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FEBRUARY
EVENTS:

On the Rails

Thurs-Saturdays Feb 1-14
Worcester Historical
Museum
Worcester, MA

**Chocolate &
Valentines @OSV**

February 11-12
Old Sturbridge Village
Sturbridge, MA

**3rd Annual Central
MA Golf Expo**

February 25 & 26
Mechanics Hall
Worcester, MA

Winter Carnival

February 25
Tower Hill Botanic Garden
Boylston, MA

**Murder Mystery
Dinner**

Friday evenings at 6:30pm
Salem Cross Inn
West Brookfield, MA

Massachusetts
massvacation.com

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

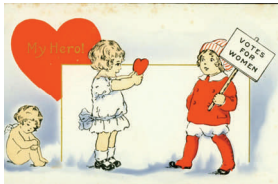
91 Prescott Street, Worcester, MA 01605, 508-755-7400



CMCVB Newsletter

FEBRUARY 2012

Do more with the CMCVB



February is a great time of year; we have seen some snow, love is in the air, and the New England Patriots are in the Super Bowl! Get involved with the CMCVB, join a committee, come to a meeting, and advertise in the Visitor Guide. We work hard to secure for our members many ways to promote your business, as well as great promotional opportunities and discounts that you wouldn't get anywhere else.

For information on upcoming events and opportunities visit www.centralmass.org and our facebook page www.facebook.com/cmcbv.

Act Now! Time Sensitive

Update your business listing & Advertise in the Visitor Guide

The Central Massachusetts Convention & Visitors Bureau is preparing the Spring/Summer 2012 issue of The Official Central Massachusetts & Worcester County Visitors Guide. This guide is Central MA CVB's **number one fulfillment piece** and the most comprehensive marketing tool for the CMCVB and for your organization.

Please take a look at your listing in the current visitor guide. If you see that any changes are needed, please return the enclosed form with how you would like your full description to read (up to 75 words). If we have not received any updates/changes by **February 10, 2012** we will keep your listing info the same as it was in the last guide.

Don't miss this opportunity to place a display ad in the Visitor Guide, which showcases the best of the Heart of New England, and promote your business all year long ~ regionally, domestically, and internationally! Visitor Guides are unique print collateral that have an extended shelf life - most travelers make choices in advance and this is your chance to capture their attention.

The CMCVB will produce 2 full-color runs of the guide, distributing 80,000 copies and the guide is always available as a pdf download from our website. The Visitor Guide is mailed to a minimum of 400 incoming travelers upon request **per month**, and is distributed to visitor centers in key feeder markets throughout New England. The guide is also available at hospitality sites, regional domestically, and internationally!

**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 Arnum
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
Public House Historic Inn

Patricia Hutchinson
Quinsigamond Community College

Richard Kennedy
Worcester Reg. Chamber of Commerce

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 Raillo
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

State Hotel Demand & Occupancy

In September 2011, MA statewide lodging room demand increased by 7.0%. Occupancy rates increased by 5.1% (76.4%), ARD increased 3.6% (\$148.54), and overall room revenue increased by 10.9% (compared to September 2010).

Central MA Hotel Stats

From the properties that reported here are the Central MA Hotel stats for December 2011:

Occupancy Rate: 55.5%, ADR: \$95.87, RevPar: 54%

Museums & Attractions

MA museum and attraction attendance increased 4.4% in September 2011, compared to Sept. 2010.

Navigator PUBLISHING

www.bvbusinesscenter.com/printing/
508-476-5208

**\$295 for 5,000 printed, full color,
double sided rack cards (4x9)**

3rd Annual Central MA Golf Exp
February 25-26
Mechanics Hall, Worcester



\$2 off coupon enclosed

Hospitality Host Networking Meeting

Wednesday, February 22, 2012

8:00 am (networking)

8:20-9:15 am (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:

Michelle Fontaine: FB Smarty

Laurie Church: Wallis Cove Cabins

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

Thurs., March 1 at 9 am

Special Focus: Group Tours

Bring your group tour handouts

Location: Higgins Armory Museum

100 Barber Avenue, Worcester, MA 01606

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

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

Topics include:

Dagny Ashley

(Group Tour Manager, MOTT)

Michael Arnum

(Tower Hill, Director of Marketing)

- Best practices, Success stories
- ABA Leads
- Partnership & co-op Ad opportunities

Update:

Billie attended the NE/SAE conference from Jan 19-20 in Cambridge to attract more association business to the area.

Various other RFPs are in the works and should be placed soon.

Discounted Advertising & Co-op Opportunities

The CMCVB has many discounted advertising opportunities available to our members. Contact Monica melefterion@worchester.org, 508-755-7400 x227 if you are interested!

The 2012 Official Central MA/Worcester County CVB Visitor Guide is in production: Please see ad sales sheet included with this newsletter.



CMCVB ADVERTISING OPPS

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 a minimum of 400 visitor mail kits. Currently these kits include a letter from the CVB, a Visitor Guide, and current coupons. This opportunity costs less than first class postage!

