

# Membership Resource Guide



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@mainetourismassociation

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



# Meet the Maine Tourism Association Team



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# 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

Maine's Official  
Travel Planner

A line listing in Maine's official travel planner since 1933, *Maine Invites You*

5

Free Marketing  
Webinars

Access to FREE marketing webinars through eLearning University (\$1,764 annual value)

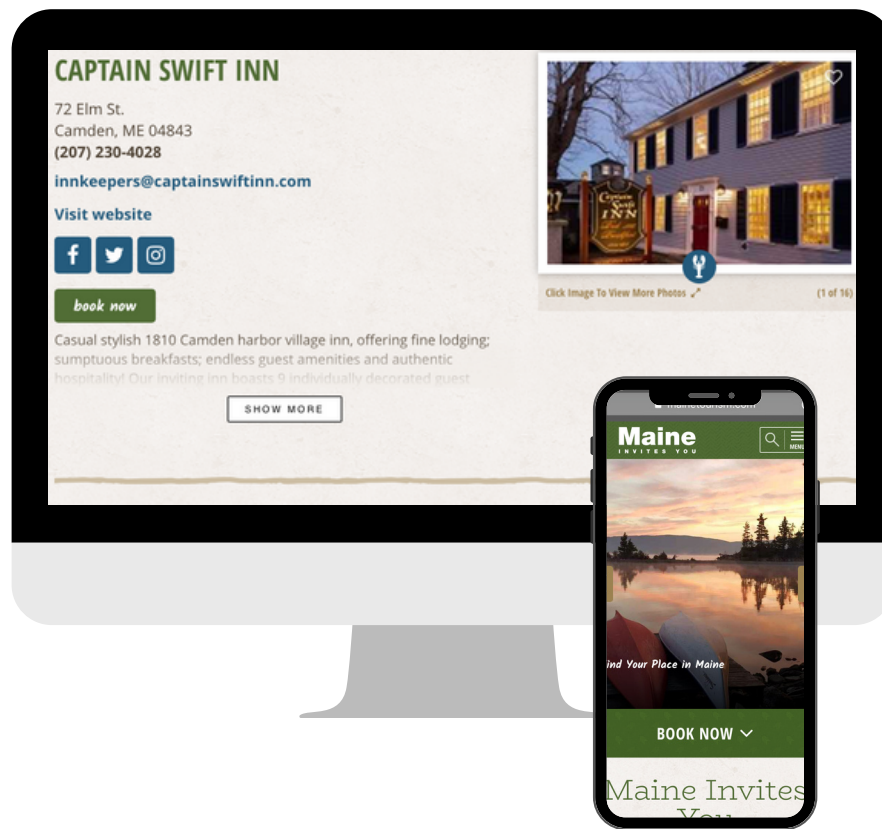
6

Access to Additional  
Marketing Opportunities  
Including:

- Maine Invites You
- Website Advertising
- BookDirect for lodging
- BookActivites
- 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](https://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 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](http://mainetourism.com/membership) or contact our sales department at [advertising@mainetourism.com](mailto:advertising@mainetourism.com) or (207) 623-0363

# 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

**For more information please contact Alison Sucy:  
[apsucy@mainetourism.com](mailto:apsucy@mainetourism.com) or (207) 623-5646**



Hiring in Maine's competitive hospitality industry has always been a challenge, and the Maine Tourism Association wants to help! We are offering a recruiting service for our members for both seasonal and year-round positions at all levels of your company.

We will do everything in the hiring process on your behalf, from recruiting, interviewing, reference checking, scheduling interviews with you, background checks if you would like them, and everything up to their first day of work.

We also offer job board postings. Our job board is linked to other job boards as well, so posting with us means that your position is cross-posted to 12 additional job boards, including ZipRecruiter, Monster, and CareerBuilder.

We'll also post your position to our social media accounts (Facebook and Twitter). We will also proofread your job description and jazz it up if needed for no additional cost.

**Contact Kathryn Ference for further information at**  
**[kference@mainetourism.com](mailto:kference@mainetourism.com) or (207) 446-3214**  
**or visit [mainetourism.com/staffing](http://mainetourism.com/staffing)**

# 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

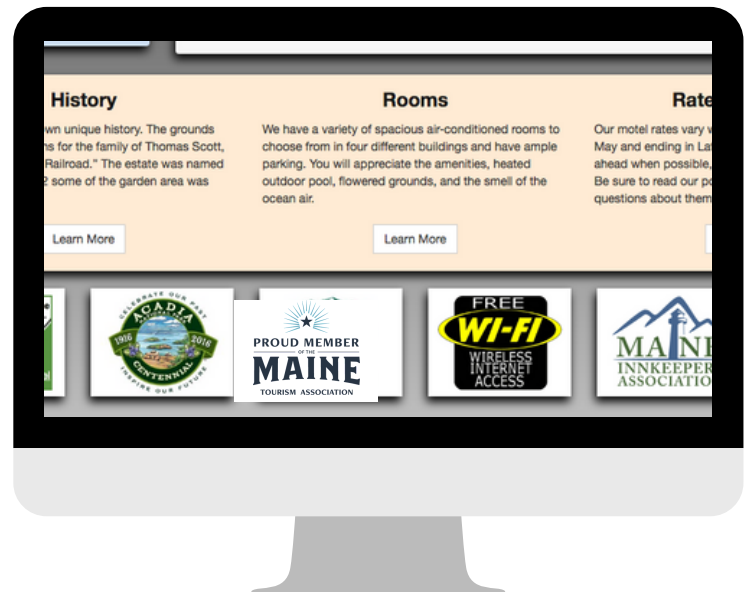






## DON'T FORGET TO ADD OUR MEMBERSHIP BADGE TO YOUR WEBSITE!

Add credibility to your business with the Maine Tourism Association's "Proud Member" Logo and link your website to [MaineTourism.com](http://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/)