

THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

GOVERNMENT DOCUMENTS
COLLECTION

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Winter promotions

In search of some winter fun this season? Acquaint yourself with the new winter guides available now, including the *Massachusetts Ski Guide* and *Great Escapes*. The ski guide provides information on 14 downhill and 15 cross-country ski areas located in the Bay State, and even includes a coupon for a mid-week, \$15 learn-to-ski package. The special package features a beginner lesson, lift ticket and equipment rental.

The ski guide is available at any Mass Turnpike toll booth, or by calling MOTT's toll-free ski hotline, 1-800-632-8038. The ski hotline is accessible throughout the U.S. and Canada, and provides ski conditions Monday through Friday. Be sure and call before heading off to the slopes!

Another exciting addition this year is *Great Escapes*, a colorful magazine designed to increase out-of-state visitors to the Commonwealth during the winter and spring seasons. The guide was officially unveiled at MOTT's winter press conference at Mount Wachusett ski area; and is the result of a cooperative effort between the Mass Lodging Association (MLA), MOTT, and American Express. The guide features information on indoor and outdoor activities and getaway ideas for everyone. More than 415,000 American Express cardholders who travel frequently to Massachusetts from the Mid-Atlantic and New England states have received *Great Escapes* in the mail; American Express will then track dollars spent during the winter and spring months, and prepare for future winter travel seasons. *Great Escapes* is available by calling 1-800-632-8038.

GOVERNOR'S CONFERENCE

Early registration begins now! Attend the 1995 Governor's Conference on Travel and Tourism, the largest and most important tourism event in the state. Don't miss this opportunity to learn more about tourism issues, meet with MOTT's international public relations and travel trade representatives and network with your colleagues. Early registration begins in January.

Register now and save \$25. Contact Mary Hayes, MOTT, x245.

DOMESTIC

Mass Tourism Day

Mark your calendars for Mass Tourism day, April 20 at the State House. The purpose of the all-day event is increase the visibility of Massachusetts' tourism industry. All 13 RTCs are invited to display their latest promotional material. For information, contact Kara DiFruscia, MOTT, x244.

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ACTION CHECKLIST

- Domestic/p.1
 - Governor's Conference/p.1
 - White House Conference/p.2
 - International/p.2
 - Canadian Fam/p.2
 - Listing/Supplement
-

Cultural tourism seminar

On January 26, the Worcester Art Museum will be hosting, "Marketing Strategies for non-profits!" with Vin Cipolla, VP of Membership and Communications, National Trust for Historic Preservation. Don't be left out in the cold! Register now! For more info, contact Mary Hayes, MOTT, x245.

The White Conference Travel & Tourism

The first-ever White House Conference on Travel and Tourism is planned for next fall in Washington, D.C. at the Sheraton Hotel on October 30 and 31, 1995. MOTT will be organizing 4-5 in-state regional conferences to be held from mid-April to early June cumulating to a statewide White House Conference that will be held in mid-June, 1995, in Boston. For more info, contact Mary Hayes, MOTT, x245.

■ INTERNATIONAL

Ciao Italia!

MOTT's International Department recently hosted a successful Alitalia consumer press FAM tour. Highlights included lunch at the Boston Antique Center, Christmas on Newbury Street, and a visit to the Worcester Common Fashion Outlets. For info regarding 1995 FAM trips, contact MOTT's International Department.

Welcome aboard

Virgin Holidays has expanded its New England operation by

opening a regional office in Boston. For more information, contact Mike Leeds at 617-482-0444.

■ CANADA

Food & wine fam

MOTT's Travel Communications Department is organizing a Canadian FAM Trip for late January. A group of Canadian journalists, representing some of the largest publications in Toronto and Montreal, will attend the Boston Wine Festival and the International Cultural Festival. A second FAM trip highlighting Cape Cod and the Islands is in the works for late spring. For more info, contact Jane Bouras, MOTT, x203.

Sensational Savings statewide

MOTT's Executive Director Abbie Goodman will lead a Canadian Sales Mission for representatives from Massachusetts hotels, attractions, restaurants, retailers and regional tourist councils in launching the newly expanded "Sensational Savings for Canadians" program. An assortment of value-added programs for Canadian visitors will be announced during this mission, set for April in Toronto and Montreal. Activities include a reception for Canadian travel agents and a luncheon for travel media and group tour operators. For more information, call Jane Bouras, MOTT, x203.

