

Click HERE to Register for the 2010 Gubernatorial FORUM

MIDWAY

I am not speaking of the Pacific naval battle that my Father fought in during World War II, but of the half way point of 2010. We have fewer than 6 months to meet or beat our goals. I hope you have seen some positive results with the first 6 months and will see even more as we close on this season and 2010 itself.

At the beginning of the 2nd quarter 2010, most of our lodging members were saying that 3rd quarter was at best, looking OK and August was showing signs of being solid through September. Everything else was up in the air and did not follow prior years' patterns of travel or bookings.

The Presidential family visit to Bar Harbor has certainly set our state apart from the rest of New England at the height of this season. As important as that was, his statement that Maine was a rose as compared to a thorn when comes to the good things in his life was also huge. The PBS special by Ken Burns on Americas National Parks featuring Acadia has made more people aware of a real treasure in our state.

We are past the midway point for 2010. However, much remains to be done and many challenges to be met with each new day. Just as one battle does not win the war, one month does not make the season. We will continue to do all we can to support you, our members, and move Maine's largest industry forward each and every day.

— Vaughn Stinson, CTC Chief Executive Officer

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www.maintourism.com/assets/stats.pdf

Our Mission Statement:

To serve as a unifying organization representing the common interests of the tourism industry; to create economic opportunities for our members by helping visitors and the general public become more aware of the unique quality of the Maine experience.

WELCOME NEW MEMBERS

July 1 - 31, 2010

Acadia Sunrise Motel - Trenton

Trenton
207-667-8452
www.acadiasunrisemotel.com
Motel

Belfast, City of

Belfast
207-338-3370
www.cityofbelfast.org
Town/City

Bob's Clam Hut

Kittery
207-439-4233
pbarrigar@bobsclamhut.com
www.bobsclamhut.com
Gift Shop, Ice Cream, Lobster, Restaurant

Christmas Magic

Boothbay Harbor
207-633-5041
christasmagic@ymail.com
www.christasmagicofmaine.com
Arts & Crafts, Christmas Wreath, Gift Shop,
Jewelry, Maine Products, Retail Store

East Penobscot Bay Association

Brooksville
207-326-9168
info@penobscotbay.com
www.penobscotbay.com
Association, Chamber of Commerce,
Tourism Commission

Eastland Motel

Lubec
207-733-5501
quoddyhead@yahoo.com
www.eastlandmotel.com
Motel

Gardiner Main Street

Gardiner
207-582-3100
info@gardinermainst.org
www.gardinermainst.org
Association, Calendar of Events, Organization

Maine House Home Furnishings & Gifts

Abbot
info@mainehousefurniture.com
www.mainehousefurniture.com
Furniture, Gift Shop, Maine Products, Pottery

Continued on page 3.

You can't turn on a TV in Boston without seeing a MOT commercial.

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competitive.**

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ANOTHER INTERNET MYTH EXPLODED

Perhaps the greatest marketing challenge for print-oriented organizations today is countering the nearly ubiquitous client objection of "All of my business comes from the Internet." The recent focus groups organized by the Maine Office of Tourism in the MetroWest Boston area and in New York City went a long way to bringing insight into the marketing challenges faced by the tourism industry.

About 40 frequent travelers, ranging in age from their 20s to late 60s, spanning levels of incomes and education, and predominantly female, described in considerable detail their process in selecting both a vacation destination and then planning the details of their trips. All of them involved the Internet, and all of them involved printed travel planners. And they followed a similar path where one media complemented the other.

Essentially, the process goes like this: a decision is made to travel, either domestically or to a foreign destination. The travelers then go to the Internet to start the information gathering, which always includes ordering travel planners from the areas they have preselected. Once the planners arrive, generally within a couple of weeks, the organizers, generally the women, delve into the planner in detail. They will make detailed notes about events, lodging, restaurants and other key elements of their proposed adventure. After the notes are taken and a broad outline of the trip has been made, the family organizer then goes to the Internet to make more detailed plans and reservations.

In every case, the travel planner is taken along on the trip to continue to inform and entertain the travelers.

Other information-gathering methods mentioned by the focus groups including travel shows, local chambers of commerce, local TV, visitor information centers while on the road, local newspapers once in the area, calendars of events, and Web sites such as Trip Advisor.

