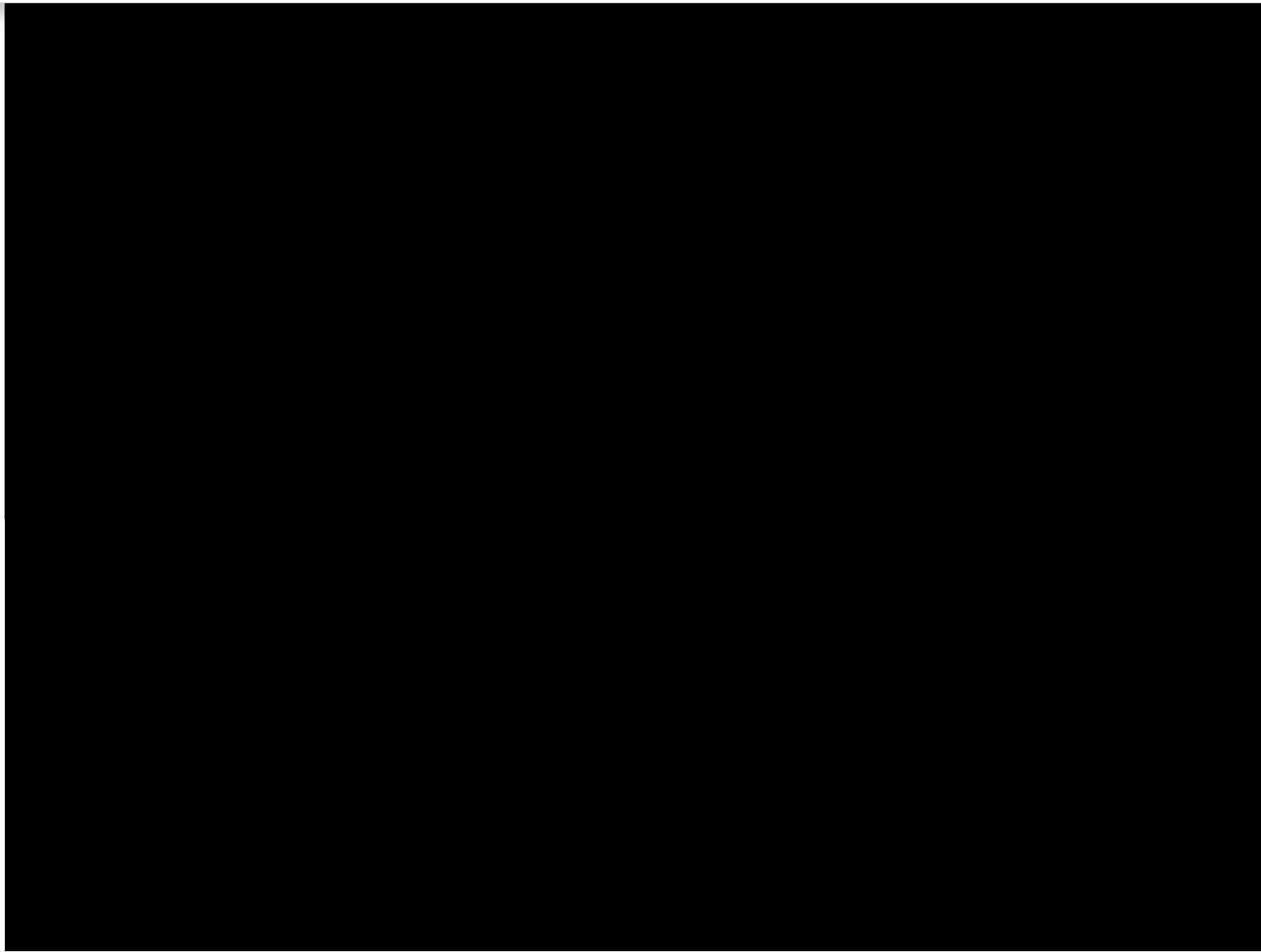
Country of Origin: USA

Product Description: cabot's Vermont 50% Light Pepper Jack Cheese is a delicious, creamy cheese made from high-quality Vermont milk. It is perfect for snacking, grating, or melting on your favorite dishes.

