

Membership Resource Guide



327 Water Street
Hallowell, Maine 04347

(207) 623-0363

mainetourism.com
mtainfo@mainetourism.com



@mainetourismassociation

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



Meet the Maine Tourism Association Team



Tony Cameron

Chief Executive Officer

tcameron@mainetourism.com
(207) 623-5645



Rob White

Director of Facilities

rwhite@mainetourism.com
(207) 623-5647



Heather Velozo

Finance and HR Coordinator

hvelozo@mainetourism.com
(207) 623-5640



Kathryn Ference

Director of Workforce Development

kference@mainetourism.com
(207) 446-3214



Bailey Underhill

Director of Marketing

baileyunderhill@mainetourism.com
(207) 623-5642



Erin Laskey

Membership & Events Manager

elaskey@mainetourism.com
(207) 623-5644



Jeff Santos

Facilities/Operations Coordinator

jsantos@mainetourism.com
(207) 623-0363



Megan Proctor

Advertising Sales Manager

mproctor@mainetourism.com
(207) 623-5641



Caroline Ridout

Workforce Development Specialist

cridout@mainetourism.com
(207) 518-8819



Sarah Bayliss

*Maine State Visitor Information
Center Manager in Calais*

sbayliss@mainetourism.com
(207) 454-2211



Jane Anderson

*Director of Visitor Services
Maine State Visitor Information
Center Manager in Kittery*

janderson@mainetourism.com
(207) 439-1319



Eva Johnson

*Maine State Visitor Information
Center Manager in Fryeburg*

ejohnson@mainetourism.com
(207) 935-3639



Nigel Osborne

*Maine State Visitor Information
Center Manager in Yarmouth*

nosborne@mainetourism.com
(207) 846-0833



Connie Berry

*Maine State Visitor Information
Center Manager in Hampden*

cberry@mainetourism.com
(207) 862-6628



Sheena McNally

*Maine State Visitor Information
Center Manager in Houlton*

smcnally@mainetourism.com
(207) 254-2080



Visit us at Mainetourism.com

Benefits of Membership

with the Maine Tourism Association



1

Listing on mainetourism.com Including

- 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

Industry Newsletter

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

4

Listing on Digital Kiosks

Your listing on our website is also displayed on 5 digital stand up kiosks located at the Kittery, Yarmouth, Hampden North, and Houlton State Visitor Information Centers as well as the Kennebunk Service Plaza (Northbound)

5

BookDirect Lodging & Activities on Mainetourism.com

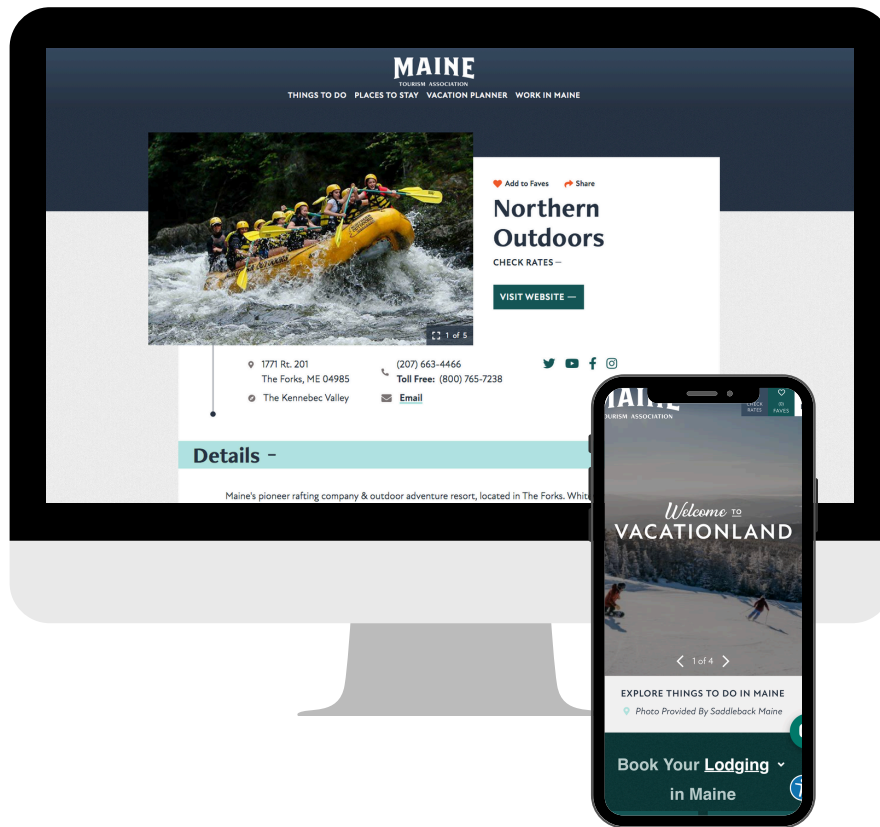
BookDirect for lodging and activities is a free widget that allows visitors see your current rates and availability displayed on our website while booking directly with you without ANY commission fees.

