Membership Resource Guide

MAINE TOURISM ASSOCIATION

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mainetourism.com

Meet the Maine Tourism Association Team

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LET US HELP ANSWER YOUR QUESTIONS:

Advertising & Marketing Opportunities

Tricia cooke
Advertising Sales Manager

Membership, Member Portal or Social Media

Bailey Hannum
Membership & Marketing Manager

Invoice Questions or General Inquiries

Heather Velozo
Office Coordinator

Brochure Distribution

Rob White
Warehouse & Distribution Manager

Legislative Questions

Alison Sucy
Director of Government Affairs & Workforce Development

Benefits of Membership

with the Maine Tourism Association

MAINE TOURISM ASSOCIATION

1

A listing on mainetourism.com that includes:

- Images
- Social Media Links
- Description & Map
- Events
- Coupons & Deals

2

Legislative Advocacy

Laws and regulations affect you and your business every day so it is critically important that you have someone representing your interests to state officials in Augusta

3

Weekly delivery of the Maine Tourism Insider e-newsletter with up to date information on industry trends & happenings

4

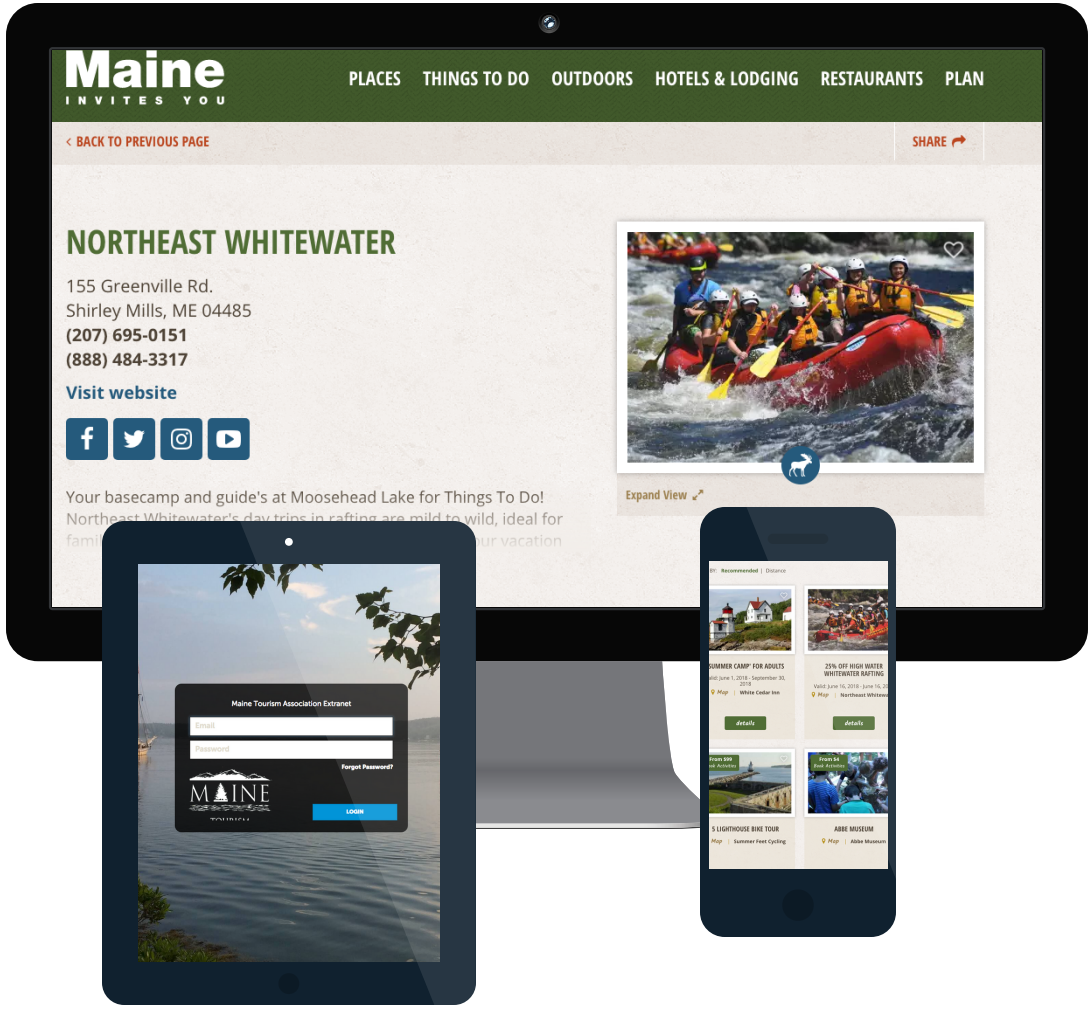
A listing in Maine's official travel planner since 1933, Maine Invites You, with 300,000 copies annually

5

Access to additional marketing opportunities including:

- Maine Invites You
- Guide to Inns and Bed & Breakfasts and Guide to Camps & Cottages
- Digital Opportunities
- Maine State Visitor Information Center Marketing Opportunities including brochures and exhibits

Updating your Listing, Adding Events, Coupons and Deals on Mainetourism.com is easy!



