

# MARKETING OPPORTUNITIES GUIDE



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

mainetourism.com | (207) 623-0363 | advertising@mainetourism.com



# BOOK DIRECT

LODGING MEMBERS  
NO BOOKING OR COMMISSION FEES  
\*INCLUDED WITH MEMBERSHIP

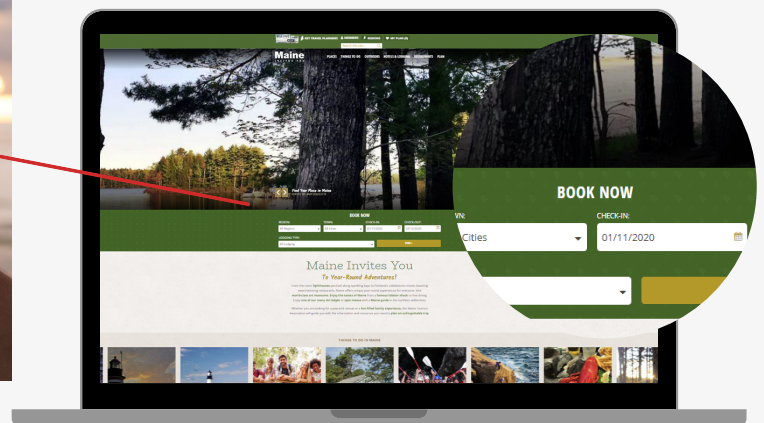
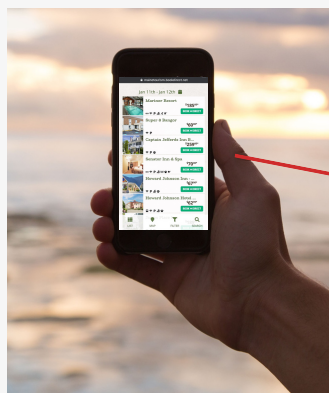
Book Direct is an add-on feature (website listing) that sends referrals from [mainetourism.com](https://mainetourism.com) to your website. Your Book Direct website listing will be placed within the Book Now referral engine that is prominently placed on our homepage. Website visitors use this referral engine to search for available accommodations by lodging type, date range, and location. The search results page will populate with **Book Direct listings** that showcase the lodging member with a photo, description, and either display an average nightly rate pulled from your booking engine, a static nightly rate provided by the member, or a message asking website visitors to contact the property directly for rates or availability. You do not need to use a reservation engine to sign up for a Book Direct listing. When your listing is clicked on, visitors are brought to your website where they may book their stay. No transactions occurs on [mainetourism.com](https://mainetourism.com) and **no booking fees or commissions** are paid to us or a third-party vendor.

## What is the cost?

- FREE to all MTA members
- No commissions or booking fees

## What's included with this feature?

- Website listing located in the Book Now referral engine
- **Bonus** listing on MTA's [Book Direct Facebook page](#)
- Book Now direct call-to-action button added to your website listing found under Hotels/Lodging



# BOOK ACTIVITIES

NO COMMISSIONS OR BOOKING FEES  
\*INCLUDED WITH MEMBERSHIP





## The Book Activities feature is Perfect for Members with Activities, Events, & Ticketed Offerings

### How does it work?

Included in this marketing opportunity is a Book Activities website listing located in the Book Activities referral engine. The referral engine is prominently placed on our homepage ([mainetourism.com](http://mainetourism.com)). The referral engine allows visitors to search for Activities, Events, and Ticketed Events by location and date range.

The listing will include a photo (300x200 Horizontal), website link, map view, and contact information in addition to a description, rate details, and direct CTA for each offering. When your listing is clicked on, traffic (referrals) is sent to your website where all transactions occur. We also include a bonus Book Activities Facebook listing and there is no limit to the number of offerings you can promote.

