

INSIDE THIS
ISSUE:

Where in Central MA?	1
Industry News	2
Hospitality Host Networking Meeting	2
Hotel, Convention, & Group Tour Meeting	2
Advertising Opportunities	3
Free Opportunities	4
Tradeshows	4
Milestones	4
Exposure	4

JANUARY
EVENTS:

**Trio con Brio
Copenhagen**
January 4
Tuckerman Hall
Worcester, MA

**Cirque Shanghai—
Bai Xi**
January 5 & 6 @ 7pm
Hanover Theatre for the
Performing Arts, Worces-
ter, MA

**Martin Luther King
Jr. Day**
January 16
Old Sturbridge Village
Sturbridge, MA

Flora in Winter
January 26-29
Tower Hill Botanic Garden
Boylston, MA
Worcester Art Museum
Worcester, 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

JANUARY 2012

Happy New Year



Happy New Year from the CMCVB! We hope you had a great holiday season and are looking forward to new opportunities coming in 2012. This is the time to get in touch with the CVB and let us know what we can be doing for you. In this newsletter there are many free ways to promote your business in 2012, as well as great advertising 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. We have also created a mobile version of our website so now you can easily browse our sites on any mobile device!

Where in Central MA?

Beginning this month, every week on the CMCVB facebook page (www.facebook.com/cmcbv) we will be asking the question: Where in Central MA? This will have either a picture or unique fact about a business/location in Central MA. Fans will be able to guess the location, and the next day we will announce where it is and do a post specifically about that business/location. Send us your photos and facts! *Have you liked our facebook page yet? We like you!*

Please continue to send us your high resolution (300 dpi), royalty free photos. They allow us to promote your business in many unique ways. Include the name of your business and identify the photo.

On Sunday, Dec. 18th Wachusett Mountain officially opened their new high speed ski lift, the Monadnock Express. Members of the CMCVB attended a reception that was held showing a time lapse movie of the building of the Doppelmayr lift which was started in June and completed on schedule for the 2011-2012 ski season. Remarks were made by members of the Crowley Family, DCR, Rollstone Bank and Andrea Doppelmayr, Lift Manufacturer, of Wolfort, Austria. The Wachusett Team was presented with an enormous Austrian Cow Bell at the ribbon cutting to ring in and to celebrate the occasion. The new lift will decrease lift line waits and will expand beginner and intermediate skiing opportunities by moving up to 2000 skiers per hour on the new lift. Be sure to check it out this season! Congratulations!

**2011-2012
BOARD OF
DIRECTORS:**

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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

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Michael Arnum
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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 Raillo
Worcester Airport Limousine

Kent dur Russell
Museum of Russian Icons

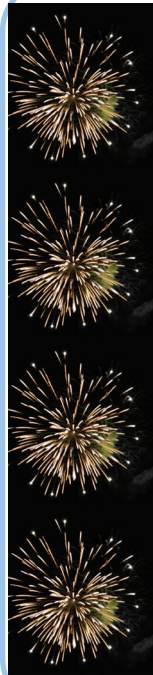
Nancy Salem
Salem Cross Inn

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

Hotel Demand & Occupancy

In August 2011, MA lodging room demand increased by 4.4%. Occupancy rates increased by 3.5%, and overall room revenue increased by 8.3% (compared to August 2010).

Museums & Attractions

MA museum and attraction attendance increased 7.1% in August 2011, compared to August 2010.

Worcester Art Museum *where art celebrates life*



Every third Thursday of the month start the weekend early at the WAM with artful entertainment and great company.



**Thank you for delivering our
Visitor Guides!**

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@worcester.org or 508-755-7400 x227

Update:

The first week of every month Billie will be doing a call around to all of the hotels to compile occupancy rate, ADR, and REVPAR. This will provide a good snap shot of Central MA. This information will be held in strict confidence.

February 2, 2012 meeting will be at the Hilton Garden Inn Worcester.

Hospitality Host Networking Meeting

Wednesday, January 25, 2012

8:00am (networking)

8:20-9:15am (meeting)

Location:

Residence Inn by Marriott, Worcester
503 Plantation Street, Worcester, MA 01604

RSVP to Billie at bkenyon@worcester.org, 508-755-7400 x221

Bring a prospective member!

5 Minute Spotlight Speakers:

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.

Discounted Advertising 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!

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!

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!

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

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. Web-site 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.

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)

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 : January 3, 2012

Deadline for May/June 2012: February 27, 2012

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.

MOTT Promotions

There are numerous free opportunities available through MOTT that the CMCVB helps to coordinate and distribute.

Have a free listing on www.massvacation.com:

With a free listing on www.massvacation.com you can update your organization's profile, manage contacts, create listings for special events, and it includes deals/specials/last-minute promotions.

Go to <http://business.massvacation.com> and enter your username and password to update your listing. If you do not have an account, you can easily set one up from that page!

Press Pitch Opportunities

Every month, MOTT pitches stories to various journalists based on differing

Massachusetts
massvacation.com

themes. The CMCVB compiles the information for them concerning Central MA. An upcoming pitch is asking about Great Mother's Day experiences. If your business does something great for mom please let us know by January 20th.

Monthly Arts & Culture Bulletin

This is a monthly e-bulletin sent to subscribers interested in hearing about upcoming arts & culture themed exhibits, events, and attractions in each of the state's regions. Each issue includes a spotlight article from MOTT at the top and a featured region, which rotates. Below that, each RTC is given space for approximately 75 words of copy and one photo. This bulletin goes to over 15,000 people. For the December issue First Night Worcester was featured, and for the January issue we are featuring Flora in

Winter at Tower Hill Botanic Garden and the Worcester Art Museum.

The CMCVB recently sent the Massachusetts Office of Travel and Tourism (MOTT) over 125 high resolution photos of member businesses. These photos will be used in their photo library that is open for use by journalists, media, and the general public.

We have also sent 500+ photos to the Massachusetts Film Office. These photos will be used to promote the region in the Film Office's online film photo location library. The guidelines for these photos state that no people be included and the location be clearly visible. For more information on the guidelines email Billie bkenyon@worcester.org as more photos will be sent.

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 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)

Milestones? Big Event?

Is 2012 a milestone year for you? Do you have any big events that you want to make sure get promoted by the CMCVB? Let us know! As we plan out our editorial calendar we can make sure to include your anniversaries, milestones, or special happenings.

Excellent Exposure

For the month of December, Central MA was highlighted on www.massvacation.com by having a prize package. This is wonderful exposure for the region. Our thanks go to those businesses who donated to the package: Hampton Inn Worcester, Hilton Garden Inn Worcester, Uno Chicago Grill Worcester, Tower Hill Botanic Garden, EcoTarium, Fitchburg Art Museum, Worcester Historical Museum, and the Worcester Sharks. Someone is going to win a great Central MA experience!