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Burlington, VT – April 12th and 13th, hospitality industry professionals gathered at the Hilton Hotel in Burlington, Vermont for the 28th Annual Vermont Travel Industry Conference. After a series of educational and motivational workshops led by industry specialists representing hotels, state tourist attractions, PR and marketing firms and more, the opening day concluded with an awards banquet honoring some of the great people and projects in Vermont hospitality.

The final award presented was the Vermont Travel Person of the Year. This award honors a member of the Vermont community who exemplifies and ongoing dedication to what makes Vermont such a special place to visit. The Vermont Travel Person of the Year award is presented to an individual who contributes significantly to Vermont's travel & tourism industry, enforces the Vermont brand, helps position Vermont as a friendly and fun place to visit, promotes the value of tourism to the state's economy, and exemplifies what is good within the travel industry and within our local communities. The 2011 Vermont Travel Person of the Year award was presented to Bill Orleans, owner of PP&D Brochure Distribution and Chair of the 2011 Vermont Travel Industry Conference. Bill's services, as his nominees stated, "have become an integral part of the marketing plan of travel related businesses throughout Vermont." With over two million brochures distributed last year in hundreds of locations across the state, Bill has made a living promoting and supporting what is good in Vermont.

For more information on the Vermont Travel Industry Conference, please visit the website at www.VTIC.org or the conference Facebook page at www.facebook.com/VTIC802.