In every case, as mentioned above, vacationers used both the Internet and travel planners, the latter because they are 'colorful', 'tangible' and 'informative'. More than one group member remarked that the planners keep information in more organized and manageable fashion, versus the more random and overwhelming aspects of the Web. One other asset for a planner is their shelf life.

Among the many comments about travel planners were "I need a book", "I use it all the time", "best resource for interests", "We always take it with us" and "Bible".

Specific to *Maine Invites You*, the comments were that they liked all the photos, the travel services section, the chambers of commerce contact information, and the color coding of the tourism regions. As for the ads, regular comments were "colorful" and "useful".

Other comments about *Maine Invites You* included the quality of the paper, the organization of the contents, and how it evoked pleasant memories. For tourism industry vendors, the conclusions are clear: to have an effective marketing approach even in today's digitized society, a savvy mixture of media is essential. Yes, the Internet is a critical element, but is far from the only one and print remains a crucial part of a successful marketing strategy because it is an essential part of the vacationers' planning process.

—Michael Conley,
Manager - Advertising & Membership Sales

PUBLIC AFFAIRS

MARK YOUR CALENDARS!

WHAT:

Maine Hospitality and Tourism Alliance Gubernatorial Forum

WHERE:

Harraseeket Inn, Freeport

WHEN:

Thursday, September 9, 2010 at 2:00 p.m.

REGISTRATION:

Register online at <http://mainehospitality.eventbrite.com/>

We have confirmations from Eliot Cutler, Independent, Paul LePage, Republican, and Elizabeth Mitchell, Democrat. Don Carrigan has agreed to be our moderator.

We encourage you to register for this interesting and informative discussion with the candidates sponsored by Maine's hospitality and tourism industry. You will have an opportunity to submit questions to the candidates and to hear directly their plans regarding Maine's largest industry.

The outcome of this election is very important to Maine and to our industry and we hope you will make every effort to attend this important event.

For additional information regarding the candidates, please visit their Web sites:

Eliot Cutler www.cutler2010.com

Paul LePage www.lepage2010.com

Elizabeth Mitchell www.libbymitchellforgovernor.com

Reminder: DEP Rules. Revisions to the Site Location of Development and Stormwater Management rules are in process and on August 5th the Department of Environmental Protection (DEP) staff presented a very brief summary to the Board of Environmental Protection (BEP). These changes are very far reaching, will significantly impact future development and will be costly to implement. We are working with our partners in the Hospitality and Tourism Alliance along with other members of Maine's business community to voice our concerns.

The next steps include stakeholder meetings that are scheduled for August 17 at the Bangor Civic Center and August 18 at the Marriott Sable Oaks in South Portland. Both meetings are from 10am – 2pm. If you would like more information about either of these meetings, please let me know. The formal posting of the rules for public hearing and comment has been delayed to a future date yet to be announced. This is good news as we agree that more time is needed due to many unanswered questions including the fiscal impact.

If you are interested in downloading a copy of the latest working draft of the rules, they are available at http://www.maine.gov/dep/blwq/topic/site_storm_revisions/index.htm on the DEP Web site.

If you would like additional information, please call me at the Maine Tourism Association, 207-623-0363, ext. 104 or e-mail me at carolyn@mainetourism.com.

— Carolyn Manson,
Manager of Public Affairs

WELCOME NEW MEMBERS

July 1 – 31, 2010

Continued from page 2.

Maine Mineral Adventures

Woodstock

207-674-3440

info@digmainegems.com

www.digmainegems.com

Educational, Mineral, Tours

Mainely Media, LLC

Biddeford

207-282-4337

ads@mainelymediallc.com

www.mainelymediallc.com

Advertising, Newspaper

Robert's Maine Grill

Kittery

207-439-0300

www.robertsmainegrill.com

Gift Shop, Lobster, Restaurant

SEPTEMBER EVENTS

*For more information on these events,
go to: www.mainetourism.com*

County Bluegrass Labor Day Festival

September 2-5, 2010

Fort Fairfield, ME

207-227-6242

4 Days of the BEST Bluegrass music and bands offered in the USA and Canada. Plenty of camping, field picking, music and FUN!

Camden Windjammer Festival

September 3-5, 2010

Camden, ME

207-236-4404

Join us for a celebration of Camden's maritime heritage and living traditions. When it comes to a community party, the crews, captains, craftspeople, business owners, residents, neighbors, and visitors really know how to have a great, family-friendly time in one of the world's prettiest harbors.