DISCOUNTED ADVERTISING OPPORTUNITIES

Boston Spirit Magazine—LGBT market Opportunity

CMCVB Discount: 1/2 page or Full Page promo available

Deadline: March 15

Prices range from \$300—\$550

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

May/June 2012 issue: Deadline: March 15

July/August 2012 issue: Deadline: May 15

Delivered to over 8300 group tour planners nationwide!

"Cultural Connections" Map & Guide Rates : \$169 to \$279:

Cultural Connections is designed to link the Arts Community, both large institutions and small artisans into one common Map & Guide.

Northeast Group Tour Magazine

CMCVB Member Discount = more than 55%

Tour planning will be in high gear for upcoming seasons. This is an excellent time to get your name in front of tour planners.

Based on at least 2 participants, the rate is: \$900 for ¼ page

May 2012: Deadline: March

August 2012: Deadline: June

WICN Radio Underwriting: WICN & the CMCVB are partnering to offer **On-air spots at only \$30 a spot** - Total Cost of 6 month co-op based on:

6 participants - 33 spots total = \$165 per month

5 participants - 40 spots total = \$200 per month

4 participants - 50 spots total = \$250 per month

Program Includes all production and targeted spot rotation to reach and impact diverse public radio audiences including NPR newscasts

All spots will run on-air and will stream live on WICN.org

Participants will have an opportunity to be guests on WICN's public affairs program, **Business Beat** during the six month contract period

USA TODAY

Red Sox Preview Guide Deadline: Feb. 15

& Boston Summer Guide Deadline: March 30

CMCVB Member Discount= 70% off rate card

Full Page Open Rate: \$ 29,500—**CVB Discounted Rate: \$ 8,200**

Half Page Open Rate: \$ 15,000—**CVB Discounted Rate: \$ 4,700**

Quarter Page -Open Rate: \$ 8,000—**CVB Discounted Rate: \$ 2,450**

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 May/June 2012: February 27, 2012

ROLLING ADVERTISING OPPORTUNITIES

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 over 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.

Upcoming Tradeshows

Every year the CMCVB participates in numerous tradeshows 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, contact Monica melefterion@worchester.org 508-755-7400 x227 for availability and rates.

Kids Expo 2012: Feb. 20: (Sturbridge Host Hotel)
Booth Rate \$40 — \$55

3rd Annual Central MA Golf Expo: Feb. 25-26
Save \$250: One Booth available \$400 (Mechanics Hall)

Flower and Patio Show: March 2-4, (DCU Center)
Booth Rate TBD

AAA Travel Marketplace: March 2-4,
Booth available \$300 (Gillette Stadium, Foxborough)

Blackstone Valley Home and Business Expo: March 3
Booth Rate CALL Monica: (Northbridge High School, Whitinsville)

The CMCVB will have representation for CVB members at:

- **Boston Globe Travel Show: February 10-12, 2012**
- **New York Times Travel Show: March 2-4, 2012**
- **LGBT Travel Show, NY : March 17-18, 2012**

Membership

Do you know someone who should be a member of the CMCVB? Memberships are as low as \$300 for a year and include a listing in the Visitor Guide (80,000 copies a year), discounted advertising opportunities, free listing on our websites www.centralmass.org and www.worcester.org, and much more!

If you know someone who you think is a good fit, invite them to an upcoming meeting. The Hospitality Host meetings (next one on Wednesday, February 22nd at 8am at the Hilton Garden Inn Worcester), are a great place for them to learn about the organization, network with other businesses, and meet others who are considering joining.

Think of your favorite places to go or where you take your family when they come and visit—those are the places that should be members of the CMCVB. We hope to see you (and a friend) soon!

CMCVB Committees

The CMCVB has numerous goal orientated committees that you can be involved in. They are a great way to learn more and be exposed to important industry topics.

Legislative, Advisory, and Policy Committee – Quarterly/As Needed

This committee consists of members who are willing to advocate/communicate with legislators for the benefit of the CMCVB as needed. These members will also be responsible for advising strategies and policies for the CMCVB.

Upcoming Meetings:

Wednesday, February 15th (TBD)

Wednesday, April 18th (TBD)

Regional Marketing Committee – Quarterly

This Committee consists of members representing the region who have professional marketing experience. These members act as consultants giving input to the CMCVB as we review ideas and proposals regarding publicity, promotion, advertising and creative marketing programs as well as investigating new cooperative opportunities while developing new initiatives that follow the brand.

Upcoming Meetings:

Tuesday, February 7th (Davis Advertising, 10AM)

Tuesday, April 10th (Davis Advertising, 1PM)

Davis Advertising—1331 Grafton St, Worcester 01604

Hospitality Host Committee/Sales Promotions, Special Events, Fundraising – Monthly

This committee is comprised of member & non-member business professionals throughout the community dedicated to promoting the CVB. The Hospitality Hosts (HH) meet on the 4th Wednesday of each month for a networking breakfast meeting. This group is the core volunteer group and an extension of the CVB's PR. This committee along with members of the HH assist the CVB with the development and coordination of the Annual Campaign to increase membership, and works to organize and promote special events hosted by the CMCVB such as Taste of Tourism events, seminars, fundraisers, ect. This committee is responsible for creating events that will successfully increase non-dues income for the CMCVB.

Upcoming Meetings:

Wednesday, February 22nd (Hilton Garden Inn Worcester, 8AM)