

Stowe Area Association Lodging Member Benefits

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

Marketing Benefits

- Expanded listing on GoStowe.com with category and amenity filters
- One (1) highlighted listing in each seasonal Stowe Travel Planner
- Ability to list specials and packages in monthly consumer eNews (70,000 subscribers)
- Participation in promotions and lodging packages
- Relevant events on GoStowe.com Events Calendar
- Inclusion in GoStowe 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

Central Reservations & Online Booking

- All SAA lodging members must have an account with Inntopia, and keep valid inventory listed so our sales staff may book lodging accommodations for customers calling, walking into our Information Center, or visiting GoStowe.com. SAA lodging members must agree to pay a commission on all reservation booked through Central Reservations (10%) or GoStowe.com (10%).

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
- Rebate Program through US Foods

Pay-to-Play Benefits*

- Additional listings on gostowe.com
- Option to be listed under Weddings and Conferences on GoStowe.com
- Co-op advertising programs (opportunities vary)
- Stowe Photo Library Access

*Extra costs associated with all these programs