

Worcester County/Central MA Convention & Visitors Bureau Presents:



Tuesday's Tourism Tidbits November 9, 2004



Members in the News

Wachusett Mountain Ski Area to "star" in Moody Street Pictures movie! "*The Legend of Lucy Keyes*," a thriller based on local legend is currently being filmed at Wachusett Mountain Ski Area by writer/director John Stimpson. The picture chronicles the chilling experiences of a wounded family that flees the city for a quieter life in rustic New England. Starring Julie Delpy ("Before Sunset").

The **Publick House Historic Inn and Country Motor Lodge** has announced Michael J. Glick is the new General Manager! Michael graduated from Johnson & Wales and has worked in a number of hotels, including the Colonnade Hotel in Boston and Le Meridien Hotel. *A warm Central Massachusetts welcome to Michael!*

Old Sturbridge Village On TV

OSV is once again featured in number of television programs this month. Airing nationally on PBS in November, part two of a four part series entitled "They Made America" was filmed at OSV. "Al Roker's New England Thanksgiving" airs again on the Food Network on November 23rd. A new program entitled "New England Thanksgiving" will air on the Travel Channel on November 18, 21 23 and 27. *Congratulations to the talented team at OSV for gaining this national exposure!*

The **Baymont Inn & Suites** on 446 Southbridge Street in Auburn, MA 01501 has announced that it will be a drop off center for **Toys for Tots** again this year. They will be accepting drop-offs now until December 12, 2004 at any hour. For more information please contact The Baymont Inn & Suites at 508-832-7000.

Check out this year's **Chain of Lights** newspaper spread on **Friday, November 26 and Friday, December 3** in the **Telegram & Gazette**. Highlighting the many wonderful holiday events across the region, we will also be distributing copies of this to interested visitors. There's still time to advertise in this special section! Call Jay Valencourt at (508) 793-9100!

Upcoming Events...

Foothills Theatre

Foothills Theatre Company presents **Perfect Crime**, by Warren Manzi, Jay Stone, the original director from the long running New York show, directs this thriller at Foothills. The show will run through November 21st. For more information visit www.foothillstheatre.com

Keown Orchards

Apple Tasting November 13 & 14 1-5 PM

We will slice up our wide variety of apples (many from antique cultivates) for your tasting pleasure. Historical data will be provided when known. There will be delicious mulled cider served at no charge. Time to order your Thanksgiving Day pies!!

For more information please visit www.keownorchards.com

Worcester Art Museum

Photography at the Worcester Art Museum: Keeping Shadows will be on view at the Museum, 55 Salisbury Street, **through January 2, 2005**, before beginning a national tour. View over 100 select photographs from the museum's collection that represent innovators and masters of the medium, including Eadweard Muybridge, Timothy O'Sullivan, Alfred Stieglitz and many more. For more information call 508-799-4406 or visit www.worcesterart.org

The Smothers Brothers

Friday November 12, 8PM at Mechanics Hall

A very special evening to benefit The Boys and Girls Clubs of Worcester

Host a "Block" Party

Blocks of tickets to this special concert are available for you, your friends, employees, co-workers, and those very special clients. What a unique way to show your appreciation (especially during the holiday season) and to take you and your company to top of mind status.

- Blocks are sold in groups of 10
- Included with your block is admission to a very special pre or post VIP reception, complete with refreshments of beer and wine, hors d'oeuvres.
- You will be assured premiere seating to enjoy every moment of this memorable performance.

What a perfect way to top off an already legendary evening!

Ticket prices for premiere seating and reception are \$50.00 per person

Also available:

- VIP seating (center rows 1-4, tickets only) \$60.00 per person
- Main seating \$40.00 per person
- Rear seating \$30.00 per person

To purchase:

Call **WICN** during business hours at 508 752 0700

Order online in the **WICN Store** @ www.wicn.org

WICN Member Card holders receive a \$2.00 discount, enter coupon code **WMC-112**

Tower Hill Botanic Garden

"In Search of Paradise" Standard Flower Show

Friday-Sunday, November 12-14, 2004, 10am-5pm

This show will feature standard flower arrangements, miniature designs, educational exhibits, artistic crafts and horticultural designs. Don't miss this rare opportunity to experience the enchanting beauty and the exhilarating variety of plants on display at this show. Admission is \$8 adults, \$5 seniors 65+, \$5 youth 6-18 yrs. And free for children under 6 yrs. For more information please call 508-869-6111 or visit www.towerhillbg.org

