

# THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

GOVERNMENT DOCUMENTS  
COLLECTION

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## Countdown

Banners, billboards and statewide enthusiasm are a few signs that World Cup Soccer, the biggest single sporting event in the world, is only days away. This summer's national blockbuster means mega-exposure for Massachusetts. A cumulative worldwide television audience of 31.2 billion viewers will get a chance to watch Massachusetts during 6 of the 52 games aired on ABC and ESPN. More than 70,000 international visitors are expected to generate economic benefits to Massachusetts totaling \$255 million. The five World Cup Soccer teams have set up training sites in Massachusetts: the Nigerian Team is in training at Wheaton College in Norton; the Bolivian Team is in preparation at UMASS Dartmouth; the South Korean team trains at Merrimack College in Andover; the Greek team practices at Middlesex School in Concord; and the Argentinean team practices at Babson College in Wellesley.

*The International Guide to Massachusetts*, produced by MOTT, will be available at information centers June 6. The guide, which includes five World Cup languages (English, French, Greek, Korean and Spanish) encourages visitors to explore all areas of the Commonwealth and to return in the future. Other features of the guide include a region-by-region guide, maps, transportation and travel tips.

### ■ DOMESTIC

#### *And the winner is. . .*

Houston, Effler & Partners, Inc. is on board for three more years as the advertising agency for the Massachusetts Office of Travel and Tourism. Houston, Effler, with its focused and targeted marketing approach for building the state's \$12.2 billion travel industry, prevailed over six other advertising agencies.

The contract for fiscal year 1995 will provide an estimated six million dollars for tourism marketing and advertising pending budget approval.

#### *Boston lands '96 Olympic Gymnastics Trials*

Boston beat out Nashville, TN, San Jose, CA, Seattle, WA and 11 other cities as the site for the 1996 Olympic Gymnastics Trials and National Congress.

In addition to the trials that will be held at the new Shawmut Center, the Rhythmic Gymnastics Trials will take place at the Wang Center for the Performing Arts. The USA Gymnastics Congress -- an annual convention attracting nearly 2,000 participants from around the country -- will be held at the Hynes Convention

Center.

The events, to take place June 25-July 1, are expected to generate more than \$12 million in revenue.

## ACTION CHECKLIST

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### **Golf guide**

*Bay State Fairways: The Guide to Public Golf Courses in Massachusetts*, MOTT's latest publication, will be available June 24th. Produced in conjunction with *Where Magazine*, the 4-color guide will list more than 200 public-access courses (public and semi-private) across the state. The guide will provide regional information and a map, and the courses will be listed alphabetically by town within each region. Each course listing will include detailed information and directions. For info call Nancy Blodget, MOTT, x221.

### **Valley tour**

MOTT's wheels spun again on June 7 in a sequel to the 1993 Tour de Tourism. Last summer, MOTT crusaded through Massachusetts' 13 regions by bicycle. This year, Abbie Goodman led the troops through the Blackstone Valley along with Senators Bertonazzi and Amorello, Bernadette Colborn and her intrepid staff from the Worcester County CVB and others on a 16-mile trek through the Blackstone Valley Heritage Trail.

### **Museum meeting**

On May 27 the New England Museum Association held their Spring Meeting at the Whaling Museum and the Rotch Jones Duff House and Garden Museum in New Bedford. MOTT Executive Director Abbie Goodman addressed the partnership of arts institutions and federal, state, city and

## **S** TATS & FACTS

### **Statewide Hotel Occupancy**

Feb 1994	56.7%	+3.0%
1993	55.4%	
Mar 1994	64.3%	+7.3%
1993	60.0	
YTD 1994	58.9%	+5.6%
1993	55.7%	

SOURCE: PKF CONSULTING

private agencies to revitalize cities by promoting tourism. Congressman Barney Frank spoke about the proposal to designate a New Bedford site as a national park commemorating the city's whaling history.

### **A: agri-tourism seminars**

**Q:** What assists businesses conducted by agricultural enterprises for the enjoyment and education of the public?

The first Agricultural Tourism Workshop hosted by MOTT and the Massachusetts Department of Food and Agriculture took place on March 14 at the Publick House in Sturbridge.

