

GET PUBLISHED IN EXPERIENCE BURLINGTON!

Lake Champlain Regional Chamber of Commerce – February 1, 2013

We're switching things up this year with our Tourism Publication, Experience Burlington and having members contribute editorial content. Over 100,000 copies of the publication are distributed each year and the online version is downloaded and viewed countless times, making this an amazing opportunity to gain exposure for your property. Article submissions are due by Monday, February 18, 2013. We have brainstormed a list of topics for the 2013 edition:

- Great in every season – activities, food specialties (300 words)
- History in the Burlington Region (300 words)
- Day trips from Burlington - i.e. Visit the Islands, Shelburne, Middlebury, Mad River Valley (150 words each)
- A place for everyone! - No matter who you're travelling with - significant other, family, ladies' trip, college visit, etc. (300 words)
- Burlington on a Budget (300 words)
- See it Made - local artisan culture, Vermont-made products (400 words)
- Friendliness and character of Vermonters - Residents helping tourists find the best experience by making personal recommendations (300 words)
- Moving to Burlington - "Make your Move" (300 words)
- Burlington - Healthy, Active, Outdoor activities (300 words)
- Nightlife and Music scene - (200 words)
- The Lake (200 words)
- Agrotourism, Farm to Table, Quality of food, Localvore (200 words)

OR PICK YOUR OWN!

How to submit an article:

#1 - Pick a topic (or multiple)

#2 - Have fun writing a succinct, exciting article that promotes the Burlington region. Put yourself in the shoes of the tourists - dazzle, excite, and wow them with all that our region has to offer! Please do not mention any specific property (including your own), as we must promote all of our members. If your article is chosen, your property will receive exposure through the by-line and a head shot.

#3 - Send your final draft to sarahbeal@vermont.org by Monday, February 18 at 5 pm.

Please note: We will be unable to publish all articles submitted. Submissions will be judged on the following criteria - quality of writing, how strongly it promotes our region, and adherence to the requirements. Writers that are connected to a business advertising or listed in the publication will be given preference. We may need to make edits to writing, based on length, tone, and direction.

If you have any questions - please email sarahbeal@vermont.org.