

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 interests & marketing funding
- Produces Official Travel fulfillment publications - Maine Invites You and the State Highway Map
- Operates and manages, on behalf of the state, the 7 State Visitor Information Centers including brochure distribution and other marketing opportunities
- Produces the Attractions & Service Map
- Answers visitor inquiries via the official state information phone number and email
- Originally established as the Maine Publicity Bureau in 1922
- Operates Maine Tourism Staffing Solutions
- Maintains Mainetourism.com which includes:
 - Member listings
 - Direct lodging booking with rates & availability
 - Book activities
 - Events
 - Coupons & deals



Maine Office of Tourism & Film

Mission:

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

- A state office under the Maine Department of Economic and Community Development
- Markets and brands Maine as a destination domestically and internationally
- Responsible for attracting visitors to Maine through print, TV and digital production
- Maine Film Office & CruiseMaine operate under the Maine Office of Tourism
- Maintains VisitMaine.com for consumer facing travel information
- Maintains MOTPartners.com for tourism industry related programs, services, and research
- Attends domestic and international travel & trade shows
- Administers the Maine Tourism Marketing Partnership Grant Program
- Works in collaboration with the Maine Motorcoach Network and the Maine Sports Commission
- 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

