

CMCVB January Holiday Newsletter

Happy New Year!!!



The CMCVB has a new 800 number: **866-755-7439**

In December, the CVB was represented at the following:

- PAC Meeting
- Sharks Press Conference
- Vaillancourt Folk Art – Boston Spirit Holiday Get Together
- Central Mass South Chamber Fun @ Five
- Hope Lodge – Hope for the Holidays Event
- BVTA – Farewell to Ranger Tom Rosi
- Blackstone Canal Press Conference
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In December, the CVB placed ads & Radio spots in the following publications:

- **Boston Spirit Magazine** – to be published in January. (Bi-Monthly publication)
- **Boston Multilingual Guide** – to be published in January
- **MLA Great Escapes (2 page spread)** – published in December
- **Boston Phoenix Seasons Supplement**
- **New England Group Tour Planner**
- **Group Tour Magazine** – to be published in the Spring
- **Worcester Publishing Holiday Gift Guide** – published in December
- **Worcester Telegram & Gazette** – Chain of Lights
- **WBZ Radio 1030-** CVB had a :30 spot on the week of December 17th

Massachusetts Turnpike Authority Information

- **MTA Grant** – We are still waiting to hear about our grant. We thank you for your support, calls and letters.

CVB News

- On December 10th, CVB toured The Hanover Theatre for the Performing Arts property!!!
- On December 20th, the CMCVB hosted a luncheon to discuss the 2008 Spring Madden PrePrint Insert. If you missed this event and would like to know more, contact Jeannie Hebert at jhebert@worchester.org or Pati Flannery at pflannery@maddenpreprint.com.

❖ Upcoming & Ongoing Marketing Opportunities ❖

TIME SENSITIVE!



Central Massachusetts Visitors Guides

Believe it or not, it's already time to update your listings, events and photos for the **Spring/Summer 2008** issue. Don't forget to purchase an ad. This is our #1 fulfillment piece – downloadable from the web – last year our website had over **10 million hits**. For listing forms and pricing, please contact Julie Orcutt at 508-755-7400 x224 or jorcutt@worchester.org.

The Official 2007-08 Fall/Winter Visitors Guide are currently flying off the shelves. Be sure to pick up your copy! For more info contact Brenna Ruchala at bruchala@worchester.org or 508-755-7400 x221.



Group Tour Magazine

Advertising through the CMCVB saves you 35%!

Space Reservation: Feb. 1, 2008

Don't miss out on advertising in the next Group Tour Magazine. **With the CMCVB discount, cost is only \$527!!!** Act now. We are reserving space for the co-op ad in the Summer issue. Remember this publication goes out to 15,000 group tour planners. Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222.

Reserve your space by February 1st, 2008!!!

Just a reminder, we send out a quarterly mailer -free of charge to you-itineraries to 53 Group Tour planners interested in visiting Central Massachusetts. In December we will be sending out Spring itineraries. Mark your calendars and don't miss this opportunity! – See our group tour section for more information.



Boston Spirit Magazine

Circulation is growing and geared to GLTB market.

Ads due: Jan. 15, 2008

Upscale glossy magazine distributed to hotels, restaurants, clubs, malls, colleges, and through direct subscription. You can take advantage of this market to the Gay and Lesbian community through our full page co-operative in this bi-monthly publication. **(Distribution is 25,000 plus!)** For only \$325.00, **that's ONLY \$162.50 per month**, you can market and promote your business, property or attraction to this lucrative market through this prestigious publication. Contact Jeannie at jhebert@worchester.org.

Ad Copy or completed ads due: January 15th to the CVB.

The Great Yankee Giveaway

FREE!

The Great Yankee Giveaway is a weekly online sweepstakes giving away a new prize each week on YankeeMagazine.com. It is a quick way to attract new customers, keep your company top of mind, and drive traffic to your website. The Great Yankee Giveaway will be promoted throughout the year in *Yankee Magazine*, on www.YankeeMagazine.com, and in email blasts. Please contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

Weekend Update on WCRN – *Submit your events for FREE to Jeannie Hebert*

FREE!

