

INSIDE THIS
ISSUE:

Tradeshaw Opportunities	1
Industry News	2
Hotel, Convention, & Group Tour Meeting	2
Hospitality Host Networking Opportunity	2
Advertising Opportunities	3
Annual Meeting Recap	4
Online Auction	4
Intern Thank You	4
Chain of Lights	4

DECEMBER
EVENTS:

Holly Days

November 25—January 2
Tower Hill Botanic Garden
Boylston, MA

Holiday Spectacular
December 2 (7pm)

Hanover Theatre for the
Performing Arts, Worcester,
MA

**Polar Express Holiday
Celebration**
December 17

Wachusett Mountain
Princeton, MA

Sunday Brunch with Santa
December 4, 11, and 18
Oliver Wight Tavern at OSV
Sturbridge, MA

**New Year's Eve Fireside
Feast**

December 31
Salem Cross Inn
West Brookfield, MA

First Night Worcester

December 31
Worcester, MA

 **Central so much.
Massachusetts so close.**
Convention & Visitors Bureau
www.centralmass.org

91 Prescott Street, Worcester, MA 01605, 508-755-7400



CMCVB Industry Newsletter

DECEMBER, 2011

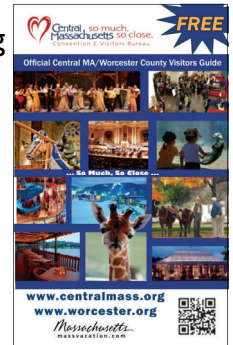
Winter Welcomes



Whether it is twinkling lights on every street, a sip of hot chocolate at an outdoor celebration, rushing down a snow covered mountain, or closing out the office budget for the year – the holiday season in December is beautiful and busy. Celebrate these days in Central MA with your friends, family, and coworkers. The CMCVB is here to assist you in deciding where to spend your marketing dollars or where to spend your time after work. For information on upcoming events and opportunities visit

www.centralmass.org and our facebook page www.facebook.com/cmcbv.

Enclosed is a copy of our new Visitor Guide. If you need more copies, please arrange to come and pick them up at our office with Monica melefterion@worcester.org, 508-755-7400 x227.



Upcoming Tradeshaw Opportunities

Every year the CMCVB participates in numerous tradeshaws aimed to bring tourists and commerce to Central MA. If you are interested in being part of a CMCVB co-op table at any of the following shows please contact Monica melefterion@worcester.org, 508-755-7400 x227 for availability and rates. Space is available on a first come, first serve basis.

Boston Home Show: January 27-29, 2012 (Suffolk Downs, Boston, MA)
Boston Globe Travel Show: February 10-12, 2012 (Seaport World Trade Center, Boston, MA)
Kids Expo: February TBD (Sturbridge Host Hotel & Conference Center, Sturbridge, MA)
Central MA Golf Expo: February 25-26, 2012 (Mechanics Hall, Worcester, MA)
Flower and Patio Show: March 2-4, 2012 (DCU Center, Worcester, MA)
AAA Travel Marketplace: March 2-4, 2012 (Gillette Stadium, Foxborough, MA)
Blackstone Valley Home and Business Expo: March 3, 2012 (Northbridge High School, Whitinsville, MA)

WELCOME TO OUR NEW 2011-2012 BOARD OF DIRECTORS:

