



Stowe Area Association Membership Program



Connect and Grow with Go Stowe

Ever Wonder Where All Our Visitors Come From?

“The SAA team shares our values and understands the economic importance of building and supporting a business community that works for everyone.”

Jen Kimmich | The Alchemist

Or better yet, why did they choose Stowe, Vermont? It's Stowe Area Association (SAA)—working to bring visitors here. SAA is the official destination leadership organization for the Stowe area. We play a key role in facilitating and focusing our efforts and resources in destination marketing and stewardship by balancing and listening to the needs of the visitors, environment, and local community.

SAA is Probably Not What You Think



Images courtesy of: Sarah Peet, Mark Vandenberg, Sam Yang, Luisa Bueno

- Established in 1945, SAA continually evolves to meet the needs of visitors, businesses, and community members.
- SAA is the connecting point for the community. We serve as the hub of the Stowe experience that influences the destination as we attract visitors, generate income for the region, and play a key role in helping preserve history, culture, and heritage.
- Guests and visitors know us as “Go Stowe.”
- We are 90% funded by member dues. Our dedicated, longstanding members value the impact of our coordinated marketing and sales efforts.

We support our members by recommending them first and foremost in all of our communications to guests. Without your support, we would not be able to continue promoting our destination and the talented community behind it.

Stowe Area Association

51 Main Street | PO Box 1320 | Stowe, VT 05672 | (800) GO-STOWE | GoStowe.com

Proven Impact. Wide Reach.

Go Stowe's sales and marketing efforts help drive visitor economy dollars to Stowe and, more specifically, to our member businesses. These benefits are designed to reach the target audiences that best suit your business.

Our website, GoStowe.com, was viewed more than 2.8M times last year with users from Europe and Asia along with the United States. Go Stowe social media platforms have over 50K combined followers and fans across all geographies.

We operate the Stowe Visitor Information Center in the heart of Stowe's historic village, known as the "front door to Stowe"—providing a clean and welcoming space for visitors, businesses, locals, and prospective residents to find endless information to kick off their Stowe adventure.

Over the last year, we assisted over 30K guests through Visitor Information Center services. According to Destination International, "each \$1 spent on destination marketing organizations generates \$38 in visitor spending."

Go Stowe marketing and guest service initiatives have a direct impact on taxable receipts and revenues to the Town of Stowe. Of the six Vermont mountain towns, Stowe is #1 in taxable receipts.

We manage central reservations for lodging members with all the resources needed to plan a trip to Stowe. Our local Vacation Planning Experts help guests reserve lodging and plan out their entire itineraries: activities to do, attractions to see, places to shop, and places to dine. **We bring in over \$3 million in bookings per year!**



GoStowe.com was viewed
over 2.8M
times last year.

To learn more about Stowe Area Association

Contact Mary Monteith at membership@gostowe.com | (802) 253-7321 ext.220

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“Over the years, SAA has managed to define, through destination branding, what will remain in our visitors’ minds and memories when they come to Stowe. This foundation creates a positive image and unique identity, which is crucial to our success.”

Alison Karosas | Stowe Country Homes



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MARKETING

Web Exposure

Throughout Go Stowe's various marketing campaigns, the number one call to action is to visit GoStowe.com. Our official destination website is the one trusted source of information for visitors when planning their trip and offers our members exclusive exposure to potential visitors. As the engine of our marketing, we direct people to the site through a variety of owned, earned, and paid media efforts including digital display ads, social media, email, streaming video ads, outside publications, and more.

GoStowe.com Business Listings

Lodging, restaurant, activity, attraction, and retail members are featured with a dedicated page, photo gallery, customizable content, contact information, and links to their business website. Reciprocal linking offers many SEO advantages as it creates more backlinks to your site, which boosts members' ratings in search engines. It also allows viewers to conveniently access your content via our highly trafficked website.

Events Calendar

The Events Calendar is one of our top performing pages and is referenced regularly by guests and hospitality workers when trip planning. Members can leverage this tool by uploading their events to generate additional exposure and increase attendance for their events.

Specials | Deals | Packages

Designed to drive traffic to your business during need times, these special savings are featured on a dedicated page of GoStowe.com. Members can take advantage of the wide reach of our website and upload their specials, deals, and packages to our website.



