



HELLO BURLINGTON

ANNUAL REPORT



2024

REWIND

2024 was a big year for Burlington. Our high season got started early with a The Great North American Eclipse with tens of thousands of visitors joining us to witness a once in a lifetime celestial event. It ended with an incredible national championship win for the Cardiac Cats of UVM's men's soccer team after a heart pumping run through the NCAA playoffs.

And there were lots of great moments in between. UVM women's basketball hosted an NIT Final Four game. Hotel Champlain hosted the Travel & Tourism Research Association's Annual Meeting, a significant international gathering in the tourism industry that drew rave reviews from planners and attendees. Patrick Leahy BTV added several new direct routes and had one of its busiest years in memory and the first Alia built in Beta Technologies new South Burlington facility took flight. This is by no means an exhaustive list!

At Hello Burlington, we saw our website and social metrics continue to hit new highs and expanded our collaborations with the local hospitality community, driving more visitor business to local business than ever before. We're excited to build on that progress and need your help to continue positioning Burlington as a premier, four-season destination for 2024-2025.

With that in mind, we're excited to share our 2024 performance numbers with you and look forward to collaborating again in 2025 to work together toward a Greater Burlington!



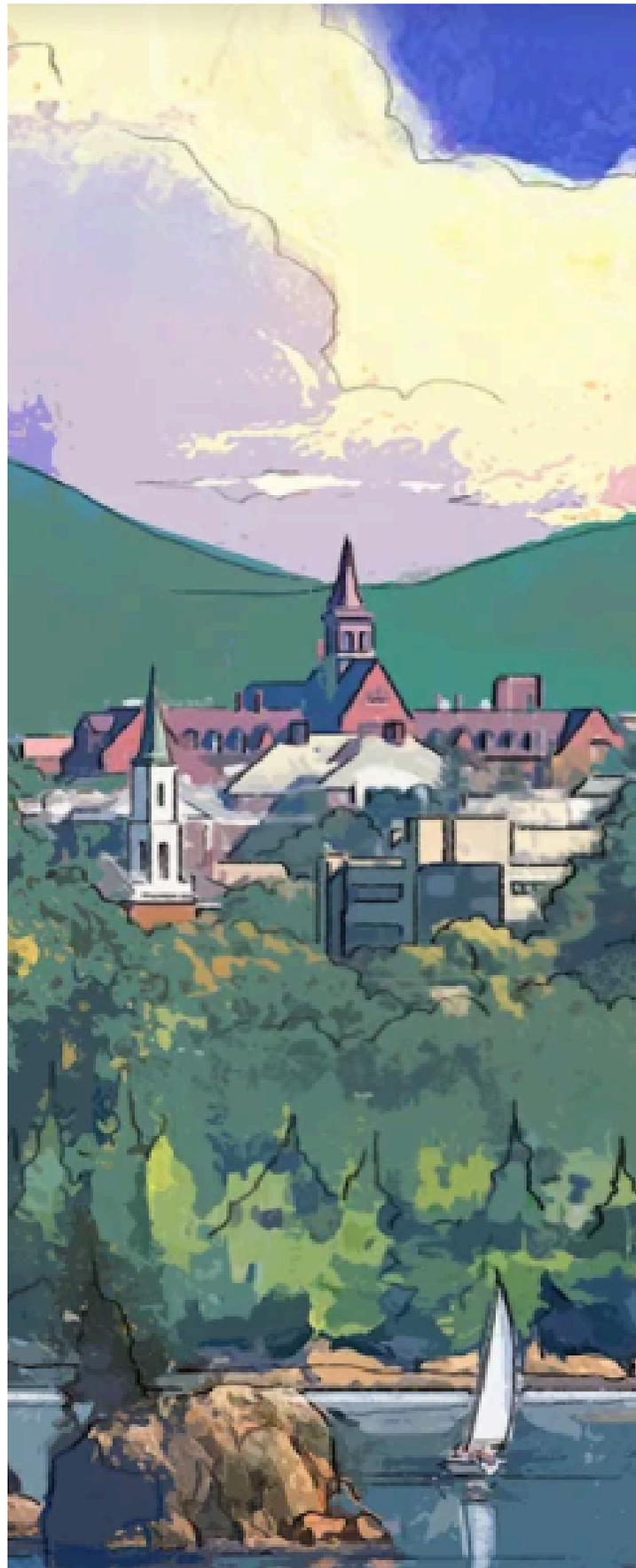
THE VISITOR ECONOMY

According to a new study from Tourism Economics, **direct spending by visitors to Vermont in 2023 was \$4B**. Most interesting to us here in Greater Burlington, was the fact that a full 25% of that visitor spend happened in Chittenden County. That's right, **\$1B in direct visitor spend happened right here**.

