



Central MA Convention & Visitor's Bureau Newsletter

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CMCVB News



Annual Golf Tournament!

Please join us for our 6th Annual Golf Tournament! This year the tournament will be held at Sterling National Country Club **May 12, 2008** with an 8AM shotgun start. Sponsorship opportunities available! Please sign up by May 7th at the very latest!! Contact Julie Orcutt jorcutt@worchester.org or call 508-755-7400 ext 224 for more info. Hope to see you there!

Marketing Opportunities

New Member!

Event Temps

Worcester 35 Harvard Street, Suite 105
Boston 59 Temple Place
#330, at Downtown Crossing

Rhode Island 1818 East Main Road, Portsmouth
508.799.0399

Visit us on the web at www.eventtemps.net

Provides temporary & permanent staffing solutions for the hospitality industry for Caterers, Country Clubs, Hotels, and Multi-unit food service operations.

We also provide certified bartenders and professional servers for private functions.

Group Tour Magazine, Fall Issue- Group Tour Magazine is printed 6 months in advance in order for Groups to plan their itineraries. This is THE issue that Group Tour leaders, planners and motor coach operators use to set up their itineraries. Sent out to 15,000 active group tour planners, they are the decision makers for their area. Only \$527.00 to co-op on the Central Mass CVB Page. Only TWO spots left for Fall! Contact Jackie Cohen at 508-755-7400 ext 227 by May 1, 2008 or jcohen@worchester.org. Not only an ad, but you **will** receive qualified leads!!

Boston Spirit Magazine - This is a glossy, classy publication, beautifully crafted, with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout Massachusetts. These are mostly upscale individuals with disposable income that enjoy the finer things in life. It is directly mailed to over 25,000 subscribers with overrun distribution to Gay Pride Festivals in Worcester, Providence, & Boston. To advertise through our co-op is **only \$375.00 per bi-monthly issue (that's only \$187.50 per month!)**. We only have TWO spots left!! Check out www.bostonspiritmagazine.com for a sampling. Contact Jackie at jcohen@worchester.org or 508 755 7400 ext 227 for more info or to reserve space.

Boston Multi-Lingual Guide- Full page co-op to **CMCVB** Members in the **Boston Multi-Lingual Guide** for a **fraction** of the usual price. On a top ten Yahoo list of traveler's publications for Boston and Massachusetts, they are number one in German, French, Spanish, Italian, Portuguese, and number

Our BEVERAGE EVENTS division provides complete beverage catering with a twist!

Fun new packages!

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

April 20th-24th KIDS WEEK 2008 at The Sturbridge Host Hotel - Includes: Overnight Accommodations with breakfast for up to 2 adults and 2 children under 12 for \$114 this includes tax & gratuity. Includes: Use of Indoor Pool, Outdoor Mini Golf, Daily games and crafts for the kids, Bounce House, Kids movie each night with popcorn, Poolside rooms

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

three in Japanese. On Google - they're leading the list of all multilingual publications about New York, Boston and Massachusetts, and Washington DC. If you were to purchase this full page on your own it would cost over \$25,000.00! It has a circulation of 175,000 per issue. **The CMCVB is making this offer to only 8 membership partners at \$900.00 each!!!** Please contact **Jackie Cohen** at 508 755 7400 X227, or jcohen@worchester.org with your interest. For space reservation the deadline is **April 9, 2008**.

The Official Central Massachusetts & Worcester County Visitor's Guide - Clear some space on your shelves for our **Spring/Summer 2008 Visitor's Guide!!** Coming VERY soon!! Please email Brenna if you would like a copy bruchala@worchester.org

Membership Update

Hospitality Host Meeting - Next Meeting **April 23rd** at the Crowne Plaza **8am**, come network and promote your Spring/Summer 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 Hospitality Host Meeting??? **Limited to 2 spots per meeting** - Reserve Your Spot Now!!

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.

Convention Sales Department News

Events

NCAA Men's Ice Hockey Championships - The 2008 games were very exciting, and city streets were filled with visitors! The estimated attendance was 17,000 with 800+ hotel room nights and an Economic Impact of \$1.8 million. Throughout the event, CVB employees and volunteers staffed concierge stations at hotels and the DCU Center and directed attendees to restaurants, attractions, shopping, and other regional information.

MA Academy of Family Physicians

- The CVB provided a hospitality table at the MA Academy of Family Physicians Conference held on March 28/29 at the DCU Center, and will be onsite at the following events:

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- New England Water Works Convention - April 2/3
- Original Sewing & Quilting Expo - April 10-12
- McDonald's Managers Meeting - April 19

All New! Meeting, Destination & Sports Guide

The convention sales department recently unveiled its premiere publication. This beautiful piece will be distributed at trade shows and in direct mail campaigns. The CVB is currently organizing a comprehensive direct mail campaign, scheduled for completion in June. Limited sponsorships will be available. Details will be made available soon.