**By popular demand, a second agri-tourism seminar is in the works for November. For information contact Kara DiFruscia, MOTT, x244.**

### **A: cultural tourism seminars**

**Q:** What assists small cultural and historic sites with their marketing programs?

In an ongoing effort to keep cultural institutions in the tourism loop, MOTT has developed its third year of Cultural Tourism Seminars. The 1994/1995 program consists of one general and four specialized seminars. **Contact Mary Hayes for information and to be added to the mailing list, MOTT, x245.**

### **INTERNATIONAL**

#### **A: international seminars**

**Q:** What are seminars conducted by Massachusetts' six international public relations/travel trade agencies?

Following a series of productive international appointments and seminars at the Governor's Conference on Travel and Tourism, Massachusetts' international PR/travel trade agencies will return this summer and early fall. Approximately twenty seminars will be held in different regions, each focusing on one country.

**A preliminary schedule can be found in the enclosed events listing. For information contact Mary Hayes, MOTT x245.**

#### **Fam report**

Massachusetts maintains a steady stream of fam trips thanks to full cooperation from members of the tourism industry. MOTT organized more than 20 press and travel trade fam trips in April, May and June. This pace will slow down briefly during World Cup Soccer due to hotel constraints but will resume following

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM, 617-727-3201  
1994 EVENTS

June 7

*Blackstone Valley  
Bike Tour*  
Blackstone Valley  
MOTT bike tour along  
the Blackstone Valley  
Heritage Trail.  
Everyone welcome!  
*Michele Ellicks, x222*

June 8-9

*Canadian Sales Mission*  
Pier 4 Restaurant, Toronto  
Sales calls to Canadian  
travel agents and tour  
operators, media luncheon,  
supplier trade show.  
*Pat McGovern, x202*

June 21-July 9

*World Cup Soccer*  
Foxboro Stadium  
Foxboro, MA  
Six soccer games in  
Foxboro and special events  
statewide.  
*Kara DiFruscia, x244*

July 14-26

*Visit USA Destination  
Seminar*  
Sales mission to New  
Zealand and Australia.  
*Pat McGovern, x202*

July 16-19

*National Governors'  
Association Annual Meeting*  
Hynes Convention Center,  
Boston, MA  
Meeting of governors from  
all 50 states.  
*Kara DiFruscia, x244*

International Seminars:

Intl PR/travel trade firms  
conduct seminars.  
*Mary Hayes, x245*

July 19

Italy: Boston

July 20

Italy: The Firehouse,  
Newburyport

July 21

United Kingdom:  
Lexington/Concord

July 22

Italy: Cape Cod

July 26

United Kingdom:  
Candlelight Inn, Lenox

July 28

United Kingdom:  
Plimoth Plantation,  
Plymouth

August 15

France: Colonial Hilton,  
Wakefield, North of Boston

August 17

France: Deerfield Inn,  
Deerfield

August 24

France: Nantucket

August 30

Japan: Boston

August 31

Japan: Cape Cod

September 1

Japan: Martha's Vineyard

TBD

*International Seminars for  
Germany and Canada*  
*Mary Hayes, x245*

September

*Cultural Tourism Seminar*  
Targeting Massachusetts  
cultural organizations.  
*Mary Hayes, x245*

September 5-9

*Vusamart*  
Hynes Convention Center,  
Boston, MA  
Largest Asian travel show in  
the United States.  
*Kim Noltemy, x232*

September 12-14

*La Cumbre*  
Westin Oaks and Galleria,  
Houston, TX  
Latin America travel trade  
show.  
*Kim Noltemy, x232*

September 10-14

*Experience Massachusetts  
Fam Tour Series:  
"Travels Through Time"*  
Familiarizes group tour  
operators with Boston,  
Worcester County,  
Springfield.  
*Mark Cronin, x214*

November 15-19

*World Travel Market*  
Earls Court Exhibition,  
London  
Second largest trade show in  
Europe.  
*Fred Clifford, x226*

## REGIONAL NEWS

**BERKSHIRES** *Hike It Up:* Berkshire Hiking Holidays has extended its "Feast of Festivals" walking program to six days. The company is the only active vacation travel company successfully blending outdoor exploration and the performing arts. For info. or to plan a trip, call Rich Woller, 413-499-9648.

**CAPE COD** *Good Vibrations:* The Beach Boys will play on the Hyannis Village Green July 3 as a part of the Second Annual Cape Cod Seaport Festival. June 30-July 3. For tickets, call 617-931-2000.

**FRANKLIN COUNTY** *Congrats:* Old Deerfield has been named one of the "Most Beautiful Villages" in the *Yankee Magazine Guide to New England*. Deerfield is praised for its immaculately restored and maintained houses and its vigilance in preserving the fields that have sustained the 325 year-old village for three centuries. For details, call 413-774-5581.

**GREATER SPRINGFIELD** *"Bus"ting out:* Greater Springfield CVB distributed their new Official Guide to Springfield and the Pioneer Valley to local attractions via Peter Pan Motorcoach. For a copy, call 413-787-1548.