Product Features: 50% Light, Pepper Jack, Vermont, cabot's



Promotional TV Outreach

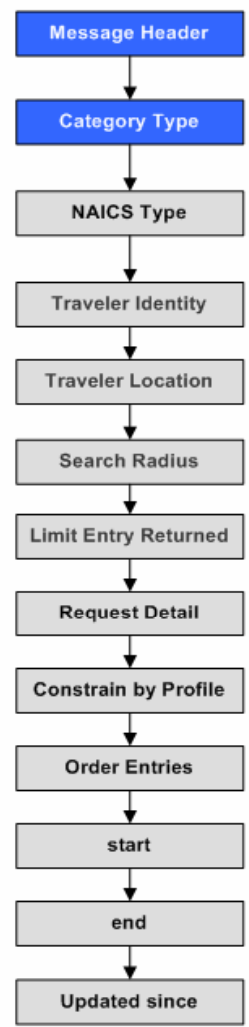




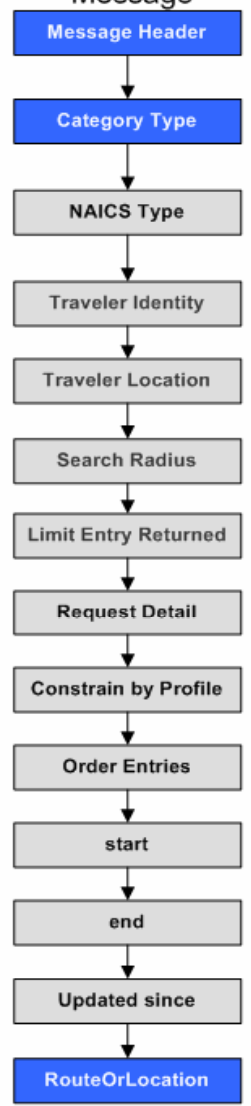
ATIS Standards

- In 2002 as part of a collaborative effort with Maine and New Hampshire (“TRIO”) the 3 states undertook a project to develop ATIS Standards for Traveler Information “Yellow Pages.”
- The ATIS standards would enable the 3 states to share Traveler Information seamlessly across their respective Traveler Information websites.

