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Industry Newsletter

March 2011

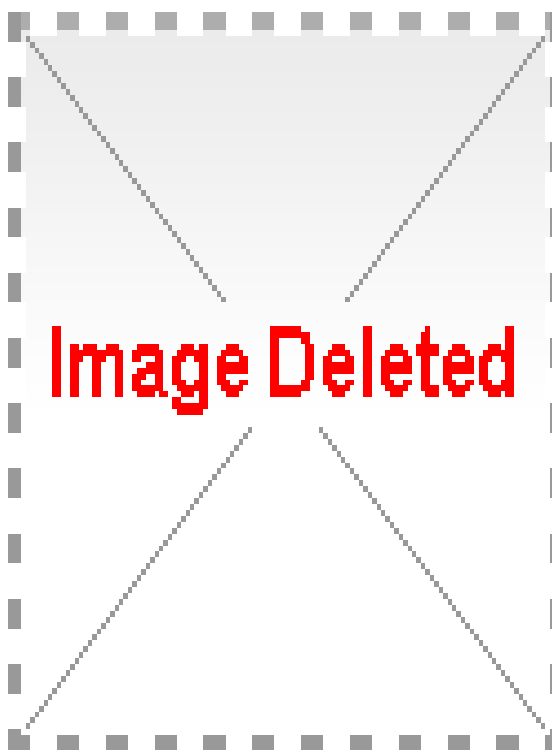
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Tourism Update

The CHOICE is yours:

Recently, MA state legislators created three new Regional Tourism Councils (RTC's) which created some confusion on geographic boundaries. The Massachusetts Office of Travel and Tourism (MOTT) is required to recognize these new RTC's, but your choice is not restricted by this geographic mandate. Your business can belong to ANY RTC and that the decision is yours. We know you have limited marketing dollars to spend, but the biggest bang for your buck, and greatest ROI can only be found at the Central Massachusetts Convention and Visitors Bureau.

Spring/Summer 2011 Visitor Guide