Historic 1705 Salem Cross Inn

November 19, 2004

Murder Mystery Dinner-Join us Friday evenings for a night of murder, mayhem, laughs galore and an opportunity to test your sleuthing skills. The complete Mystery Theater, complete dinner,

tax and tip included in the price of \$43.00 per person. **Also, check out the Fireplace Feasts for a unique and festive experience from the 1700's.** For more information contact Heather Salem at 508-867-8337 or visit www.salemcrossinn.com

Old Sturbridge Village

November 25, 2004

Thanksgiving Day Celebration

See how families celebrated this great American holiday more than 160 years ago. Watch as dinner is prepared on the hearth

Broad Meadow Brook

Newton Hill Birders

November 27, 8-9:30 am, Free

September through November on the last Saturday of every month (except October), we will continue offering a bird walk to all interested parties. Our hope is to document the many birds that use this park and to start a regular sightings list. Meet at the Newton Square tennis courts on the corner of Pleasant and Highland streets. Look for the Mass Audubon instructor. For more information on these or any of the many other programs at Broad Meadow Brook please call 508-753-6087 or visit www.massaudubon.org.

Higgins Armory Museum

Now Thrive the Armorers: Arms and Armor in Shakespeare

Now through June 23, 2005

He created a world filled with kings, murderers, madman and poets. Encounter examples of arms and armor represented in a variety of Shakespeare's works. Call (508) 853-6015 or visit www.higgins.org.

Mark Your Calendars!

2nd Annual Sturbridge Maple Days

Maple Days will take place March 11th, 12th, 13th and March 18th, 19th and 20th. The celebration will feature numerous events throughout the community including pancake breakfasts, maple gathering dinners, theatre specials, a crafters marketplace, sugaring tours at local sugarhouses and much more. Visitors will be allowed the opportunity to follow along "The Golden Maple Treasure Trail." Visit www.sturbridge.org for details or call (508) 347-2761.

Member Action Items...

HAVE YOU BOOKED YOUR ADVERTISING SPACE YET?

The **Official Guide to Central Massachusetts & Worcester**, the CVB's major fulfillment piece, is currently scheduling ad space for the Winter/Spring edition. Distribution time will be January 2005. Don't miss out! CVB members receive a 10% rebate once bill is paid. Call David Casey at (413) 253-2777 today!

COOPERATIVE ADVERTISING OPPORTUNITY FOR MEMBERS!

The Central Mass CVB has negotiated member rates in the following publications. Please contact the appropriate rep for further information and exact rates. Thanks!

Massachusetts Getaway Guide - MOTT's official fulfillment piece! Call Kristen Gillespie (978) 213-9952.

New England Travel and Life - 250,000+ distribution - Contact Tom Welsh at (617) 262-9700.

Group Tour Magazine - distributed to more than 15,000 operators! - Contact Jill Talliday at (800) 767-3489.

Yankee Magazine's Guide to New England Travel - Reaches 270,000 people! -- Contact Chris DePiero at (800) 736-1100.

Pre Print Spring Vacation Guide -- newspaper insert for travel planning - reaches 1 million plus! - Contact Denise at (773) 772-0527.

Broadcast Opportunities!

The CVB also has initiated broadcast ad opps for its members!

WBZ- TV (CBS 4) and WSBK-TV UPN 38, Boston. Unique opportunity to enter the tv market! Call Greg Lano at (508) 842-4900.

Citadel Communications Radio Advertising -- Discounted rates for CVB members! Call Joe Flynn at (508) 752-1045.

WHAT ARE YOU PLANNING FOR MAY 8 - 16? WE WANT TO KNOW!

National Tourism week is May 8 -16, 2004. The CMCVB is looking to get a round up of what's happening across the region. Please email Cheryl at coliveri@worcester.org or fax us at (508) 754-2703 with what you have planned! We want to do a special marketing effort directed at celebrating Central Massachusetts tourism events that week! Thank you!

REMINDER TO MEMBERS!

Enter Your Events on SocialWeb.Net!

Please be sure you are entering all your events on the www.socialweb.net and requesting it be listed on the appropriate calendars (WCCVB, City, etc.) This calendar is the reference point used by a number of organizations to pull events to promote, let clients know about, etc. You can set up a free account.

YOUR BEAUTIFUL IMAGES NEEDED!

The **Massachusetts Getaway Guide** is seeking images from Central Massachusetts for the upcoming 2005/2006 edition! We will be sending what we have, but urge our members to send jpeg images and CD ROMS to: Phyllis Cahaly, MOTT, 10 Park Plaza, Suite 4510, Boston, MA 02116 or Phyllis.Cahaly@state.ma.us. Thank you in advance for your help!

