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INTERNATIONAL PROGRAMS TAKE OFF The Massachusetts tourism industry has come together to produce the most comprehensive international marketing program ever undertaken. The \$1.5 million campaign, funded by Masssport, Northwest Airlines, TWA, and the Massachusetts Office of Tourism, will be launched in May in France, the Netherlands, and Great Britain.

One-and-a-half million international visitors are expected to come to Massachusetts this year, a 5.7% increase over 1989. To meet this growing demand, the Massachusetts Office of Tourism is producing the state's first international destination brochure in three languages. The Boston/Massachusetts brochure will be in French and Japanese with an English version for the Netherlands and the U.K.

The Netherlands' campaign will capitalize on Northwest's new non-stop service from Amsterdam to Boston. A print advertising campaign aimed at Dutch business travelers and their families will run in business magazines and consumer newspapers in the greater Amsterdam area. Each ad will include a direct response coupon offering the brochure.

In France, TWA is planning to develop a tour package and consumer and trade advertising campaign.

For the fourth consecutive year, Boston and New England, together with TWA, have produced a marketing program targeted at the United Kingdom. The consumer and trade campaign will run in London and southern England and will include a 30-second tv commercial, billboard advertising and a brochure featuring TWA fly/drive packages. The tv spots will run in the first two weeks of May, concurrently with radio advertising. The radio spots, new this year, will feature disc jockeys from several Massachusetts regions talking about the Bay State. The 100, 96-foot billboards display a giant whale and the phrase, "TWA to Whales." The destination brochure, "TWA Brings You the Best of America," will also appear as a special supplement in the Sunday Observer, one of Britain's leading newspapers.

Had the proposed budget cuts gone through earlier this year, the Office of Tourism would have been forced to eliminate all international programs. Through the efforts of Senator Lois Pines, a strong advocate of international marketing programs, the funds were restored.

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OVERWHELMING OVERSEAS RESPONSE The end of February marked another first as a Boston/New England delegation traveled to London for a sales mission targeted at British tour operators and incentive and meeting planners. Representatives from eleven Massachusetts private sector companies made sales calls and hosted two receptions at the U.S. Embassy. The sales mission, sponsored by Northwest Airlines, proved so successful that the airline is now planning a fam trip to New England expressly for incentive and meeting planners.

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ACTION ITEMS: Governor's Conference Registration, p. 2;
 Fam Tour Registration, p. 2; Calendar deadline, p. 4.

REGIONAL COUNCILS GET ADDITIONAL FUNDS The additional \$294,000 allocated to the 13 regional tourist councils in the most recent version of the FY90 state budget has now been released. This brings the total funds available for regional marketing programs this fiscal year to \$1.3 million. Release of the new funds was originally contingent upon new state revenues, but the money was made available by Secretary of Economic Affairs Alden Raine at the recommendation of Deborah First, acting director of tourism, who eliminated \$294,000 of MOTT's planned expenditures.

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GOVERNOR'S CONFERENCE CRUISING IN HIGH GEAR 125 people took advantage of the reduced early registration fee for the Governor's Conference, doubling the number of registrants compared to the same time last year. More than 500 people are expected to attend the awards dinner and see their colleagues and friends honored with Spirit Leadership and Hospitality awards. "Marketing Massachusetts: Pulling Out All the Stops" will be held April 11-12 in Springfield. For registration information, contact Mary Hayes, 617-727-3201, ext. 245.

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ADVISORY PANEL SELECTED FOR TOURISM PLAN An advisory panel of tourism industry leaders has been selected by Harvard University to work with Dermot Dwyer and his staff on the tourism study. The project will analyze industry needs and present alternative strategies for the development, marketing, and funding of tourism. The panel will assist in the evaluation of findings and recommendations and offer guidance on tourism issues. The panel consists of: Deborah First, Massachusetts Office of Tourism; Pat Moscaritolo, Massport; Bob Cumings, Greater Boston Convention & Visitors Bureau; Bill Wilson, Governor's Advisory Council on Tourism; Tom Kershaw, Hampshire House; Crawford Lincoln, Old Sturbridge Village; Sarah Mann, Massachusetts Tourism Coalition; Peter Bassett, Airport Ramada; and Steven Elmont, Creative Gourmet.