Throughout the rest of Vermont, tourism is known and accepted as an integral component of the local economy. Here in Greater Burlington, however, we have economic diversity in the form of tech, healthcare and higher ed, and we tend to treat tourism as an afterthought. But, these new numbers clearly show that it's a huge part of our local economy. Moreover, visitors not only bring in critical revenue, they support flight routes, train routes, event programming, restaurants, bars, and more. All of which improve resident quality of life. Visitors mean more business for your business, whatever business you happen to be in.

And every one of our region's industries is supported in one way or another by travel and tourism. Visitors don't just spend money, they evolve into new students, new residents, and new talent for our workforce. All of which we truly need.

Like a lot of cities across the United States, Burlington is struggling with a few serious problems right now. There are no easy answers to these challenges. One thing we must do, however, is continue to promote our region to bring in those visitor dollars that support local business in all its forms, present the positive stories that are happening here every day to the rest of the world, and give residents some reminders about why we love this place we all call home.



2024 MILESTONES

- Destination BTV event opened up the statewide conversation about April's total solar eclipse, helping to ensure a great, once-in-a-lifetime experience for residents and visitors alike.
- A 35% increase in travel press mentions and PR impressions highlighting Burlington as a vibrant travel destination.
- Social Media growth of 200% across all platforms.
- Expanded our Board to include 3 non-lodging Advisors.



Working with Hello Burlington has been an incredibly impactful partnership for the Spirit of Ethan Allen; not only has it been an effective advertising tool, we also feel that the team is always accessible, ensuring that we feel included as partners and not just advertisers. We have seen excellent leads come through their marketing efforts, and the traffic they drive to our website is consistently high-quality and engaged, making us feel confident that they have not only contributed to increasing our group/charter business, but our tourist foot traffic as well.

Kristin Bogovich - Spirit of Ethan Allen III



WEBSITE ANALYTICS

711K USERS

992K SESSIONS

2.8M PAGEVIEWS

10.3M TOTAL EVENTS

1:17 AVG ENGAGEMENT

28K BOOKING REFERRALS

13.4M ADVERTISING IMPRESSIONS

256K GOOGLE AD CLICKS



MOST POPULAR SITE CONTENT:

Events: 255K Views

Home: 190K Views

Restaurants: 179K Views

Things to Do: 173K Views

Plan Your Visit for the Solar Eclipse: 146K Views

Events This Weekend: 119K Views

WEBSITE REFERRALS

28K

HOTEL
BOOKING
REFERRALS

587K

IEWS of
BUSINESSES
LISTED

3.6M

WEBSITE AD
IMPRESSIONS

51K

ADVERTISER
CLICK THRU_s

ADVERTISER IMPRESSIONS

Ad Type	Impressions	Clicks
Featured Listing	882,925	9,228
Mobile Footer	1,024,850	8,959
Premium Page Sponsor - All Others	4,495	301
Premium Page Sponsor - Events	45,347	874
Premium Page Sponsor - Restaurants	49,059	1,764
Premium Page Sponsor - Things to Do	59,463	2,901
ROS Banners	579,228	8,355
Spotlights	1,030,139	18,509
Total:	3,675,506	50,891