Destination Blog Exposure

The Stowe, Vermont blog serves to inspire people to plan their next trip to the Stowe area. A topical blog post can still attract the attention of thousands of potential travelers years after the publication date. Our most viewed blog post titled, "Reaching New Heights in Stowe," was published in July 2019 and is still viewed thousands of times a year.

Social Media Exposure Opportunities

Go Stowe's social media mission is to inspire. We do this by implementing high-quality, eye-catching images that create a sense of place. With over 50K combined social media followers, our platforms are always active and we use these channels to gain insights into our member businesses, engage and like posts, and feature members' photos—all of which allow us to offer additional exposure for your business.

Consumer E-Newsletters

Go Stowe marketing sends monthly consumer e-newsletters to 22K subscribers with inspirational trip planning resources and blog posts. Guests who book a trip through our sales

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MARKETING

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channels receive welcome and pre-arrival emails showcasing upcoming events, specials and promotions, places to dine, and things to do.

Seasonal Promotions

Go Stowe's seasonal promotions are special offers, discounts, or limited edition items tied to an event during the year. Promotional marketing strategies increase revenue in an otherwise quiet period. The SAA team conducts annual focus group meetings to gain insights into past seasonal promotional events and to provide members the space to share their ideas.

Referrals for Travel Media

We are the first stop for qualified journalists looking for dependable content to use when promoting our region. We refer our member businesses to these influential media outlets, bloggers, and influencers, resulting in wide exposure to a pre-qualified and relevant audience.

Stowe Travel Planner

The Stowe Travel Planner is a popular travel planning resource that guides guests to stay, eat, play, and shop at member businesses. Along with the online digital flipbook, 25K hard copies of the Stowe Travel Planners are distributed annually to high trafficked locations throughout Vermont and the Stowe area.

Pay-to-Play Benefits

Additional Standard Listings

Increase your exposure with more listings under your market segment(s) on GoStowe.com.

Access to our media library

Members have access to a gallery of photos that can be used for their own marketing efforts.

Additional Travel Planner Advertising

Increase your exposure with ad upgrades and more ads under your market segment(s) in the Stowe Travel Planner.

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SALES

Central Reservations and Online Booking

Our central reservations call center and online booking channels on GoStowe.com and Stowe.com generated over \$3 million in direct bookings last year, and the Go Stowe sales team booked over 9K room nights.

How We Stand Out

Local Knowledge

Everybody wants to travel like a local. We provide our guests with the utmost level of service which cannot be found using online sources alone. Individually and as a team, our passion for and firsthand knowledge of Stowe makes us the friendliest first faces guests will encounter.

Concierge Services

We are much more than reservationists. From coordinating transportation services to securing restaurant reservations, itinerary planning and even trail recommendations, we go above and beyond for every guest to make their vacation unforgettable.

Personalized Recommendations

We understand every traveler is unique, just like our

diverse selection of offerings. We listen to our guests' needs and pair them with locations that fit their needs and budget and get them excited to travel.

Extension of Your Internal Sales Team

Our sales department is designed to complement your internal sales efforts. Our team works to develop relationships, uncover opportunities, as well as solicit and serve group business. Essentially, we play matchmaker by connecting group planners with member businesses that best match the needs of their future events.

Access to Group Sales Leads

Members receive sales leads based on the group planner's specific requests for local venues, suppliers, products, and services. Our established industry relationships and customized sourcing approach organically result in higher business conversion rates for our members.

Over \$3 million
in direct bookings last year



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“To enjoy the beautiful mountain landscape and cozy little town. We are from Cape Cod and absolutely love going to Stowe any chance we get. There really is no place like it. It’s something very special.”

- Candace | Stowe Visitor

GUEST SERVICES

Stowe Visitor Information Center

30K guests visit or call the Stowe Visitor Information Center annually to book travel plans or seek trip planning recommendations. Our Vacation Planning Experts are trained to promote members’ properties, products, and services; essentially acting as an extension of your sales team. Our staff are encouraged to visit member businesses, learn how members describe their offerings, and experience them first-hand.

The warm welcomes, educated recommendations, and countless resources facilitated by our welcome center directly impact Stowe’s economic, social, and recreational well-being. Keeping visitors in the know helps our members grow!

Seasonal Resources and Guides

Guests interested in ways to take in the natural beauty of Stowe find our scenic driving guide, hiking guide, and swimming hole guide helpful trip planning resources. Designed guides are available on GoStowe.com and hard copies of these guides are frequently handed out to guests stopping by the Stowe Visitor Information center.

