Central MA Convention & Visitor's Bureau Newsletter
July 2008

CMCVB's new webpage.. up and running!

www.centralmass.org

There will be many new features and updates added continuously. If you have any press releases, announcements, or special events you would like to promote, please let us know. Don't forget to submit your events through the Social Web to the CVB as well. Please feel free to check it out and tell us what you think! Questions please contact Brenna Ruchala at bruchala@worcester.org

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Marketing Opportunities

The Official Central Massachusetts and Worcester County Visitors Guide. Our # 1 fulfillment piece! Update your form for the 2008/2009 Visitors Guide, contact jorcutt@worcester.org

To advertise contact David Casey at craycasey@aol.com

To submit events contact bruchala@worcester.org

To submit photos contact jcohen@worcester.org by **July 8, 2008**

Jazz at Sunset

Host your own table at the Ecotarium's Jazz at Sunset! Friday nights for 6 weeks with a new band each week! $100.00 per table. BOOK YOUR TABLE NOW, THERE'S ONLY A FEW WEEKS LEFT!! **July 11th-July 25th.** For more information visit www.ecotarium.org and to reserve a table contact Brenna at bruchala@worcester.org or 508-755-7400.

Paradise City Guide

Our newest publication! Circulation is over 250,000! This high quality color publication is published bi annually for distribution in the Spring and Fall. Paradise City was just ranked Number One of America's Top Ten Arts and Festivals by American Style Magazine. $375.00 per spot with 8 partners. Please Contact Jackie for more information or to reserve your spot by **July 3, 2008.** jcohen@worcester.org 508-755-7400 x 227

Lobster Bake

Many Thanks to the following Sponsors of the Central MA CVB 7th Annual Lobster Bake

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

Special Thank you to Wachusett Village Inn for hosting!!!

Thank you to Salsa Storm for entertaining everyone with Salsa & Merengue lessons.

Thank you to all the prize donators: Coco Key Water Resort, Cyprian Keyes Golf Club, Davis Farmland & MegaMaze, Doubletree Hotel, Fitchburg Art Museum, Foothills Theatre, Four Points Hotel, Hilton Garden Inn, Leicester Country Club, Oakwood Farm Christmas Barn, Salem Cross Inn, Southwicks Zoo, Sturbridge Host Hotel, Wachusett Mountain Ski Area, Wachusett Village Inn, Worcester Tornadoes.

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

Group Tour Magazine, Winter Issue

Group Tour Magazine is printed 6 months in advance 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, who 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 **August 11, 2008** or jcohen@worcester.org Not only an ad, but you will receive qualified leads!!

Worcester Magazine's Annual Manual

The Annual Manual is distributed in key hotels throughout the region, large employers, and top realty offices across Central Massachusetts. It is distributed as an insert in Worcester Magazine sponsored events and is considered the premier guide to Central Massachusetts. Price starting at $250.00 per spot. Contact Jackie at jcohen@worcester.org or call 508-755-7400 ext 227 by **August 11, 2008.**

Fab 5 Coupon Booklet - 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.

Membership Update

Hospitality Host Meeting - Please join the CMCVB on July 23, 2008 at the Crowne Plaza, 8am.

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@worcester.org or call 508-755-7400 x224 to sign up today.

Convention Sales Department News

18th Annual New England Summer Nationals
July 3rd - 6th, 2008
The Convention Sales Department has been working closely with Bob Moscoffian and his staff in preparation for the 18th Annual New England Summer Nationals. This is an exceptional holiday weekend event, attracting over 200,000 people to the region. Event organizers have received more registrations than ever before, and Bob Moscoffian has carefully orchestrated this year's event to include new activities for kids and families. People are staying close to home due to the high cost of gas, and focus on family activities could be the key to a record breaking attendance. The CVB will host the annual press conference on Thursday, July 3rd, 2:00 p.m. at the Crowne Plaza in downtown Worcester. See www.summernationals.com for more details.

CVB provided hospitality services at the DCU Center for the following events:
New England Synod Convention
Benny Hinn Ministries

MONTHLY MEETINGS:

Worcester Sales Task Force - The CVB hosts this meeting comprised 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, organize and promote ongoing events. Due to vacation schedules, there will be no July meeting. The next meeting will be held on Tuesday, August 12, 1:00 p.m. at the DCU Center.

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, July 24, 12:00 noon at the Beechwood Hotel.

Sampling of July Events

Summer Nationals - July 3-6th
www.summernationals.com

Longsjo Classic Bike Race - July 3-6th
www.longsjo.com

Old Sturbridge Village - July 4th
www.osv.org

Celtic Festival - at Indian Ranch July 12th
www.blackstonevalleycelticfestival.com

For more events click go to www.centralmass.org