



Central MA Convention & Visitor's Bureau Newsletter

November 2008

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UPCOMING EVENTS & EXHIBITS

Blackstone Canalfest '08

3rd Annual Blackstone Canalfest

November 1, 2008

An exciting and fun street festival featuring horse-drawn wagon tours of the neighborhood, food and musicians, dancers and street performers. Crafts, art, games for all ages. But the best of CanalFest is a visionary full-sized water-filled replica of the Blackstone Canal, which is **75 feet long!** that one day may be the highlight of the new fashionable and historic Canal District. FREE admission to the day-long street festival.

<http://www.blackstonecanal.org/details>

Two Museums: One Culture

Museum of Russian Icons

An international exhibition from the State Tretyakov Gallery, Moscow is on review at the Museum of Russian Icons, 203 Union Street, Clinton, MA 01510. **October 16, 2008 through May 1, 2009.**



This groundbreaking exchange between Russian and American Museums inaugurates a new exhibition at the Museum of Russian Icons. Over 150 icons are on display representing a cross section of stylistic development of icon art from the Byzantine period which gave birth to the recognizably richly decorated and highly colored Russian style that is emblematic of Russian culture.

Educational materials including a narrated audio tour, seminars, Russian language courses, icon writing workshops, concerts and family friendly programs are being offered.

For further detailed information contact the Museum at 978 598 500 (Kent Russell, curator) or visit www.museumofrussianicons.org.

CVB Participates In:

New England Business Expo: October 22nd

Sponsored by the **Worcester Regional Chamber of Commerce**, this one-day event had exhibits from **over 130 companies** in the area, and was attended by about 4,000 people. This was a great networking opportunity for the businesses!

The CMCVB shared booth space with the Worcester Historical Museum to spotlight the new 146 Visitor Center Project.

Conway Show: October 28th

The CMCVB attended the Conway Show in Lincoln, RI. The CMCVB partnered with the Blackstone Valley Chamber of Commerce and highlighted all that Central Massachusetts has to offer to key Group Tour Planners.

Tourism U: October 27th

The **Massachusetts Office of Travel and Tourism** recently hosted Tourism U at the Sturbridge Host Hotel in Central Massachusetts. The series roundtable discussions focused on topics such as Culinary Tourism, International Marketing, Effective PR, and more. This program is designed for awareness of the programs offered through MOTT to the tourism industry.

TEAMS Sports Expo: October 22nd-24th

See Convention Section.

What's New: -Fly Worcester: DIRECT AIR -2 New Commuter Rail Times

FLY WORCESTER:

The CVB is working with DIRECT AIR to help launch this new service!

DIRECT AIR, a new service of Worcester Regional Airport, has a new **non-stop jet service** that flies to Punta Gorda and Sanford/Orlando Airports in Florida. Flights will be on Thursday, Saturday and Sunday beginning November 22, 2008. **FLIGHTS STARTING AT ONLY \$99.00!**

Tickets can be purchased on-line by going to www.visitdirectair.com or calling 1-877-432-3473. www.flyworcester.com



2 NEW COMMUTER RAIL TIMES IN WORCESTER:

The Massachusetts Bay Transportation Authority began running two additional trains from Worcester to Boston, at **4:45 a.m. and 6:05 a.m.** If your workday starts at 7 a.m., there are plenty more train options for you! The daily schedule now also has a 2:40 p.m. train out of Boston and a 4:40 p.m. train leaving Worcester. www.mbta.com

Marketing Opportunities & Updates



Massachusetts Getaway Guide



DON'T MISS THIS INCREDIBLE SAVINGS!

TIME SENSITIVE: NOVEMBER 7TH!!

The CMCVB is excited to present the opportunity to co-op advertise in 2008-2009 Massachusetts Getaway Guide. The Massachusetts Getaway Guide drives qualified readers right to your business through enhanced print and online reader service program and added-value presence on massvacation.com.