SOCIAL MEDIA



6.1% ENGAGEMENT

40.7K FOLLOWERS



6% ENGAGEMENT

13.5K FOLLOWERS

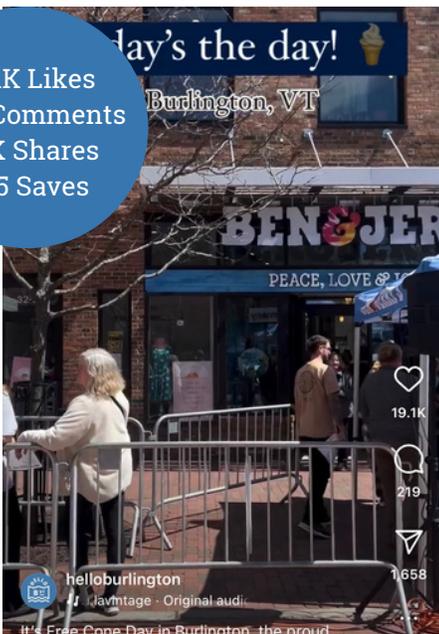


7.8% ENGAGEMENT

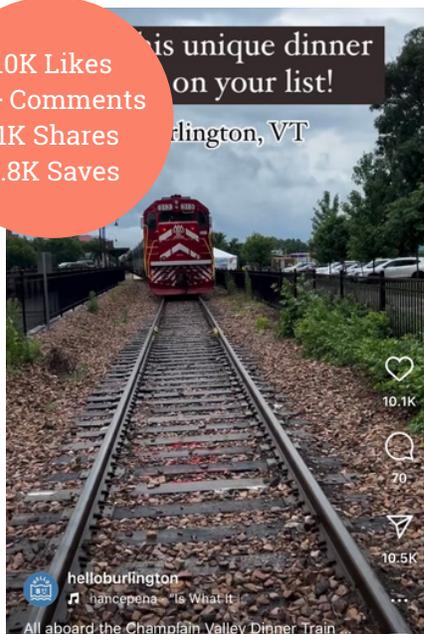
1925 FOLLOWERS

TOP PERFORMING POSTS OF THE YEAR

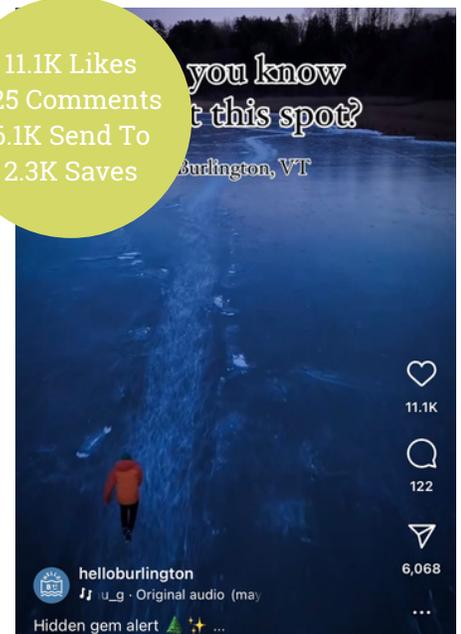
19.1K Likes
215+ Comments
1.7K Shares
425 Saves



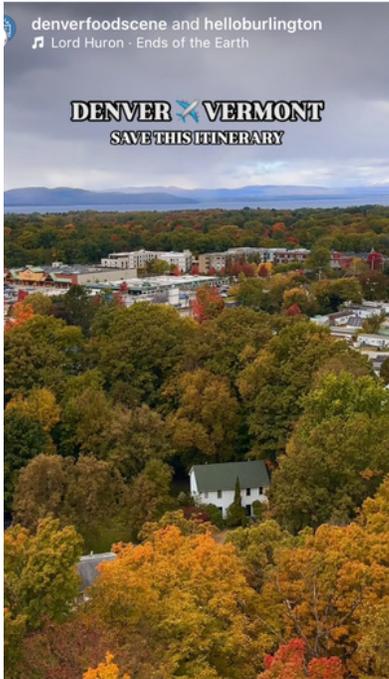
10K Likes
70+ Comments
11K Shares
4.8K Saves