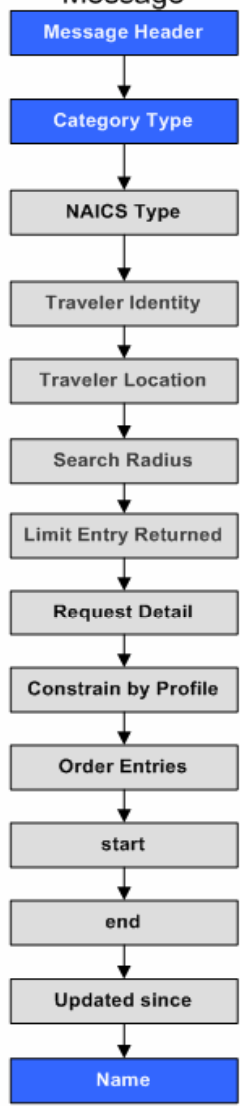
DirectoryRequest
Message



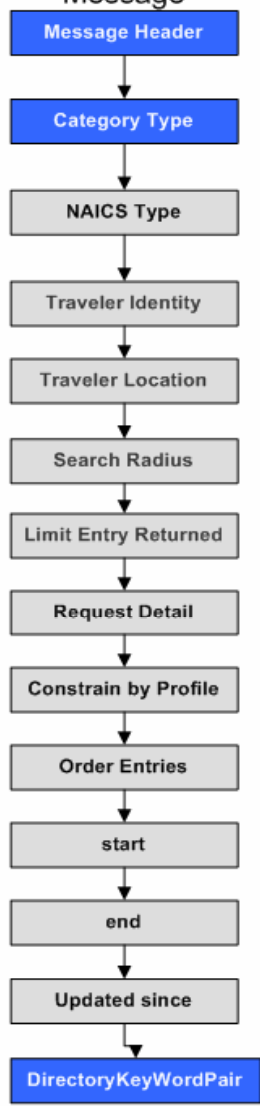
Directory
LocationnnRequest
Message



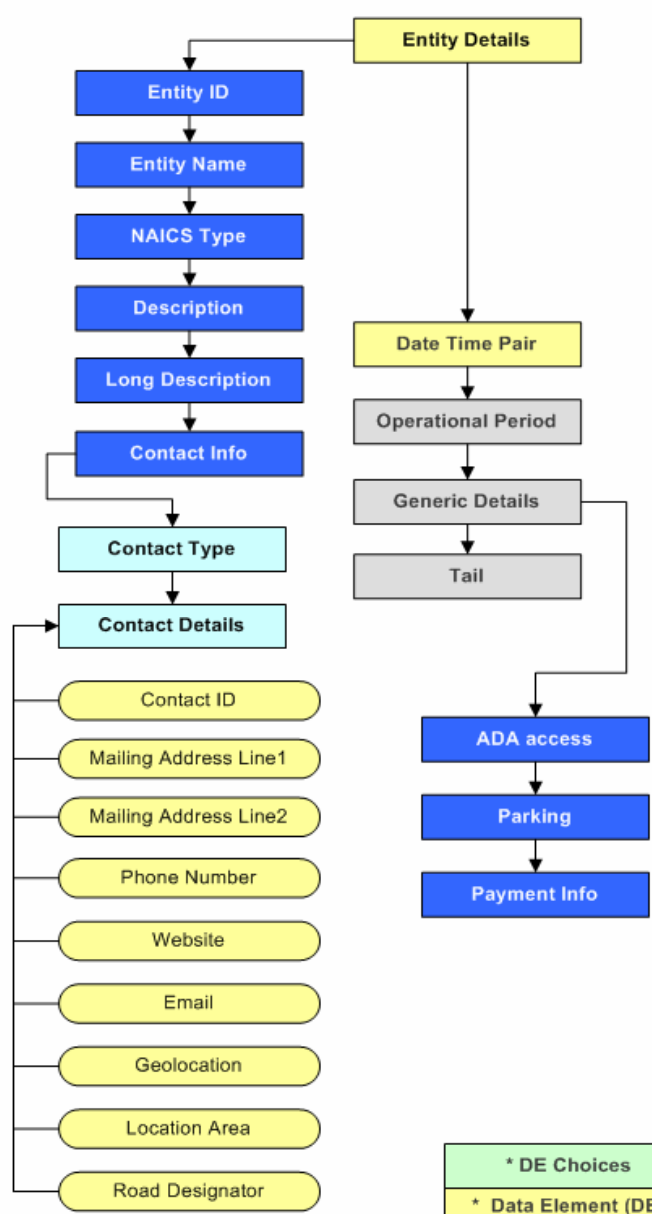
Directory
NameRequest
Message



Directory
SearchRequest
Message



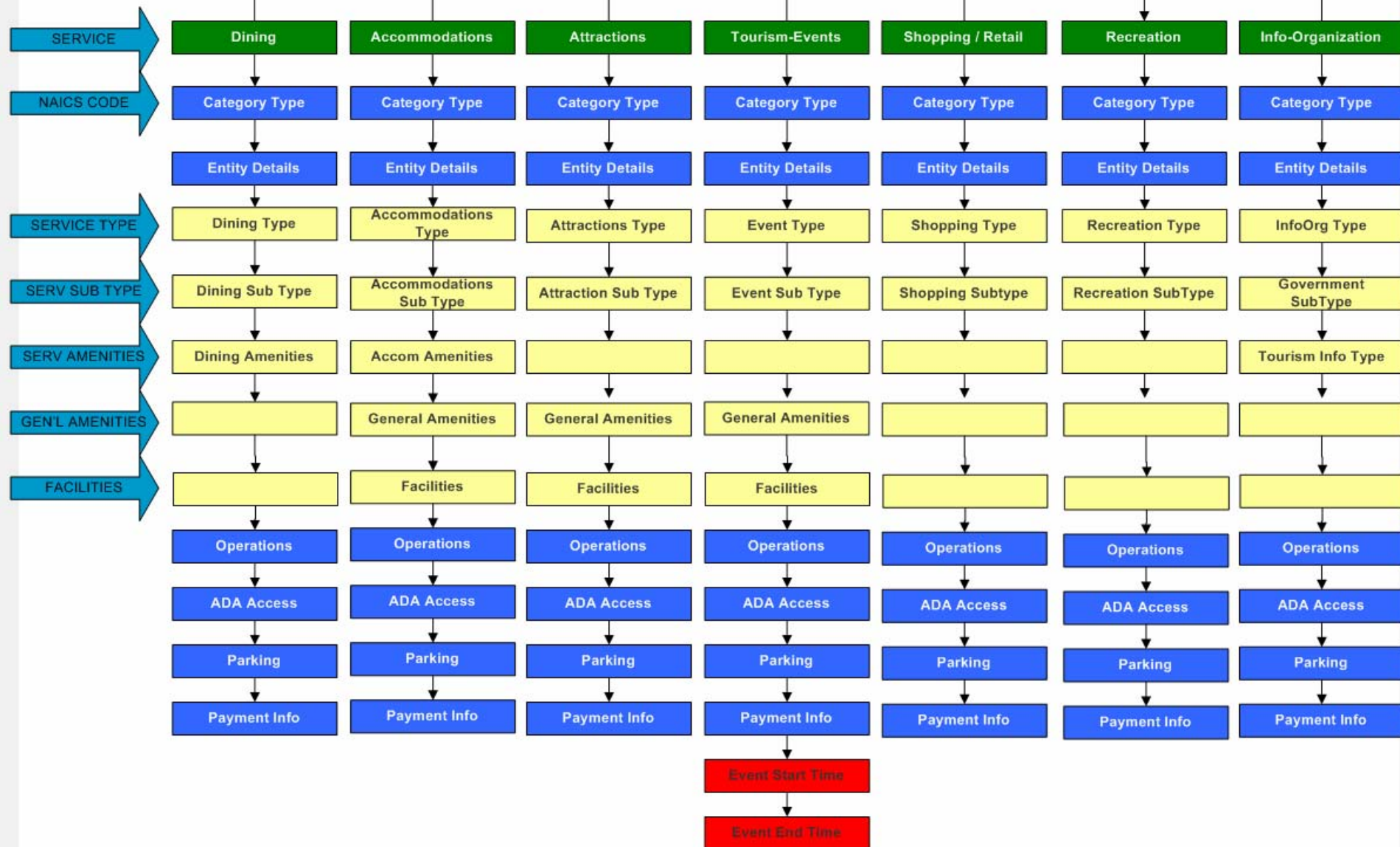
DirectoryEntry
Reply Message



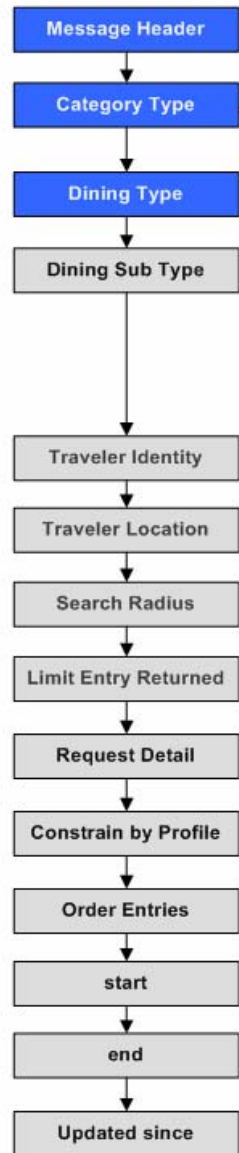
* Denotes Required
* Denotes Optional

* DE Choices
* Data Element (DE)
*Required Frame (DF)
* Optional DF or DE