|  |   |
|--|---|
|  <b>Maine Foodie Tours</b><br>1 Union Wharf<br>Portland, ME 04101<br><a href="#">View Map</a> <a href="#">Website</a> <a href="#">More Info</a>  | PHONE <br>3 Activities Starting At<br><b>\$39<sup>95</sup>*</b><br><a href="#">Close ^</a> |
| <b>Portland: Old Port Culinary Walking Tour</b><br>A leisurely-paced walking tour that carves a path through the streets of the charming Old Port educating you on local food, drinks and history! Friendly and engaging tour guides take you to several Old Port and neighboring artisanal shops, restaurants and pubs where you'll sample a delectable mix of classic Maine, Maine-inspired, up-and-coming, cultural, fancy foods and beverages. Meet and greet culinary artisans along the way, learn what inspires them and how they got their start with a lively narration from your guide! Along the way we'll dish about the colorful, social and culinary history unique to the "Port City" we call home with lots of | Tickets from<br><b>\$95<sup>00</sup>*</b><br><a href="#">BOOK &gt;&gt; DIRECT</a>   |
| <b>A Walk Through Time - Celebrating 200+ Years in Portland</b><br>Curious about Portland's history with railroads, fires, wars, the underground railroad, famous poets and Hollywood producers? Join us on this walking tour through time!  | Tickets from<br><b>\$39<sup>95</sup>*</b><br><a href="#">BOOK &gt;&gt; DIRECT</a>   |
| <b>Bon Appetit Culinary Walking Tour</b><br>Portland's growing hot spot for new restaurants, distillers, oyster shuckers, brewers, roasters, smokers, bakers, cheesemongers and more is on Munjoy Hill, along Washington Ave. and y'East Bay! There are culinary entrepreneurs opening up left and right and this tour visits a rotating variety of the fresh faces and places while highlighting all the culinary pioneers in this newly revitalized area for wining and dining.  | Tickets from<br><b>\$95<sup>00</sup>*</b><br><a href="#">BOOK &gt;&gt; DIRECT</a>   |



**Free to MTA members**



**Bonus Facebook Listing**



**No Commissions or Booking Fees**



# ENHANCED KIOSK LISTINGS

MAINE STATE VISITOR INFORMATION CENTERS  
\*INCLUDED WITH MEMBERSHIP

## ENHANCED TOUCH-SCREEN KIOSK LISTINGS



### Listing Features:

- Featured photo
- Business description
- Visible map location
- Your business details sent directly to visitors via emailed or text in real-time
- Kiosk listing details are pulled directly from your website listing
- Listing details are updated as members update their website listing

## An interactive solution for the in-market audience

### BOOST VISITOR & BUSINESS COMMUNICATIONS

- Kiosk listings are business listings showcased on the kiosks at the Kittery, Yarmouth, Hampden North, and Houlton State Visitor Information Centers
- This marketing opportunity is included in MTA's membership.
- No set-up or next steps are needed by members. Your photo, description, and contact details are pulled directly from your website listing.





# EXHIBITS

MAINE STATE VISITOR INFORMATION CENTERS



## EXHIBITS

### Capturing the attention of in-market visitors

Illuminated Free Standing, Wall Display Exhibits, and Publication Rack Exhibits are available to showcase your business to this in-market audience. If you have an alternative exhibit type, please contact us directly for rate details and availability.

State Visitor Information Center locations include Kittery, Yarmouth, Hampden North, Hampden South, Houlton, Calais, and Fryeburg. Please see next page for rate & location details.

Exhibit availability is limited; please contact our sales department for available options at [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363



# EXHIBITS

## ANNUAL RATES

(\* MEMBER OWNED)

### KITTERY

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$800 |
| WALL DISPLAY EXHIBIT  | \$500 |
| PUBLICATION RACK *    | \$600 |

### YARMOUTH

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$700 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$600 |

### HAMPDEN NORTH

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$600 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$400 |

### HAMPDEN SOUTH

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$600 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$400 |

### HOULTON

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$600 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$400 |

### CALAIS

|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$600 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$400 |

### FRYEBURG

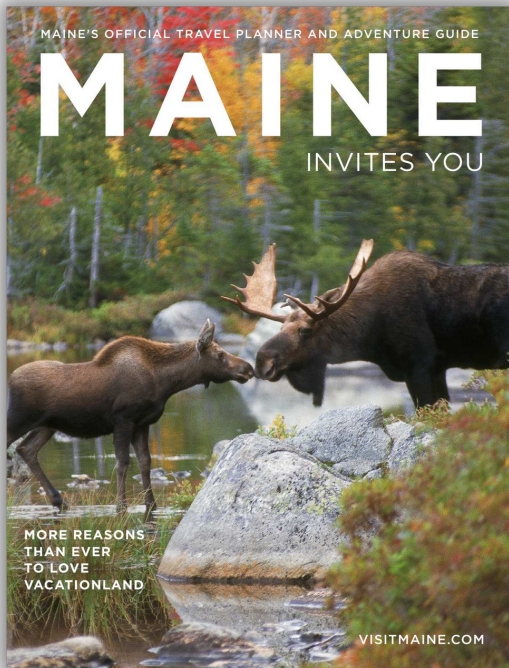
|                       |       |
|-----------------------|-------|
| FREE STANDING EXHIBIT | \$600 |
| WALL DISPLAY EXHIBIT  | \$400 |
| PUBLICATION RACK *    | \$400 |





# Maine's Official Travel Planner

## *Maine Invites You*



Produced by the Maine Tourism Association, Maine Invites You is the State's Official Travel Planner. As the official guidebook for Maine, Maine Invites You, as well as Maine's State Highway Map, is promoted and distributed through the Maine Tourism Association and the Maine Office of Tourism.

