



**Vermont Department of Tourism & Marketing**

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**Representative(s) at the International Tourism and Travel Show 2016:**

- **Megan Smith**, Commissioner
- Kathleen Kolva, Sales Manager

**About the Organization:**

Vermont Department of Tourism and Marketing is part of the Agency of Commerce and Community Development within the state government. We are charged with running advertising campaigns and attending Trade Show to share the endless reasons for people to visit our state. Our website, [Vermontvacation.com](http://Vermontvacation.com), is produced by our team where we share our robust inventory of things to do and see while visiting our beautiful state.

**Objectives at the International Tourism and Travel Show 2016:**

1. Increase visitation to the state
2. Share new product so people who have visited before will return
3. Hear people's "Vermont stories" because most people have one or two!