North Country Inter Tribal Pow-wow

September 4-6, 2010

Newport, ME

207-368-4959

11th Annual Labor Day weekend Pow-wow.

Come celebrate the Native American culture and heritage. With 25 vendors, dancers, and drums from across the US and Canada. Storytellers from different tribes, flute players, and demonstrations. Grand Entry is at 12 Noon daily. Closing ceremony is at 5pm. Gate opens at 10am.

Continued on page 4.

SEPTEMBER EVENTS

Continued from page 3.

20th Annual Capriccio

September 6-19, 2010
23 School St., Ogunquit, ME
207-646-6170

A celebration of the arts! Two-week long celebration including poetry reading, museums exhibits, concerts, architectural tours, and the 11th Annual Kite Festival.

37th Annual International Seaplane Fly-In

September 9-12, 2010
Moosehead Lake, Greenville, ME
207-534-8893

The weekend consists of Float Plane competitions, educational exhibits, the Moosehead Lake Region's largest craft fair, lots of food and much more. Land and float plane pilots from all over the country and world fly to our waters to enjoy this yearly tradition at Moosehead.

Eastport Pirate Festival

September 10-12, 2010
Eastport, ME
207-853-4343

The 3-day event has quickly grown into the largest Pirate Festival in Northern New England and the Canadian Maritimes. Last year over 8,000 pirates from the USA, Canada and beyond of all ages, both male and female, participated in this family event. A Pirates Ball, Pirates Parade, Pirates Bed Race, Pirate Ship Race, Pirate Invasion of Lubec, Pirates Lobster Boat Race, Crowning of the King and Queen, free music and entertainment, Kid's Pirates Breakfast, Cutlass and Canon Demonstrations, are just a small part of the offerings that happen all weekend.

2010 Bangor Car Show: Wheels on the Waterfront

September 11, 2010; 8 a.m. - 2 p.m.
Front Street, Bangor, ME
207-947-5205

Join us on the Bangor Waterfront for one of Maine's biggest car shows. Showcasing over 300 cars in over 20 different classes! Free admission for Spectators. There is a fee to register your car.

22nd Annual Summer Solstice Craft Show

September 11-12, 2010; 10 a.m. - 4 p.m.
276 Sanford Rd., Wells, ME
207-646-5172

Features the finest in Contemporary, Traditional and Country Crafts. Seventy crafters and artists will be on hand to exhibit, demonstrate and offer their craft for sale. Crafts will include weaving, everlastings, pottery, graphics, fiber, jewelry, leather, stained glass and much more. Parking and admission are FREE.

Continued on page 5.

GREATER PORTLAND
CONVENTION & VISITORS BUREAU
PRESENTS



**HARVEST
on the
HARBOR**
*Maine's premier
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October 21-23, 2010
OCEAN GATEWAY, PORTLAND, MAINE

Tickets now on sale at www.HarvestOnTheHarbor.com

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OPEN LIGHTHOUSE DAY

Maine's second annual Open Lighthouse Day will take place on September 18, 2010, when the Coast Guard, in partnership with the Maine Office of Tourism and the American Lighthouse Foundation, will open approximately 25 lighthouses for the public to visit and tour from 9 a.m. to 3 p.m.



Marshall Point Light in Port Clyde, Maine. Credit: Maine Office of Tourism Open Lighthouse Day is the largest event of its kind to take place across the country. Since 1791 with the opening of Portland Head Light, lighthouses have greatly contributed to Maine's proud history and have helped make its picturesque coastline legendary.

While all Maine lighthouses cannot be opened to the public for safety and accessibility reasons, those that are opened will provide Maine and its coastal communities the chance to showcase the long lasting and proud partnerships that they have shared with the Coast Guard for over 200 years. The Coast Guard has owned and operated Maine's lighthouses for many years until recently when many of them were transferred to organizations such as the American Lighthouse Foundation and other private owners who take great pride in preserving some of Maine's most iconic structures.

The public is invited to take part in this unique opportunity to experience a piece of Maine's maritime history.

Additional information on all of Maine's lighthouses and a detailed list of the lighthouses that will be open on September 18 can be found at www.lighthouseaday.com.