6

Access to Additional Marketing Opportunities Including

- Maine Invites You
- Maine State Highway Map
- Attractions & Services Map
- Website Advertising
- Maine State Visitor Information Center Marketing Opportunities including brochures and exhibits

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



- ✓ Images
- ✓ Social media links
- ✓ Listing description
- ✓ Events
- ✓ Coupons & deals
- ✓ Google Maps

To login, go to mainetourism.com/membership and click the button "Member Portal" at the top of the page



Yarmouth



Hampden South



Hampden North



Kittery



Houlton



Fryeburg



Calais

Maine State Visitor Information Centers

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

There are many marketing opportunities at these Information Centers including brochure displays, videos, wall and free-standing exhibits, and a touch screen digital kiosk.

For more information please visit mainetourism.com/membership or contact our sales department at advertising@mainetourism.com or (207) 623-0363

Digital Kiosk Listing

Included with Membership



These touch screen kiosks are located in:



Maine State Visitor Information Center in Kittery



Maine State Visitor Information Center in Yarmouth



Maine State Visitor Information Center in Hampden (Northbound)



Maine State Visitor Information Center in Houlton



Kennebunk Service Plaza (Northbound)

Visitors can easily search things to do, restaurants, lodging & attractions on these kiosks. The best part? They can send the information they find straight to their phone to take with them!

All members of the Maine Tourism Association have a listing on all 5 digital kiosks. These listings are connected with your listing on Mainetourism.com so when a change is made, it is automatically updated on the kiosks as well.

BOOK DIRECT

LODGING & ACTIVITIES

NO BOOKING OR COMMISSION FEES

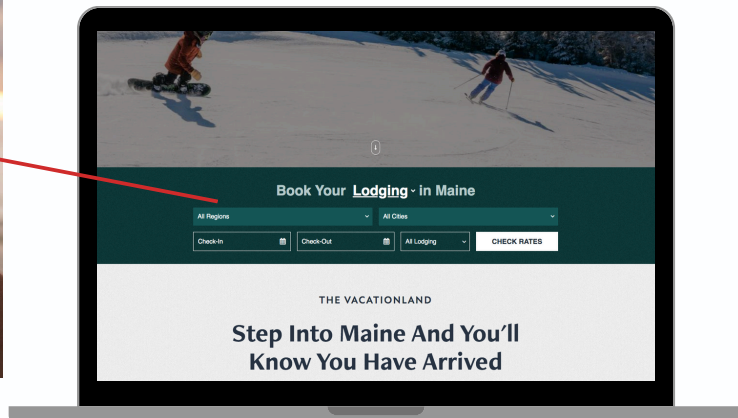
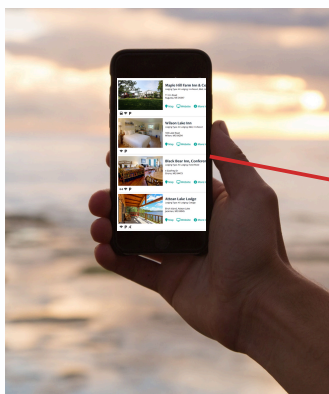
Book Direct is a widget that sends referrals from Mainetourism.com to your website. Your Book Direct website listing will be placed within the Book Now referral engine that is prominently placed on our homepage. Website visitors use this referral engine to search for available accommodations by lodging & activity 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 have 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 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 on Mainetourism.com
- **Bonus** listing on MTA's [Book Direct Facebook page](#)
- Book Now direct call-to-action button added to your website listing



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 marketing budget
- Maintaining relationships with the Governor, legislators, and other government officials and participating in coalitions to further the public policy goals of MTA
- Participating in legislative hearings to influence outcomes and shape public policy
- Providing strategic public relations and communications to raise the profile of the tourism industry
- Issuing action alerts for members on critical issues which provide time-sensitive information and stimulating grassroots activities
- Emailing government affairs updates in MTA's weekly newsletter, The Insider

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 [Maintourism.com](https://www.maintourism.com)

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



Workforce Development Program

Student Career Exploration

Like many in our industry, you may be struggling to find enough employees. Maine's population is aging, and with fewer young people around, our entry-level workforce is decreasing. With more tourism jobs and fewer young people, the longer we can encourage interested youth to stay in our industry, the more stable our workforce will become. People are much more likely to enter a career path and stay there when they clearly see future opportunities and success on the horizon. However, for most students, careers in the hospitality and tourism industry aren't even on their radar.

