



Central MA Convention & Visitor's Bureau Newsletter

May 2008

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New Member

North Quabbin Woods

1 East Main St.

Orange, MA. 01364

978-544-3223

North Quabbin Woods features visitor information and artisan gifts from the North Quabbin region. A Scenic area, ideal for outdoor recreation and steeped with classic New

CMCVB News



6th 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! Platinum

Sponsor Best Western Royal Plaza & Coco Key Indoor Water Resort Opening December 2008!

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!

7th Annual Lobster Bake

Please join the Central Massachusetts Convention & Visitors Bureau for the 7th Annual Lobster Bake at Wachusett Village Inn. Tuesday **June 17, 2008**, 5PM. Platinum Sponsor Best Western Royal Plaza & Coco Key Indoor Water Resort Opening December 2008!



Come and enjoy a fun filled night with great food and great people! Sponsorship opportunities available! Please contact Julie Orcutt at jorcutt@worchester.org or 508-755-7400 ext. 224 for more information.

Marketing Opportunities

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. Contact Jackie Cohen at 508-755-7400 ext 227 by

England character.

www.northquabbinwoods.org

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@worcester.org or call 508-755-7400 ext 224

May 10, 2008 or jcohen@worcester.org. Not only an ad, but you **will** receive qualified leads!!

New England Group Tour Planner

Sent to over 8,000 qualified Canadian Group Tour Planners. Includes a link on their web page which receives over 850,000 unique web visitors per year. For only \$375.00 a block plus CMCVB members receive a 10% rebate!! Please contact either Jackie Cohen at jcohen@worcester.org or John Eagles at jeagles@holidaymedia.ca

Clear Channel Radio introduces "Summer for Less"

You supply them with tickets to your attraction, and they will run a trade schedule for you at the face value. In addition to that they will have a web page www.summerforless.com where listeners can buy your tickets at half price. Starting Memorial Day weekend and ending Labor Day, please contact Jackie Cohen if interested jcohen@worcester.org

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

Fab 5 Coupon Booklet - Now Available!! Come pick up your copy at the CMCVB. Includes over \$120.00 worth of discounts to Davis Megamaze, Davis' Farmland, Southwick's Zoo, Ecotarium & Wachusett Mountain.

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.

Membership Update

Hospitality Host Meeting - Next Meeting **May 21st** at the Crowne Plaza **8am**, come network and promote your Spring/Summer Events! Please **RSVP** to Julie Orcutt - jorcutt@worcester.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.

Convention Fulfillment

The CVB provided hospitality tables at the MA Academy of Family Physicians Conference held on March 28/29, the N.E. Water Works Convention April 2/3, and the Original Sewing & Quilting Expo April 10-12.

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 announced to the Hotel Association in the near future.

CONVENTION SALES NEWS

U.S. Youth Soccer officials visited the soccer fields in Lancaster, the DCU Center in Worcester, and various hotels and meeting venues on April 16 & 17. The CVB has worked closely with the event host, MA Youth Soccer, to bring the 2009 and/or 2010 championships to this region. The CVB has been instrumental in providing soccer officials with a preview of 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 USYS Board of Directors will meet on May 30th and announce their final decision shortly thereafter.

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.

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 will be held on Tuesday, May 13th at the City of Worcester Economic Development office on 44th Front St, and will feature a collaboration of the cultural coalition and WSTF members in an ongoing effort to develop cultural packages.

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 May 29, 2008 at 12 noon at The Best Western Royal Plaza in Marlborough.

Sampling of April Events

6th Annual Asparagus & Flower Heritage Festival being held on the West Brookfield Town Common on Saturday, May 17, 2008 from 10 a.m. - 4:00 p.m. Asparagus chowder, grilled asparagus, and asparagus wraps are only a few items on the menu. For more information contact Amy Dugas at 508-867-5428 or Ruth Lyon at 508-867-7316. The rain date for this event is Sunday, May 18, 2008.

The Grafton Cultural Council is pleased to present **The Town of Grafton Third Annual Fine Arts and Music Festival** May 16th, 17th and 18th, 2008 at the Grafton Municipal Center at 30 Providence Road, Grafton, MA. www.GraftonArtsFestival.org

Foiled! A Celebrity Fencing Tournament at Higgins Armory Museum - May 8, 2008 from 6pm-9pm. For more information go to www.higgins.org or call 508-853-6015

Davis' Farmland presents **Heroes Weekend** - May 17-18, 2008. 11am-3pm. Kids can climb on fire trucks and other emergency equipment. Officers and Armed Forces personnel and their families admitted FREE with photo ID.

www.davisfarmland.com

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