Every Friday just before 4:00 PM on “**The Hank Stolz Experience**”, on radio station WCRN AM 830-- 50,000 Watt station, Jeannie Hebert has a call-in “Central Massachusetts CVB Weekend Update” spot that promotes weekend and the following week’s events in the region. E-mail Jeannie your events and contact information one week in advance for review to jhebert@worchester.org so she can let the world know what you are up to.

“New England Weekends” WBZ Newsradio 1030 (Sat – Sun 6:55A, 7:55A, 8:55A (3 reports per day))

Six :60 weekend commercials, Six weekend billboards, **Twelve total weekend media messages**. Total Weekly Investment: **\$900. That's \$75.00 a spot!!!!** Every weekend, **WBZ** highlights the hot places to go for family fun, recreation and entertainment around New England during its weekly segment, “**New England Weekends!**” **WBZ ranks number 1** in New England reaching over **400,000** loyal listeners every weekend! We can package this co-operatively, so your investment is low and your impact is high! Editorial for your region and attraction is also a possibility. Contact Jeannie at jhebert@worchester.org or call 508-755-7400.

FREE PR Opportunity – Stories Needed!!!

FREE!

The CVB is always looking for unique stories from members about the region, their property, or how the CVB has helped their business. Put your story in front of 10 million people! Send your stories to Julie Zomar at jzomar@worchester.org or fax at 508-754-2703. Don't forget to send your photos, too!!!

WBZ Winter Promotion- Through March

Winter co-op program for CMCVB members to market and promote your property and save you \$\$\$\$'s too! Nowhere will you be able to purchase this kind of media coverage at such a low cost. Reach millions of listeners with WBZ NewsRadio 1030 and drive business to your website by reaching 38 states overnight! As an added value, with this buy you can schedule box office giveaways for trade, have your personal interview broadcasted on your choice of segment on *New England Weekends* and have your event listed on CBS.com absolutely free! *Purchase the enclosed commercial package! Package can run anytime from December 2007 thru March 2008. Take this opportunity to turn listeners into your customers and clients...*

30 Second Special

Day	Daypart	Duration	# of Commercials
Mon – Fri	5a – 10a	:30	2x
Mon – Fri	10a – 3p	:30	2x
Mon – Fri	3p – 8p	:30	2x
Mon – Fri	5a – 12mid	:30	2x
Mon – Fri	12mid – 5a	:30	2x
Sat – Sun	6a – 12mid	:30	4x
Sat – Sun	12mid – 5a	:30	2x

Total Weekly Commercials: 16. Total Weekly Net Investment: \$2,000*

(Average Rate per Commercial: An unbelievable \$125.00!)

*Price quoted is based on two CMCVB Partners back to back :30's .

The CMCVB will provide custom production for your approval at NO COST TO YOU! PLEASE CONTACT Jeannie Hebert at jhebert@worchester.org or her cell at 508-981-5782. Make your CMCVB membership work for you!

Madden Pre-Print 2008 Spring Insert

Circulation is 1,196,985, Total Readers: 3,483,226.

Space Reservation: Jan. 18, 2008

This is our most successful print campaign to gain qualified leads. In fact, advertisers in the 2007 insert received 7,249 highly qualified consumer leads. In addition, this four color newspaper inserted into 17 publication throughout the Northeast portion of the United States is seen by over one million readers and offers 120 days of direct lead generation through vacationfun.com with a direct link to your site and dynamic email blasts sent to consumers who are interested in Massachusetts.

69% of people surveyed visited Massachusetts within four months of receiving the insert. **Reserve your space before January 18th.** Purchase a ¼ page or larger and receive a free e-brochure. The CMCVB provides a co-op program for participants. Please contact Jeannie Hebert at jhebert@worchester.org or 508 755 7400 X222 with your interest.

FREE!

Promote your festival or event on the CMCVB website! – Use www.socialweb.net to submit!

This opportunity is **FREE** to all properties! With numerous category options, and an unlimited number to the amount of events you add, you have endless opportunity to market your events to a vast number of potential visitors both within and outside of our region. Log on now to start adding your information: www.socialweb.net. Don't forget, all Central Massachusetts Convention & Visitors Bureau members also have the opportunity to have those same events added to our websites www.centralmass.org and www.worcester.org. Don't miss out. Contact Julie Orcutt at jorcutt@worchester.org.

