



**Central so much.
Massachusetts so close.**
Convention & Visitors Bureau

E-Newsletter

March 2008

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Breakfast

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Colleges of Worcester
Consortium

Dear Members,

As spring moves closer and warm weather is just around the corner, hopefully we will be rewarded with sunny skies after a very snowy winter.

We have been gearing up with lobbying efforts regarding funding. In 2007, the projected amount spent on domestic travel was \$20 million, which needs to increase to continue to be competitive. As we all know tourism is a very important industry and we will soon be calling upon our members for letters of support.

Thank you,

Donna J McCabe
President

CVB News

Save the date! Coming soon is our annual Golf Tournament. This year it will be at Sterling National Country Club on May 12, 2008 at 8AM. Sponsorship opportunities available! Contact Julie Orcutt jorcutt@worchester.org or call 508-755-7400 ext 224

Congratulations to: The Worcester Historical Museum featured in an article in the March issue of AAA's *Horizon's* magazine direct mailed to all AAA members and boasts a readership of over one million!

Brimfield Antiques and Collectable Show named the largest antiques fair in the country by *O at Home-An Oprah Magazine* Spring 2008 nationally distributed publication.

The Governor's Conference on Travel and Tourism held in Boston on February 28-29. The highlight of the event was when our own RSVP volunteers **George and Marion Busada** were recognized as the recipients of the 2008 Hospitality Award. Member Peter "Zip" Zipfel of **Zip Zipfel Media** received credit for his part in editing the video presentation depicting the Busada's. Congratulations George and Marion--we appreciate you! Thank you to the following members for donating to our gift basket: **Doubletree Hotel Boston – Westborough, Wachusett Brewery, Higgins Armory, E.J. Candies & Worcester Historical Museum.**

Marketing Opportunities

Contact Jeannie Hebert at jhebert@worchester.org

Group Tour Magazine, Summer Issue--Only two spots left. At deadline, contact Jeannie today! Even if you are a seasonal property,

Davis Cox
Dynamx.com

Jim Donahue
Old Sturbridge Village

Suzanne Farias
Four Points by Sheraton
Leominster

Jay Foster
Old Mill Restaurant

Michael Harrington
Publick House Historic Inn

Richard Kennedy
Worcester Regional Chamber
of Commerce

Ned LaFortune
Wachusett Brewing Company

Paula Lawrence
Crowne Plaza Hotel

Michael Marcy
Charter Communications

David McKeehan
North Central MA Chamber of
Commerce

Alexandra McNitt
Central South Chamber at the
Crossroads of New England

Jim Moughan
DCU Center

Russ Prentiss
Sturbridge Host Hotel &
Conference Center

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Justine Southwick Brewer
Southwick's Zoo

this is **THE** issue that Group Tour leaders, planners and motorcoach operators use to set up their itineraries. Only \$527.00 to coop on the Central Mass CVB page. You **WILL** receive qualified leads!!

Massachusetts Getaway Guide--Thanks to all who participated in this annual major publication. CMCVB has one of the largest spreads in this premier MOTT supported tourism promotional magazine with **SEVEN** pages! On stands now.

Spring PrePrint, *Madden Media's* MOTT supported newspaper insert that reaches over 3 million readers in Sunday newspapers throughout the Northeast region has gone to print and will hit the stands April 1st. This program also included two print brochure ads and two 4 page e-brochures on www.vacationfun.com. It was quite a value for members, **Indian Ranch, Worcester Cultural Coalition and The Hanover Theatre** who partnered in this multifaceted coop. Contact Jeannie with any interest you may have participating in the Fall program.

New England Travel and Life, *Boston Magazine's* 250,000 circulation annual guide to travel in New England has gone to print. Thanks to those who participated in our two page coop spread. Look for an upcoming special announcement to an award winning partner!

Boston Spirit Magazine hits the stands this month and will receive extra impressions at the highly attended and very prestigious Fenway Women's Dinner Party and Men's Event held at the Weston Copley, Boston. Those who participated in this issue's coop will reap the benefits of this extra bonus distribution. Consider participating in the next bi-monthly coop of this GLBT publication.

