



Think Tourism

Is tourism part of your business plan?

As we sail along waiting for consistently warmer weather, it is important that we reflect upon where we live and that hundreds of thousands of vacationers are planning to visit our area.

Are you prepared for them? Have you built staff increases into your workplan? What special deals will you be offering to entice visitors to your business instead of them going elsewhere? These are important considerations that will serve your business well as we move into the summer months.

The Biddeford+Saco region must start thinking of tourism as another industry that feeds our recreational, hospitality, entertainment, restaurant and retail businesses. We are a destination and we should embrace it, foster it and grow it.

The region, which includes Waterboro, is host to beach, river and lake activities. There is hiking and biking trails, the state's largest water amusement park, festivals, arts and more that keeps visitors coming back year after year.

We also have the good fortune of being able to capitalize on the booming Town of Old Orchard Beach and its many loyal visitors who return each year. We must encourage all tourists to come experience our restaurants, shops, attractions, museums, entertainment venues, and beautiful scenery.

The Chamber has created a list of things visitors must see and do when they arrive to the area and will provide that list to people at the Welcome Center as well as post it on our website.

The Chamber has consistently promoted our region and our business partners all year long. We have distributed thousands of Community Directory and Visitor Guide publications at travel and tourism

trade shows. Since January, we have mailed out dozens of guidebooks throughout the New England and nearby eastern states and to places as far away as Ohio, Michigan, Pennsylvania, Georgia and Florida on the request of tourists who are visiting our area this season.

Our 2017-18 publication will be delivered in the second week of May just in time to restock all of our brochure rack locations, visitor rest areas, the Portland Jetport and Ocean Gateway in Portland. Starting June 17, our Welcome Center will be open on weekends between 8am and noon and will remain open on weekends until September 10 so we can service guests looking for information.

This is a very opportunistic time of year. People far and wide are aware that our region is experiencing strong economic growth and we must work together to reap the prosperity that tourism brings to our state and locally to our communities.

The Chamber is here to help. We will do all we can to spread the word and make people aware of the Biddeford+Saco Region and all it has to offer. We encourage you to make sure we have your latest rack cards, menus, brochures, etc. for the Welcome Center.

We wish you all the best and we stand ready to help. Give us a call 207-282-1567.