20,000 leagues under the sea

Dr. Robert Ballard of the Woods Hole Institute will be a featured speaker at Canada's largest underwater show, *Dive Canada* scheduled for April 8, 9 & 10 in Toronto. The Bay State will be billed as a challenging diving destination. For more information, call Jane Bouras, MOTT, x203.

■ GROUP TOUR

ABA

The American Bus Association (ABA) held their annual meeting in Fort Lauderdale, FL, on December 4-9. The meeting generated many leads, which are available by contacting Mark Cronin, MOTT, x214.

■ CONGRATS

Best wishes to Kim Noltemy Ugorji and husband Lambert on the December 6th arrival of Alexander. Both mother and son are fine.

::

Helen Clagg, of MOTT's Fulfillment Department, became a grandmother for the sixth time on October 16 with the arrival of Nolan Jackson Clagg.

::

Bravo to Michelle Meehan on being named the new Executive Director of the North of Boston Convention and Visitors Bureau. Michelle will be missed by Old Sturbridge Village where she was the Director of Marketing and Publications.

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Discover New England

AUTUMN 1994

CONNECTICUT • MAINE • MASSACHUSETTS • NEW HAMPSHIRE • RHODE ISLAND • VERMONT

What is *Discover New England*? *Discover New England*, whose corporate name is actually *New England State Travel Directors' Council, Inc.*, is a nonprofit international marketing organization comprised of each the six New England state travel offices. It is overseen by a board of directors which consists of the six New England state directors of tourism, who meet regularly throughout the year to review current programs and to plan for the future. The managing director is charged with the day-to-day responsibility of executing and directing the marketing programs and reports to the board monthly. *Discover New England* works in close partnership with all six New England state tourism offices as well as with the United States Travel & Tourism Administration (USTTA), both in Washington, D.C. and abroad. It has entered into an official relationship with the USTTA and receives financial support for projects abroad under a Regional Marketing Development Program (RMDP), a result of the organization's three-year strategic plan for marketing in the United Kingdom and France. International visitors represent a fast-growing and lucrative market for New England, and *Discover New England* is committed to obtaining a fair share of this important market on behalf of the private-sector tourism industry in New England.

Note from the Chair ...

"The concept of a multi-state marketing consortium has tremendous value internationally. Very few foreign visitors know where Vermont begins and New Hampshire ends, or what the actual border is between Vermont and Massachusetts. By joining together, we are able to offer a much greater diversity of product with the hope that international visitors, who traditionally stay three times longer than domestic visitors and will spend their entire holiday in New England. The partnership simply makes good economic sense."

- **Bobbe Maynes**, Chairperson, *Discover New England*

"New England has virtually escaped the two most offensive disfigurements of American cities: traffic lights and neon advertising."

-**Michael Watkins**
The London Daily Times

DISCOVER NEW ENGLAND'S BOARD of DIRECTORS

Connecticut State Tourism Office
Edward Dombroskas, Secretary
203-258-4300

Maine Office of Tourism
Hilary Sinclair
207-287-5710

Massachusetts Office of Travel & Tourism
Abbie Goodman
617-727-3201

New Hampshire Office of Travel & Tourism Development
Christopher Jennings, Treasurer
603-271-2666

Rhode Island Tourism Division
David DePetrillo, Vice Chairman
401-277-2601

Vermont Department of Travel & Tourism
Bobbe Maynes, Chairperson
802-828-3237

NEW ENGLAND POSTS RECORD GAINS IN INTERNATIONAL ARRIVALS

Discover New England's efforts in promoting international tourism into New England have resulted in record-breaking gains in international arrivals for three of its member states. USTTA's recently-released data on growth rates in international arrivals for 1993 for Maine, Vermont and New Hampshire ranged from 37 to 53% increases for those states! Discover New England maintains offices in Massachusetts and has consumer fulfillment and public relations offices in both the United Kingdom and France, and will be commencing operations in Germany in 1995.

"The prospects for 1994 look equally strong," said Sarah Mann, the organization's managing director and former Massachusetts state travel director. Mann added that much of the 1993 growth was attributable to the expanded tour product now available throughout Europe for New England. "Fly-drive accounts for more than 76% of our visitor traffic," said Mann, "and the fastest-growing trend is the increasing use of New England's charming country inns, resorts and bed & breakfasts."

Expanded itineraries for New England now feature both golf and ski holidays as well as summer and beach-oriented stays.

