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- **MIY** - Once again in 2011, DART is subsidizing advertising in *Maine Invites You*. This year's subsidy is \$1200 per sub region for one page. Anyone interested in advertising should contact his or her local chamber for pricing information. Be a part of this publication that reaches everyone who requests information on Maine from the Maine Office of Tourism – requests for the publication are up significantly this year, indicating the value of MIY for the traveling public. Let's show them the huge variety of what we have in DownEast & Acadia. Questions? Feel free to contact the DART office at 546-3600 or info@downeastacadia.com. **Deadline is September 17, 2010.**

 - **Free Marketing!** – There are many tourism businesses in our area that are not taking advantage of the opportunities that exist for free marketing, such as the DART and visitmaine.com websites. Because of this, the DART Board of Directors voted to use some of its 2011 budget to pay someone to go to the sub regions and their businesses, show them how to list themselves on the site, how to use events to encourage visitation to their areas and show them how packaging can be simple and marketed easily through these websites. Stay tuned for more details on this effort.

 - **Lighthouses Wanted** - If you are a business or non-profit located near a lighthouse, you might want to obtain a stamp for your lighthouse. Many lighthouse fans travel around collecting stamps in their lighthouse passports – if you offer a stamp, they will come to your shop/restaurant/accommodation etc. It's a great way to get people in your door. Stamps cost about \$20.00. Please let us know if you would like more information!

 - **Website** – Have you updated your business information, events listings & packages for the 2010 year? If you need assistance in entering or updating your information, call or send us an email (546-3600 or info@downeastacadia.com). We would be happy to help.

 - **Trends, Observations, Challenges?** - Let us know if there is something happening that you feel is a new trend, development or challenge for your area or your business. One of our tasks as a region is to submit a written report to the Maine Tourism Commission each quarter. Let us know what is happening on the front lines from your perspective so we can represent our region in Augusta with information provided by you!

 - **Upcoming Dates and Deadlines:**
 - July 28, 2010**, DART Marketing Committee Meeting 1 - 3, Cherryfield.
 - Sept. 14, 2010**, DART Quarterly Meeting, 9 – 12, in Ellsworth (Exact location to be announced)
 - Sept. 17, 2010**, Deadline for Maine Invites You Advertising
 - Nov. 16, 2010**, DART Quarterly Meeting, 9 – 12, in Cherryfield