FREE!

“Special Packages” needed for our website!!!

We'd love to promote you!!! The CMCVB is looking for special packages from you for our website. Help increase your attendance and overnights by putting together packages: ie. Valentine's, group tour packages, short getaways, romantic & family packages, too.

HOTELS, ATTRACTIONS, RESTAURANTS, & OTHER DESTINATIONS: Visitors are time poor, why not save them some time by calling up your neighbor attractions and restaurants and putting together a discount package. Email your packages to Julie Zomar at jzomar@worchester.org.

❖ Membership Department Update ❖

Hospitality Host Ambassadors

Please check your email for upcoming Committee Schedules for the 2008 year!

Let's INCREASE membership for 2008!!

Could you use a little weekend getaway after the Holidays to recoup?

Sign Up a New Member and **Win a Weekend Package for Two at the Four Points by Sheraton by Leominster!** - Package includes One Friday or Saturday overnight stay for two Includes Dinner for two and Full Breakfast for two! **(First to bring in a new member wins!)**

A Great Deal!!

Start the New Year Off Right and Promote Your Upcoming Events!

Expose Your Business and Special Events to over 450 businesses all over Central MA!!!!

Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. You can showcase your business for all of your special events, sales, and announcements on a monthly basis **OR** if you're a seasonal business; include a flyer for a specific month. This is sent to the full membership, local chambers, and tourist associations. **It's ONLY \$75.00 per month!!!** Please include **450 copies** to us by the second full week of the month. If you'd like the CMCVB to put it together for you the cost is \$100 for one-sided B&W or \$125 for two-sided B&W. Contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224 to sign up today.

❖ Welcome New Member ❖

Fitchburg Art Museum

185 Elm Street, Fitchburg, MA 01420

The Fitchburg Art Museum is the area's oldest cultural institution housing a large collection of American and European paintings, sculpture, decorative arts and antiquities, including ancient Egypt, Greece and Roman. With over 14 galleries, in a three-building complex, the museum is available for private functions. Open Tues.-sun. 12-4pm. Members are Free. Admission \$7 & children under 12 free 978-345-4207

www.fitchburgartmuseum.org

❖ Member News ❖

Wachusett Mountain Grooms White Snow with Green Fuel!

What do French Fries and Snow Cats have in common at Wachusett Mountain Ski Area? Cooking Oil!

Wachusett is one of only three ski resorts in the Northeast to be converting 100% of its waste cooking oil into environmentally-friendly Biodiesel to fuel its five grooming vehicles. This winter the central Massachusetts ski area is converting 2,500 gallons of waste cooking oil from its restaurant and cafeteria (plus the mountain-owned Wachusett Village Inn) into biofuel. In addition to helping run the mountain's five snow cats, the biodiesel product will also be utilized the 4 diesel-powered backup lift engines and the area's 4 on-premise snow removal vehicles. Purchased from Wachusett Bio-Mass in Princeton, Ma., the biodiesel will allow the mountain to burn up to 20% less diesel fuel and help reduce harmful emissions by up to 50% per gallon of biodeisel fuel burned. For more information visit our press room on our website at www.centralmass.org.

The Chronicle features Central Massachusetts Properties!

The Chronicle segment that features several Worcester County winter destinations, including Tower Hill Botanic Garden, Old Sturbridge Village, and Wachusett Mountain State Reservation, was re-broadcasted Tuesday, 18th at 7:30 pm on Channel 5, WCVB-TV. You can read a little more about the show here: <http://www.thebostonchannel.com/chronicle/14858299/detail.html>.

Welcome to Our New World

The Best Western Royal Plaza Hotel & Trade Center - Under New Management/Ownership

150 Royal Plaza Drive, Fitchburg, Massachusetts 01420

Sales Phone: 978.342.0002 Fax: 978.343.4006

Soon to be **Courtyard by Marriott and CoCo Key Water Resort**. Inspired by historic Key West, CoCo Key combines the relaxation and enchantment of the Keys with the wild excitement of an indoor water park. CoCo Key offers everything you'd expect of a classic beach resort, delighting children while pampering parents. *Whatever the weather outside, it's always Florida inside.* Visit our website's press section for full press release. www.centralmass.org.