DISCOVER NEW ENGLAND NEWSLETTER

Discover New England's UK and French representation firms, Boston Fox Tigue and Atlantic Associates, have developed, printed and distributed two editions of its newsletter, *Discover New England*, aimed at the UK and French travel trade. These handsome full-color, four-page newsletters (see photo right), which cover topics of interest to prospective visitors, have been extremely well received by their target audience. Newsletters are published quarterly by season, and items of interest should be directed to both UK and French PR firms at the addresses shown above right.

This is the first edition of *Discover New England's* domestic newsletter. Thanks to Bill DeSousa of DESTINATIONS NEW ENGLAND for his assistance in the writing and production of this newsletter. Please call to be added to the newsletter mailing list.

KEEP US "IN THE KNOW"

With press offices in both the UK and France Discover New England is always seeking newsworthy material for the press in these markets. Whether it be a great travel package, an exciting event or other tourism related piece of news, please see that the following offices are included on your press lists:

Sarah Graham Mann

Discover New England

21 Pearl Lane, East Falmouth, MA 02536
508-540-8169 • FAX 508-540-8195

Doreen Willis Bailey

Discover New England Press Office

56 Fitzjames Avenue, London W14 0RR
011-44-71-603-1213 • FAX 011-44-71-371-6902

Mylène Favre

Atlantic Associates

52, Champs-Élysées, 75008 Paris France
011-33-(1) 42-56-45-51 • FAX 011-33-(1) 45-61-48-99



UK Version of the Discover New England Newsletter

TRAVEL AGENT TRAINING OVERSEAS PROMOTES NEW ENGLAND

Travel agent training has been conducted in both the UK and France this past year. In the UK, more than 600 agents received comprehensive training in London, Manchester, Birmingham and Glasgow. In France, more than 300 agents received in-depth training in Paris, Bordeaux, Marseilles, Barcelona and Madrid (no - Barcelona and Madrid are not in France, but participate through the French USTTA office).

Further travel agent training is planned for the current year.

SUCCESS AT TOP RESA SHOW

With a lot of fine help from our good friends at TWA, *Discover New England* hosted a luncheon at France's largest travel trade show, **Top Resa**, in Deauville on October 1, 1994. Jointly sponsored by TWA and *Zenith Tours*, the **NEW ENGLAND LUNCHEON** offered 400 top travel agents, tour operators, travel press and airline partners a chance to sample New England foods and hospitality. The menu featured New England clam chowder with croutons, fish cakes, scallops, baked beans, cheddar cheese and crackers, *Sakonnet* Chardonnay and Maine blueberries atop vanilla ice cream. Boston's *Legal Seafoods* donated all of the seafood in addition to the services of their talented corporate chef, Ms. Guida Ponte, who flew to Deauville to prepare the luncheon. Our thanks to all the sponsors and to our partners in France.



Sarah Mann serves *Legal Seafoods'* Clam Chowder to attendees

The day was a smash hit - and not a drop of clam chowder was left over! This was the first time a luncheon of this type had been permitted on the grounds of Top Resa and everyone involved departed happy, well-fed - and with a new appreciation for New England!



Jean Duband, TWA's Manager, France, confers with *Legal Seafoods'* Chef Guida Ponte

DISCOVER NEW ENGLAND PARTNERS WITH YANKEE

Yankee Publishing, the publisher of *Yankee* magazine, *Yankee Travel Guide to New England* and other publications, will again provide 6,000 copies of its 24th annual *Travel Guide to New England* for distribution abroad. "For 59 years, the *Yankee* brand has worked to preserve and enhance the United States' most clearly defined region - a region that grows on its visitors, a region ... [about which] ... Americans feel a sense of ownership, history, permanence and roots," said J. D. Hale, the *Guide's* publisher.

Since the inception of this partnership last year, thousands of the publication have been circulated to, literally, the four corners of the globe. *Guides* are used as one of *Discover New England's* fulfillment pieces.

Reaction to the *Guide* has been outstanding; it is comprehensive and entertaining, with truly helpful information which can be put to use by foreign visitors unfamiliar with New England, its culture, geography, history and many sights and attractions.

ON THE ROAD AGAIN ...