The guidebook and highway map are distributed throughout New England, the Mid-Atlantic, parts of Canada, and In-State through the 7 Maine State Visitor Information Centers. They are also mailed by request and **free** of charge to visitors planning their Maine vacation.

Within the travel planner, there are QR codes located in each of the eight regions that direct visitors to MTA's member listings on [Mainetourism.com](https://Mainetourism.com)

The digital guidebook is always available and promoted on [Mainetourism.com](https://Mainetourism.com) & [Visitmaine.com](https://Visitmaine.com)



# ATTRACTIONS AND SERVICE MAP

MEMORIAL DAY LAUNCH

MTA offers this great Attractions & Service map that can be found throughout New England in more than 525 locations including New England attractions, trade shows, visitor centers, airports, train stations, rest stops, retail locations, and more!

For as little as \$220, members can highlight their business to the 100,000 map recipients who use the map to plan their vacation and travel the state.

**50k**

Print copies

**525+**

Distribution channels



- Maps encourage engagement with your surroundings
- Offer the ability to choose alternate routes
- There is no sudden loss of connectivity, errors, or malfunctions
- It is a reliable and tangible resource
- Brochures, maps and travel guides are the #1 in-market influencer

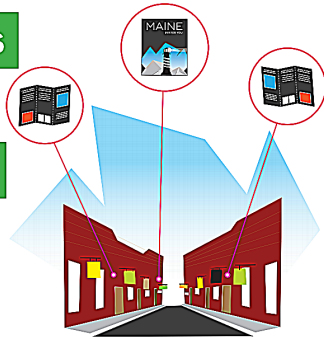


# PRINT DISTRIBUTION

## MAINE STATE VISITOR INFORMATION CENTERS

**7 of 10 visitors**

**will pick up a  
brochure once  
they are  
in-market**



The Maine Tourism Association operates the 7 Official State Visitor Information Centers on behalf of the state's Maine Office of Tourism to provide travel information to in-market visitors. Members may sign up to distribute their brochure, rack card, or guidebooks throughout any of the 7 Visitor Centers.

We welcome hundreds of thousands of visitors annually, throughout the State Visitor Information Centers across Maine!

### Maine State Visitor Information Center Locations & Annual Rates

|                     |             |
|---------------------|-------------|
| Kittery .....       | (\$55/year) |
| Yarmouth .....      | (\$35/year) |
| Hampden North ..... | (\$30/year) |
| Hampden South ..... | (\$30/year) |
| Houlton .....       | (\$30/year) |
| Fryeburg .....      | (\$30/year) |
| Calais .....        | (\$30/year) |

## DISTRIBUTE YOUR PRINT MEDIA

### HOW DOES IT WORK?

- Send us your inventory by mail or delivery to our Hallowell office located at 327 Water Street, Hallowell ME 04347
- MTA will deliver your inventory to the selected Visitor Information Centers. There is typically a 2-week turnaround time.
- When your inventory is running low, you will be contacted by Rob White, Director of Facilities by email and postcard to replenish stock. We recommend starting with 250 pieces of inventory per location when possible.
- This is an annual marketing opportunity; we do not prorate. Members choosing to cancel their distribution must contact our office to process the cancellation.



# VIDEO BOARDS

MAINE STATE VISITOR INFORMATION CENTERS

## Videos & Imagery

Engage the in-market visitor by promoting your business with a Video Display OR Imagery. This marketing opportunity is available at the three busiest Official State Visitor Information Centers: Kittery, Yarmouth, and Hampden North.

Your video will play on a continuous rotating loop with other Maine business video's during regular operating hours. Please be sure to read production details for formatting/length/file size.

\*Members are responsible for the production of this annual marketing opportunity.



For more information or to participate please contact [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363

### PRODUCTION DETAILS:

Video Length: Up to 3 minutes

File Format:

Imagery: .jpg, .png (Max file size: 90 MB)

Video: .mp4 : (Max file size: 1GB)