We aim to help address this problem by connecting students to grant-funded career exploration activities. By participating in our program, you will have the opportunity to engage with young people and encourage them to consider hospitality and tourism as a career path. This can also help with your short-term recruiting needs by introducing students to your business and your current openings.

Through the program, we work with schools to introduce students to the many opportunities available in our industry, and then connect interested students with employers like you in their area. Opportunities to participate include speaking engagements, field trips, mentorships, and short-term (40-75 hour) career exploration internships. Our goal is to change the perception of hospitality and tourism as a career, and to help businesses like yours find quality employees. Don't miss out on this opportunity to build a strong workforce for the future!

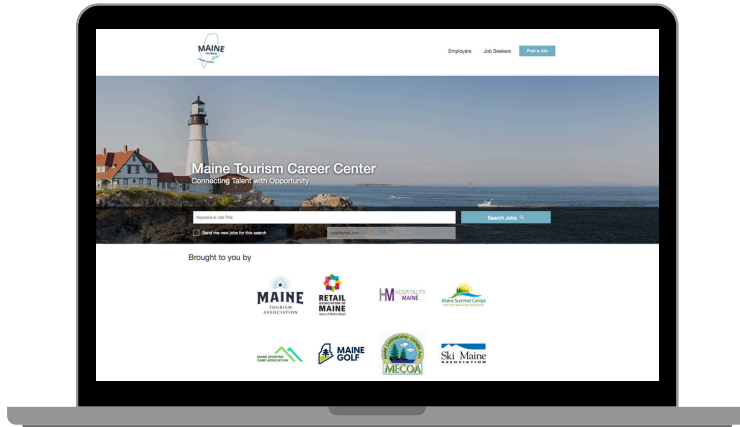
For more information, please contact **Kathryn Ference** at 207-446-3214
or kference@mainetourism.com

You can sign up to participate in our career exploration program using this link:

bit.ly/highschoolinterns4me

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

Need the 75% off code? Reach out to Kathryn at kference@mainetourism.com or Erin at elaskey@mainetourism.com

Who's Who in Maine Tourism?

Maine Tourism Association

Mission:

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

- Originally established as the Maine Publicity Bureau in 1922
- Largest tourism membership organization in Maine
- Advocates & promotes tourism interests & marketing funding
- Produces Official Travel fulfillment publications - Maine Invites You and the Maine State Highway Map
- Operates and manages, on behalf of the state, the 7 Maine 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
- Offers monthly educational webinars to stay up to date with industry trends
- Has a Workforce Development Department
- Maintains Mainetourism.com which includes:
 - Member listings
 - Direct lodging & activities booking with rates & availability
 - Events
 - Coupons & deals



Maine Office of Tourism & Film

Mission:

We pursue economic vitality for Mainers in balance with healthy communities and the natural environment through responsible marketing, community advancement, and fostering collaboration among Maine's tourism partners.

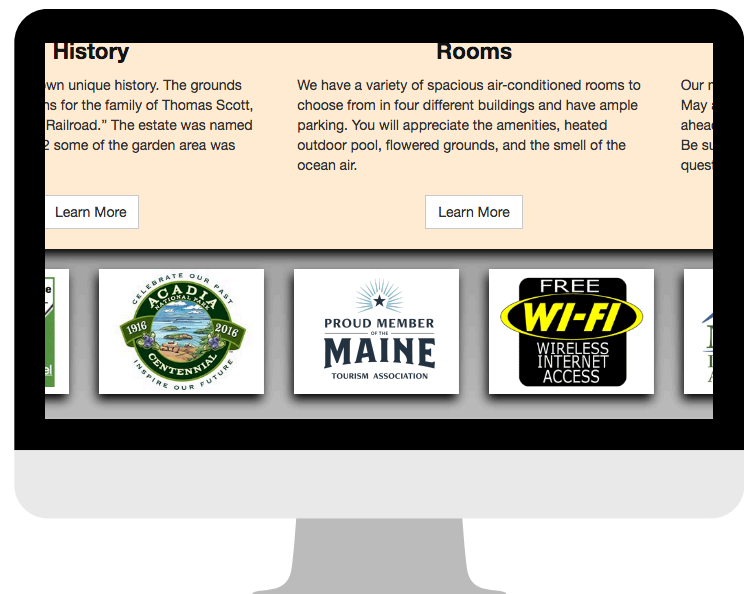
- A state office under the Maine Department of Economic and Community Development
- Markets and brands Maine as a destination domestically and internationally
- Responsible for attracting visitors to Maine through print, TV and digital production
- [Maine Film Office](#) & [CruiseMaine](#) operate under 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





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

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/