Discover New England's itinerant managing director, Sarah Mann, recently returned from Top Resa (Paris) and Pow Wow Europe (Milan). She spoke last month in New Hampshire's White Mountains on international tourism and *Discover New England's* initiatives. Upcoming are speaking engagements for Mann at the following conferences:

Maine Office of Tourism Conference

Building Regional Tourism, November 1-3, 1994
Waterville, Maine • Information: 207-287-5711
Presentation: November 2, 1994

12th Annual Vermont Travel Industry Conference

Partnerships For Success, November 2-3, 1994
Killington, Vermont • Information: 802-253-7287
Presentation: November 3, 1994



Discover New England's newest publications

DISCOVER NEW ENGLAND RETURNS TO WORLD TRAVEL MARKET

Discover New England will be returning to World Travel Market this November for the first time in two years. Chairperson Bobbe Maynes said, "With the growth in our UK visitation, plus the launch of *Northwest Airlines* ski brochure, it is a perfect time for us to return to this important show."

Discover New England is seeking donations of items to give away at the show from New England tourism industry members. Tee shirts, pens, candles, maple sugar candy and other promotional items ... anything and everything will be welcomed!

Those wishing to donate some items (minimum lot: 20), please ship to *Discover New England* headquarters at 21 Pearl Lane, East Falmouth, MA 02536 prior to November 3rd. Donated items will be given to British tour operators, travel agents and journalists visiting the *Discover New England* booth during special press hours.

TRAVEL AGENTS TALK BACK

"The feedback I have received from the Directors, Management and Staff following your presentation to them on 02 September has been exceptional and ranks as probably the best one ever made by a Principal or external organization.

Finally, Sarah ... many thanks indeed for taking the time out of your busy schedule to talk to us. It really was appreciated and I am sure our business to New England will increase as a direct result of your visit."

-Scott Fleming, *Travel 2 Travel 4*, London

AND FROM THE PRESS ...

"I am finally getting settled back at my desk - it has been very hard coming down to earth after such a stimulating and rewarding time in New England. Over the next few days, I shall be writing to everyone concerned, but I wanted to write to you first. I never dreamt a trip would be so easy, with everything falling so neatly into place and everyone doing their home work so as to provide me with really useful material. I know it was all down to your hard work behind the scenes - a very big thank you indeed."

- Susan Gordon, *BAA Essential Explorer*, London

"USTTA is proud to be a partner of Discover New England, which is one of the country's most effective and aggressive regional marketing organizations."

-Phillip Jones, Director, Legislative & Intergovernmental Affairs, USTTA

WHAT DOES DISCOVER NEW ENGLAND DO?

Annually, in both the UK and France DNE:

- *Participates* in major trade shows
- *Publishes* a four-color newsletter for the travel trade
- *Issues* monthly press releases and feature story ideas
- *Maintains* a consumer fulfillment telephone line and distributes literature in-market
- *Holds* at least one series of travel agent training seminars
- *Sponsors* dozens of fam tours for both journalists and operators
- *Works* with the USTTA on marketing programs and participates in the appropriate VISIT USA committee
- *Participates* in special events, as appropriate, such as the recent New England Lunch at Top Resa and the special new ski brochure from *Northwest Airlines*
- *Retains* a public relations firm to handle incoming calls from trade and consumer press and the travel trade

In 1995, *Discover New England* will be entering the German market, too!



The DNE gang at the N.E. Clambake at Pow Wow Miami (l to r) Dina Jack (ME), Sal Starling (MASSPORT), Marion DiPietro (TOURCO), Ed Dombros (CT), Bobbe Maynes (VT), David DePetrillo (RI), Abbie Goodman (MA), Andrea Tindal (NH).

Here in the United States DNE:

- *Participates* in Pow Wow and other TIA events
- Works closely with all six state tourism offices and MASSPORT
- *Participates* in events, conferences and assists in training the industry in international tourism promotion
- *Maintains* a Congressional Advisory Board in Washington, D.C. chaired by Massachusetts' Senator John Ke
- *Meets* regularly with its private sector advisory task force consisting of four representatives from each state (nominated by the state travel director) and one representative from each state's lodging association
- *Disseminates* hundreds of leads to the six states and to designated receptive tour operators
- *Responds* to hundreds of requests from travel agents and tour operators around the world for New England literature, calendars of events, slides, videos and posters.

