

# MAINE.

OFFICE OF TOURISM



## STAFF

### **Carolann Ouellette – Director of Tourism, Film & Outdoor Recreation**

Phone: 207-624-7483; Email: carolann.ouellette@maine.gov

Contact Carolann for questions regarding overall strategy and administration of these offices, and for related presentations at conferences and other special events.

### **Hannah Collins – Deputy Director, Office of Tourism**

Phone: 207-624-7456; Email: hannah.collins@maine.gov

Contact Hannah for questions regarding Maine's Destination Management Plan, Cruise Maine, and regional destination marketing.

### **Jennifer Geiger – Communications Manager**

Phone: 207-624-7454; Email: jennifer.geiger@maine.gov

Contact Jennifer for questions regarding media and industry communications, the Governor's Conference on Tourism, and to receive MOT's industry newsletter.

### **Kimbalie Lawrence – Grants Administrator**

Phone: 207-624-9808; Email: kimbalie.lawrence@maine.gov

Contact Kim for questions regarding contract requirements.

### **Steve Lyons – Director, Maine Film Office**

Phone: 207-624-7483; Email: steve.lyons@maine.gov

Contact Steve for questions regarding the Maine Film Office.

### **Chiara Moriconi – Senior Tourism Officer**

Phone: 207-624-9809; Email: chiara.moriconi@maine.gov

Contact Chiara for questions regarding domestic and international itineraries, group tour, meetings development, and Tourism Enterprise, Community, and Event marketing grants.

### **Micki Mullen – Marketing Manager**

Phone: 207-624-7495; Email: micki.mullen@maine.gov

Contact Micki for questions regarding MOT's advertising program, research, and fulfillment.

### **Lisa Poulin – Secretary Associate**

Phone: 207-624-7483; Email: lisa.poulin@maine.gov

Contact Lisa for general inquiries and fulfillment requests.

### **Christine Rosen – Development Project Officer**

Phone: 207-592-6251; Email: christine.rosen@maine.gov

Contact Christine for questions regarding travel shows and website business listings.



The Office of Tourism offers a variety of marketing tools and programs designed to support Maine's tourism industry. Make sure you are benefiting from all the tools and information available to your business/ organization.

## INDUSTRY RESOURCES CHECKLIST

- MOTPartners.com**  
Stay updated on Maine Office of Tourism Marketing Initiatives, Partner Services, Destination Development and Grants programs plus Workforce Training and Tourism Research resources.
- VisitMaine.com**  
Add your FREE tourism Business & Event Listings to VisitMaine.com, the state's primary online resource for tourism. Connect through the PARTNER LOGIN link at VisitMaine.com.
- Maine Tourism Marketing Partnership Program**  
MOT grants provide funding for targeted tourism marketing efforts within the state of Maine. Special Event, Tourism Enterprise Marketing and Community Grants help smaller organizations to move projects to the next level. Learn more about Marketing Grants at PROGRAMS & SERVICES on MOTPartners.com
- PR Partners Program**  
Our PR Partners program helps bring print and broadcast travel and lifestyle journalists, photographers, bloggers and international tour operators to Maine to connect with our state's hospitality industry and Maine travel experiences. Download the online application under PROGRAMS & SERVICES/PR at MOTPartners.com.
- Social Media**  
Connect and engage with the Maine Office of Tourism through *Facebook, Instagram, Twitter, Pinterest, and YouTube*. Follow/Like/Engage with us @VisitMaine and #mainething.
- Maine Tourism Partner News**  
Our monthly industry newsletter will keep you updated on tourism industry research, MOT activities, and collaborative marketing opportunities. Email Jennifer.Geiger@maine.gov to receive the monthly email in your own inbox.
- Governor's Conference on Tourism**  
Attend this annual Spring conference for professional development, best practices training, updates on Office of Tourism initiatives & networking opportunities tailored to your needs. Details available at [www.mainetourismconference.com](http://www.mainetourismconference.com).
- Maine Film Office Website**  
Create free listings for your business or property on FilmInMaine.com. List your business in the Production Guide, or property in the Locations Library, so productions scouting Maine can find you.
- WelcomeME and R-Way Workforce Training**  
Management and staff alike benefit from these free Online Customer Service Training Tools, available under ADDITIONAL RESOURCES/EDUCATION AND TRAINING at MOTPartners.com.
- Destination Management Plan**  
MOT is committed to marketing the state of Maine as a travel destination while protecting the DNA of our state now and for the future by balancing the visitor economy with stewardship of our natural resources and culture. Learn more at [MOTPartners.com/destination-management-plan/](http://MOTPartners.com/destination-management-plan/).
- Destination Development Toolkit**  
These tools are designed to help rural areas begin a meaningful destination development initiative. Learn more at [MOTPartners.com/destination-development/](http://MOTPartners.com/destination-development/).