HOW TO LIST YOUR EVENT

Please enter your events on the Maine Tourism Association's Web site at: <http://listings.mainetourism.com/submitEvent.php>

Please allow 7-10 business days for them to be posted to the Web site. To check events already on the calendar visit: www.mainetourism.com and click on the icon on the home page to search the calendar.

The Maine Tourism Association reserves the right to edit events for space and content.



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HEALTH CARE, TAX CREDITS AND WELLNESS PROGRAMS

As I mentioned last month the recent health care reform law creates tax credits for certain qualified small businesses to help offset the cost of providing health insurance to employees. There is a great deal of complexity regarding this provision and companies need to carefully assess whether they are eligible for the credit, what portion of the credit they are eligible for, and whether it is cost effective, long term, to take the credit. If you are interested in learning more about the tax credits and upcoming seminars please let me know and I will keep you updated.

I also mentioned that the new healthcare reform law will put more emphasis on employers to focus on Wellness programs. To that end there is an effort underway to create a tax credit for companies that invest in worksite wellness plans/health promotion. Currently there is a survey question out to as many Maine companies as possible to illustrate employer support when they look for legislative sponsors. The question is would you consider a wellness program for your employees if there were a state and/or federal tax incentive available? Click on this link to show your support one way or the other http://www.meahu.org/wellness_survey.html. I would also be interested to hear from members that already have Wellness programs in place.

The State of Maine has now set up a Web page with health care information at www.maine.gov/healthreform <<http://www.maine.gov/healthreform>>

Lastly there was an excellent article in The Portland Press Herald on Tuesday August 10 with a timeline of the effects of the law now and in the future. Click on this link for the article http://www.pressherald.com/business/health-care-law-affects-employers_2010-08-10.html.

Update from the IRS Web site (<http://www.irs.gov/newsroom/article/0,,id=220809,00.html?portlet=6>) Employer-Provided Health Coverage — Not Taxable Starting in tax year 2011, the Affordable Care Act requires employers to report the value of the health insurance coverage they provide employees on each employee's annual Form W-2. This reporting is for informational purposes only, to show employees the value of their health care benefits so they can be more informed consumers. The amount reported does not affect tax liability, as the value of the employer contribution to health coverage continues to be excludible from an employee's income and it is not taxable.

Please feel free to give me a call at any time to catch up and ask any questions you have about Maine Tourism Association, finance, QuickBooks, Human Resources, health care or just the tourism industry in general. I hope to be able to offer perspective and insight having been in your shoes in the recent past. My phone number is 207-623-0363 x 208.

– Ron Brann,
Finance & Human Resources Manager

LIGHTNING ⚡: WHAT YOU NEED TO KNOW

Maine's last Hurricane, Bob, came ashore on August 19, 1991. This year, tornadoes have struck in Aroostook, Cumberland and Oxford Counties. Every year, some part of Maine experiences a vicious summer storm that brings down trees and power lines or causes flash flooding. [Click here to get information about lightning safety: http://www.maine.gov/tools/whatsnew/index.php?topic=Portal+News&id=119624&v=article-2008](http://www.maine.gov/tools/whatsnew/index.php?topic=Portal+News&id=119624&v=article-2008)

SEPTEMBER EVENTS

Continued from page 4.

9-11 Tribute

September 11, 2010; 8 - 9:30 a.m.
Corner of Main & School St., Freeport, ME
207-865-3414

The Freeport Flag Ladies will be hosting the 9th Annual 9-11 Tribute at the corner of Main and School streets in Freeport, ME from 8 to 9:30 am. It is a wonderful patriotic event.

Pedal the Penobscot!

Sept. 12, 2010
27 State St., Bangor, ME
207-942-1010

Join us for our 4th Annual Bangor Land Trust Road Ride – a bike ride and celebration at the Bangor Waterfront.

17th Annual Car Show

September 17-18, 2010
11 First St., Old Orchard Beach, ME
207-934-2500

Over 300 cars representing 25 divisions, oldies entertainment, trophies and awards. Friday night line up on Main Street and parade thru town. Show on Saturday. Great family fun. Times: Fri. 5:00pm to 7:30pm, Sat. 8:30am to 3:00pm

13th Annual Harvest Fest & Chowdah Cook-off

September 18, 2010; 9 a.m. - 4 p.m.
Broad St., Bethel, ME
207-824-2282

An old-fashioned fun fall festival including: arts & crafts fair, "chowdah" cook-off, apple pie contest, demonstrations, hiking, biking, canoeing, chain saw carving, apple picking, farmers market, plenty of food, guided & self-guided bike tours and more.

