

OVRC 2017 Year in Review

Welcomed 28 new members:

Travel Writer stories:

Madden – foodies story

Chinese/American campaign

Marlerie Cohen for HuffingtonPost

Trip Advisor “Best of New England Fall Foliage Getaways

New York Lifestyles Magazine November 2017 page 28

Trade Shows attended: (This year we added Boston)

New York Times Travel Show

CT Daytrip & Destinations

Big E

Welcome Center display cases:

Guilford and Hartford South

12 Ribbon Cuttings

12 Members of Month:

from those we have chosen our Member of the Year!!

14 businesses were interviewed on OkemoValleyTV Interviews:

Events held:

Restaurant Week

Buy Local Festival

Shop Small Business Saturday

Okemo Valley Cruise In

Okemo Valley Antique & Classic Car Show

Okemo Valley Golf Tournament\

Casino Night

Advertising/Marketing our region:

World Cup 2 page spread

Vermont Vacation Guide – inside front cover Summer & Winter

Okemo Valley Regional Guidebook

YourPlaceInVermont.com website

Google indoor street views

VT Info Board

Education Programs:

Kim Dixon series

Legislative luncheon

Monthly Networking events**Business Speed Dating****Travel with the Chamber****2018 GOALS:**

- 1. Review 34 page Strategic Plan**
- 2. Continue to develop the regional Okemo Valley brand identify as a four season destination**
- 3. Maintain a central website and social media presence for our region**
- 4. Produce a regional guidebook/business directory**
- 5. Attend priority tourism marketing shows in NY Boston and CT**
- 6. Continue to cultivate a tourism media presence**
- 7. Market our regions assets and promote packages**
- 8. Be a Point of contact for individual businesses,visitors, tour operators, State Tourism Office**
- 9. Provide business training through our free quarterly education series**
- 10. Provide co-op marketing opportunities**
- 11. Connect businesses with resources**

All by being resourceful, flexible and fiscally responsible.