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NOVEMBER
EVENTS:

Let's Get Fired Up for the Winter!

Wachusett Mountain presents Winter Fire
Nov 5, Wachusett Mountain,
Princeton, MA

Jeremy Bell: A History of America in Three Glasses

November 11, Fruitlands
Museum, Harvard, MA

Veterans Day

Program at the Asa Waters Mansion

Nov 11, Asa Waters Mansion,
Millbury, MA

42nd Annual Festival of

Crafts: Holiday Fair

Nov 25-27, Worcester Center
for Crafts, Worcester, MA

The Nutcracker

November 25, 26, 27, The
Hanover Theatre for Performing
Arts, Worcester, MA

Massachusetts
massvacation.com



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



CMCVB Industry Newsletter

NOVEMBER, 2011

New Season, New Look!



Fall in Central MA always offers many unique activities!

With the change of the seasons, we felt a change was in order for our monthly Industry Newsletter. This format will allow us to showcase all of the important information to you in a more cohesive way. You will still receive information on what is happening with the CMCVB as well as have new ways to advertise your business through new space in this newsletter as well as our ever popular newsletter inserts. For just \$75 (less expensive than the cost of postage) you can have an insert in our upcoming newsletter. As always, when starting new we would love to hear what you think and any suggestions that you might have!

CMCVB 44th Annual Meeting

Thursday, November 17

7:00 am—Registration
7:30 am—Breakfast Buffet
8:00-9:00 am—Program

Location:

Worcester Senior Center
128 Providence Street
Worcester, MA 01604

Cost:

\$35 for members in advance
\$40 at the door & non members

This year's Annual Meeting will be hosted by the students in the Quinsigamond Community College Hospitality Program - the future of the hospitality and tourism industry!

RSVP Today!

508-755-7400 x221

Guest Speakers:

Senator Michael O. Moore
Chair, Joint Committee on Higher Education

Senator Eileen M. Donoghue
Chair, Joint Committee on Tourism, Arts & Cultural Development
Vice Chair, Joint Committee on Higher Education

Remarks from:

Dr. Gail E. Carberry, *President, Quinsigamond Community College*
Senior Staff Member, MOTT

Presenting Sponsors:



Platinum Sponsors:

Group Tour Media
Bus Tours Magazine
Worcester Magazine



Gold Sponsors:

Worcester Airport Limousine
Classic Suites & Inns
Navigator Printing

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Michael Arnum
Tower Hill Botanic Garden

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Dynamx.com

Andrew Davis
Massport/Worcester Regional Airport

Matthew Doucette
Courtyard by Marriott in Fitchburg & CoCo Key Water Resort

Michael Egan
SpringHill Suites by Marriott Boston/Devens

Michael Harrington
Publick House Historic Inn

Patricia Hutchinson
Quinsigamond Community College

Richard Kennedy
Worcester Reg. Chamber of Commerce

David Lemenager
86 Winter American Bistro

Alexandra McNitt
Central Mass South Chamber at the Crossroads of New England

James Moughan
DCU Center

Maureen Rallo
Worcester Airport Limousine

Kentur Russell
Museum of Russian Icons

Nancy Salem
Salem Cross Inn

Massimo Santangelo
Courtyard by Marriott-Worcester
Residence Inn by Marriott - Worcester

Henry Tessman
Double Tree Hotel Boston/Westborough

William Wallace
Worcester Historical Museum

Industry News

Hotel Demand & Occupancy

In June 2011, MA lodging room demand increased by 6.9% and Occupancy rates increased by 5.2 %

Museums & Attractions

MA museum and attraction attendance increased by 14.2% in June 2011 compared to June 2010.

Economic Impact

Recently received data revealed that in 2009 the economic impact that tourism had on Worcester County was incredible! It has \$647.93 million in expenditures, \$133.81 million in payroll, and 5.22 thousand in jobs.

Your Ad Here!



For just **\$100** you can reserve your space here **and** have an insert in the monthly newsletter!

Tower Hill Botanic Garden presents:

HOLLY DAYS

"Fashioned From Nature"

Friday, Nov 25, 2011—Monday, Jan 2, 2012
508-869-6111

Visit www.towerhillbg.org/hollydays2011.html

Discounted Advertising Opportunities

For a full listing of our discounted co-op advertising opportunities please see the insert with this newsletter.

The CMCVB has many different advertising opportunities available to our members.

Contact Monica
meleferion@worchester.org
508-755-7400 x227
if you are interested!

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. We are now offering members the opportunity to have an insert in these mailings for less than the cost of first class postage!

Hotel, Convention, & Group Tour Meeting

Thursday, December 1st

9:00AM

Location:

To be Determined

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@worchester.org or 508-755-7400 x227

Updates:

The CMCVB recently attended the Travel Experiences Expo presented by Conway Tours on Tuesday, October 25th. This was a good show and we handed out 150 pieces of literature to qualified group tour planners.