### RATES & LOCATIONS:

Kittery: \$300 / Annually

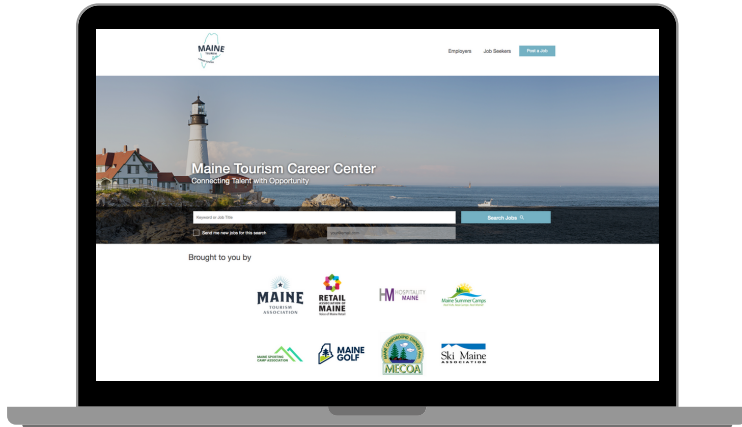
Yarmouth : \$300 / Annually

Hampden North: \$300 / Annually



# Workforce Development Program

## Maine Tourism Career Center



**All MTA  
members get  
75% off job  
postings!**

The Maine Tourism Career Center is a central resource for all of Maine's tourism-related positions, including full-time, part-time, and seasonal jobs, internships, and apprenticeships. It contains a one-stop shop to feature all your positions and a resume bank where job seekers can upload their resumes to be contacted directly by employers like you about opportunities. The network resume bank currently contains over 2500 resumes from people in Maine.

This career center is operated by a coalition of 9 non-profit industry associations for our members. We're thinking long-term by drawing people into tourism careers by showcasing everything the industry has to offer in one place.

This isn't just a job board. Through this site, job seekers can generate a resume if they don't have one, upload their resume to be contacted directly by employers, have their resume critiqued by a career coach for free, explore career paths in the industry, access interview, resume and networking tips, and sign up to receive weekly job alerts of new jobs posted in their field of interest. More engaged job seekers are much more likely to continue using the site and applying to your jobs!

Post your positions now at [Mainetourismjobs.com](https://Mainetourismjobs.com)

**Need the 75% off code?** Reach out to Kathryn at [kference@mainetourism.com](mailto:kference@mainetourism.com)  
or Erin at [elaskey@mainetourism.com](mailto:elaskey@mainetourism.com)

# HOW IS YOUR DIGITAL STRATEGY WORKING FOR YOU? WE CAN HELP.

Maine Tourism Association and Destination Travel  
Network (DTN) are partnering to offer a  
**NO-COST, no-obligation digital audit** —  
a comprehensive evaluation of your digital footprint  
and ways to improve your digital marketing strategy.



**NO-COST  
NO-OBLIGATION  
ABSOLUTELY FREE  
DIGITAL AUDITS.**

The DTN Digital Audit will provide you with a ton of information about how your digital presence is performing and insights about how you can shift your digital strategies to attract and convert more visitors and local customers. Specifically, we'll look at:

- Listings across the web. How easily are you found? And is the information consistent?
- Reputation + reviews. How are your customers talking about your business? Are you responding to customer reviews?
- Social media. Are you present and engaging with customers and fans? How do you compare with your competitors?
- And website. How does your website perform as it relates to UX, usability, and SEO strategies?

If you have questions about this or if you want DTN to run a digital audit for your business, scan the QR code or click the link [here](#) to book a call with Lia





# WEBSITE ADVERTISING ON MAINETOURISM.COM

HEADER IMAGE

PREMIUM PAGE SPONSOR

FEATURED  
LISTING

RUN OF SITES

SPOTLIGHTS

MOBILE FOOTER



SPONSORED CURATED CONTENT

## HIGHLY TARGETED.

DTN'S **PAGE-SPECIFIC PLACEMENTS** deliver content that is relevant to the visitor's interests on exactly the pages where visitors are looking for it. These placements run high on approved pages across the site and blend seamlessly with your own page content. So more meaningful information, more visitor inspiration, and more opportunities to get them book and buy with your partners.

## INCREDIBLE REACH.

DTN'S **RUN-OF-SITE PLACEMENTS** run at the bottom of nearly every page across the site† creating oodles of inventory and opportunities for your partners to deliver their messages to your general visitor audience. These spots usually run below the page content and work similarly to "you may also like" suggested content, educating and inspiring our visitors with new trip ideas.

## IF IT WALKS LIKE A DUCK.

If you're thinking "wow, this ad actually looks like content," it's because, well... it *is* real content. DTN Paid Content is designed to adopt the look, feel, and *tone* of the site content and to give the visitors sponsored content that is not only relevant to their interests but contributes to a delightful on-site experience.

## KEEPING IT RELEVANT.

Need to update that creative? No problem. The DTN Support Team is standing by to field assets, adjust photos, craft content, test headlines, change URLs, report, explain, and push any creative updates live to help provide a meaningful on-site experience for our visitors (and new customers for your members and partners).

## SO MUCH DATA.

The DTN Portal offers DMOs and advertisers up-to-date and on-demand data insights about program and placement performance, inventory sell-through, revenue, creative testing, and much more.

To learn more about available website advertising programs and rates, please reach out to DTN directly at [advertising@DTNads.com](mailto:advertising@DTNads.com). If you have more questions or would like us to send an introductory email to DTN on your behalf, please contact our sales department at [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or call (207) 623-0363