

Worcester County/Central MA Convention & Visitors Bureau Presents:



Tuesday's Tourism Tidbits

December 30, 2004

Happy New Year Everyone!



MEDIA LEADS!

TRAVEL: GREAT AMERICAN ROAD TRIP - PUBLICATIONS INTERNATIONAL (US)

Freelance writer doing story on road trips and is looking for interesting facts, lists, stats, quotes, stories, etc. that are relevant to the GREAT AMERICAN ROAD TRIP. The quirkier, the better.

Deadline is January 5th. Email Eric Peterson at ept126@msn.com; url: www.kindguides.com

Copy to coliveri@worcester.org and eric.ash@mullen.com.

Upcoming Events...

First Night Worcester

Enjoy this day long, family friendly celebration of the New Year in downtown Worcester! More than 100 performers at a diverse selection of venues! Buy your buttons now! Call (508) 799-4904. *First Night Worcester buttons make great stocking stuffers!*

Broad Meadow Brook Conservation Center and Wildlife Sanctuary

Get to know the "Birds of Massachusetts: Winter Season" during a ten-week class for birdlovers. January 4 - March 8, 2005 from 7 to 9 p.m. Tuesday evenings and some weekend trips. Call (508) 753-6087.

Folk Music Duo to Perform at Tower Hill's Holly Days

Come enjoy the performance of John and Heidi Cerrigione, a multi-talented acoustic duo, on January 2, 2005. For more details, call 508-869-6111 or log on to Tower Hill's website at www.towerhillbg.org.

Higgins Armory

Founder's Day, Saturday, January 8 from 10 a.m. to 4 p.m. FREE ADMISSION FOR ALL! Meet Joan of Arc and Hernan Cortes, tour the Dungeon and enjoy many medieval presentations! Visit www.higgins.org.

ARTSWorcester

The Winter Members Exhibition, from now until January 20, 2005. Free and open to the public. Call (508) 755-5142 or visit www.artsworcester.org

Mechanics Hall

Anthony Kearns, internationally acclaimed Irish Tenor, performs on March 6, 2005 at Mechanics Hall, Worcester. *Tickets make a great holiday gift!* Call (508) 752-0888.

Worcester African Cultural Center New Year's Eve Celebration

Enjoy a live performance by Mamadou and ring in the New Year! Free champagne and appetizers at midnight! 33 Canterbury Street, Worcester. Visit www.african-museum.com to check out Worcester's newest museum! (508) 757-7727

Swim and Stay Package at the Wyndham Westboro

\$99 a night includes breakfast for two! Enjoy the pool, Jacuzzi or fitness facility at this special rate through March 15, 2005. Call (800) Wyndham for reservations. 5400 Computer Drive, Westboro.

**Mark Your Calendars for the
Second Annual Sturbridge Area Maple Days**

March 11 - 13 and March 18 - 20

Old Sturbridge Village joins local sugarhouses, restaurants and other establishments in this celebration of the change of season! Visit www.sturbridge.org.

Member Action Items...We need your help!

LETTER OF SUPPORT TO THE MASSACHUSETTS TURNPIKE AUTHORITY!

The **Central Massachusetts Convention and Visitors Bureau** has applied for a grant from the 2004 Massachusetts Turnpike Authority Tourism Grant Program. The project is a full-scale, multi-media branding campaign for **Central Massachusetts, the Heart of New England!** This aggressive project would market and promote the entire region to target audiences such as leisure travelers, group tours, the student market, meeting and convention planners, the media and the general public. We would engage a number of partners in each region to work with us. The goal is to increase awareness and recognition of **Central Massachusetts, the Heart of New England** as an affordable, desirable destination filled with amenities. We hope you will support our grant application with a letter of support or phone call to MTA Chair Matt Amorello. A sample letter is below. (Please send us a copy of your letter for our records.) His phone number is (617) 248-2800. Thank you in advance for your support!

Sample Letter of Support

Matthew J. Amorello, Chairman
Massachusetts Turnpike Authority
Ten Park Plaza, Suite 4160
Boston, MA 02116

Dear Chairman Amorello:

The **Central Massachusetts Convention and Visitors Bureau**, the state-appointed Regional Tourist Council for the 58 cities, towns and communities in this region, is the leading voice for travel and tourism in Worcester County. The CMCVB works in conjunction with area tourist associations, cultural groups, grassroots committees, group tour operators and special event & meeting planners to increase visitation to this region and to positively impact the local and regional economies.

I write this letter in support of funding for the CMCVB's marketing initiatives to develop a branding campaign for *Central Massachusetts, the Heart of New England* through the MTA's 2004 Tourism Grant Program. This multi-media campaign will be geared towards a wide variety of target audiences, including the leisure traveler, group tours, the student market, meeting and convention planners, the media and the general public. It is our hope that this collaborative effort will make the region a chosen destination.

The CMCVB has successfully partnered with the region's hotels, museums, family attractions and restaurants in the past and this new marketing effort will once again bring together all facets of the hospitality industry to present a unified brand for the region. The special offers, enticing collateral materials and exciting new events will bring more visitors to Worcester County and also help the CMCVB and its partners to identify exactly who is visiting our region and how to effectively continue to reach this target audience while reaching out to new clientele who have not yet experienced the "**Heart of New England.**"

Thank you for your careful review of this proposal.

Sincerely,

*CVB Member
CVB Partner*

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.

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.

■ 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 Julie Zomar at (508) 755-7400 ext. 224 or jzomar@worcester.org. **Special thanks to the Accurate Staffing Services, the Publick House Historic Inn, Believe in You and**

Convention department news...

Direct On-line Reservation Service (DORS)

Bill Catania from Direct On-line Reservations made a presentation of this new online booking service for hotels and inns at the November Hotel Association Meeting. The service is only available to members of the CVB. The introductory rate is \$75.00 per year if reserved by December 31, 2004. Beginning on January 1, the service will cost \$100.00 per year. For more information visit www.getdors.com or call John Gibbons or Bryan Lavin at the CVB at 508 755-7400.

Group Tour news...

Group Tour Meeting Schedule:

January 12, 2005 Publick House Historic Inn, Sturbridge

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...

We'd like to offer a warm welcome to Jeannie Hebert. She will be taking over Cheryl Oliveri's position bringing an abundance of knowledge in the communications and marketing industry.

For Tourism and Marketing please contact:
Jeannie Hebert @ X 222

For Convention Sales & Marketing please contact:
John Gibbons @ X 226

For Membership Services please contact:
Julie Zomar @ X 224