About the PR Partners Program – The Maine Highlands

The PR Partners Program of *The Maine Highlands* is designed to connect our region's rich hospitality offerings and unforgettable experiences with top-tier media and tourism influencers. For several years, this initiative has successfully showcased the best of The Maine Highlands to journalists, bloggers, and tour operators who influence travel decisions on a broad scale.

Through this program, we hire or invite vetted print, digital, and broadcast journalists, photographers, bloggers and influencers to explore The Maine Highlands firsthand—from outdoor adventures to small-town charm and cultural treasures.

Why Your Participation Matters

Your involvement helps share The Maine Highlands story with the world. The program has helped generate millions of media impressions, boosting awareness of our region and supporting local businesses through editorial coverage and authentic third-party endorsements.

There is no cost to join the PR Partners Program. It is offered as a free service to local tourism stakeholders across The Maine Highlands region—including accommodations, restaurants, attractions, and tour providers.

How to Become a PR Partner

As a PR Partner, you agree to support hosted media visits by providing:

- Complimentary or discounted lodging
- Meals and refreshments
- Admission passes or tour access
- Other meaningful amenities that reflect the spirit of The Maine Highlands

You determine the level of your participation. Offers can vary depending on the season, availability, and what you're able to contribute. We simply ask for your best possible offer to help create memorable and media-worthy experiences.

Think of your contribution as an investment in marketing—it puts your business or organization in front of influential voices who are here to explore and tell the story of The Maine Highlands.

What We Provide

When you join the program, your business will be included in our regional PR database. Our professional public relations team will:

- Pre-screen and vet all journalists and influencers
- Match them to businesses based on their storyline and location
- Provide itinerary support and background information
- Share media coverage and links as often as possible

Editorial Integrity Reminder: While we guide and shape the message, editorial coverage is always at the discretion of the journalist or influencer. Authenticity is key—so we encourage partners to deliver their *best* experience with sincerity and pride.

Join the Network

Many local partners across The Maine Highlands are already participating in the PR Partners Program—from cozy inns and lakeside lodges to museums, restaurants, and tour providers. If you're not yet a member, we encourage you to join.

📝 To become a PR Partner, simply complete the online application

All participating media are *pre-qualified* to ensure credibility and impact. Itineraries are carefully crafted by our team in coordination with each host site.
