



Stowe Area Association Activity & Attraction Member Benefits

Activity & Attractions members are voting members of Stowe Area Association (able to vote on changes to Bylaws and other Stowe Area Association member votes)

Marketing Benefits

- One (1) expanded listings on GoStowe.com
- One (1) highlighted listing in each seasonal Stowe Travel Planner
- Ability to list relevant events on GoStowe.com Events Calendar
- Inclusion in Go Stowe earned channels, including blog and social media, at the discretion of the marketing team
- Information Center: referrals, brochure distribution, and event displays (60,000 visitors annually)
- Stowe Gift Certificate program
- Access to SAA occupancy reports

Business Development Benefits

- Monthly membership mixers
- Monthly membership meetings
- Annual membership meeting and dinner
- Bi-weekly Member E-Newsletter
- Access to Member Facebook group
- Member mailing labels
- Educational seminars

COVID-19 Specific Benefits

- Frequent and timely sharing of COVID-19 updates and information
- Increased frequency of virtual meetings and workshops in lieu of traditional mixers
- GoStowe.com Travel Guidelines Information page, Business & Event Operations pages
- Served as the communication hub between members, businesses at-large, local/ regional legislators, the Vermont Chamber of Commerce, and town officials.
- A collaborative partnership with Waterbury and the Mad River Valley to offer Best of Route 100 regional marketing and incentives program.

Cost Saving Benefits

- Group fuel pricing for you and your employees through Bourne's Energy
- Group rates on Dental and Vision Insurance
- Exclusive deals at other member businesses through the Stowe Perks program

Pay-to-Play Benefits*

- Central Reservations and Online Bookings—must have an account with Inntopia and pay commission based on activities booked.
- Additional listings on GoStowe.com
- Option to be listed under Weddings and Conferences on GoStowe.com
- Upgrade to a larger ad space in the seasonal Stowe Travel Planners
- Co-op advertising programs (opportunities vary)
- Stowe Photo Library Access
- Consumer shows and events (brochure distribution)

**Extra costs associated with all these programs*

Questions on Membership? Contact brookeb@gostowe.com