Visitor Center Referrals for Your Business

Our Vacation Planning Experts at the Stowe Visitor Center are trained to offer personalized recommendations and create exciting itineraries for guests. Depending on the guests’ needs, the priority for Vacation Planning Experts is to recommend the offerings of our member businesses.

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Brochure Distribution

Fun fact... visitors collect an average of eight to ten brochures during their stay! Brochure display at the Stowe Visitor Information Center is an exclusive SAA member benefit. Your business's visibility is ensured at this heavily-trafficked location.

Retail and Event Displays

Each retail member has the opportunity to display their merchandise in the Stowe Visitor Information Center. Art galleries and purveyors are welcome to display their art for purchase, and our activity and attractions members use the visitor center space to spark inspiration with a bike, kayak, or snowmobile display.

“Because it’s one of our favorite places on earth, and [we] knew we’d find respite and joy.”

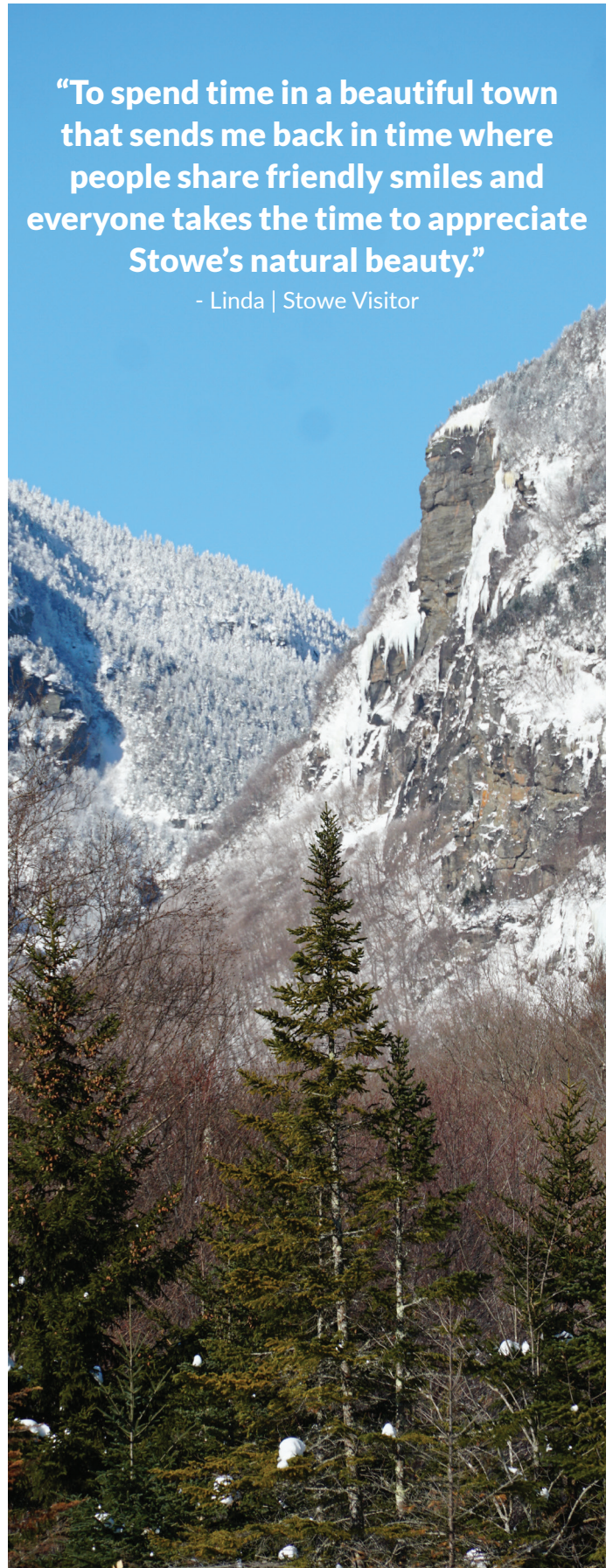
- Beth | Stowe Visitor

Tour Operator Guide

The Tour Operator Guide is designed to assist tour operators in planning a future Stowe adventure. The guide highlights our members that serve groups while providing key logistical information to ensure a smooth experience. Tour operator schedules are provided to member businesses to help them prepare for the influx of guests.

