



# DART Newsletter

August 2008

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**Maine Invites You** - The marketing committee met and decided to increase DART's subsidy to the sub-regions this year by 50% with the goal of making participation in the DownEast & Acadia section of Maine Invites You even more attractive for businesses. This year our region will be the first region in the guidebook and we hope that we can collectively maximize our exposure. The deadline for ALL materials, artwork and payment to the Maine Tourism Association is October 3, 2008. Let DART know if you need any help in getting this underway in your sub-region.

**Free Stay Maine** - Research shows that over 33% of cruise ship passengers return to places they have visited while cruising within two years. Because of this, Cruise Maine has initiated a voucher program offering cruise passengers incentives to come back. If you are a business in Maine that offers services to tourists (lodging, excursion, restaurant, attraction, etc.) this is a great opportunity to get people to include you in their plans when they come back. View [http://www.econdevmaine.com/resources/tourism/free\\_stay\\_maine\\_business\\_FAQs.pdf](http://www.econdevmaine.com/resources/tourism/free_stay_maine_business_FAQs.pdf) for more details.

## Upcoming Meetings and Events

- **DART Quarterly Meeting - September 23** in Ellsworth (venue TBA) from 9:00 to 12:00.
- **Marketing Your Downeast Tourism Business - November 13.** This full-day workshop will be co - sponsored by the Vacationland Resources Committee and DART at the Schoodic Education and Research Center in Winter Harbor. Stay tuned for more details and mark your calendar.

**Training Needs?** - DART would like to plan more training events geared to meet the needs of chambers and local businesses. Please let us know what your needs are and ask your members too. Call or email with your suggestions anytime!

## Regional News

- **The Commons Eastport** - The Commons Eastport has been designated by Yankee Magazine as one of their Editors' Choice picks for 2008, describing us as a "destination gallery." They report seeing an increase in visitors due to this international recognition. While high gas prices may affect some travelers' itineraries, they believe Eastport is poised to take off straight up this summer. People who might have flown to California or Europe won't be flying. They'll be driving, headed north to escape the heat. Eastport has "historic, cultural, safe family vacation" written all over it. They have 75 artists' work in The Shop at The Commons: a lovely variety of visual arts, artisan work, CDs and Passamaquoddy history by area artists and artisans. The Commons is located at 51 Water Street in Eastport, 853-4123 and is open Monday through Saturday from 10:00 to 6:00, and Sundays from 1:00 to 5:00.
- **Check out the two attached "Top Ten" lists for DownEast & Acadia.** There's a lot to do throughout the region, even when the weather is rainy!
- **Let us know what's new at your chamber or in your sub-region and we will spread the word as space allows!**

**DownEast & Acadia Regional Tourism**

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*Cooperating to Support Tourism Throughout the Region*