



Central MA Convention & Visitor's Bureau Newsletter August 2008

Go for the Gold - Davis' Mega Maze Opens in High-Flying Style!

Thursday July 31st marked the Opening Ceremonies for Davis Mega Maze's new Go for the Gold Olympic themed maze. Visitors were treated to food, helicopter rides and the first ever mid-air torch relay from Jumptown. Special Olympics athletes were also on hand to be the first to capture the gold inside the maze. Go for the Gold Maze will be open through November weather permitting. Call 978-422-8888 or visit www.davismegamaze.com

Save the Date!!

Annual Meeting

Monday September 29, 2008
Crowne Plaza, Worcester

CMCVB's Annual Meeting will be held Monday September 29, 2008 at Crowne Plaza Hotel in Worcester at NOON. Sponsorship opportunities available!! For more information contact Marilyn Bieksha at mbieksha@worchester.org

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New Members!!

Please Welcome Our
New Members!
Grafton Country
Store

2 Grafton Common
Grafton, MA

www.graftoncountrystore.com

A beautiful gift store and cafe in the heart of Grafton Common, offering all sorts of unique gift items for all seasons. Come experience old style New England charm in our 202 year old building! Open

Current Events

France Sales Mission

The CMCVB attended a France Sales & Media Mission from June 24th-June 26th 2008 sponsored by the Massachusetts Office of Travel & Tourism. The CMCVB met with 54 tour operators, media, and journalists. At the mission we distributed many items such as a one- sheet depicting our distinct regions, including new product highlights and a map of the area. We also provided Media Kits which included a condensed 4 minute DVD highlighting the beauty and diversity of our region, the various offerings, and several reference maps showcasing the ease and convenience of our area. The maps were the perfect tool to effectively demonstrate our location in reference to all of the New England states, and highlight the fact that most international visitors drive through our area.

We have already had four journalists commit to coming to the Central MA area next spring. Key tour operators were also presented with a collectible smiley face ornament created at Vaillancourt Folk Art.

The MOTT France Sales & Media Mission was exceptional and offered keen insight regarding what the traveler is looking for as well as the best means of communication with both the tour operators and media. This mission proved to be beneficial in conducting business more effectively and was also extremely educational regarding international communication with industry peers and the apparent need for receptive and updated information and images.

Marketing Opportunities & Updates

The Official Central Massachusetts and Worcester County Visitors Guide. Our # 1 fulfillment piece!

To advertise contact David Casey at craycasey@aol.com

*If you are running low on the current Visitors Guide contact Brenna to get more at bruchala@worchester.org

Boston Spirit Magazine, September/October

A classy publication printed with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout MA. The target market is mostly upscale individuals with disposable income. Circulation is 60,000 and GROWING. Advertising through our co-op is only \$375.00 per bi-monthly issue (that's only \$187.50 per month!). Check out www.bostonspiritmagazine.com for a sampling. Contact Jackie at jcohen@worchester.org or 508-755-7400 ext 227 by **Friday August 8th, 2008.**

9:30AM-5PM daily
with extended hours
in Nov. & Dec.

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The CMCVB would like to make you aware that there are Visitor Centers in jeopardy. The Mass Turnpike Authority is looking to immediately close Three (3) of the Visitor Centers on the Mass Turnpike two (2) of which our located in our area. This is a total of 877,522 people last year that stopped at these booths asking for information about our area and state!

On behalf of CMCVB
and our Regional
Tourism Council

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 motorcoach operators use to set up their itineraries. This publication is 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 15, 2008** or jcohen@worchester.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 and is considered the premier guide to Central Massachusetts. CVB price starting at \$250.00 per spot. Contact Jackie at jcohen@worchester.org or call 508-755-7400 ext 227 by **August 14, 2008**.

Radio Campaign - CMCVB has purchased numerous radio spots running every weekend for the past couple months with a total of over 200,000 listeners. These spots have been run throughout New England and focus on the short overnight family fun vacation. If you would like a spot in one of our radio campaigns please contact Jackie Cohen at jcohen@worchester.org or call 508-755-7400 ext 227.

Boston Herald - A section in the Boston Herald called "Summer Thrills" has a spot for only ONE advertisement per week and the CVB has booked it from June until September! The focus of this campaign is the quick getaway and weekend activities. There are only three spots left: September 4th, 11th, and 18th. If you would like to reach 695,000 Boston Herald readers for only \$500.00 an ad please contact Jackie at jcohen@worchester.org or call 508-755-7400 ext 227.

Don't forget to promote your organization on www.centralmass.org! If you have any press releases, announcements, or special events you would like to promote, please submit them to the CVB for our new and improved website. 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! To submit information contact Brenna Ruchala at bruchala@worchester.org

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

partners throughout Massachusetts, we would like to share our concerns and believe that this action will negatively impact our region!

The CMCVB is working hard with our hired lobbyist and has contacted our state legislators.

Hospitality Host Meeting - Hospitality Host Meeting - Next Meeting **August 27, 2008** at the Crowne Plaza at 8am, come network and promote your Fall Events! Please RSVP to Jackie Cohen at jcohen@worchester.org

**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 out 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 Jackie Cohen at jcohen@worchester.org or call 508-755-7400 x227 to sign up today.

Convention Sales Department News

The Convention Sales Department is off to a great start in FY '09 with a record breaking list of pending events that will bring more than \$20 million dollars to the region. Several small meetings have booked in FY '09, and the CVB is investigating numerous sales leads from various sources including industry meetings and the N.E. Society of Convention and Visitors Bureau. In addition, the CVB will be in the booth at ASAE later this month and the TEAMS sports trade show in October.

New bookings include the COCC, Virtual Town Hall, Institute for Community Inclusion and Vality Training Institute meetings booked in the month of July bringing a total of 500 meeting attendees, 100 hotel overnights and \$69,500 in economic impact.

Recently the CVB provided hospitality services for the following major events at the DCU Center:

- O-Scale Model Train Convention
- Danskin Triathlon

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 on **Tuesday, August 12, 1:00 p. m. at the Beechwood Hotel**. The meeting will follow an update from the Beechwood sales staff regarding the status of renovations and what we can expect after the work is completed.

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, August 28, 12:00 noon at the Holiday Inn-Hudson**.

Sampling of August Events

Vintage Diner History Lecture & Bus Tour of the Blackstone Valley
- August 16, 2008
Virginia Ryan 508-853-6357 or 401-723-4342

Centro Las America's Latin American Festival
August 16 & 17, 2008 www.worcesterlatinfestival.com

Wachusett Mountain - Aug. 29 - Sept. 1 - Labor Day Sale -
Awesome value-packed deals await you at MountainSide Sports
Shop. www.wachusett.com

Spencer Fair - August 30 - September 1, 2008
www.spencerfair.org

For more events click go to www.centralmass.org

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