Annual Civil War Encampment

September 18, 2010; 10 a.m. - 3 p.m.
70 Elm St., Newfield, ME
207-793-2784

During their 8th annual visit, Company A, 3rd Maine will set up camp and provide authentic demonstrations of mid-19th century military drill, period fife and drum music, and impressions of Civil War medical care throughout the day.

Open Lighthouse Day

September 18, 2010; 9 a.m. - 3 p.m.
25 Lighthouses in ME
207-594-4174

Maine's second annual event will open 25 lighthouses for the public to visit and tour.

Common Ground Country Fair

September 24-26, 2010
294 Crosby Brook Rd., Unity, ME
207-568-4142

Tens of thousands of fairgoers will gather to: share knowledge about sustainable living; eat delicious, organic, Maine-grown food; buy and sell beautiful Maine crafts and useful agricultural products; compete in various activities; dance; sing and have a great time.



Maine Tourism Association is a non-profit association. In this capacity, we operate the state visitor information centers and produce the state's official travel planner for worldwide distribution.

Our association, in its 89th year, is the acknowledged, private-sector tourism leader in the State of Maine. The Association's membership is made up of professional leadership and organizations whose goal is to promote Maine as a prime vacation destination.

TOURISM TIDBIT

Seeking Greater Convention Business

In today's world, conventions are big business. People have understood that selling a product means more than simply having a good product, it must also be presented well and in an accessible manner. Delegates not only attend the trade show part of the convention, now called the exhibit hall, but also often use their convention dollars as a way to turn a business trip into a semi-vacation. In fact it is not uncommon now for convention delegates to bring family members along with the idea of mixing business with pleasure.

From the perspective of the travel and tourism industries conventions provide major economic boosts to the host community. Those working at convention/or attending them need a great many services, from hotels to electricians, from good restaurants to transportation. Additionally exhibitors may need freight services, in-house coordinators, and service personnel to set up and breakdown exhibits.

In order to gain conventions and to get the most from your convention business, Tourism & More offers you the following ideas and suggestions:

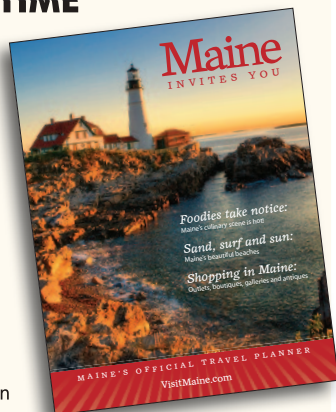
Continued on page 7.

MAINE INVITES YOU AND THE OFFICIAL MAINE HIGHWAY MAP TIME

As Ronna Lugosch relates, "At Peapod Jewelry, we ask every person who comes into our gallery how they heard about us. Although it is early in the season a significant proportion of visitors are telling us that the *Maine Invites You* is where they saw our ad. We have been advertising in *Maine Invites You* for about three years, and this year we doubled the size of our ad because the response in the past has been very good. I can already tell that the response this year is better than last year."

Ronna's success story can be repeated dozens of times over throughout the state. When it comes to promoting your business to the Maine tourist, nothing comes even close to *Maine Invites You* for its winning combination of circulation (300,000 copies in print) and on-line punch with its own eBrochure.

I know, you're barely through the first half of the vacation season and things are hopping at your location and throughout the state, but it is still time to take a breath and plan for 2011. Not only should that include *Maine Invites You*, the official travel planner of the State of Maine, but also the 2011 edition of the *Official Maine Highway Map*, with its incredible print run of over 400,000 copies. Both will be available to the traveling public right around New Year's Day. There is simply no better way to get your business in front of these many hundreds of thousands of potential customers while the snow is still on the ground.





Get Yourself Really Seen by 400,000 Customers

People love maps and they really respond to advertising messages on them. This year, we are introducing an exciting new and very affordable way of getting the attention of over 400,000 potential customers in 2011.