❖ Group Tour Department ❖

MOTT UK Travel Representative Tours Worcester

On Saturday, December 8th, Jeannie Hebert personally drove **MOTT UK travel representative to Massachusetts, Jo Piani**, around Worcester taking her to visit Higgins Armory Museum, the Worcester Art Museum, the Beechwood and the EcoTarium. They also toured the city and learned more about the region. Two other representatives were scheduled to visit the Sturbridge area on December 13th but were "snowed out!" Packages depicting the entire Central Massachusetts region that will include pertinent facts and tour information will be directly mailed to them. If you'd like to contribute to this package, please contact Jeannie at jhebert@worchester.org.

ABA

Jeannie Hebert and Julie Orcutt will be representing Central Massachusetts at The ABA (American Bus Association) Conference February 3rd through 7th in Virginia Beach. At this time 52 appointments have been confirmed. If you have new information or new "product" that would be of interest to these Group Tour leaders, planners and booking agents, PLEASE forward that very important information to Julie O. ASAP at jorcutt@worchester.org.

Itineraries Needed

FREE!

Quarterly mailer - service free of charge! Provide us with 8 ½ x 11 sized, three-hole punched, itineraries and we will mail them to the Group Tour Operators FREE OF CHARGE every quarter. **Tell these tour operators "what's new" at your place!!!** And we'll gladly put these itineraries on our website as well, if you provide them to us in email format. For more information contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

❖ Convention Department News ❖

The convention sales department, in partnership with the Doubletree Hotel in Westborough, represented Central Massachusetts at the MeetingsQuest Expo in Boston on December 11th. The show was well attended by nearly 300 meeting planners, and numerous qualified leads were received. The CVB will develop the leads and our member facilities will receive them in the near future.

Congratulations to the Worcester Sharks for winning the bid for the 2009 AHL All Star Hockey Tournament. The CVB participated in the bid process and will continue its efforts to assist the Worcester Sharks management team in preparation for what will truly be an exciting event.

MONTHLY MEETINGS:

- **Worcester Sales Task Force** – The CVB hosts this meeting made up of the CVB sales and marketing team, the DCU Center sales team, hotel General Managers and Directors of Sales and representatives from the City of Worcester. The goal is to work together to develop new business opportunities for city venues and organize and promote ongoing events. The next meeting will be held Tuesday, January 14th.
- **Hotel Association** – The CVB hosts a monthly meeting attended by hotel representatives throughout the region with the goal of developing new ways to bring business into Central Massachusetts and discuss ongoing events and special projects. The next meeting will be held Thursday, January 25th.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, January 14th, 1pm at the DCU Center, Worcester.
- Hospitality Host Committee Meeting: TBD
- Hotel Association Committee: Thursday, January 25th.
- Group Tour Committee Meeting: TBD
- Marketing Committee Meeting: TBD
- Golf Committee Meeting: TBD

Watch for new committee info!

❖ Events for the month of January ❖

Check out our websites for more information: www.centralmass.org or www.worcester.org.