- ✓ Add images
- ✓ Social media links
- ✓ Description & map
- ✓ Add your events
- ✓ Coupons & deals

Questions about your member portal?
Contact Bailey Hannum
bhannum@mainetourism.com
207-623-5642

Yarmouth

Hampden South

Kittery

Hampden North

Houlton

Fryeburg

Calais

Maine State Visitor Information Centers

Maine Tourism Association, on behalf of the Maine Office of Tourism, staff the 7 State Visitor Information Centers across Maine, which receive a half a million visitors each year!

There are many marketing opportunities at these Information Centers including brochure displays, videos, wall and free-standing exhibits as well as a digital kiosk and our OnceThere Booking kiosk.

For more information please visit *mainetourism.com/membership* or contact Tricia Cooke: tcooke@mainetourism.com or 207-623-5644

Legislative Advocacy

Government affairs and effective legislative advocacy are key benefits to members. Laws and regulations affect you and your business every day so it is critically important that you have someone representing your interests to state officials in Augusta. That is why MTA has a committed public policy, advocacy and communications program.

Examples of the work done in this area include:

- Promoting fair and stable business, labor and tax policies; and fighting against burdensome regulations and tax increases
- Protecting the state's tourism budget
- Providing strategic public relations and communications to raise the profile of the tourism industry with the media, government officials, communities and the public through news articles, press releases, events and other communications
- Analyzing over 2000 bills per session to track and monitor those that would impact our members and our industry
  Participating in legislative hearings to influence outcomes and shape public policy
- Maintaining relationships with legislators and other government officials and effectively communicating the goals and strategies set forth by the association
- Connecting members with their legislators
- Participating in coalitions to further the public policy goals of MTA Issuing action alerts for members on critical issues which provide time-sensitive information and stimulating grassroots activities
- Emailing a weekly public affairs update in MTA's newsletter, The Insider Maintaining a listing of bills pertinent to the tourism industry on website, including summaries and outcomes

The staff at MTA has over 50 years combined tourism experience and a Director of Government Affairs with 20 years of legislative and advocacy experience. They work with MTA board members, including a public affairs advisory group, to determine our positions on issues and the most constructive actions to effect successful outcomes.

@mtaadvocacy

For more information please contact Alison Sucy: apsucy@mainetourism.com or 207-623-5646

MAINE
TOURISM
STAFFING SOLUTIONS

MAINE TOURISM STAFFING SOLUTIONS

In recent years, Maine's tourism-related businesses have struggled to secure enough workers for the busy season that runs from late spring through early fall. Low unemployment, recent changes to the visa programs that allow foreigners to work in the U.S., and a stagnant population growth have contributed to the shortage of seasonal workers. This has a negative economic impact on tourism-related businesses that are unable to offer their full complement of services due to a lack of workers.

To address this shortfall, The Maine Tourism Association has created Maine Tourism Staffing Solutions (MTSS). Operating as a pilot program for the first year, MTSS will, for a fee, recruit, interview, transport, and place seasonal workers at Maine businesses. MTSS will use the resources of the Maine Tourism Association to find qualified workers throughout the country and provide training, as well. As the program grows, MTSS will offer staffing solutions to businesses throughout the State of Maine.

"Addressing workforce shortages in Maine's tourism businesses"

For more information, please contact Jim Cyr at 207.607.1560 or jcyr@mainetourism.com

PROJECT: TIME OFF

Nearly 40% of Mainers leave paid vacation time on the table and miss out on precious time with family.

Project: Time Off (P:TO) is an initiative created by the U.S. Travel Association to win back America's unused vacation days. Since the mid 1970's, Americans are taking on average about one week less vacation per year, and the trend continues to decline. Vacation usage remained constant from 1976 to 2000, on average taking a little over 20 days. In the last 15 years, the average has decreased to around 17 days.

Last year over 705 million vacation days went unused in America, resulting in $255 billion in lost spending, 1.9 million jobs lost, and $70 billion in potential income. Of the 705 million vacation days, 212 million are forfeited forever costing workers $66 billion in lost benefits.