**MARTHA'S VINEYARD** *Run, Bike, Swim:* One of five in the country and the first in Massachusetts, the Martha's Vineyard Triathlon takes place on the island September 16-18. For info, call Rich Havens, Time Out! Productions, 508-477-6311.

**MERRIMACK VALLEY** *Swing Time:* The United States Amateur Ballroom Dancers Association (USABDA) selected the Lowell Memorial Auditorium as the venue for the 1994 US Dancesport Council Championships, August 19-21. For info, call 1-800-443-3332.

**MOHAWK TRAIL** *La Festa:* This northern Berkshire community festival, celebrating the diversity of cultures in the region, is the nation's largest ethnic fair; it runs through June 27 in North Adams. For info, call 413-663-3735.

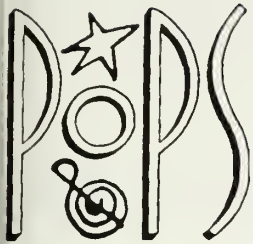
**NANTUCKET** *Island in Bloom:* MOTT's Michele Ellicks judged the Nantucket Daffodil decorating contest in April. Next up on the island: Harborfest, June 17-19. During that time the historic tallship continental sloop *Providence* is available for special cruises and daily tours. For info, call 508-228-1700.

**NORTH OF BOSTON** *Ahoy:* Add Salem to the Massachusetts ports that offer whale watching. East India Cruise Company has just opened for business with cruises departing from Pickering Wharf. For info call Janine Franceschi, 1-800-745-9594.

**PLYMOUTH COUNTY** *John Carver Day:* On June 26 the governor's annual proclamation will be issued in memory of John Carver, the first governor of Plymouth Colony.

**WORCESTER COUNTY** *Booked:* Worcester County reported hotel bookings at an all-time high for the months of May, June and July.

B O S T O N



# *Boston Pops for Boston Soccer*

*Alan I. Rothenberg*

*Chairman, World Cup USA 1994, Inc.*

*and*

*Robert L. Caporale*

*Chairman, Boston World Cup Host Committee*

*invite you to*

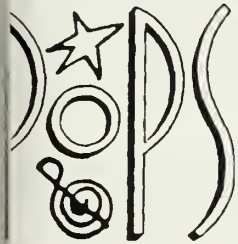
*"World Cup USA 1994 Evening at Pops"*

*John Williams conducting*

*Friday, July 8, 1994 at 8:00 p.m.*

*Symphony Hall, Boston*

O S T O N



\_\_\_\_ Yes, I plan to attend Boston Pops for Boston Soccer, July 8, 1994 at 8:00 p.m. and leave a legacy for soccer in Massachusetts.

Please reserve \_\_\_\_ ticket(s) at \$40 in the first balcony.

Please reserve \_\_\_\_ ticket(s) at \$25 in the second balcony.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Please respond by June 27 to allow time for tickets to be mailed to you.

For more information, call (617) 342-6819.

Please make checks payable to Boston Soccer, Inc.

Send check with this form to:

Boston Soccer, Inc.

One International Place, 18th Floor

Boston, MA 02110

O S T O N



## QUOTABLE

"Find out what your guests want -- not what you think they want. Ask them. Test...test...test...try everything!"

-- Lee Cockerell, Senior Vice President, Operations  
Walt Disney World Resorts

World Cup. New hosts for upcoming fam trips are encouraged. Contact Olympia Brescia, MOTT, x231.

### ■ GOVERNOR'S CONFERENCE

The seventh annual Governor's Conference on Travel and Tourism attracted 580 tourism professionals to the two-day conference; 730 guests at the Gala Dinner and Awards Ceremony, where Governor William Weld presented the Leadership and Hospitality Awards. Congratulations to all the winners and a big thank you to all the sponsors, speakers and participants.

Based on suggestions from the conference, MOTT is now soliciting bids for the 1995 or 1996 conference. Requests for proposals have been sent to the 13 regional tourist councils. For more information or to make suggestions for speakers and/or workshops, contact Mary Hayes, MOTT, x245.

### ■ CANADA

#### *Summer Savings*

MOTT Executive Director

Abbie Goodman will lead 25 representatives from Massachusetts hotels, attractions, restaurants, retailers and regional tourist councils in kicking off *Summer of '94 - Sensational Savings for Canadian Travelers*. A variety of value-added programs including Canadian dollar at par for Canadians will be announced at this two-day Canadian Sales Mission June 8-9 in Toronto. Activities include a reception for 200 Canadian travel agents and a luncheon for 50 travel media and group tour operators. For info, call Pat McGovern, MOTT, x202.