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ALL ABOARD The first of four Massachusetts fam tours for group tour operators, Spring Along the Seashore, hits the road April 5-8, visiting Boston, Plymouth, Cape Cod and Bristol County. The other three seasonal fams are: Summer in the Country, June 28 - July 1, featuring Worcester County, Springfield and Greater Boston; Autumn Along the Coastline, September 6-9, which travels through Boston, North of Boston and Middlesex County; and Winter in the Hills, October 25-28, highlighting the Pioneer Valley and the Berkshires. Each tour includes a business exchange where tour operators and local suppliers can meet to discuss new packages. The program, developed by the Office of Tourism and the state's regional tourist councils, is the first of its kind. Reservations are now being accepted for all tours. For more information and to reserve a spot, contact Nellie Khoury, Office of Tourism, 617-727-3201, ext. 226.

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NEW VACATION GUIDE SOON TO HIT THE STANDS The Office of Tourism's 1990/91 Spirit of Massachusetts Guidebook will be available April 6. This is the second edition of the popular guidebook produced by GTE/Discovery Publications. The 1990/91 edition features a new cover design and new 4-color photos throughout, updated regional copy, and a foliage guide, an annual calendar, and a pull-out state map. A redesigned travel planner section, listing regional attractions, will make it easier for travelers to plan their vacations. The book will be the main fulfillment piece for Spirit print and tv ads. The Office of Tourism will distribute 325,000 guides.

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MARCHING ON March was a busy month for the Office of Tourism, Massport, the Greater Boston Convention & Visitors Bureau, and New England USA as they hosted sales missions on both coasts. In Los Angeles, the four agencies, along with 18 representatives from the private sector, held a table-top trade show and reception

for more than 125 Japanese tour operators. Based on strong interest from Massachusetts businesses, this year's New York reception was expanded to two nights. Thirty-two representatives from the private sector met with Japanese tour operators and other international receptive operators at back-to-back receptions.

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NUMBER TWO Jonathan Hyde has been appointed acting deputy director of the Massachusetts Office of Travel and Tourism. He has worked at MOTT since 1985. In another organizational change, publications, public relations, and advertising support functions have been combined into a new Marketing Department, staffed by Ashley McCown, Kim Thompson, and Michele Nappa. All staff phone extensions remain the same.

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U.S. TOURISM GOES OVER THE TOP In 1989, foreign travelers spent more money in the U.S. than Americans spent abroad, marking the first time that the U.S. has posted a surplus in this category of international trade. According to Rockwell Schnabel, director of the United States Travel & Tourism Administration, tourism is the number-one export of the U.S., with this year's surplus totaling \$450 million. 38.3 million people visited this country, spending about \$43 billion. Japanese travelers accounted for 17 percent of the money spent in the U.S.

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HERE COME THE JUDGES The judges for the GTE Tourism Marketing Award of Excellence are: Bob Weiss, editor/publisher *Travel New England*; Edward McCann, executive vice president, Massachusetts Hotel/Motel Association; Peter Christie, executive vice president, Massachusetts Restaurant Association; Warren Zimmer, executive vice president/creative director, Arnold Advertising; and William Wendell, Economics Research Associates. The panel of judges will select the winner based on marketing innovation and award \$3,000 to the organization and \$1,000 to the winning regional tourist council. The winner will be announced at the Governor's Conference Awards Dinner on April 11 in Springfield.

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ALL IN THE FAMILY The ties between Massachusetts and Japan were strengthened on February 6 as Governor Dukakis and Hokkaido Governor Yokomichi simultaneously signed an accord officially designating Massachusetts and Hokkaido sister states. The agreement is a result of a trip Mrs. Dukakis made to Hokkaido in 1987. Massachusetts and Hokkaido have historical ties dating back to 1876 when Dr. William Smith Clark, president of Massachusetts Agricultural College, traveled to Sapporo where he taught for a year. The simultaneous signing was shown live on television, via satellite, in Boston and Sapporo.

