

# Membership Resource Guide

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# 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 Underhill**  
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



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

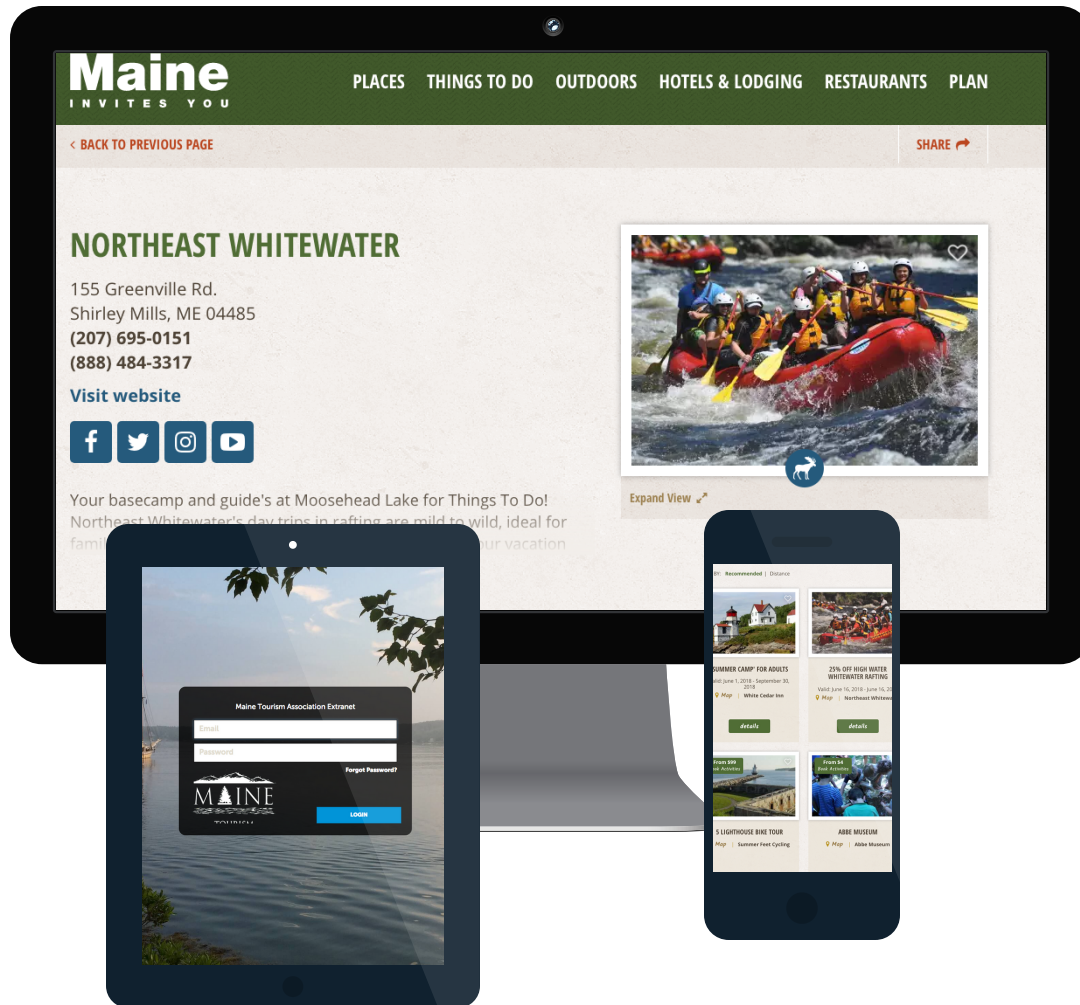
Access to additional  
marketing  
opportunities  
including:

- 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 Underhill  
baileyunderhill@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](http://mainetourism.com/membership) or contact Tricia Cooke: [tcooke@mainetourism.com](mailto: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.

# Maine Tourism Staffing Solutions (MTSS)

You have trusted the Maine Tourism Association to bring visitors to our state for the last 100 years. Now we are expanding our membership benefits to bring you employees, too. 66% of our members we surveyed had at least 1 position go unfilled in 2018-19 due to worker shortages, low unemployment rates, and recent changes to worker visa programs. We aim to change that.

Maine Tourism Staffing Solutions (MTSS) is the first and only non-profit staffing agency in Maine dedicated to direct hire placements at Maine's hotels, restaurants, and other tourism-related businesses.

We specialize in summer seasonal placements by forging partnerships with winter destinations. We also help tourism-related businesses recruit the year-round staff they need, whether they are accountants, IT people, administrative staff, and more.

MTSS will recruit and place workers at Maine businesses using resources from the MTA and proven recruiting techniques from for-profit staffing agencies. As a membership-based non-profit agency, MTSS will do so at a cost far reduced from traditional staffing prices.



TOURISM  
STAFFING SOLUTIONS

For more information, including rates, please contact Kathryn Ference at  
207-446-3214 or [kference@mainetourism.com](mailto:kference@mainetourism.com)

Visit us at [mainetourism.com/staffing](https://mainetourism.com/staffing)



# 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  
[projecttimeoff.com](http://projecttimeoff.com) or [mainetourism.com/letsgo](http://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/](http://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
- Operates the Maine Tourism Staffing Solutions
- Mainetourism.com includes:

- Member listings
- Direct lodging booking with rates & availability
- Book activities
- Events
- Coupons & deals



## Maine Office of Tourism

### Mission:

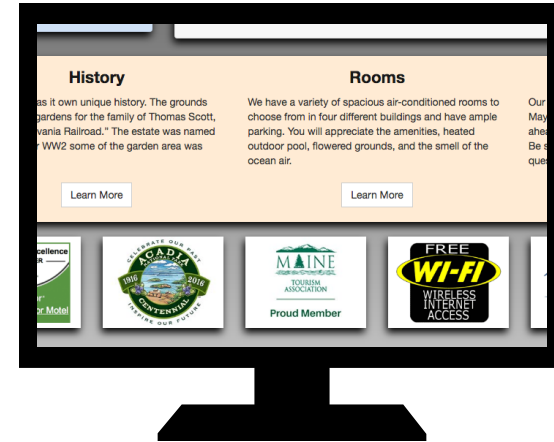
"Become the premier four-season destination in New England"

- 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





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.



#### 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/](http://mainetourism.com/membership/benefits/membership-badge/)



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