Get triple the space of the Basic Unit for less than twice the price with the new Map Back Display, and in glorious 4-color no less! If your business has a couple of locations or you want to stand out from your competitors, then this is the ad to consider.

For more information on this exciting new marketing value, please call Michael Conley today at 623-0363, ext. 107, or email him at mconley@mainetourism.com

Both are in the sales process right now, with the *Official Maine Highway Map* ad sales closing on September 3, and *Maine Invites You* closing on October 1. For more information on either great marketing value, please call Michael Conley at 623-0363, ext. 107, or email him today at mconley@mainetourism.com.

To view and download both rate cards, please [click here](#).



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MAINE IS GREENER

Not the green as in just the right amount of rain for Maine that makes it so lush and picturesque. Nor the green as increased visitors for the season are bringing more money to Maine. No, I mean the green Maine – as in environmentally oriented and sound environmental green practices. It is not too late for you to become part of our newest Maine Tourism Association member benefit, **GreenMaine.net**.

We are committed to sound environmental practices and want to help all of our members in the tourism industry to benefit from these positive practices. Many visitors are walking the walk when it comes to being smart consumers in the lodging and restaurant businesses in Maine. As a younger group of travelers comes into the tourism product in Maine, they expect to see and experience vacations in green-oriented surroundings and businesses. Maine's vast natural resources, uncrowded and remote areas to recreate and miles of unspoiled coast, lakes and rivers, are as much a beacon to them as is a Maine lighthouse. Do not let this newest opportunity slip by. Please sign up today!

As featured in *Maine Invites You 2010* on pages 58 thru 59, you will see Maine DEP Environmental Leaders in the tourism industry. This very prestigious designation indicates businesses care enough to practice and promote sound environmental practices as it relates to lodging or restaurants. CLICK HERE: <http://www.maine.gov/dep/innovation/greencert/index.htm> to learn how easy it is to earn this designation that will also not only enhance your profits, but also improve the environment. Once you have qualified, or if you currently are a Maine Environmental Leader, your next steps with the MTA are very easy. Just go to <http://www.greenmaine.net/greenreg.pdf> for registration information and view a sample of what we have created to bring visitors who want a green vacation experience.

I hope you will join the Environmental Leader program. If you already are a participant, then please join us at **GreenMaine.net**. The rewards are not just financial. I think you will discover how easy it is to support the environment and, most of all, do something that betters all our lives here in Maine.

— Vaughn Stinson, CTC
Chief Executive Officer



Tourism Tidbit

Continued from page 6.

- Determine if your city/locale is appropriate for a convention. What makes your locale special? What types of conventions would work for your community?
- Do not seek conventions that are bigger (or smaller) than your city can handle. If you are going to seek to attract a convention, be sure to know what types of hotels you offer, how close restaurants are to the convention center and what services a convention center has.
- Never promise a potential convention what you cannot deliver. Remind those seeking convention business for your community to make sure that what they promise is real and do-able.
- If your convention center is close to a less than safe neighborhood, develop a safety plan with the local police department. In a similar fashion, do everything that is possible to enhance the landscaping and environmental beauty of the convention center's neighborhood. Remember that the neighborhood that surrounds your convention center is the one that makes the greatest impression on your visitors.
- Develop a cadre of local businesses, services and citizens who are willing to turn your community into a convention community. Remember that conventions make you money when delegates leave the convention center and go into the community. The more delegates enjoy your community the more likely they are to return as leisure visitors or recommend it to their family and friends.
- Encourage members of the local community to give away free-bees to all conventioners. Especially in a challenging economy, free-bees are a good source of advertising and permit local business owners to interface with new and potential customers.
- Provide activities, restaurants and attraction lists for before, during and after a convention. Conventions are your community's chance to show off. Remember that everyone at the trade show may be a visitor and is a potential source for future revenue.