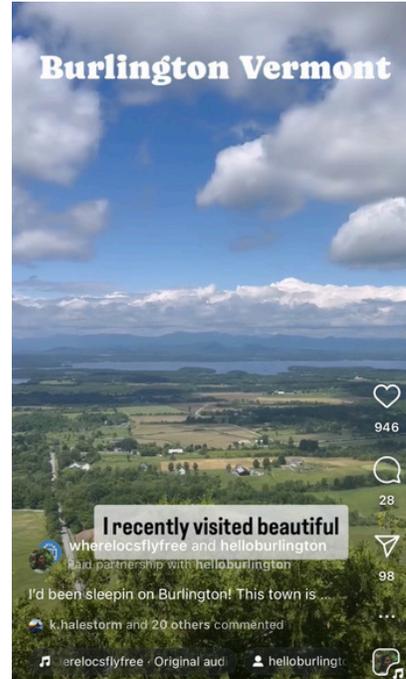
11.1K Likes
125 Comments
6.1K Send To
2.3K Saves



TRAVEL INFLUENCERS & CONTENT CREATORS



@denverfoodscene
645K Followers



@wherelocsflyfree
6.2K Followers



@texas.explorer
945K Followers

thedanielledeisir and 2 others
Burlington, Vermont



@thedanielledeisir
5.9K Followers

MEETINGS & CONFERENCES

71

TENTATIVE
LEADS

26,159

LEAD ROOM
NIGHTS

\$10.5M

TENTATIVE EEI
VALUE

16

DEFINITE
LEADS

4,745

DEFINITE ROOM
NIGHTS

\$1.9M

DEFINITE EEI
VALUE

Notable Bookings

**Travel Tourism Research
Association**
Hotel Champlain

National Propane Gas Association
DoubleTree by Hilton

Northeast Delta Dental
The Essex Resort & Spa

FIRST Robotics Competition
Best Western Windjammer

Small & Boutique Meetings Show
Hotel Champlain

Event Sponsorships

Vermont Tourism Summit
April

Hotel Vermont Ice Bar
June

Travel & Tourism Research Assoc.
June

Juneteenth
June

National Street Rod Assoc.
September

Burlington City Arts Highlight
December

PAID MEDIA

NEW YORK CITY

5.1M

IMPRESSIONS

141K

CLICKS

BOSTON

836K

IMPRESSIONS

52K

CLICKS

MONTREAL

942K

IMPRESSIONS

22.5K

CLICKS

13M+

IMPRESSIONS

256K

TOTAL CLICKS

PAID PLACEMENTS

DISPLAY

SEARCH

VIDEO



200+ ARTICLES

PUBLIC RELATIONS

FORBES

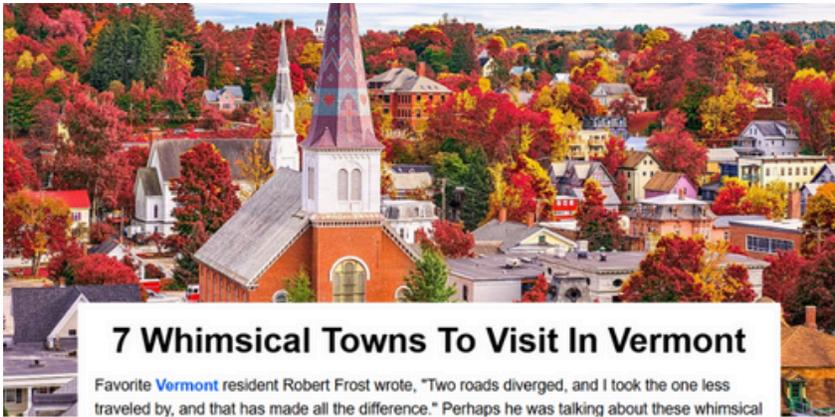
USA TODAY

WASHINGTON POST

LE FIGARO

TRAVEL + LEISURE

LUXURY TRAVEL



10 amazing cross-country ski resorts you need to visit

Where to glide through snow
Best Cross-Country Ski Resort (2024)
NOVEMBER 20, 2024



independently select what you see on our site, we may earn an affiliate commission. For sports, many turn to cross-country skiing at traditional ski resorts, something is found at dedicated resorts. When we asked a panel of ski experts. Then, readers voted for their

