

NORTH HAMPTON, NH, October 03, 2013 **/24-7PressRelease/** -- New England Inns & Resorts Association (NEIRA) announced today the hiring of a Vermont-based marketing agency for 2014. Mondo Mediaworks, which specializes in content development for the web, has been selected to direct an innovative marketing and public relations plan to promote NEIRA and its members within the travel market. A contract start date has been fast-tracked for October 1, 2013.

"It's an honor to be selected," says Mondo's owner and chief, Luke Stafford. "Today's travelers rely on social media and digital communications to research, book and share travel adventures. Our goal is to position NEIRA as a resource for the new, techsavvy traveler. NEIRA is the perfect match for our experience within the group travel, hospitality and tourism markets. Plus, we have a mutual adoration for the New England lifestyle."

Since 2010, Mondo Mediaworks has developed a reputation in the travel industry for its work with clients like Select Registry, Professional Association of Innkeepers International (PAII) and the Vermont Ski Areas Association. Mondo's strategist, Tim Brady, a former innkeeper, has hosted seminars and delivered keynote addresses at industry trade events since 2008. Stafford leads video marketing workshops at conferences across the country. Mondo Mediaworks spearheaded PAII's popular "Better Way to Stay" campaign and produced more than two dozen YouTube videos for associations and individual properties from Washington to Maine.

"We're excited to begin working with the team at Mondo Mediaworks," says New England Inns & Resorts Association CEO, Beth Steucek. "NEIRA always strives to stay on the cutting edge of technology, but it's a challenge in a rapidly changing online marketplace. Mondo's creativity and fresh approach to marketing will be major assets to NEIRA's future. Ultimately, it's about providing members with the best marketing possible."

In response to an RFP issued by the association in June, Mondo proposed a comprehensive scope of services including public relations, social media management, search engine marketing/blogging, email marketing, pay per click advertising and web optimized video production. In addition, Mondo will advise the association on broad based marketing strategy and brand strengthening to position NEIRA as a leader within the travel market.

"The high caliber of NEIRA and its members are why thousands and thousands of visitors flock to the region every year," says Stafford. "Our job is to ensure that NEIRA continues to thrive in the digital age. With such an exemplary roster of New England properties on hand, we'll have no shortage of great stories to tell."

New England Inns Resorts Selects Mondo Mediaworks to Lead 2014 Marketing Program

Written by Australian Business

More information about Mondo Mediaworks, including a portfolio of video productions, can be viewed on the company's website, <http://www.mondomediaworks.com>.

About New England Inns & Resorts New England Inns & Resorts Association is a collection of New England's most distinctive, independently owned and operated lodging properties. Established in 1907 by owners of B&Bs, hotels, inns and resorts in the New England region, the Association is comprised of over 250 properties. Many of the lodgings are also members of Historic Hotels of America, Preferred Hotels and Select Registry. The association's website is a rich resource for consumers offering a quick reservations widget that searches all member room availability for one-stop comparison shopping and booking directly from the site. <http://www.NewEnglandInnsandResorts.com>

About Mondo Mediaworks Mondo Mediaworks is a marketing agency specializing in content development for the web. Based in Brattleboro, Vermont, Mondo strives to maximize its clients' online profile with high quality social media management, video production, public relations, advertising and website content management. <http://www.mondomediaworks.com>