By co-oping with the CMCVB, you as members receive the **highest discount**, AND you will also receive a **10% rebate!**

Please contact The Marketing Department at 508-755-7400 ext 227 or Kristen Gillespie at 978-213-9952 or k_gillespie@comcast.net to reserve your space today! Don't forget to ask for the CMCVB member rebates! Don't miss out. This is the number one fulfillment piece for the state!

The Central Massachusetts **Fall/Winter 2008-2009 Visitors Guide** is now out. If you would like to receive a copy please contact Brenna at 508-755-7400 x221 or bruchala@worchester.org.

***Keep in mind the time to update your listings for the Spring/Summer 2009 edition is just around the corner! Be on the look out for update forms soon!**

Yankee Magazine

A great opportunity to advertise in the January/February 2009 issue of Yankee Magazine-- at **extremely discounted prices** of **\$2,450** for a 1/2 page, 4-color ad, and **\$5,890** for a 2/3 page, 4-color ad.

Ad space deadline is **November 4th, so act now!** Ad materials are due by **November 7th**. Contact The Marketing Department at jcohen@worchester.org or call 508-755-7400 ext 227 ASAP to take part in this!

AAA Travel Show--SPACE LIMITED

Don't miss this exciting opportunity to be part of the AAA Travel Show on **March 6, 7, and 8 at Gillette Stadium**. Attendees are AAA members looking for travel information--this is a great chance for exposure. Last year, the CMCVB booked a double booth and 12 members got great exposure: **over 14,000 people** attended the event! The booth space for individuals is **only \$250.00**, a savings from the \$1,700.00 for an individual booth. Contact Lauren in The Marketing Department by November 14th: jcohen@worchester.org, or 508-755-7400 ext.227.

<http://secure.aasne.com/marketplace2009/autotravel.html>

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 run throughout New England and focus on the short overnight family fun vacation. If you would like to participate in any of our radio campaigns please contact The Marketing Department 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. To submit information contact Brenna Ruchala at bruchala@worchester.org or call 508-755-7400 ext 221.

Membership Update

Hospitality Host Holiday Meeting- Next Meeting **November 26, 2008** at the Crowne Plaza at 8am, come network, help us brainstorm for new ideas for FY '09! Take part in a Turkey Giveaway and pick up your complimentary Thanksgiving Day pie. Please RSVP to Brenna at 508-755-7400 x221 or bruchala@worchester.org

Spotlight your Organization**

**Interested in promoting your business and or special events at the Hospitality Host Meeting??? Limited to 2 spots per meeting - Reserve Your Spot Now!! Contact bruchala@worchester.org

***November Spotlights are booked!**

Expose Your Business and Special Events to over 450 businesses all over Central MA- ONLY \$75.00!!!!

Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. This is a **great opportunity to advertise for the holidays!** 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 prior 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 Bill Behrens at bbehrens@worchester.org or call 508-755-7400 x224 to sign up today.

Convention Sales Department News

- **The Convention Sales Department attended the TEAMS Sports Expo in Pittsburg, October 22nd-24th.** Sales leads for numerous sporting events will be received soon from Massachusetts Sports Partnership and distributed throughout the region.

- The CVB recently booked 2 events, one of which was the result of a lead received at the ASAE trade show in August. These events will bring nearly 800 attendees to the region and over 600 hotel room nights for an economic impact of \$206,000.

- **New England Society of Convention and Visitors Bureaus** - The CVB will attend the November meeting in Boston. Special guest speakers from ECAC will be attendance.

- **Worcester Sales Task Force** - The goal of this meeting is to work together with Worcester sales executives to develop new business opportunities for city venues and organize and promote ongoing events. The next meeting date TBD.

▪**Hotel Association** - The CVB hosts a monthly meeting attended by sales representatives from various venues throughout the region. The next meeting will be held at the Best Western Royal Plaza and Trade Center in Fitchburg. Meeting date will be announced soon.