1.6B+
IMPRESSIONS

EATER'S BEST NEW RESTAURANTS IN AMERICA IN 2024

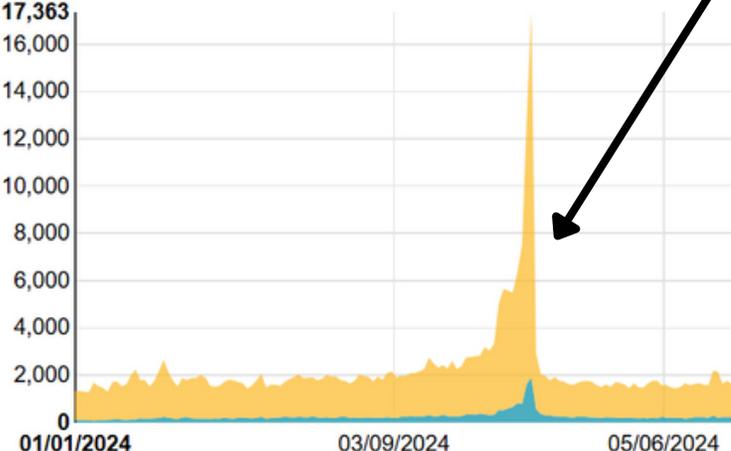
This year, we found ourselves settling into meals that felt exciting, confident, and joyful