BOSTON SALES MISSION

The 2007 Boston Sales Mission was a tremendous success, with confirmed business bringing more than \$1 million in economic impact to the region. We are looking forward to the 2008 Boston sales mission. The date, location and other details will be distributed to the Hotel Association in the near future.

CONVENTION SALES NEWS

U.S. Youth Soccer officials will visit the soccer fields in Lancaster as well as various hotels and venues on April 16 & 17. The CVB has worked closely with the event host, MA Youth Soccer, to bring the 2009 & 2010 championships to this region. We look forward to the visit, and the CVB is busy ensuring that the contingency of soccer officials preview all that Central MA has to offer. The site visit is the final step in the bid process, and follows our recent presentation to soccer officials in Pittsburgh.

The convention sales department reviewed and processed more than 70 RFP's in Q3. Recent bookings included two new conferences with Boston companies that typically hold their events in Boston. Central MA is experiencing an influx of requests for meeting venues from businesses in Boston, Providence, etc. as they are looking to move to locations that are more affordable and have easy access for their attendees. Central MA is a perfect fit for these businesses and the CVB is working hard to attract similar businesses to the region.

The new CVB website will be launched soon and we are revisiting our online reservation system. Our website received more than 10 million hits last year, and therefore is the perfect vehicle to market and promote your business. We are investigating two online registration systems. The first is with Yankee Publishing who manages the ARES system which is widely gaining popularity in New England and there is a lot of positive feedback from CVB's that are using it. The second is a possible partnership with Travelocity and other state RTC's. More information to come.

The grand opening of the Hanover Theater for Performing Arts was a tremendous success, and the CVB has already received a request regarding use of the theater as part of events that will also include use of the convention center and hotels in the region. We are planning to have a theater representative address the Hotel Association to discuss special packages, much like the cultural, attractions and sports packages that already work so well.

MONTHLY MEETINGS:

Worcester

Sales Task Force - The CVB hosts this monthly 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 has been rescheduled from 4/8 to 4/15 due to NEMICE, and will be held at the Worcester Historical Museum. Bill Wallace, Executive Director of the museum will deliver a presentation on the new museum and visitor center site, and all that it has to offer the region.

Hotel Association

- The CVB hosts this 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, April 24th at 12:00 noon at the Sterling National Country Club.

Spotlight

The Vienna Restaurant & Historic Inn

The story of the Vienna Restaurant & Inn began in Longmeadow, MA, where Mitch, Tess and their children made a living as entrepreneurs. In 1979, Jonathan Krach and his siblings purchased a gin mill called the Hofbrauhaus in West Springfield. They renovated the business, and through the sacrifice and dedication of the Krach family and Hofbrauhaus staff, it became successful after only a year.

Jonathan met Lisa in 1993. After marrying in 1999, the two began working together at the Warfield House in Charlemont- a 530-acre family farm developed by Jonathan 4 years earlier.

Despite struggling to find time while raising a family, he and Lisa gained valuable experience running the Historic Inn. Eventually, Jonathan decided to take on the challenge of starting another family business.

In February 2003 the Krach family opened a property in Southbridge and called it The Vienna Restaurant & Historic Inn.

After being featured in places such as Worcester Business Journal and Worcester Magazine, the Krach's are now celebrating their fifth year! Vienna is located 45 minutes from Boston, Providence, Hartford, and Springfield. Don't go out of your way to find a Boston Inn or restaurant - all the hospitality and relaxing atmosphere you need is right here! Visit www.thevienna.com for more info.

Sampling of April Events

Southwick Zoo Opens - April 12th www.southwickzoo.com

Davis Farmland Opens - April 17th

www.davisfarmland.com

Tower Hill Botanic Garden - Tastefully Tower Hill - Annual fundraiser, Top restaurants & caterers! April 5, 6-9PM

www.towerhilbg.org

Foothills Theatre - April vacation week (22-26) - The Little Mermaid!

www.foothillstheatre.com

Old Sturbridge Village - School Vacation activities ALL week - April 19-27.

www.osv.org

For more events click go to www.centralmass.org

CMCVB

We are now offering **ONE** spot for an advertisement or coupon in our newsletter. It will be in our e-newsletter, as well as our physical mailing of the newsletter and on our webpage. Three for the price of one!! If you would like to be that ONE advertiser and have your company promoted in our newsletters and on our webpage please contact us as soon as possible!!

Introductory Rate \$100.00

Please email jcohen@worchester.org or call 508-755-7400 ext 227.