Tourism Business Details

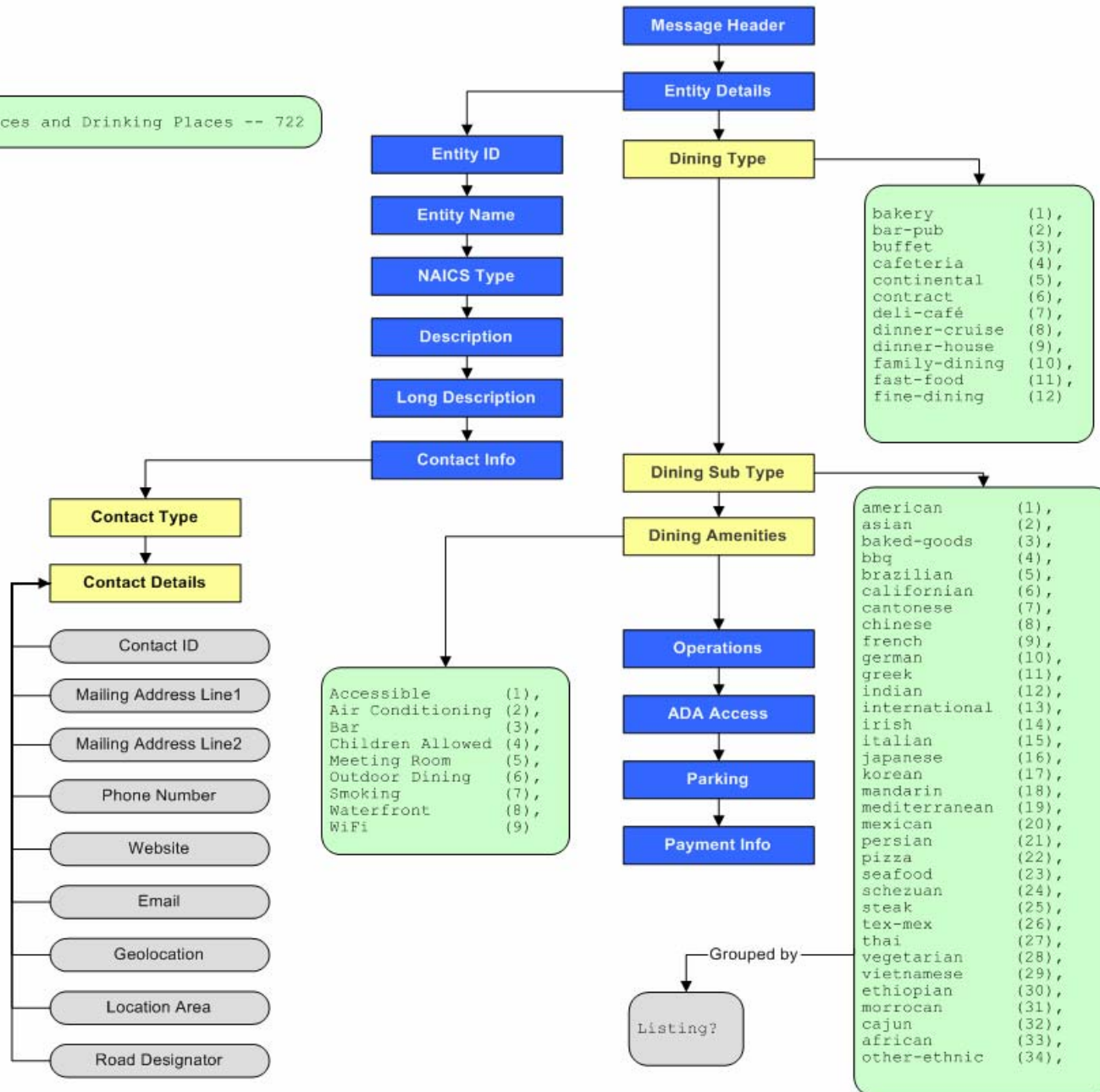


DiningRequest Message



Dining Business Messages

DiningEntry Reply Message



DINING/RESTAURANT SERVICES

FINAL Version 5 ATIS DATA DEFINITION: Place to eat.

Dining/Restaurant NAICS Codes

ATIS Code	Dining NAICS Codes
(1),	<i>Food Services and Drinking Places</i>

Dining/Restaurant by Service Type

ATIS Code	Service TYPES
(1),	<i>Bakery</i>
(2),	<i>Brew Pub/Bar and Grill</i>
(3),	<i>Cafeteria</i>
(4),	<i>Coffee Shop</i>
(5),	<i>Deli Café</i>
(6),	<i>Dinner Cruise</i>
(7),	<i>Dinner House</i>
(8),	<i>Family Dining</i>
(9),	<i>Fast Food</i>
(10),	<i>Fine Dining</i>
(11),	<i>Truck Stop</i>

Dining/Restaurant by Service Sub-Type



TRIO & 511

- TRIO's 511 service is unique in that a caller in any of the 3 states can request road and weather information from another state.
- Vermont goes one step further to provide traveler information via a “live operator” feature.