- 1-31 **Higgins Armory Museum Presents: Dragon Naming Contest** - Kids ages 16 and under can enter. The winner will become **Royalty for a Day**. The prize package will include: private tour of the museum for winner and four guests, a "knighting" ceremony and certificate, and a \$10 gift card to the Museum Store. The winner's name and the name selected for the dragon will be on view in the Museum for the month of February. For more information visit www.higgins.org.
- 1-30 **Higgins Armory Museum Presents: "Charge in for Super Savings"** - Save 75% on Christmas Merchandise at the Museum Store. The Museum Store features Medieval and Renaissance themed gift items, a large selection of books for adults and children, beautifully designed jewelry in silver, pewter, and semi-precious stones, unusual toys and games including the largest selection of stuffed dragons in the area, costume accessories, replica swords, helmets, shields, and other related items. www.higgins.org.
- 3 **EcoTarium Presents: Budding Scientists – First Thursday of Every Month** - Join us for a new program for curious little explorers. Simple, safe, science and nature experiments to grow your budding scientist! Make ice cream in a bag or silly putty. Free with museum admission. www.ecotarium.org.
- 4-5 **Crowne Plaza Presents: Dick's Beantown Comedy Escape** - John Turco, Corey Rodrigues and Jennifer McGonagle. \$15 per person. 800-401-2221
- 5 **Higgins Armory Museum Presents: Founder's Day** - In honor of our founder John Woodman Higgins, all visitors are admitted FREE on this day. Come see everything that the Higgins has to offer, including live swordplay demonstrations and a free art workshop! At Noon we will be cutting our 80th birthday cake. Don't miss it! www.higgins.org.
- 6 **Music Alive! Presents: Pipes Alive! Organ Concert** - Wesley United Methodist Church, 114 Main St., Worcester - Guest Organist Enrique Rimoldi, of Buenos Aires, Argentina, puts all 4500 pipes of Wesley's 1927 E.M. Free Admission. Call 508-799-4191 or visit www.music-alive.net.
- 8 **DCU Center Presents: Ozzy Osbourne with special guest Rob Zombie** - This will be his first solo concert in Worcester in six years and will feature special guest, Rob Zombie. Visit www.dcucenter.com or call 617-228-6000.
- 10-14 **Naismith Memorial Basketball Hall of Fame presents: the 2008 Spalding Hoophall Classic** - Nationally ranked high school teams play over the four-day event. Some games are televised nationally. Call 413-781-6500 or visit www.hoophall.com.
- 11 **The Worcester Hibernian Cultural Centre Presents: Lunasa in Concert** - One of the most sought-after bands on the international Irish music scene, the band that the Irish Voice has described as "the hottest Irish acoustic group on the planet". Advance Tix \$20 (\$25 at the Door) (Worcester college students earn Woo Points). Call 508-853-7587 or visit www.aohworcester.com.
- 11-12 **Crowne Plaza Worcester Presents: Dick's Beantown Comedy Escape** - John David, Corey Manning and Tom Butler. \$15 per person. 800-401-2221
- 18 **Broadmeadow Brook Presents: Friday Nite Flicks** - Put your pj's on and grab a bowl of popcorn, as we watch a family-friendly movie. We will play a game or make a craft before settling down to watch the movie. We'll supply popcorn and juice; you bring the blankets and pillows. For all ages! Call 508.753.6087.
- 19 **Chocksett Inn Presents: Comedy Show & Dinner Buffet** - The evening includes three comedians and a great dinner buffet. A cash bar will also be available. Tickets are on sale now for \$49.00 per person (includes Tax & Gratuity). Reservations only, please call 978-422-3355. Mention the word "Funnybones" and receive \$5.00.
- 19&20 **EcoTarium Presents: Members' Weekend – Meet a Crime Scene Investigator!** - Come meet a scientist from the Massachusetts State Police Crime Lab and try your hand at crime scene investigation 1:00 p.m.-3:00 p.m. Ride the Explorer Express Train for FREE. Bring up to four guests for FREE. Enjoy complimentary cocoa and cookies. Even better - learn how scientists track dinosaurs... and people. Free with museum admission. www.ecotarium.org.

- 21 **Old Sturbridge Village Presents: Martin Luther King Jr. Day Programs** – OSV will commemorate the day with a look at the early history behind the holiday and a celebration of the lives of three equal rights pioneers: orator Frederick Douglass, suffragist Abby Kelley Foster and theologian Wilbur Fisk. Actors in historic costumes will portray the three and will provide insights into their lives and their impact on the modern day equal rights movement. Programs are included with the cost of admission. For details: www.osv.org or call 1-800-SEE-1830.



❖ **Subscribe** ❖



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Email jzomar@worcester.org to receive your free copy today!

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The CVB is your **primary** local source of tourist, convention & meeting information; responsible for marketing and promoting the Central Massachusetts region as a convention, meeting & sports site, and tourist destination. Conveniently located in the Heart of New England, we offer so much, so close; with attractions rich in history, natural beauty and culture, offering white-glove service at a very affordable price.