



# Central MA Convention & Visitor's Bureau Newsletter

## September 2008

### Annual Meeting

Monday September 29, 2008  
Crowne Plaza Hotel, Worcester

CMCVB's Annual Meeting will be held Monday September 29, 2008  
at the Crowne Plaza Hotel in Worcester at NOON.

Sponsorship opportunities available!!

Please RSVP to Marilyn Bieksha at [mbieksha@worchester.org](mailto:mbieksha@worchester.org)

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#### 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](mailto:craycasey@aol.com) \*If you are running low on the current Visitors Guide contact Brenna to get more at [bruchala@worchester.org](mailto:bruchala@worchester.org)

#### **Boston Spirit Magazine, November/December**

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](http://www.bostonspiritmagazine.com) for a sampling. Contact Jackie at [jcohen@worchester.org](mailto:jcohen@worchester.org) or 508-755-7400 ext 227 by **October 8th, 2008.**

## [Calendar of Events](#)

[More on Us](#)

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## New Member

**Please Welcome  
Our New Member!**

### Halloween Outlet

540 West Boylston  
Street  
Worcester, MA  
[www.halloweenoutlet.com](http://www.halloweenoutlet.com)

The World's Largest  
Halloween Superstore.  
Family owned and  
operated for over 20  
years.  
"We Sell Fright"

### 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 six spots available at a rate of \$527.00 a block. Contact Jackie Cohen at 508-755-7400 ext 227 by **September 8, 2008** or [jcohen@worchester.org](mailto:jcohen@worchester.org) Not only an ad, but you will receive qualified leads!!

### Worcester Magazine's Food Book

Guide to the dining pleasures that make our area such a great place to live. Promote your food and drink destination, services, and products to 163,000+ affluent readers. The CMCVB was able to save **28% off** the regular advertisement price. Advertisements start at only \$250 per spot. If you would like to be a part of our co-op please contact Jackie at [jcohen@worchester.org](mailto:jcohen@worchester.org) or call 508-755-7400 ext 227 by **September 10, 2008**.

### Worcester Magazine's Holiday Gift Guide

Central Massachusetts' leading gift guide. Maximize your fourth quarter revenue and exposure with this great product featuring gift ideas and recommendations. A great holiday resource - Don't miss out! The CMCVB was able to save **28% off** the regular advertisement price. Advertisements start at only \$250 per spot. If you would like to be a part of our co-op please contact Jackie at [jcohen@worchester.org](mailto:jcohen@worchester.org) or call 508-755-7400 ext 227 by **October 7, 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 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 Jackie Cohen at [jcohen@worchester.org](mailto:jcohen@worchester.org) or call 508-755-7400 ext 227.

### Boston Herald

A section in the Boston Herald called "Cheap Thrills" has a spot for only two advertisements per week at an incredibly discounted rate for a limited time only. The focus of this campaign is the quick getaway and weekend activities. This advertisement will now be extended through October because of the popularity of the advertisement. If you would like to reach 695,000 Boston Herald readers for a starting price of only \$500.00 please contact Jackie at [jcohen@worchester.org](mailto:jcohen@worchester.org) or call 508-755-7400 ext 227.

**Don't forget to promote your organization on [www.centralmass.org](http://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](mailto:bruchala@worchester.org)

**Fab 5 Coupon Booklet** - Come pick up your copy at the CMCVB located at 30 Elm Street, Worcester, MA. Includes over \$120.00 worth of discounts to Davis Megamaze, Davis' Farmland, Southwick's Zoo, Ecotarium & Wachusett Mountain.

## Membership Update

**Hospitality Host Meeting** - Hospitality Host Meeting - Next Meeting **October 22, 2008** at the Crowne Plaza at 8am, come network and promote your Fall Events! Please RSVP to Marilyn at [mbieksha@worchester.org](mailto:mbieksha@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!!

### 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 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 Jackie Cohen at [jcohen@worchester.org](mailto:jcohen@worchester.org) or call 508-755-7400 x227 to sign up today.

## Convention Sales Department News

The Convention Sales Department has booked 4 new events in Central MA that will bring more than 5,000 attendees, 480 overnight rooms and an economic impact of over \$620,000. In addition, the CVB attended ASAE in partnership with the N.E. Society of Convention and Visitors Bureau and the show was a tremendous success. We are currently working on numerous RFP's and qualified sales leads that resulted from this very busy show.

In September the department will provide hospitality services at 2 events scheduled for the DCU Center - U.S. Army's Spirit of America and MA Association of Realtors Conference and Trade Show.

### 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 is scheduled for Tuesday, September 9, 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, September 25, 12:00 noon at the Four Points by Sheraton in Leominster. We want to thank the folks at Holiday Inn Express in Hudson for their outstanding hospitality at the August meeting, and we are thrilled that they will soon be CVB members.

## Sampling of September Events

**Canalfest 08** - Saturday, September 6, on Harding Street, between Temple and Winter Streets. [www.blackstonecanal.org](http://www.blackstonecanal.org)

Big E - September 12th-28th, Springfield, MA [www.thebige.com](http://www.thebige.com)

**Pet Rock Festival** will take place Sunday, Sept. 14, 2008 [rain date, Sept. 21] from noon to 5 p.m., at Quinsigamond Community College, 670 West Boylston St., Worcester. [www.petrockfest.com](http://www.petrockfest.com)

**Dinner & A Movie** Any Friday evening attend The Red Maple Inn Film School and enjoy a delicious 3-course dinner in our beautiful muraled dining room, followed by a classic film. September is Dancing With the Stars: Fred Astaire & Gene Kelly. [www.theredmapleinn.com](http://www.theredmapleinn.com)

**Brimfield Antique Show** - September 2nd-7th, For more information check out [www.Brimfield.org](http://www.Brimfield.org)

**2nd Annual Shrewsbury Street College Shuffle 2008.** Slated for Saturday, September 6th from 12 p.m. until 3 p.m. along Shrewsbury Street in Worcester

**Old Sturbridge Village** is now showing movies on weekends for only \$5 per person. With movies such as The Other Boleyn Girl, Baby Mama and more, for more info check out [www.osv.org](http://www.osv.org)

\*This list is a small sampling of events in September. For a complete list of events in your area check out [www.centralmass.org](http://www.centralmass.org)

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