Russell Prentiss - Chair
Sturbridge Host Hotel & Conference
Center

William Simonic—Vice Chair
Yankee Cricket Bed & Breakfast

Darcy Cook - Secretary/Treasurer
Safety Trainers

Larry Davis - Ex-Officio
Davis Farmland & Mega Maze

Donna McCabe, President
Central Mass CVB

Michael Arnun
Tower Hill Botanic Garden

Davis Cox
Dynamx.com

Andrew Davis
Massport/Worcester Regional Airport

Andy Davis
Davis Advertising

Michael Egan
SpringHill Suites by Marriott Boston/
Devens

Midge Hamilton
Music Worcester

Michael Harrington
Publick House Historic Inn

Patricia Hutchinson
Quinsigamond Community College

Richard Kennedy
Worcester Reg. Chamber of Com-
merce

Kathy Kirk
Holiday Inn Express Hotel & Suites

Alexandra McNitt
Chamber of Central Mass South

James Moughan
DCU Center

Connie Pion
Hilton Garden Inn Worcester

Maureen Rallo
Worcester Airport Limousine

Kent dur Russell
Museum of Russian Icons

Nancy Salem
Salem Cross Inn

Gautam Sharma
Quality Inn & Suites
Hampton Inn—Worcester

Mary Simone
Courtyard by Marriott Marlborough/
Westborough

Henry Tessman
Double Tree Hotel Boston/
Westborough

David White
Navigator Publishing

Industry News

Casino Bill

On November 11, 2011 Gov. Deval Patrick signed a bill that allows for up to 3 "resort style" casinos. 1% of the gross gaming revenue will go to tourism promotion, and in addition, tourism promotion will receive 1.5% from the sale gaming licenses. The bill also establishes that a casino's entertainment venue cannot have between 1,000-3,500 seats, so not to infringe on local theatres.

Hotel Demand & Occupancy

In July 2011, MA lodging room demand increased by 5.0% and Occupancy rates increased by 5.2 %

Museums & Attractions

MA museum and attraction attendance increased by 5.8% in July 2011, compared to July 2010.

Economic Impact

In 2010 the economic impact that tourism had on Worcester County was incredible! It had \$686 million in spending, \$139 million in wages supported, and 5,240 jobs supported.

Sign up today!
Be part of the CMCVB Co-op Table!



3rd Annual Central MA Golf Expo
Feb 25-26, Mechanics Hall, Worcester



Take part in a growing holiday tradition by
giving gifts that help those in need.

www.heifer.org

Hospitality Host Networking Meeting

Wednesday, December 28, 2011

8:00am (networking)

8:20-9:15am (meeting)

Location:

Hilton Garden Inn Worcester
35 Major Taylor Boulevard
Worcester, MA 01608

RSVP to Billie at

bkenyon@worchester.org, 508-755-7400 x221

Bring a prospective member!

5 Minute Spotlight Speakers:

Kathy Kirk: Holiday Inn Express, Auburn
Fran Nase: AVON

Meetings are the **4th Wednesday of each month** and are open to CMCVB members and non-members who are dedicated to increasing membership in the CVB and are an extension of the CMCVB's PR team and efforts. This meeting is a great way to make connections and grow your business.

Hotel, Convention, & Group Tour Meeting

Thursday, January 5, 2012

9:00am

Location:

Hampton Inn Worcester
110 Summer Street, Worcester, MA 01608

*These meetings occur on the first Thursday of each month and
are for CMCVB members only.*

RSVP or for more information contact Monica at
meleferion@worchester.org or 508-755-7400 x227

Updates:

In December 2011, a Basketball Tournament will be taking place at Assumption College, and the Quality Inn & Suites will host the out of town teams.

We are currently working with a non-profit organization on a conference location for November 2012.

Other pending RFPs and leads are being worked on.

Discounted Advertising Opportunities

The CMCVB has many discounted advertising opportunities available to our members. Contact [Monica meleferion@worchester.org](mailto:monica.meleferion@worchester.org), 508-755-7400 x227 if you are interested!

Newsletter Inserts/Flyer

CMCVB Member Cost = \$75

Inserts a flyer into the industry newsletter—promote a special event or deal to over 450 members all over Central Mass! This is less than the cost of postage!

Member Newsletter Sponsor

CMCVB Member Cost = \$100

Deadline: First Come, First Serve

Spotlight your business to over 450 recipients for less than 5 cents a colleague! Your logo is prominently displayed at the start of the newsletter which includes a direct link to your website.

Visitor Newsletter Sponsor

CMCVB Member Cost = \$100

Deadline = First Come, First Serve. Reserve Early!