The CMCVB placed ads and participated in:

The Guide to Johnny Appleseed Country
Worcester Regional Chamber of Commerce membership Directory

With 60 second radio spots on:

WBZ News Radio 1030
WODS Oldies 103.3

Guiding MOTT international tour leaders from the Netherlands on a tour of Worcester and tutorial of the Central Massachusetts region on Sunday, February 24th. Thanks to **Mark Waxler** at the Beechwood Hotel, **Allison Berkley and Ottie Levin** at the Worcester Art Museum, **Steve Manuel and Randi** at the Higgins Armory Museum and **Sarah Hesshaus** at the EcoTarium for their generous donations that made this tour a success!

Blackstone Valley Home and Business Expo held Saturday March 1st was very well attended despite the inclimate weather. Hardly a parking spot to be had! Thanks to **Southwick's Zoo, Worcester Historical Museum, Vaillancourt Folk Art and Asa Waters Mansion** for their generous donations to the BVTa sponsored raffle.

The Flower and Patio Show at the DCU Center -- had garden displays, a garden shop and even a garden café! The beautiful garden displays were a nice change from the cold wintry weather outside.

The Boston Globe Travel Show had a wonderful turnout, with a line out the door, at the Seaport World Trade Center. Complete with live animal shows, a culinary stage, cultural performances and informative travel seminars.

Henry Tessman
Double Tree Hotel
Boston/Westboro

Gary Vaillancourt
Vaillancourt Folk Art

Jamie Wolfe
Royal Plaza Hotel & Trade
Center

Fun new packages!

**Murder Mystery & Fireplace
Feast packages from Sturbridge
Host Hotel, Salem Cross
Inn & the Yankee Cricket B&B.**

For more information on these packages, or if you have a special package please contact Julie at jorcutt@worchester.org or call 508-755-7400 ext 224

"18 at 8:00"

Networking on the Golf Course! A new concept from **Cyprian Keyes Golf Course!** Networking, golf, breakfast and lunch; what more could you ask for?! Contact Danielle Wence for more information
daniellew@cypriankeyes.com

New Member

We would like to welcome **Goodrich & Company Promotions** - Established in 1981, Goodrich & Company Promotions is responsible for managing a variety of quality juried and invitational shows. For more information check out www.goodrichpromotions.com

Promote your festival or event on the CMCVB website!

This opportunity is **FREE** to all properties! With numerous options, and an unlimited number to the amount of events you add, you

Membership Update

Contact Julie Orcutt at jorcutt@worchester.org

Hospitality Host Meeting - Next Meeting March 26th at the Crowne Plaza 8am, come network and promote your upcoming Events! Please RSVP to Julie Orcutt – jorcutt@worchester.org. **FREE TO ATTEND - BRING A FRIEND AND RECEIVE A PRIZE!** Interested in promoting your business and or special events at the meeting? Limited to 2 spots per meeting – Reserve Your Spot Now!

Stories Needed! FREE PR OPPORTUNITY

Don't forget, the CVB is always looking for unique stories from

members about the region, their property, unique trivia, or how the CVB has helped their business. Put your story in front of 10 million people! Send your stories to Jackie Cohen at jcohen@worchester.org or send a fax to 508-754-2703.

Let's INCREASE membership for 2008!!

Could you use a weekend getaway? Sign Up a New Member and Win a Weekend Package for Two at the Four Points by Sheraton in Leominster! - Package includes One Friday or Saturday overnight stay for two Includes Dinner for two and Full Breakfast for two! **(Bring in a new member and you could win!)**

Group Tour Department

Itineraries Needed

Bring a bus load of people to your organization! 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 about "what's new" and special promotions at your place!

We'll gladly put these itineraries on our website as well, if you provide them to us in email format. For more information contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224.

Convention Department News

The CVB and its partners have remained diligent in their efforts over a number of years in order to secure the Pop Warner Cheerleading tournament for a 3 year commitment beginning in 2008 and the New England Convenience Store Association trade show slated for September 2008. Both events will take place at the DCU Center and will bring thousands of visitors and more than \$1 million in economic impact to the region.

