



**DownEast & Acadia Regional Tourism (DART)**  
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**[www.downeastacadia.com](http://www.downeastacadia.com)**

### **Down East & Acadia Regional Tourism (DART)**

#### **About the Organization**

**DART** began informally in 1995 when local chambers of commerce in Ellsworth and Bar Harbor began talking about collaboration benefiting the entire area. Now, grown to 19 active chamber and business non-profits on its board of directors, **DART** is going strong. These directors are actively involved in promoting the region as a whole, as well as taking **DART's** initiatives to the local level. **DART** is also open to community participation through its committees. Anyone with the goal of advancing tourism in the area is welcome to join one of the committees and all **DART** meetings are open for anyone to attend and give input.

#### **How is it funded?**

**DART's** funding comes solely from the Maine Tourism Marketing Partnership Program (MTMPP) through the Maine Office of Tourism, along with generous cash match and in-kind donations from its members and community supporters. **DART's** use of this funding is, by necessity, very judicious and aims to get the most exposure for the region, while supporting local initiatives and enabling individual businesses to directly benefit as much as possible.

#### **What specifically does DART do for tourism and tourism businesses in the region?**

##### **Cooperative Advertising**

- Set aside funds from the Maine Tourism Marketing Partnership Program to underwrite a DownEast & Acadia section in *Maine Invites You*, the primary fulfillment piece sent out by the state.
- Enables small businesses and organizations to afford advertising in this high-profile publication.
- Creates a unified presence for DownEast & Acadia in Maine's primary fulfillment piece.

##### **Supporting Local Initiatives**

- **DART** has included local initiatives in its MTMPP grant application (up to a total of \$15,000).
- Through this sub grantee program **DART** has funded brochures, history tours, web-based calendars, expansion of tour programs and web mapping initiatives - all on a local level.

- **Free Marketing Opportunities for Area Businesses/Event Organizers**
  - Through its website ([www.downeastacadia.com](http://www.downeastacadia.com)) businesses and events can post their information **free of charge**.
  - Take part in the Maine Office of Tourism's Tech Share program that ensures our site will keep in pace with upcoming technology developments without having to constantly invest large amounts for upgrades.
  - Businesses and events on DART's site are automatically sent to the Maine Office of Tourism's site.
- **Travel Show Participation**
  - DART attends several travel shows each year as part of the Maine Pavilion.
  - Through this effort DownEast & Acadia gets exposure in some of our regions key markets (NY, Boston, Washington, Canada) and market niches (adventure travel).
  - DART members have the opportunity to interact with potential visitors face to face.
- **Hospitality and Marketing Training**
  - DART periodically holds events to help train local service providers. Topics include marketing, hospitality training, public relations and customer service.
  - DART is working collaboratively with the Vacationland Resources Committee on a tourism marketing workshop.
  - Sessions are usually free of charge or at a very low cost

**DART's region wide efforts include:**

- **Other Advertising Opportunities**
  - DART advertises in publications that reach our "drive markets" and "niche markets" driving traffic to the website and bringing people to the region.
  - Organizations in the area who advertise in the same publications are asked to let us know so we can negotiate better prices/placement collaboratively.
- **Branding**
  - All brochures, advertisements and website have the same look, with the same color-coded sub-regions, in an ongoing effort to create a brand recognition factor for DownEast & Acadia.
  - The DART Logo is part of this branding effort that unites the region under one umbrella and creates a platform which businesses can use to market themselves or their local sub regions.
- **Brochures**
  - DART has 3 brochures which are sent to potential visitors and a brochure for distribution at travel shows.

For more information contact DART by telephone: (207) 546-3600 or (207) 963-7283  
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