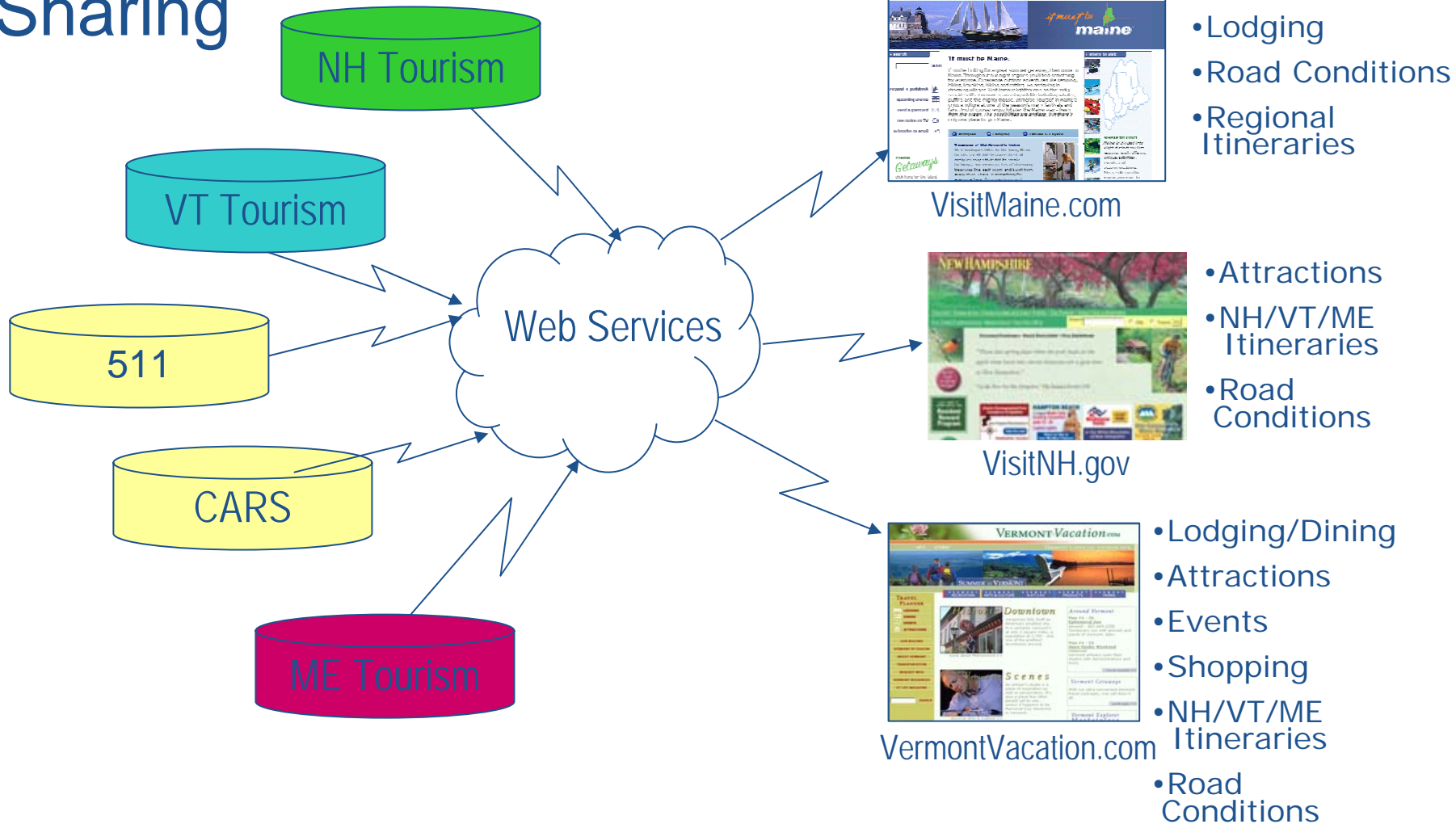
1-800-VERMONT/511 Call Center





TRIO Evolution

True Regional Data Sharing





Next Steps

1. National Adoption of ATIS Standards

2. TRIO Traveler Information Services

3. DNE Traveler Information Services

4. I-95 Corridor Coalition Traveler Service

5. National Traveler Information



Visit Vermont

- Thank you for your time and attention!