“To spend time in a beautiful town that sends me back in time where people share friendly smiles and everyone takes the time to appreciate Stowe’s natural beauty.”

- Linda | Stowe Visitor



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BUSINESS DEVELOPMENT

Connector

We are the “bridge” between our member businesses and the local, regional, and state stakeholders. We enable the conversation and look for opportunities where the power of what we do can contribute to solutions and opportunities that allow the Stowe area and our members to grow and thrive purposefully.

Partnerships

We believe in the power of partnerships and seek opportunities for collaborations that best fit the needs of our member businesses. Developing and strengthening partnerships allows SAA to broaden the organization’s impact by partnering with organizations with complementary resources and strengths. This allows us to provide more value for our members, community, and visitors and intentionally drive economic vitality.

Networking Mixers

Our monthly Member Mixers provide our members with the opportunity to socialize, network, and form lasting relationships while enjoying delicious local food and beverages.

Annual Meeting and Dinner

The SAA Member Annual Meeting and Dinner provides an overview of our annual achievements, recognizes key contributors, identifies industry trends, and allows members to connect with the SAA community.

Fall and Winter Seasonal Meetings

SAA holds fall and winter seasonal meetings designed to provide seasonal updates on marketing efforts and planning. These meetings also provide valuable networking opportunities.

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Member Reporting and Updates

The SAA team regularly informs members on our marketing and sales efforts along with industry updates to help keep members informed of local and national travel trends.

Educational Seminars

These educational forums cover various topics that are tailored and relevant to our members' industries.

Members-only Interactive Forum

Connect with others in the SAA community via our member Facebook group. This forum allows you to share news about your business, ask questions, take polls, and, most importantly, connect with other local member businesses!

Member-to-Member Liaison

The SAA team connects and develops strategic relationships among our members. We actively introduce members who could benefit from one another's services; we know where to find resources and talent within the SAA community.

Sponsorship and Hosting Opportunities

Maximize your exposure with local branding and sponsorship opportunities. Host an event or provide your branded swag to planners and new community members. Events include Fall and Winter Meetings, Annual Meetings, Mixers, Educational Seminars, and more.

Stowe Gift Certificate Program

Redemption is easy and members are reimbursed in full by SAA. Businesses that are part of the Stowe Gift Certificate program can benefit by taking in a portion of the \$50K to \$70K in Stowe Gift Certificates sold annually.



“I have learned that the Stowe community is collaborative, rather than competitive; meaning that it seems that we all care for the success of the community first and then our individual business success will be a result of this community-first effort.”

Walter Frame | Trapp Family Lodge

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COST SAVING & PROGRAM BENEFITS

VACEplus Insurance Program

VACEplus provides SAA members with voluntary benefit options for your employees.

Northeast Delta Dental Program

VACEplus recognizes that good dental care is an important part of a healthy lifestyle. VACEplus, in cooperation with Northeast Delta Dental, has developed a dental benefit especially for SAA members.

DeltaVision®

Northeast Delta Dental has joined forces with EyeMed Vision Care to provide a comprehensive insured vision product, DeltaVision®, a vision plan, that offers pre-negotiated discounts on eye exams, glasses, contact lenses, and laser vision correction.

Group Fuel Pricing for You and Your Employees

Bourne's Energy offers a discount to SAA members for fuel oil and propane.

Exclusive Deals Through Stowe Perks

The Stowe Perks Program is a value-added benefit for members and their employees who receive discounts at other participating member businesses. In exchange for offering a Perk, a business can participate in the program and receive Stowe Perks cards for their employees to use and receive these discounts.

Rebate Program

US Foods, one of America's leading food distributors, offers a rebate program to SAA members.

Our Three Strategic Pillars of Focus



Destination Stewardship

Balancing the needs of the visitors, environment, and local community.



Sustainability

Position SAA and its staff for long-term success.



Membership Growth

Attract new members and increase existing members' involvement. Provide programs, services, and benefits that are valued by members.

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Stowe Area Association (SAA) is committed to the diversity, equity, inclusion, and accessibility of all individuals. SAA strives to foster a welcoming and inclusive travel destination and community, regardless of ethnicity, culture, gender identity, sexual orientation, racial background, or ability. We acknowledge there is still much work to do, and we at SAA are committed to leading these conversations, along with the Town of Stowe, to cultivate a community where everyone feels welcome.

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