

# THE MAHOOSUC WAY FACT SHEET



**WHAT:** The Mahoosuc Way is a regional initiative to ensure a sustainable destination that preserves local quality of life and builds economic vitality across the Mahoosuc region.

**WHY:** We know there are trade-offs, good and not-so-good, between tourism and outdoor recreation as well as local community culture and economic well-being.

As we work to recover from COVID-19 and respond to changing travel and recreation patterns, our purpose is to support a tourism industry grounded in local values that attracts visitors seeking to fully honor and engage with our communities and natural environment.

**The Mahoosuc Way - Embrace Our Place Pledge** communicates sustainability principles to newcomers, visitors and our local community, encouraging all to commit to protecting the quality of place that makes the Mahoosucs an alluring region to live and visit.

**WHAT'S IN IT FOR ME:** By becoming a Mahoosuc Way Sustainability Partner, your business/organization will ...

- Connect with visitor markets that value sustainability and the environment.
- Support stewardship of the environment and local community values.
- Help build a sustainable tourism and recreation economy that benefits the whole community.
- Contribute to making the Mahoosucs a great place to live, work and play.

**WHAT I CAN DO:** We want as many businesses and organizations as possible to become Mahoosuc Way Sustainability Partners. It's simple ...

- Sign the Pledge!
- Create a reciprocal link between your business/organization and The Mahoosuc Way.
- Display collateral material and encourage people to take the Pledge.
- Develop and/or articulate ways you are embracing and demonstrating Pledge values.
- When you host an event, display Pledge materials and promote things you're doing to advance Pledge values

**WHO:** The Mahoosuc Way is a project of the **Mahoosuc Sustainable Tourism Committee** — a group of business, non-profit, municipal leaders and volunteers, working to advance a long-term **Sustainable Tourism Strategy** built on Community Engagement, Regional Coordination, Environmental Leadership, Experience Development, and Workforce and Housing Development.

Our work is anchored by the Bethel Area Chamber of Commerce, four regional towns, and is supported with initial funding from founding Sustainability Partners, Northern Forest Center, and Maine Office of Tourism.

**MORE INFORMATION:** You can learn about The Mahoosuc Way and our 'Embrace Our Place' Pledge on our website: <https://mahoosucway.com>