United Kingdom

Michael Watkins, *London Times, Telegraph* (independent)
 Margaret Cunningham, *Irish News*, radio
BBC Holiday Programme
Wish You Were Here Programme, Thames Television
 Michael Woods, *Southwest Independents*
 Neil Murray (Travel Editor), *Daily Mirror*
 Tim Locke, *Essential Explorer* (BAA)
 Susan Gordon, *Essential Explorer* (BAA)
 Victoria McKee, *You, Best* (independent)
 John Gumbley, *Sky News*
 John Burrowes, *Glasgow Herald*
 Tim Fullham, *New England Country Homes*
 Wendy Stevens, *New England Country Homes*
 Tim Richards, *Travel Tapes* (radio throughout UK)
Bon Voyage, Irish television show
BBC, Blue Peter crew (recording and filming)
 Stephanie Colasanti, travel photographer, *Interval*, et al
 Bill Dale, *Good Ski Guide, Sunday Times Ski Directory*
 David Heard, Chief Ski Writer, *Travel Weekly*
 John Hill, publisher, *Good Ski Guide, Good Holiday*
 Roy Cross, regional radio (several stations)
 David Rose, Ian Thornley, Malcolm Bromham,
Northwest Airlines
 Ken & Pat Murrill, *The Daily Express* et al

France

Gilles Pudlowski, *Le Point* (and other top food pubs)
 Nicole Lise-Bernheim
 Helen Constanty, *L'Expansion*
 Francois Dupuy, *Sud-Ouest*
 Nicole Clodi, *La Dépêche du Midi*
 Christian Combaz, *Le Figaro*
 Daniel Schneidermann, *Le Monde*
 Chantal de Rosamel, *Le Généraliste*
 Gerald Sebille
 Jean-Pierre Grobart, *Tour Hebdo*
 Sylvain Grandadam, *Voyagers*
 Six American Express Corporate Agents, Paris plus
Northwest Airlines escort, JETSET staff plus agent

Germany

Jürgen Gutowski, *Der Spiegel*
 Jürgen Uhrig, *Das Bild*
 Marton Radkai (three assignments)

Canada

Norman Cazalais, *Le Devoir*

Switzerland

Gerald Baeriswyl, *Information Immobilière*
 Padma DeMello, *Geneva News & International Report*

Italy

Go-Round Travel
 Mayor of Milan
 Paolo Bertelli, VIVI Tours

South Africa

Christine Roberts, *Ideas Unlimited*

Hilary Sinclair, Maine's state tourism director, and *Discover New England* managing director Sarah Mann recently returned from *Pow Wow Europe* in Milan, Italy. Both reported that the turnout for the show was outstanding! Operators, agents and other travel intermediaries showed tremendous interest in learning more about New England. The pair fielded nearly 40 appointments the first day alone!

**NEW FRENCH PUBLICATION FOR
NEW ENGLAND!**

The Massachusetts Port Authority (MASSPORT) and *Discover New England* cooperated recently on a major publication for the fast-growing French market. A special 24-page, four-color supplement to *L'Echo Touristique* was included in the September edition of this leading French travel trade magazine. Issued just before the major trade show *Top Resa, Discover New England* also ordered 4,000 additional copies for use during the year at French travel agent training sessions and for other opportunities as they arise.

**WHAT SOME OF THE JOURNALISTS
VISITING NEW ENGLAND HAD TO SAY ...**

"I wanted to thank you for the excellent organization of our trip ...it really could not have gone more smoothly. I can assure you that it is very rare for a press trip to go so perfectly. We were especially grateful that you ... made the effort to come out and meet us in Woods Hole, and on a Sunday at that!"

- John Brunton, UK

"Now that I am back in 'Old' England, I felt I would like to take a few minutes to thank you most sincerely for your help and consideration in arranging such a splendid itinerary for Jan and me during our recent tour of your region. We enjoyed our experiences immensely and really fell in love with many of the states in New England."

-John Ball, Travel & Motoring Editor
TOPIC Magazine Group

"I had a great trip, helped enormously by your painstaking assistance with my complicated ten-week itinerary in New England. Thank you indeed for working on it at such short notice. Without your help, I doubt if my resources would have gotten me to half the places I needed to see, and the logistics of itinerary planning would have used up more ... time."

-Tim Locke, BAA *Essential Explorer*

WHITE HOUSE CONFERENCE ON TOURISM TAKES SHAPE IN WASHINGTON

U. S. Under Secretary of Commerce for Travel & Tourism Greg Farmer, Rep. Jim Oberstar and a cast of private-sector tourism leaders opened the headquarters for the *White House Conference on Travel and Tourism* announcing that a national conference will be held in Washington October 30-31, 1995.