### ■ GROUP TOUR

#### *Shore adventures*

What better way to kick off National Tourism Week than with an assembly of group tour operators from around the country experiencing the Bay State. The group was whisked off to Boston, Quincy, Plymouth, Cape Cod, Bristol County, Martha's Vineyard and Nantucket for "Shore Adventures," May 1-4.

The "Experience

Massachusetts" fam tour series continues September 10-14, 1994 with "Travels Through Time" visiting Boston, Worcester County and Springfield. In April 1995, "City Lights, Seaside Delights" hits Boston, North of Boston, and the Merrimack Valley. For more information contact Mark Cronin, MOTT, x214.

### NTA

National Tour Association, the largest group travel industry association in North America, held their Spring Exchange in Memphis, Tenn, April 19-23. The meeting generated a tremendous number of leads. For a copy of the convention leads, contact Mark Cronin, MOTT, x214.

### *Big bash*

Five hundred tour operators gathered for a weekend of activities in Bristol County at the 15th Annual Bus Bash, May 27-29. The event was hosted by American Eagle Motorcoach, Inc. Activities included fam tours, a clambake aboard the USS *Massachusetts*, and a motorcoach display and parade.

### *Group guide*

A new 32-page Group Travel Guide is now available from Plymouth County Development Council. The free booklet describes major attractions, shopping, lodging, dining and suggested itineraries. For a copy, call 1-800-231-1620.

■ TRAVEL PEOPLE

*Farewell* to Angeljean Chiaramida, who has left Martha's Vineyard to become executive director of the Portsmouth, NH Chamber of Commerce . . . Congratulations to the new executive director of the Martha's Vineyard Chamber of Commerce, Randi Vega.

*Congrats* to Grace Giambanco director of meetings and membership for the North of Boston CVB and John Trefry public relations coordinator.

*Welcome* to Nancy Blodget, publications editor at MOTT. She is filling in for Kim Kennedy while Kim is on maternity leave with her new daughter, Amanda Catherine, born April 13. Another new addition: Carolyn Kinsey delivered a baby girl, Sasha Mariam, on February 27 and is back at work at MOTT.

■ FYI

*Go fish* The new Massachusetts Sports Fishing Info Line provides recorded information for boaters and fishers about locations, regulations, boat launching, information and licensing for saltwater and freshwater fishing. Callers can also hear weekly fishing activity reports and record catches. Call 1-800-ASK-FISH.

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*Rapid ride* Next season Wachusett Mountain Ski Area will have a new high-speed detachable quad chair lift which will significantly increase the speed to the summit.

**M**OTT STAFF  
DIRECTORY

**US/Canadian PR**

Patricia McGovern x202  
Michele Ellicks x222

**Publications**

Nancy Blodget x221

**Int'l Marketing**

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Kim Noltemy x232  
Fred Clifford x226  
Patsy Tucker x233  
Jeff Stevens x234

**Travel Trade**

Mark Cronin x214

**Special Events**

Mary Hayes x245

**Special Projects**

Kara DiFruscia x244

**Administration**

Jerry Addivinola x213

**Grants and Contracts**

Peter Lee x211

**Research**

Mark McDermott x212

**Traveler Information/  
Fulfillment**

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Helen Clagg x237  
Carolyn Kinsey x238  
Kevin Leary x141

**Assistance**

Stacie Banks 0  
Phyllis Campbell x208

**Executive Director**

Abbie R. Goodman x206

**Deputy Director**

Jonathan Hyde x201

*On-line* MOTT is one of the first state tourism offices available on *America On-line*. Users will be able to access Massachusetts tourism information ranging from events to press releases to regional data. For info, call Michele Ellicks, MOTT, x222.

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*With honor* The JFK Library has a new exhibit entitled "World War II: Personal Accounts, Pearl Harbor to V-J Day" open through Labor Day. For info, call 617-436-9986.

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*Real deal* Old Sturbridge Village offers a special summer family rate of \$39 available from Memorial Day through Labor Day. This rate admits two adults and their children or grandchildren. For information, call 508-347-3362.

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*Shine on* The Lighthouse Preservation Society has just published a series of free lighthouse guides for each coastal New England state. To order a free state-by-state guide, contact the Lighthouse Preservation Society at P.O. Box 736, Rockport, MA 01966; 1-800-727-BEAM.

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*Thanks for the memories* Since I'll be leaving MOTT this month, I'd like to take this space to thank everyone in the Massachusetts tourism industry. It's been quite a trip!  
-- Candace Coakley

Messenger Editors:  
Patricia McGovern  
Candace Coakley