Bring New England visitors to your door with your sponsorship! This newsletter goes to over 4,000 qualified e-recipients in New England and beyond.

Visitor Mail Kits (400 pieces)

CMCVB Member Cost = \$75

Deadline = 2nd Week of the Month

Everyday the CMCVB receives requests for information about Central MA. Each month we send out over 400 visitor mail kits. Currently these kits include a letter from the CVB, a Visitor Guide, and current coupons. Less than the cost of first class postage!

Your Marketing Budgets: Plan ahead for your display ad in the 2012 Official Central MA/Worcester County CVB Visitor Guide Rates range from \$325 to \$5,900!

Plan to highlight your business through a display ad in the only official visitor guide for our area. The guide showcases the best of the heart of New England and promote your business all year long through our regional, national and international distribution and downloadable version on the web. Visitor guides are unique print collateral that has an extended shelf life – most travelers make choices in advance and this is your chance to capture their attention!

Boston Spirit Magazine

CMCVB Member Discount = LGBT market

Boston Spirit is the upscale magazine to reach the gay and lesbian demographic in the Greater Boston Area. They have reached a renewal rate of more than 80% with their advertisers. The CMCVB wants to build a co-op and LGBT awareness in Central MA... if you do too... please let us know.

Bus Tours Magazine

CMCVB Member Discount = 33%, ¼ page \$825.00

Bus Tours... the fastest growing segment of the travel & tourism market. Plan ahead for these upcoming issue

Jan./Feb 2012 issue: Deadline: Dec. 9:

Special theme & guide ~ "The Colonies", & "Autumn Tours"

March/April 2012 issue: Deadline: Jan 15:

Special guide ~ "Specialty and Niche Tours"

Tour planning will be in high gear for upcoming seasons. This is an excellent time to get your name in front of tour planners. Don't miss out on this opportunity discounted advertising and editorial in Bus Tours Magazine! 94% of surveyed readers took action based on the ads & editorial they saw in BTM. 79% have actually booked tours as a result of ads or editorial they saw in BTM. Delivered to over 8000 group tour planners! editorial they saw in BTM. Delivered to over 8000 group tour planners!

Time Sensitive

"Cultural Connections" Map & Guide- Rates range from \$169

to \$279: Cultural Connections is designed to link the Arts Community, both large institutions and small artisans into one common Map & Guide. Advertising rates are designed so that no matter the venue, each member of the Arts Community that wishes to participate should be able to find a comfortable rate within their means.

Interactive Web Tours! Co-op CMCVB price is under \$250

The CVB is investigating partnering with Interactive Web Tours. This is a co-op sale only. We are looking to feature 10 sites on our website through an annual virtual tour. The virtual tour can be added to your website for free, having 24/7 open house to increase in tourism. Website will be shown to visitors with a full 360, high definition, panoramic view of the location and all that the area has to offer. See www.photoae360.com for a sample.

Time Sensitive

Northeast Group Tour Magazine

CMCVB Member Discount = more than 55%

At our annual meeting Fred Hunter (our advertising rep) offered this extra special deal: Sign up by **Dec 9th** for a 3x insertion (Feb/May & Aug 2012 issues) and receive a FREE Box ad on

www.GroupTourMagazine.com plus a supplier search web page.

If you were to buy directly from Group Tour Media this package would cost you **\$6500** but by purchasing the package with Central MA CVB your cost is only **\$2700**.

Based on at least 2 participants, the CMCVB rate would be only \$900 for a ¼ page (per issue)

February 2012: Space deadline is Dec. 9 - artwork due Dec. 15

May 2012: Space deadline is March 1 - artwork due Mar. 15

August 2012: Space deadline is June 1 - artwork due June 15

Yankee Magazine

CMCVB Member Discount= 44% - 63% off rate card

Tap into nearly 2 million loyal Yankee magazine readers who explore, experience, and embrace the New England region and look to the pages of Yankee to provide them with great travel ideas. The CMCVB would like to create a co-op ad in these upcoming issues, for which we were able to secure a significant discount. In addition, there is a great deal of value added with on-line listings and qualified leads. Further extend your print ad's power with exposure on www.YankeeMagazine.com.

