

Massachusetts

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FOR IMMEDIATE RELEASE

Hurry! Summer Mass Value Pass Offering Seasonal Savings Across The State Expires Soon

Those Looking For Affordable Ways To Enjoy The Summer Still Have Time To Save Money, Have Fun And Travel Often

BOSTON, August 12, 2009 – The Summer Mass Value Pass launched earlier this season by the Massachusetts Office of Travel and Tourism (MOTT) offering great summer discounts of at least 25% on over 300 Massachusetts attractions, retail establishments, lodging and restaurants statewide, enters its final weeks with the summer program expiring August 30, 2009. The free MVP program is for all summer travelers and in-state residents looking for affordable entertainment and lodging over the summer months.

Riding the success of the winter and spring MVP programs, with nearly 60,000 free downloads of the pass over the last seven months, MOTT and the travel industry again collaborated to bring consumers a Summer program for savvy travelers. Whether a family is looking for a Massachusetts vacation getaway at the beach, a parent looking to keep their children active over school's summer break or a long-time resident searching for adventure in their own backyard, the MVP program fits the interests of all. The program was created in recognition of consumer's quest for value as well as for economic viability of the industry.

“Significant participation by businesses and consumers confirms that the Mass Value Pass is gaining momentum. This promotion continues to provide travel discounts in ways that are easy to find, use, and measure,” said Betsy Wall, executive director of the Massachusetts Office of Travel and Tourism.

If you're still looking for affordable ways to enjoy Massachusetts more than ever this summer, go to www.massvacation.com for a complete list of MVP money-saving promotions as well as activities to do all year long. Download the free pass and start saving today.

Below is just a sample of attractions participating in the Summer MVP program:

Bay State Cruise Company
200 Seaport Blvd-Dockside
Boston
617-748-1428
www.provincetownfastferry.com
info@baystatecruises.com
25% off retail rate

CoCo Key Water Resort
50 Ferncroft Road
Danvers
978-777-2500

www.cocokeywaterresort.com
tbergan@sheratonferncroft.com

Receive \$10 off a day pass to either the CoCo Key Danvers or Fitchburg locations

A Bed & Breakfast Afloat
Oak Bluffs Marina
Oak Bluffs
508-650-0466

www.abedandbreakfastafloat.com
abnbafloat@aol.com

Stay 6 nights and receive the 7th night free

The Sand Dollar Spa
45 Hull Shore Drive
Hull
781-925-6654

www.nantasketbeachhotel.com
celiahood.sanddollarspa@yahoo.com

25% off ANY 60 minute spa service Sunday-Friday

Cape Cod Walks
33 D Federick Ct.
Brewster
508-896-9877

www.capecodwalks.net
peteowl@aol.com

25% discount for groups of ten or more

Six Flags New England
1623 Main Street
Agawam
413-786-9300

www.sixflags.com/newengland
msmith@sftp.com

Everyone pays kids price, just \$31

Polar Cave Ice Cream Parlour
22 Falmouth Road
Mashpee
508 477 5553

<http://www.polarcave.com>
info@polarcave.com

Receive a free Sundae when you buy one of equal or lesser value

Southwick's Zoo
2 Southwick Street
Mendon
508-883-9182

www.southwickszoo.com
info@southwickszoo.com

Purchase one full priced general admission and receive one general admission free

Cityview Trolley Tours
One Central Wharf
Boston
617-363-7899

www.cityviewtrolleys.com
info@cityviewtrolleys.com

Buy a Cityview Trolley Tour of Boston and get a free Cityview Trolley Tour of Salem or Cambridge and a free 45 minute Boston Harbor Cruise or Admission to the Sports Museum

New England Pirate Museum
274 Derby Street
Salem
978-741-2800

www.piratemuseum.com
salemwitchpirate@aol.com

25% Off Adult Admission

Newburyport Whale Watch
54 Merrimac Street
Newburyport
978-499-0832

www.NewburyportWhaleWatch.com
info@newburyportwhalewatch.com

Buy 3 get 1 free offer for all weekday whale watches and Monday afternoon Isles of Shoals trips

Island Spirit Kayak
4555 State Road, PMB 173
Vineyard Haven
508.693.9727

www.islandspiritkayak.com
chick@islandspiritkayak.com

25% off half day sea kayak adventure

Higgins Armory Museum
100 Barber Avenue
Worcester
(508) 853-6015

www.higgins.org
higgins@higgins.org

Purchase one admission, get a second for free

Springfield Museums

21 Edwards Street

Springfield

413-263-6800

www.springfieldmuseums.org

info@springfieldmuseums.org

Purchase one adult general admission and receive one child general admission free

Nantucket Inn

1 Miller's Lane

Nantucket

508 228-6900

www.nantucketinn.net

management@nantucketinn.net

25% off regular rates

American Textile History Museum

491 Dutton Street

Lowell

978-441-0400

www.athm.org

lcarpenter@athm.org

Two for one on full price adult admission

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel-related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. Tourism is an integral part of the state's economy, generating more than \$944 million in state and local taxes and \$15.1 billion in travel related expenditures. The industry supports 127,800 in-state jobs.

Web site: <http://www.massvacation.com/>

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