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V.I.P. PASS PROGRAM READY TO ROLL 90 Massachusetts museums, attractions and tourism-related services have signed on to participate in the V.I.P. Pass Program. The pass entitles qualified tour operators, consumer and trade press, and travel agents to free admission at participating institutions. To join the program, contact Ashley McCown, Office of Tourism, 617-727-3201, ext. 202.

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HERE COMES THE SUN The Spirit of Massachusetts Spring and Summer Calendar of Events is now available, bringing a bit of summer into spring. The calendar lists more than 400 fairs, festivals and celebrations in the Bay State from April to September 15. Also included is a whale watch guide listing 14 operators from Cape Ann to Cape Cod. The calendar will be promoted through public relations efforts and can be ordered by calling, toll-free, in MA, 1-800-632-8038, or 1-800-343-9072 from all other northeast states.

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COALITION BILL SCHEDULED FOR HEARING The Massachusetts Tourism Coalition proposal to fund tourism programs from dedicated room occupancy taxes was the subject of hearings in March before the joint House-Senate Taxation Committee and

the joint House-Senate Commerce and Labor Committee. The proposed Massachusetts Tourism Fund would take 35% of the state's room occupancy tax revenues and distribute it to the Office of Travel and Tourism (55%), the Massachusetts Convention Center Authority (22%), the regional tourist councils (20%), and visitor information centers (3%).

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WESTIN BOER LEAVES NORTH OF BOSTON CONVENTION & VISITORS BUREAU Westin Boer has left the North of Boston CVB where he was executive director for the past three and one-half years. Under his leadership, the CVB produced the first Group Tour and Convention Planner, now in its third edition, and sponsored the first regional trade show/fam tour for tour operators. During his tenure, membership tripled. We wish him well. Tracy Jansen has been named acting director.

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HAPPY BIRTHDAY AMERICA! America will be five hundred years old in 1992. The National Park Service and the National Trust for Historic Preservation will be sponsoring events across the country to celebrate Christopher Columbus' discovery of America. Any regional group or organization planning an event or special promotion for the celebration, please contact Nellie Khoury at the Office of Tourism, 617-727-3201, ext. 226.

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REGIONAL ROUNDUP Worcester: US Air is celebrating its fifth year of service to Worcester Airport, with seven, daily, non-stop flights to Baltimore and Pittsburg. Info: 508-753-2920. North of Boston: A reprise of the Trade Show/Fam Tour will take place, April 27-30, at the Sheraton Tara, Danvers. Marketplace booths are available on Saturday, April 28. Info: 508-532-1449. Mohawk Trail: In April, Shelburne Falls' Business and Beautification Association will reopen their tourist information center in the historic firehouse. Info: 413-665-8306. Springfield: The Greater Springfield CVB has moved to 34 Boland Way, Springfield, MA 01115. Their new office is at Bay State West, adjacent to the Sheraton Tara and Marriott. Info: 413-787-1548. The Northern Middlesex CVB: A sales blitz during the week of April 16 will market Lowell and the Merrimack Valley as a convention destination for state and regional associations. Info: 508-454-5633. Berkshires: Pittsfield's Independence Day Parade will be broadcast nationally on PBS. Info: 413-443-0188.

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FYI ** The Office of Tourism will be attending the NTA Spring Exchange in Palm Springs, CA April 22-26. **Travel & Leisure loves Massachusetts! The March cover story featured the Berkshires and another article gave kudos to Boston as a business destination. ** GTE's new getaway promotion has paid off for Boston's Westin Hotel. The hotel's package was so popular that it sold out. The direct mail and advertising program, produced by GTE with support from MOTT, provides travelers with packets containing special value lodging, restaurant and attraction coupons, a welcome letter, and a calendar of events. Info: 617-756-0202 or 1-800-626-8666 (MA only).

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DEADLINE 1990 Fall Calendar of Events information for events, September-November, due May 18. Info: call Kim Thompson at 617-727-3201, ext. 221.

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Moving? Send name & address changes with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202 or FAX to 617-727-6525.
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