



For Immediate Release

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FOR IMMEDIATE RELEASE – **** New Date & Time****

Vermont Historic Roadside Marker to Honor von Trapp Family Legacy in Stowe

Official State of Vermont marker will recognize the history of the von Trapp family and their lasting connection to Vermont

STOWE, VT - September 10, 2026 - The von Trapp Family Lodge & Resort is proud to announce that its historic Stowe property will be recognized through the Vermont Roadside Historic Site Marker Program, commemorating the remarkable history of the von Trapp family and the legacy they established in Vermont.

An official unveiling and dedication of the Vermont Historic Roadside Marker is planned for **Wednesday, October 7, 2026 at 2pm** at von Trapp Family Lodge & Resort. The sign will be erected on Trapp Hill Road overlooking the Kaffeehaus Bakery at 35 Hidden Drive. Members of the von Trapp family, Senator Peter Welch, representatives from the State of Vermont and town of Stowe, community leaders, and the public will be invited to attend with remarks being made by family and dignitaries.

Administered by the Vermont Division for Historic Preservation, the Roadside Historic Site Marker Program recognizes people, places, and events that have made significant contributions to the history of Vermont, the region, and the nation. Vermont's distinctive green-and-gold roadside markers can be found throughout the state, providing travelers with a glimpse into the people and stories that have shaped Vermont.

The marker at von Trapp Family Lodge & Resort will recognize the family whose story became known around the world and, just as importantly, the life they built in Vermont.

After leaving Austria following the German annexation in 1938, the Trapp family eventually settled in Stowe in 1942. The landscape of the Green Mountains reminded the family of their native Austria, and the property which they affectionally called Cor Unum, the Latin phrase for "one heart", became their permanent American home.

While continuing to tour internationally as the Trapp Family Singers, the family began welcoming guests to their Stowe home. That hospitality ultimately developed into the Trapp Family Lodge, established in 1950, laying the foundation for what is today the 2,600-acre von Trapp Family Lodge & Resort.

Over the decades, the property has continued to evolve while remaining closely connected to the family's Austrian heritage and Vermont home. The resort became an important part of the development of cross-country skiing in the region under Johannes von Trapp and later expanded its recreational, agricultural, hospitality, and brewing traditions.

"Having an official Vermont historic marker here is particularly meaningful because this is where our family chose to put down roots and build a new life," said Kristina von Trapp Frame. "People around the world may know one part of our family's story, but the generations that followed were shaped here in Vermont. We are honored that this history will now become part of the story told along Vermont's roads."

The Vermont Historic Site Marker program is administered by the State Historic Preservation Officer within the Agency of Commerce and Community Development. Proposed markers undergo historical research and review by the Vermont Division for Historic Preservation and are approved through the state's historic preservation process. This process started during the resort's 75th anniversary celebration in 2025.

The new marker will offer visitors another opportunity to understand that the von Trapp story in Vermont extends far beyond the story portrayed on stage and screen.

Today, von Trapp Family Lodge & Resort remains owned and operated by descendants of the family. The property encompasses 2,600 acres overlooking the Green Mountains and Worcester Range and continues traditions of hospitality, outdoor recreation, agriculture, music, and Austrian culture that have developed over more than eight decades in Stowe.

“This marker is not only about preserving our family’s history,” added Kristina von Trapp Frame. “It recognizes the relationship between our family, Stowe, and the State of Vermont — a place that gave our family the opportunity to begin again and that has been our home ever since.”

For more information about Vermont’s Roadside Historic Site Marker Program, visit the Vermont Division for Historic Preservation.

About von Trapp Family Lodge & Resort

Set on 2,600 acres in Stowe, Vermont, von Trapp Family Lodge & Resort is an Austrian-inspired mountain resort founded by the family whose story inspired **The Sound of Music**. The property combines the family’s Austrian heritage with Vermont hospitality and offers accommodations, dining, year-round outdoor recreation, cross-country skiing, hiking and mountain biking trails, farming, maple sugaring, guided historical experiences, and von Trapp Brewing. The von Trapp family has called Stowe home since 1942.

“Come for our story. Leave with your own.”

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