— Excerpted from Tidbits & More, Inc., August 2010. To read more: www.tourismandmore.com

Maine State Visitor Information Centers

Maine Tourism Association proudly operates Information Centers at these locations:

Calais

39 Union St., Ste. B, Calais, ME 04619
Tel: 207-454-2211 • Fax: 207-454-7227

Fryeburg

US Rt. 302, 97 Main St., Fryeburg, ME 04037
Tel: 207-935-3639 • Fax: 207-935-7670

Hampden North

1-95 N., PO Box 319, Hampden, ME 04444
Tel: 207-862-6628 • Fax: 207-862-6629

Hampden South

1-95 S., PO Box 319, Hampden, ME 04444
Tel: 207-862-6638 • Fax: 207-862-6626

Houlton

1-95 Exit 302, 28 Ludlow Rd, PO Box 482
Houlton, ME 04730
Tel: 207-532-6346 • Fax: 207-532-4792

Kittery

US Rt. 1; 1-95; PO Box 396, Kittery, ME 03904
Tel: 207-439-1319 • Fax: 207-439-8281

West Gardiner

1-95 No. Exit 102 • So. Exit 103; 1-295 Exit 51
24 Service Plaza Dr. • Tel/Fax: 207-582-0160

Yarmouth

US Rt. 1; 1-295/Exit 17, 1100 US Rt. 1,
Yarmouth, ME 04096
Tel: 207-846-0833 • Fax: 207-846-6919

Contact Information

Maine Tourism Association
327 Water St., Hallowell, ME 04347
www.mainetourism.com

For Administrative Assistance:
207-623-0363 • 800-767-8709
fax: 207-623-0388

mtainfo@mainetourism.com
For Maine Tourism Information:
888-MAINE45 (888-624-6345)

The following are the telephone extensions to contact us at the Maine Tourism Association, 207-623-0363:

Callie Marsh.....	109
<i>Administrative Assistant</i>	
Carolyn Manson.....	104
<i>Manager of Public Affairs</i>	
Diane Hopkins.....	201
<i>Publications Manager</i>	
Marcel Labbe.....	210
<i>Warehouse Manager</i>	
Michael Conley.....	107
<i>Manager - Advertising & Membership Sales</i>	
Micheline Pierre.....	203
<i>Publications Assistant</i>	
Ron Brann.....	208
<i>Finance & Human Resources Manager</i>	
Shawn Brann.....	103
<i>Assistant to IT Manager</i>	
Sherry Byrne.....	106
<i>IT Manager</i>	
Vaughn Stinson.....	113
<i>CEO</i>	

Visitor Information Center TRAFFIC FIGURES FOR JULY

	Current Month		Year-to-Date		Y-D Comparison	
	2009	2010	2009	2010	2010/2009	
Calais	3,289	3,451	7,472	8,004	+532	+7%
Fryeburg	4,472	6,923	28,484*	16,762	-11,722	-41%
Hampden (N)	20,471	26,435	45,548	59,118	+13,570	+30%
Hampden (S)	8,797	10,672	31,039	29,108	-1,931	-6%
Houlton	3,941	4,486	10,638	11,522	+884	+8%
Kittery	76,068	85,911	209,522	219,315	+9,793	+5%
West Gardiner	2,685	3,908	3,149	9,443	+6,294	+200%
Yarmouth	26,021	27,255	71,996	72,222	+226	+/-0.0%
TOTALS	145,744	169,041	407,848	425,494	17,646	+4%

* Problems with electronic counter.

FEATURED MEMBER

Harbor Bars

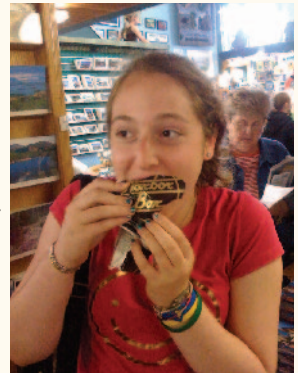
207-288-5620 • www.harborbars.com

Harbor Bars, the much-loved treat of the seventies, are back and being produced in good old Maine.

The original product was the brainchild of Curtis Blake (of Friendly fame) and his daughter, Anne. Production began in their garage, with Anne assembling two chocolate-chip cookies around a slab of ice cream, then dipping the concoction in premium chocolate. Harbor Bars caught on like wildfire, and the company quickly expanded into what is now the Acadia Welcome Center. After several more years, the company was sold and eventually Harbor Bars went out of production.

In 2001, Harbor Bars fan Keith Davis decided that Mainers had been deprived long enough. With hard work and assistance by the Finance Authority of Maine, he introduced a new generation to Harbor Bars. Now fans can choose from chocolate-chip cookies with vanilla or mint ice cream, all dipped in Callebaut chocolate.

Treat yourself to a Harbor Bar today.



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To enter your information please click on the link:

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