How the Vermont I Knew Became the Vermont I Know
(and why that matters)
I’m Mara... ...and here’s part of why I’m here:
And here’s the rest of the reason why I’m here to tell my Vermont story.
Telling Vermont’s Story

Why do people come to Vermont?

For meaningful, authentic experiences.
Let’s take a look at Vermont’s past
A Vermont sampler
Three more Vermont stories

Valley Dream Farm

American Flatbread

Next Chapter Bookstore
My Vermont Skiing Story

How the Vermont I Knew Became the Vermont I Know

Mara Gorman
My Family’s Skiing Story
A Few More VT Skiing Stories

Win Smith, owner of Sugarbush Resort is always on the mountain.

Okemo and Stratton both have women’s-only clinics that build ski skills & shared stories.

Magic Mountain has new ownership & is improving lifts & snowmaking while keeping trails uncrowded.
How Creemees* Say Vermont

*Or cremee or creeme or creamee ....
A 3-Part Challenge

• Know and share your own story

• Know your customers’ stories – and help them to shape their experiences

• Know the stories in your community
Technology can (and should) be part of your storytelling strategy

- Pinterest
- E-newsletter
- Twitter
- Instagram
- Facebook
- YouTube
- Blogs/websites
- Hashtags/campaigns
60 percent of leisure travelers use social media while they are on the road. *

*U.S. Travel Association
Resources & Inspiration

Tourism & Technology Resources
• Travel Micro-Moments Guide from Google
• Tourism Currents

More Vermont Stories:
• Travel Like a Local: Vermont
• Happy Vermont
• Dana Freeman Travels
• All Mountain Mamas
• This is Vermont (and be sure to follow the @thisisvt handle on Twitter)
How the Vermont I Knew Became the Vermont I Know

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