REMINDER!!!! Those of you who would like to receive **weekly qualified individual tourist leads** should let cbjorklund@worcester.org as a list is being compiled of members who wish to receive them each week. This is just because we don't want to bog down anyone with unnecessary information that does not pertain to them, but we know they are also very useful to many of you!

From the membership corner...

■ A WARM WELCOME TO OUR NEWEST CVB MEMBERS!

- ♣ Salisbury Singers
- ♣ Spring Hill Suites by Marriott Boston/Devens
- ♣ WICN NPR Station
- ♣ A Basket Case
- ♣ Four Eyes Joke Shop
- ♣ KJ Baaron's Fine Wine & Spirits

Please visit www.worcester.org or www.centralmass.org, click on "Membership Info" then "Become a Member" to view a complete listing of the FY2004-2005 Board of Directors.

■ HOSPITALITY HOSTS COMMITTEE – **NOV. MEETING CANCELED DUE TO HOLIDAY!** **JOIN US FOR A SPECIAL HOLIDAY RECEPTION ON** **DECEMBER 15, 2004!**

The next HH meeting, scheduled for Wednesday, **November 24, 2004**, has been **CANCELED** so that our members can prepare for the holiday. The next meeting will be a special **HOLIDAY RECEPTION** on **December 15 from 5 to 7 p.m.** at the Crowne Plaza Hotel. The committee will reconvene on **January 26, 2005 at 8 a.m. at the Crowne Plaza Hotel**. January's meeting will feature a Commercial spotlight presentation from Pam Richard of the DCU Center.

These meetings are open to members and non-members of Central Massachusetts. Please come and activate your membership, get involved and have some fun! It's a great group of star leaders in the community and we would like you to be a part of it! For additional information or to RSVP for November's meeting, please contact John Gibbons at (508) 755-7400 ext. 226 or jjibbons@worcester.org

■ WOULD YOU LIKE TO PARTICIPATE IN THE CVB'S NEXT MONTHLY MAILING?

Monthly mailings will be sent out on the 4th Friday of each month. It will include a snapshot of CVB happenings, events and updates on the latest tourism and convention news. As a member you have the opportunity to include one 8 ½ x 11 flyer in our monthly mailing. To participate, the flyer and/or copies will need to be received by the CVB no later than the 3rd Friday of each month. Limit 3 members per mailing. Cost: \$100 or \$75 discounted rate for members who supply their own copies. For more information, please contact Christine Bjorklund at (508) 755-7400 ext. 229 or cbjorklund@worcester.org. **Special thanks to the Accurate Staffing Services, NEADS and the Publick House Historic Inn the November mailing.**

Convention department news...

The Worcester County Convention & Visitors Bureau is proud to welcome the following events to the City of Worcester:

Velvet Revolver, November 9, 2004

National Arenacross Series, November 12-14, 2004

Gaither Holiday Homecoming Concert December 2, 2004

Boston Pops December 19, 2004

Group Tour news...

Group Tour Meeting Schedule:

November 10, 2004

Chocksett Inn, Sterling

January 12, 2005

Publick House Historic Inn, Sturbridge

The Central Massachusetts CVB will be participating in the American Bus Association's Annual Conference in Chicago in February, 2005. In addition, we plan to represent the region at TIA's International POW WOW in NYC in May 2005. More on these shows as plans develop!

Don't forget to check out the **New Regional Itineraries** being continuously added to the web site. To view please go to www.worcester.org click on *regional information* then *Central Mass suggested itineraries*. Members are encouraged to work with fellow members to create additional itineraries which can be posted as well. Feel free to contact Tania with any questions.

CVB Contacts...

For Tourism, Membership and Marketing please contact:

Cheryl Oliveri @ X 222

For Convention Sales & Marketing please contact:

John Gibbons @ X 226

For billing questions, please contact:

Nancy Burgess @ x 230.

For questions or concerns regarding this newsletter please contact:

Cheryl Oliveri @ X 222

DECEMBER

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7 PAC meeting at Crafts Center 8 a.m.	8	9	10	11
12	13	14 Worcester Sales Task Force 3 p.m. DCU Center	15 CVB Committee Holiday Reception Crowne Plaza Hotel, 5 p.m.	16 CVB Executive Committee Meeting 8:30 a.m. Regional Visitors Center	17	18
19	20	21	22	23	24 Christmas Eve	25 Christmas Day
26	27	28	29	30	31 First Night Worcester!	<i>Happy New Year!</i>