(l to r) Phil Jones, USITA, Dick Hamilton, White Mountains Attractions, and Greg Farmer, Under Secretary of Commerce for Travel & Tourism, in Boston

The Conference's federal issue papers will form the agenda for state and industry conferences held across the country leading up to the Conference later next year. The document outlines nine key areas that will impact the future of the travel and tourism industry in America. Next September, the industry's findings will be compiled for presentation at the national conference and formulated into a national strategy to guide the travel and tourism industry into the 21st century.

Discover New England

21 Pearl Lane
East Falmouth, Massachusetts 02536
508-540-8169 • FAX 508-540-8195


A Marketing Partnership of the Six New England State Travel Offices



NORTHWEST AIRLINES SKI NEW ENGLAND PROGRAM LAUNCHES IN THE UK

To assist in promoting New England as a four-season destination, *Discover New England* coordinated the development of a partnership between itself, *Northwest Airlines* and *NATCO*, one of its receptive tour operators. The showpiece of this partnership is a *Ski New England America's Best Kept Secret* program supported by a 30-page, full-color brochure in which ski drive packages are promoted at nearly ten properties in northern New England. The program is further supported through in-flight videos, a PR campaign, direct mail and more.

DISCOVER NEW ENGLAND LISTENS!

 In November 28-29 in Nashua, NH, *Discover New England* will hold its 4th private-sector task force planning meeting and retreat. These meetings, held in various locations throughout the region, offer valuable opportunities for the private sector to receive first-hand information on current and proposed activities and provides *Discover New England* with the opportunity to receive input from the industry at large. Industry leaders, as nominated by each state's travel director, and a representative of each state's lodging association comprise the task force.

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM, 617-727-3201
1995 EVENTS

January 26
Marketing Strategies for Non-Profits
Worcester Art Museum
Worcester, MA
Mary Hayes x245

January 30-February 4
Japan Sales Mission Japan
Japan
Kim Noltemy x232

February 13-17
UK Sales Mission
London & Manchester,
UK
Fred Clifford x226

February 22-26
BIT
Milan, Italy
Olympia Brescia x231

March 1
Market Analysis on a Shoestring
Paine Estate
Waltham, MA
Mary Hayes x245

March 4-9
ITB
Berlin, Germany
Fred Clifford x226

March 16
NY Mission
New York, NY
International x231

April 3-7
Italian Sales Mission
Italy (4 Cities TBA)
Olympia Brescia x231

April 17
Newton Heartbreak Hill
International Youth Race

Newton, MA
Encourages healthful living for the world's youth while promoting international understanding.
Linda Plaut 617-552-7130

April 11 & 12
8th Annual Massachusetts Governor's Conference on Travel and Tourism
Royal Plaza Hotel and Trade Center
Marlborough, MA
Mary Hayes x245

April - TBA
Canadian Sales Mission
Toronto & Montreal
Mark Cronin x214

April 20
Mass Tourism Day
State House, Boston
Kara DiFruscia x244

April 26
Packaging? What is it? How is a Package Developed? Why will Packaging Benefit Your Organization?
Shelburne Historical Society Building
Shelburne, MA
Mary Hayes x245

May 7-13
Mass Tourism Week
Statewide
Kara DiFruscia x244

May 29-June 1
POW WOW USA
New York, NY
Fred Clifford x226

MOTT STAFF

US/Canadian Travel Communications
Jane Bouras x203
Michele Ellicks x222

Publications
Kim Kennedy x221

Int'l Marketing
Olympia Brescia x231
Kim Noltemy x232
(Selena Seto) x232
Fred Clifford x226
Patsy Tucker x234

Group Tour
Mark Cronin x214

Special Events/Gov.'s Conference
Mary Hayes x245

Special Projects
Kara DiFruscia x244

Administration
Jerry Addivinola x213

Grants & Contracts
Peter Lee x211

Research
David Mazzarella x216

Traveler Information
Steve Walsh x256
Helen Clagg x252
Carolyn Kinsey x251
Stacie Banks x0

Executive Director's Office
Abbie R. Goodman x208
Phyllis Campbell x208

Deputy Director/North American Marketing
Jonathan Hyde x201

MOTT welcomes David Mazzarella who joins the Research Department. Prior to joining MOTT, David designed and built computers on Cape Cod. He has also played an instrumental role in developing *Smart Card*. David will be replacing Mark McDermott, who will be leaving MOTT in the spring.