Deadline for Mar/April 2012 : December 19, 2011

Time Sensitive

ADVERTISING AVAILABLE ALL YEAR LONG

AllOver Media - Indoor Advertising

CMCVB Member Discount = 25%

Deadline = Rolling (To begin in a month, you must commit by the 20th of the prior month)

CMCVB member AllOver Media is offering a great member to member discount on their *Indoor Advertising* program. Captive audience advertising targets consumers with disposable income. They offer approximately 90 locations in the Central MA area including family restaurants, sports bars, health clubs, trendy night clubs, Union Station train and bus stations. Traffic average is 9,000 per location per month.

www.centralmassnews.com

CMCVB Member Discount = 25% , Deadline = Rolling

CentralMassNews.com - the thriving online network of news centers throughout central Massachusetts is offering a 25% off discount for the most effective online advertising available. They operate the only daily news centers in Auburn, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, Shrewsbury, and Westborough.

44th Annual Meeting Recap



Photo from Visions by Baker, LLC

The 2011-2012 Board of Directors were voted in and presented at the CMCVB 44th Annual Meeting on Thursday, November 17th at the Worcester Senior Center. The students in the Quinsigamond Community College Hospitality Program prepared, cooked, and served a wonderful breakfast buffet and everyone in attendance had an opportunity to meet the future leaders of the tourism industry.

The meeting opened with Dr. Gail E. Carberry, President of Quinsigamond Community College welcoming attendees to the Worcester Senior Center—where the QCC Hospitality Program is based. Senator Michael O. Moore then spoke about the importance of higher education and its connection to tourism. Senator Eileen M. Donoghue continued the program speaking about tourism, its future, and offered great insights into the casino bill. Tony D'Agostino (MOTT, Research Director) closed out the meeting with comparative data of Central MA, MA, and the country. He presented figures that show Central MA is doing well! Donna McCabe (CMCVB, President), Laurence Davis (Davis Farmland & MegaMaze, CMCVB Ex-Officio), and Russell Prentiss (Sturbridge Host Hotel & Conference Center, CMCVB Chairman) all spoke of the CVB's past accomplishments and are looking forward to a great upcoming year.

Thank you to our many sponsors! Presenting Sponsors: Global Vision Hotels, Davis Advertising, and Visions by Baker Photography. Platinum Sponsors: Group Tour Media, Bus Tours Magazine, Worcester Magazine, and the Worcester Regional Airport. Gold Sponsors: Worcester Airport Limousine, Classic Suites and Inns, and Navigator Publishing.

Thank you to our Interns!

Every semester the CMCVB has a wonderful group of interns from a variety of colleges and universities that are part of the Colleges of Worcester Consortium and this semester is no exception! Our interns assist with all aspects of the office from PR, advertising, membership, website, newsletters and more!

Thank you to our Fall Semester interns!

Kelly Bang Troung—Worcester State University

Alexander Coury—Assumption College

Yiseul Kim—Worcester State University

Allison Sai—Clark University (GSOM)

Eliza Worrick—Clark University

Kandy Yau—Clark University

Evelyn Hernandez—Quinsigamond Community College

Online Auction

The morning of the Annual Meeting, the CMCVB opened its Holiday Online Auction. The auction closed on Sunday, December 4th and (as we write this newsletter) was a huge success!

Thank you to all who donated to the auction and to all those who bid!

Chain of Lights

Every year, the CMCVB gathers all of the holiday events happening around Central MA for the Worcester Telegram & Gazette's annual Chain of Lights calendar listing. This year we sent an 18 page document filled with events happening all around the region. The listing was in the Friday, November 25th and Friday, December 2nd issues of the T&G.