▪**SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE 2009 AHL ALL-STAR CLASSIC!**

The Worcester Sharks are proud to host the 2009 AHL All Star Classic January 25-26 at the DCU Center in Worcester, MA. Don't miss out on this excellent opportunity to promote your business at this highly visible event. Please contact Kathy Ryan 508-755-7400, ext. 225 or e-mail convention@worcester.org . You can also visit www.ahlsharks.com or call 508-929-0500 for more information.

Sampling of November Events

Fire and Ice 2008- ARTS Worcester Fall Member Exhibit:

Tuesday-Saturday, October 18, 2008 - November 20, 2008
1:00 p.m. to 4:00 p.m. Over 90 artists displaying works in all media, just in time for your holiday shopping. Located at Aurora Gallery on 660 Main Street in Worcester. FREE and open to the public. For more info, e-mail info@artsworcester.org.

Red Apple Farm- Thanksgiving Harvest Festival: November 21-23, 2008, 10 a.m.-4 p.m. Over 25 local family farms and businesses come together to offer all the best fixings for your Thanksgiving table and home. The festival features delicious food, local live music, and the Harvest X-Games. **\$2 admission fee!** For more info, www.redapplefarm.com.

Blackstone Valley Polar Express: Saturday, November 8, 2008 - Sunday, November 23, 2008, from 10:45 a.m.-12:15 p.m., and 1:45 p.m.-3:15 p.m. The Blackstone Valley Polar Express leaves from the Ann & Hope in Cumberland,RI and goes to the "North Pole" (traveling the Providence/Worcester Railroad) and features: A story presentation of *The Polar Express*, hot chocolate and cookies, a visit from Santa, sing-a-longs, and more! \$35.00 all seats. For more info, e-mail donna@tourblackstone.com.

Salem Cross Inn Hosts Fireplace Feast:

Weekends in November and December - Relax by the fire or lend a hand as your prime rib is roasted in the fireplace and chowder is made in an antique iron cauldron. Take a horse sleigh or wagon ride. Warm up with mulled cider or wine and help make the apple pie you will eat for dessert with an antique apple peeler. www.salemcrossinn.com

Joe Wheelwright's Tree Figures at Fruitland Museum:

Featuring eight larger than life sculptures crafted from real trees, check

them out FREE with museum admission. Located at 102 Prospect Hill Rd. in Harvard, MA. For more info, e-mail media@fruitlands.org.

Get a Taste of the Past with Dinner in a Country Village: Old Sturbridge Village.

Saturdays, November 1, 8, and 22, 5:00 p.m. to 9:00 p.m. Enjoy a unique opportunity to prepare and enjoy a meal the way early 19th-century New Englanders did. Guests do the cooking: Work up an appetite using a tin kitchen (reflector oven), firing up the brick bake oven, and mulling spiced cider at the hearth before sitting down to enjoy the results by candlelight.

Limited to 14 adult diners (ages 18 and older) each evening. \$85 per person (\$75 for OSV members). Reservations required. Register online at www.osv.org

Handcrafts & Collectibles Show- Salem Cross Inn: Sunday, November 2, 10 a.m. to 3 p.m. Over 40 crafters set up to sell their one-of-a-kind unique handcrafts in a beautiful setting. Take a break, enjoy lunch, and jump-start your holiday shopping! www.salemcrossinn.org.

*This list is a **small sampling of events** in November. For a complete list of events in your area check out www.centralmass.org.

Did You Know?!

Fun Facts about Thanksgiving:



- Americans feast on 535 million pounds of turkey.
- According the U.S. Department of Agriculture, more than 45 million turkeys are cooked and eaten in the United States at Thanksgiving. That number represents one sixth of all the turkeys sold in the U.S. each year!
- Benjamin Franklin wanted the turkey to be our national bird.

If you have a unique fact or trivial tidbit, please email it to: The Marketing Department at jcohen@worchester.org, with Subject "Did You Know?"

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