■ FYI
'94 Governor's Energy Awards honors Mass innovators

The Cambridge Galleria shuttle bus is one of three energy-related projects to receive the 1994 Governor's Energy Award from Lt. Governor Cellucci and Commissioner Stephen Remen on December 7 at a State House ceremony. The award program was created to increase awareness of resourceful energy-related initiatives. For more information, contact Susan Gedutis, Mass Division of Energy, 617-727-4732, x134.

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Raise the curtain

Bostix recently opened it's second half-price, day-of-show ticket booth at Copley Square. The new booth was designed by Graham Gund Architects and built by Thoughtforms Corporation. Tickets are available for sporting events, museums, trolley tours and dinner cruises For more information, call 617-482-BTIX.

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Advertising opportunity

The RTCs have joined together to put co-op advertising in three spring Conde-Naste publications at a substantial discount, and in US Air Magazine's shuttle section, available to shuttle passengers on Bos/NYC and Bos/DC routes.

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S TATS & FACTS

Statewide Hotel Occupancy

Sept. 1994 84.7% +2.4%
1993 82.7%

Oct. 1994 91.0% +4.5%
1993 87.1%

YTD 1994 75.4% +3.3%
1993 73.0%

SOURCE: PKF CONSULTING

Anniversary celebrations

Northwest Airlines will be a corporate sponsor in Plymouth's 375th anniversary celebration of the Pilgrim's landing. Northwest will promote Mass as the "birthplace of America" to consumers and travel agents in the UK.

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Chill the champagne

In 1995 Boston's Museum of Fine Arts will celebrate its 125th anniversary, and the Massachusetts Capital Building will be 200 years old.

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New name

The Directors of the Revolutions & Textiles of the Merrimack Valley Convention and Visitors Bureau unanimously voted to change their name to the Greater Merrimack Valley Convention and Visitors Bureau. For info, call 508-459-6150.

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Need a lift?

The Mass Bay Brewing Company provides a free shuttle to those who are in Boston and without a designated driver. The Harpoon shuttle operates within the Greater Boston area during the afternoon and evening hours, Tuesday through Saturday. For info, call Fitz Granger, 617-574-9551.

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Wednesday is senior day

The Norman Rockwell Museum in Stockbridge is offering a special half-price admission on Wednesday for seniors 62 and over. The offer is good through April 1995. For more info, call 413-298-4121.

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Coast to coast

Cape Air and America West Airlines now offer discounted fares between four Cape and Island destinations and Columbus, Phoenix, Las Vegas and LA. Fares apply with a 14-day advance purchase excursion fare. Effective immediately, the fares are subject to availability. For further info, contact Cape Air at 1-800-352-0714.

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Central Artery update

The area behind Quincy Market is buzzing with construction activity. Crews are building three underground walls for the new highway between the Dock Square Garage and Callahan Tunnel. Construction on sections of the new underground highway near Quincy Market and South Station are slated for the spring. Project news is available by calling 617-CAT-INFO.

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Good news for the travel industry

Consumer confidence is at a four year high, according to the Consumer Confidence Survey. The U.S. consumer index rose to 102.2 in December, up from 100.4 in November. New

England indexed at 85.5, 29.8 points higher than November 1993. The Mid-Atlantic index is up, at 70.1, but still lags behind other U.S. regions.

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Easy Listening

The Worcester County CVB (WCCVB) has four audio tapes designed to assist tour bus escorts and visitors exploring Central Massachusetts. Narrated by Granny and her grandson, Wally, the tapes are sure to be a hit. For information, call WCCVB at 508-752-2920.

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Center Stage

Seiji Ozawa Hall at Tanglewood is the recipient of three awards. Accolades include: The 1994 Honor Award from the

A3

American Institute of Architects of New England; winner of the *Interiors* Awards Competition - the Hall will be featured in the January issue of *Interiors* magazine; and the Grand Award in the Awards of Excellence competition of the National Commercial Builders Council. Forthcoming, is the prestigious Honor Award from the American Institute of Architects. For info call the BSO, 617-266-1492.

Messenger Editors
Jane Bouras
Michele Ellicks

*Massachusetts Office of
Travel & Tourism
100 Cambridge Street
Boston, MA 02202*



B12358
Mr. Leonard Adams
Government Documents
University Library
University of Massachusetts
Amherst, MA 01003