

# 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 listing on GoStowe.com
- One (1) highlighted listing in each seasonal Stowe Travel Planner
- Ability to list relevant events on GoStowe.com Events Calendar
- Ability to list relevant specials on GoStowe.com
- 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 (20K+ 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

## Cost Saving & Program 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
- In partnership with SMR and the Town of Stowe, SAA brings the Mountain Road Shuttle to Stowe which provides seasonal service between Thanksgiving and late March

## 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*