THE BIG MOMENT



SOLAR ECLIPSE April 8th, 2024

WEBSITE TRAFFIC



In/Out of State

Share of spend in state vs out of state



TOTAL TRIPS

22,806
17,105 - 28,508

AVG. TRANSACTIONS PER TRIP

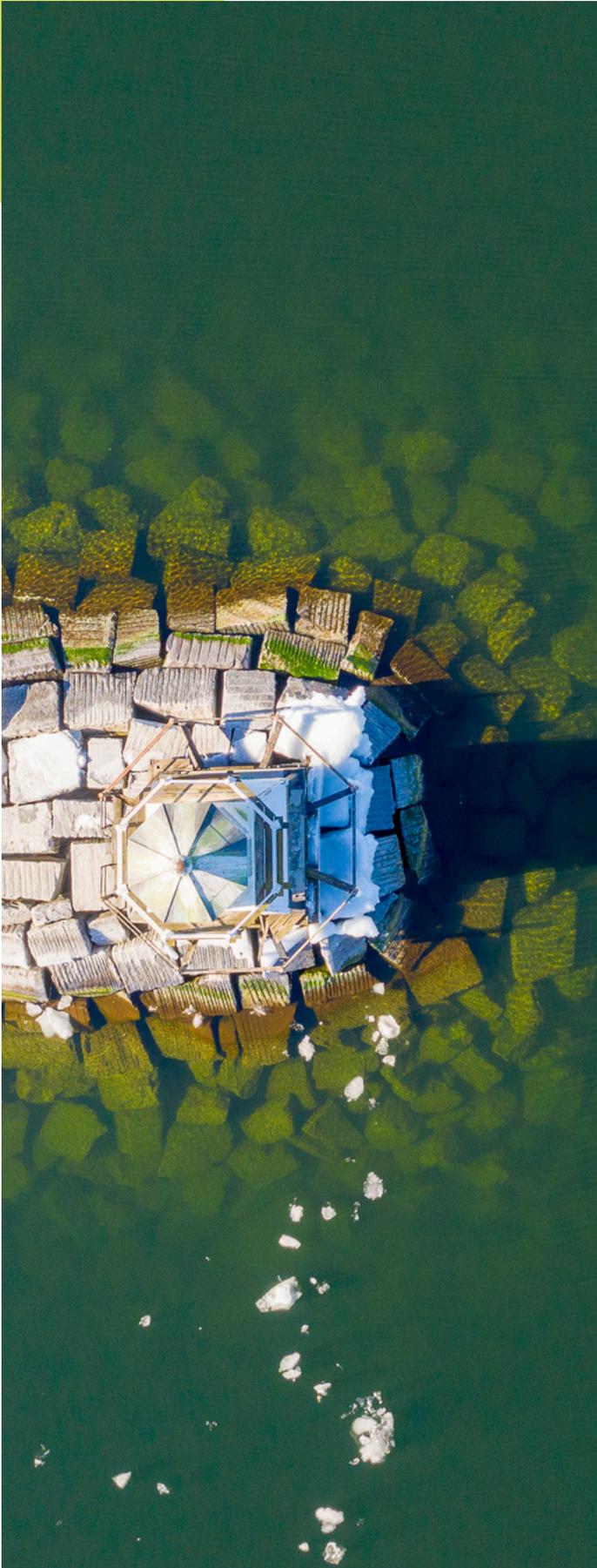
1.15 transactions

TOTAL SPEND

\$1,007,811
\$755,858 - \$1,259,764

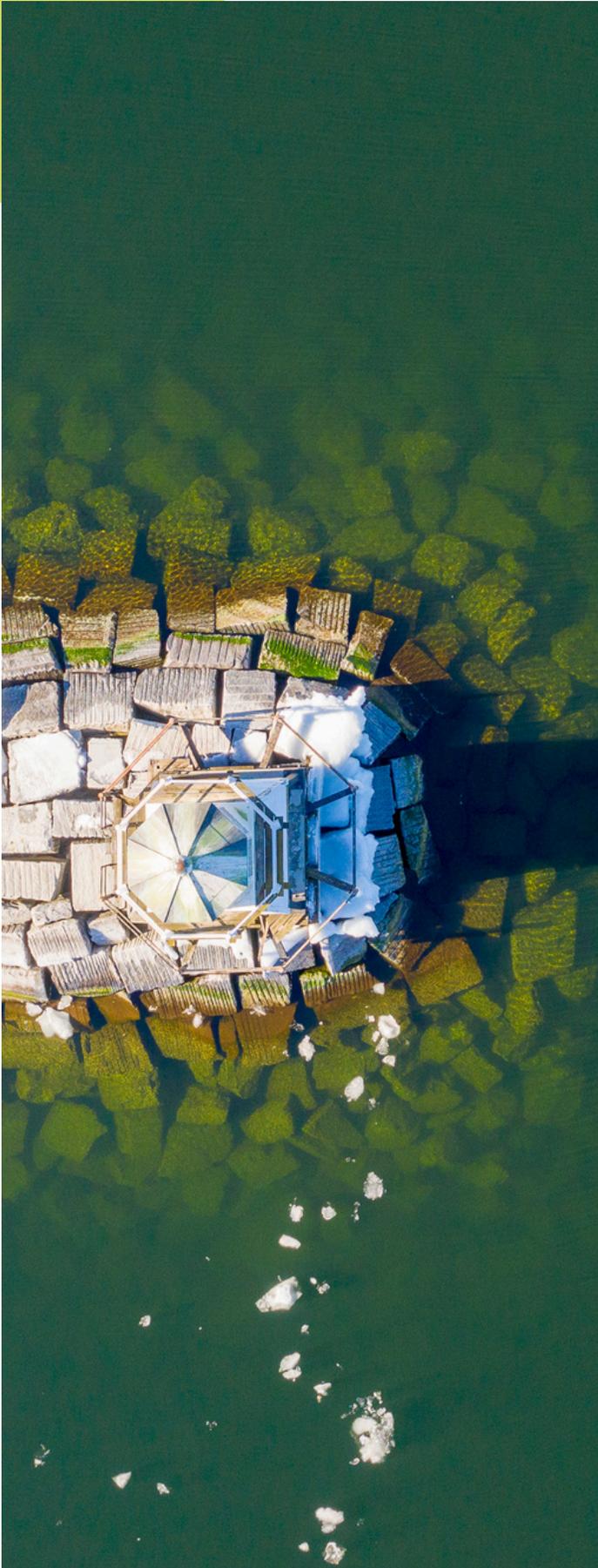
TOTAL SPEND

\$1,007,811
\$755,858 - \$1,259,764



2025 EVENTS & UPDATES

- High Season Kick Off Event in May
- Digital Pass Programs
- New Listing Displays on [Helloburlingtonvt.com](https://www.helloburlingtonvt.com)
- Website AI Chatbot
- Destination BTV 2025 Event in November



2025 PAID OPPORTUNITIES

- Website Advertising - Ongoing
- Meeting Planner Guide - 11/25
- Inspiration Guide - 11/25
- Social Media Collaborations
- Travel Press / Influencer Collaborations

CONTACT US

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