We are working on leads from TEAMS.

We have a number of pending RFPs and are following up on numerous leads.

Hospitality Host Networking Opportunity

November 23rd

8:00am (networking)
8:20-9:15am (meeting)

Location:

Hilton Garden Inn Worcester
35 Major Taylor Boulevard
Worcester, MA 01608

5 Minute Spotlight Speaker:

Kathy Kirk:
Holiday Inn Express, Auburn

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.

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

VAILLANCOURT

folk art *Made in America since 1984.*

presents:

A Christmas Carol

Performed by Gerald Charles Dickens, great-grand grandson of Charles Dickens
Nov 25, 26, 27

Visit www.valfa.com for showtimes and more info

The Cultural Center at Eagle Hill



Art, music, and more!
413-477-6746

www.thecenterateaglehill.org

Send Us Your Photos

The CMCVB would appreciate any of our members to send photos of your business/property/area! Pictures that are seasonal, year-round, or any photo that you want to be showcased, would be greatly appreciated. We are looking for royalty-free, full color images (photography), JPEGs or EPS at least 300 dpi, for inclusion into our database as well as MOTT's (Massachusetts Office of Travel and Tourism) online photo library, and Massachusetts Film Office's online film photo location library. Photos for the Film Office, cannot have people in the photos and should be no larger than 1MB.

By sending these pictures, you are giving permission/rights to use these photos in CMCVB promotions and to send them to MOTT (and give them rights as well). If any of these photos require photo credits, and you have the names of the photographers, simply put the credit information in the photo name, and we will try to ensure that the photos have credits.

These photos will be used to promote your business on our website, and help promote our region by populating the online film photo library and MOTT's Tourism Photo Library - designed to attract journalists, media, and the general public, location managers, production designers, ad agencies, all of the major studios, and photographers to choose Massachusetts as a destination for their next film or media project.

Please email Billie bkenyon@worchester.org. If you need to, feel free to use a site such as YouSendIt to send multiple large photos.

Fundraising Online Auction Goes Live Nov. 17th

On **November 17, 2011**, the CMCVB will bring our online 2 week "**Holiday Auction**," a fundraiser to help support and promote travel, tourism, events and programs for the coming year.

We are asking for your help! Anyone can donate, and the sooner you donate the longer your business and item(s) will be promoted.

All donations are showcased to thousands of the CMCVB membership and tourism community along with the BiddingforGood.com community of 250,000+ cause minded customers.

Please Donate Today!

www.biddingforgood.com/cmcbv or contact Monica 508-755-7400 x227



Bidding starts November 17th at
www.biddingforgood.com/CMCBV

Travel Pavilion at DCU

The CMCVB had a booth in the Travel Pavilion at the DCU Center's Home Show and Healthy Living Expo. We handed out lots of information about the area. Special thank you to Maureen and Greg from Worcester Airport Limousine, Deb from the Quality Inn and Suites, Carol from Classic Suites & Inns, and Bob from Destination Worcester who all volunteered with the CMCVB at this show.

New England Business Expo

On Thursday, November 3, 2011 the CMCVB had a booth at the New England Business Expo. Thank you to those who volunteered at our table!

Reserve your seat at our
44th Annual Meeting
on Thursday,
November 17, 2011

RSVP Today to Billie!

bkenyon@worchester.org
508-755-7400 x221

Tourism U from MOTT

On Friday, October 28th we attended MOTT's most recent installment of Tourism U held at the Wachusett Village Inn. Tourism U is a series of FREE presentations hosted around the state for the travel and tourism industry to increase its awareness of the programs that MOTT offers and encourage industry participation.

The morning session was called "International Tourism Marketing: Meet MOTT's Overseas Reps." In this session we heard what MOTT is doing to increase international tourism, and learned that MA is the #7 state in the US for international visitors.

The second session was with Lisa Strout (Director of MA Film Office, MOTT). This session discussed the economic benefits MA receives/can receive from the Film Industry and what we can do as a CVB and individual properties to bring more films to the Commonwealth. The call to action from this session, was to send photos of your property (with no people in them) to the CVB so that they can build their film image library. All seasons are needed. (Send photos to Billie bkenyon@worchester.org)

Volunteers Extraordinaire Celebrate 60 Years of Marriage!



George & Marion Busada

Two of our wonderful volunteers are about to celebrate 60 years of marriage! George and Marion Busada of Worcester will be marking this special anniversary on November 11th, 2011. They are part of what makes the Visitors Bureau run smoothly, from stuffing envelopes to representing the CVB at events to draw people to the region in which they fell in love. We thank them for all of their tireless work and wish them all the best on this wonderful occasion!