As a proud coalition partner of P:TO and the U.S. Travel Association, Maine Tourism Association's (MTA) goal is to take a proactive approach to reverse this trend and create a positive vacation environment within Maine businesses, boosting Maine's economy. MTA and P:TO will help create awareness of the benefits of taking vacation days. As the largest tourism organization in Maine, MTA has an obligation to make the tourism industry in Maine sustainable, and it begins with people taking time off from work.

To learn more about P:TO please go to projectimeoff.com or mainetourism.com/letsgo

I Am Maine Tourism Campaign

In 2017 The Maine Tourism Association launched a new campaign highlighting Maine's largest industry and the positive impact a strong tourism economy has on all sectors of Maine's economy. The campaign, I Am Maine Tourism, features seven video spots with individuals from seven diverse backgrounds telling in their own words how tourism plays an important role in their profession and business.

The videos feature a marine retailer, a superintendent of schools, a real estate agent, a car salesperson, a farmer, a hardware store owner, and a landscaper – all professions not normally associated with tourism but that all benefit from revenue generated from the tourism industry.

According to 2017 statistics from the Maine Office of Tourism, tourism supports nearly 107,000 jobs in Maine, roughly 16 percent of employment in the state and greater than the populations of Portland and Augusta combined. Household income generated through jobs supported by tourism was more than $2.5 billion.

The Maine Tourism Association has launched the second generation of the "I Am Maine Tourism" campaign highlighting Maine's largest industry and the positive impact a strong tourism economy has on all sectors of Maine's economy. In this new series there are six 30-second spots each highlighting a different type of tourism job, from hotel management, to chef, to guide services, to education, plus a three-minute compilation video.

According to a U.S. Travel Association report, nearly 40 percent of workers whose first job was in the travel industry reached an annual career salary of more than $100,000 and one-third of Americans who started in travel achieved a bachelor's degree. Tourism supports nearly 107,000 jobs in Maine. Household income generated through jobs supported by tourism was over $2.5 billion. Total taxes generated from tourism was nearly $600 million. (Maine Office of Tourism, 2017)

Watch the "I Am Maine Tourism" videos here:
mainetourism.com/membership/legislative-advocacy/i-am-maine/

STAY CONNECTED WITH US!

@MAINETOURISM

#MaineInvitesYou & #MaineTourism

Who's Who in Maine Tourism?

Maine Tourism Association

Mission:
"Leading the growth and sustainability of Maine's tourism businesses"

- Largest tourism membership organization in Maine
- Advocates & promotes tourism interest & marketing funding
- Produces Official Travel fulfillment publications including Maine Invites You and the Official State Highway Map
- Operates and manages, on behalf of the state, the 7 State Visitor Information Centers including brochure distribution and other marketing opportunities within the visitor centers
- Produces the Guide to Inns and Bed & Breakfasts and Guide to Camps & Cottages as well as the Attractions & Service Map
- Answers visitor inquiries via the official state information phone number and email
- Originally established as the Maine Publicity Bureau in 1921
- Coalition partner with Project Time:Off Initiative
- Mainetourism.com includes:
  - Member listings
  - Direct lodging booking with rates & availability
  - Book activities
  - Events
  - Coupons & deals

MAINE TOURISM ASSOCIATION

Maine Office of Tourism

Mission:
"Become the premier four-season destination in New England"

- Markets and brands Maine as a destination domestically and internationally
- Responsible for attracting visitors to Maine through print, TV and digital production
- Part of the Department of Economic and Community Development
- Maintains visitmaine.com
- Manages travel/trade shows
- Oversees Regional Grant Program, Tourism Enterprise Grant Program and Special Events Grant Program
- Produces Maine Thing Quarterly
- Works with Maine Motorcoach Network
- Works with the Maine Sports Commission
- Maine Film Office & Cruise Maine fall under MOT
- Works with organized community-led groups on rural Destination Development
- Offers technical assistance for tourism product development
- Offers technical assistance to arts & culture organizations on specific tourism efforts
- Conducts statewide travel and tourism research
- Manages statewide media & press communications

Maine
VisitMaine.com

Add credibility to your business with the Maine Tourism Association's "Proud Member" Logo and link your website to MaineTourism.com to offer visitors a valuable resource in planning their visit to Maine.

MAINE
TOURISM ASSOCIATION
Proud Member

Instructions:
Highlight the HTML code from the link below, then copy and paste the code into an HTML page on your website.

Find our membership badge here:

mainetourism.com/membership/benefits/membership-badge/

DON'T FORGET TO ADD OUR MEMBERSHIP BADGE TO YOUR WEBSITE!