Recently the convention sales department traveled to Pittsburgh to give a presentation to U.S. Youth Soccer as part of a bid for the 2009/2010 National Championship Tournaments. League officials will soon visit the proposed site, Citizens Bank Fields in Lancaster, home to the MA Youth Soccer Association, and the league will make their decision soon thereafter.

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.centralmass.org or www.worcester.org

Central Massachusetts Convention & Visitors Bureau members also have the opportunity to have those same events added to www.socialweb.net.

Don't miss out!

Contact Brenna Ruchala at bruchala@worcester.org or 508-755-7400 ext.224

Expose Your Business and Special Events to over 450 businesses all over Central MA for less than 16 cents a copy!

Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. We will produce it for you for a small fee! lorcutt@worcester.org or call 508-755-7400 x224

The event will bring an estimated \$1.5 million to the region, and we will notify the community of the league's decision as soon as we get word.

The CVB is in contact with the Worcester Executives Association, which is comprised of numerous Worcester County business executives, in an effort to partner with the group to develop ways to drive business to our region and stimulate the local economy.

MONTHLY MEETINGS:

Worcester Sales Task Force –The goal is to work together to develop new business opportunities for city venues and organize and promote ongoing events. Tuesday, March 11th at 1:00 p.m. at the DCU Center.

- **Hotel Association** – 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. Convention site representatives are also welcome. Bill Wallace, Executive Director of the Worcester Historical Museum, gave a presentation at the February 28th meeting highlighting plans for the new Visitor Center and all that it will have to offer the region. The next meeting will be held Thursday, March 27th at 12:00 noon at a location TBD.

For info regarding conventions, meetings and committees contact Kathy Ryan at convention@worcester.org or 508-755-7400 ext 225.

Sampling of March Events:

Saint Patrick's Day Parade! The parade route stretches from Park Ave/Mill St to Park Ave/Highland Street, approximately 2 miles. Hundreds of entries including marching bands & pipers, floats, marchers and more hold the interest of the crowd of a hundred thousand or more. Easily the largest parade in Central Mass/Worcester County, this annual event is not to be missed! **March 9th, 2008** www.stpatsparade.com

Wachusett Mountain presents - Green Day St. Patty's Celebration - Join us on the mountain on St. Patrick's Day as we celebrate all things Green!! Any Skier or Rider who wears green will receive a 1/2 Price Lift Ticket!! There will be Irish Themed food and beer. March 17, 2008 wawa.wachusett.com

A Wild Wine Tasting at KJ Baarons

Wine tasting fundraiser to benefit **Pet Rock**--A Benefit for the Animals, Saturday, March 8th. Pet Rock receives 10% of each purchase from a selection of 22 wines, eight craft beers and two hard ciders – all based on an animal theme. Several wines will be available for tasting after noon. Pet Rock Festival organizers will also give away T-shirts and trinkets and provide info about the festival. Open Saturday from 10 a.m. to 10 p.m. Call 508-753-3400 for more info. www.petrockfest.com

Old Sturbridge Village Celebrates Maple Days March 8-23 with Maple sugaring at OSV. www.osv.com

Hanover Theatre's Grand opening gala on March 14. Performances by actor and singer Bernadette Peters and the Rhode Island Philharmonic Orchestra. www.thehanovertheatre.org

AAA Travel Show held at Gillette Stadium on March 7-8-9. Come to book, come to save. Indoors at Fidelity Investments Clubhouse, with an attendance of over 12,000. www.AAA.com

Blackstone Valley Sugaring Association presents "Maple Sugar Days." First three weekends in March at **River Bend Farm** at the Blackstone River and Canal Heritage State Park. Free tours 11 a.m. & 3:30 p.m. www.blackstonevalleysugaring.org

For a complete listing of March events, as well as vacation week activities check out www.centralmass.org

Subscribe

Received this via a FWD? To be added to our mailing list, email Jackie at jcohen@worchester.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.