

# Maine's LAKES and MOUNTAINS



## MARKETING THE REGION

Maine's Lakes & Mountains Tourism Council (MLMTC) works in partnership with the Maine Office of Tourism to promote the state's identified Lakes and Mountains Region as an attractive lakes and mountains vacation destination to new and returning visitors.

Established in 1992 as a non-profit Maine Corporation with 501 c6 designation, MLMTC is a regional collaboration of the following chambers and business associations:

- Bethel Area Chamber
- Flagstaff Area Business Association
- Franklin County Chamber
- Jay-Livermore-Livermore Falls Chamber
- Lewiston Auburn Metropolitan Chamber
- Oxford Hill Chamber
- Rangeley Lakes Region Chamber
- River Valley Chamber
- Sebago Lakes Region Chamber
- Androscoggin Valley Council of Governments

For more than twenty years, the Androscoggin Valley Council of Governments has provided staff support, project management, grant writing expertise and fiscal management services to the council.

## MLMTC BOLSTERS YOUR CHAMBER'S/ASSOCIATION'S MARKETING REACH

Maine's Lakes and Mountains Tourism Council uses multiple platforms to connect with potential visitors. As one of the 3,500+ members of one of the organizations listed above, you are part of our collaborative marketing effort to bring people to the communities throughout Maine's Lakes & Mountains Region.

## MLMTC TRAVEL PLANNER AND MAP

MLMTC's travel planner provides an overview of much of what there is to see and do throughout the region, designed for ease of use, and accentuated with gorgeous regional photography. The beautifully designed map highlights our notable attractions. Both pieces are distributed via:

- [www.MaineLakesAndMountains.com](http://www.MaineLakesAndMountains.com)
- Digital versions of the guidebook and map are featured on [fliphtml5.com](http://fliphtml5.com)
- Maine Visitor Centers: Kittery, Yarmouth, Hampden North & South, Houlton, Calais & Fryeburg
- Chambers of Commerce throughout the region
- Targeted consumer and trade travels shows in MA, NY, DC, and PA
- Getaways on Display locations in South Central PA, Philly/Metro, NJ, VA & MD



## MLMTC WEBSITE

**MainesLakeandMountains.com** is an attractively designed regional website that is a valuable tool for businesses looking to reach potential visitors. Filled with information and stunning photos designed to entice visitors to our region, the site features where to stay, places to eat, things to do, vacation deals, events calendar, and helpful plan your trip ideas.

- Opportunity to create FREE listings for tourism businesses, packages, and events
- 7,000 monthly visitors
- Responsive site provides an optimal viewing experience across a wide range of devices

## PRINT AND ONLINE ADVERTISING

- *Maine Invites You* – Maine's official travel planner
- Google
- Trip Advisor
- Facebook
- Instagram
- Search Engine Marketing – Google Ad Words

## STAYING CONNECTED WITH SOCIAL MEDIA

- Facebook - @mainelakes
- Instagram- melakesmnts
- Twitter - @MElakes
- Google+
- YouTube
- Digital Newsletter

## PARTNERSHIPS AT WORK

MLMTC partners with the Maine Office of Tourism and other regional tourism organizations to stretch our promotional dollars.

- Support the Maine Sports Commission to solicit and service sporting events
- Co-op advertising in print, online, etc. as opportunities arise
- Consumer travel shows

### MLMTC Contact

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