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## For Immediate Release

### THE MASSACHUSETTS OFFICE OF TRAVEL + TOURISM SAYS, “THANK YOU” TO VISIT MASSACHUSETTS FANS AND FOLLOWERS

Social Networks Link Visitors To Make Massachusetts Better Than Ever

BOSTON, December 14, 2009 The Massachusetts Office of Travel + Tourism (MOTT) has announced an exclusive opportunity for Visit Massachusetts Facebook fans and Twitter followers called “Fan of Massachusetts Hotel Giveaway”. For seven weeks, MOTT will give away one hotel night per week on each of their sites (2 total per week) to randomly selected fans/followers on Facebook and Twitter. The only qualifier is that you need to be a fan/follower of either Facebook or Twitter. Winners will be announced and notified on Thursdays of each promotional week.

“We’re saying “thank you” and showing our appreciation to our travelers who explore and experience each colorful region of the state. We’re proud we can do this for them,” said Betsy Wall, executive director of MOTT. “Our social networks have provided valuable tools for visitors and residents to stay connected with these types of promotions and deals. They also keep them informed about the many culinary events, festivals and attractions throughout the state for quick weekend getaways or extended vacations.”

Facebook & Twitters users can log onto <http://www.facebook.com/pages/Visit-Massachusetts/132857061913> & <http://twitter.com/VisitMA>, become a fan/follower, and automatically become eligible to win and receive a free hotel room night from a specific hotel in the state. Expiration dates vary.

MOTT’s Facebook and Twitter pages are used to keep visitors and residents informed about the state as a top-tier leisure-travel destination and are another communication channel to receive feedback.

Be sure and log onto [www.massvacation.com](http://www.massvacation.com) to start planning your visit to Massachusetts, no matter what time of year.

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*The Massachusetts Office of Travel and Tourism is the state agency dedicated to promoting Massachusetts as a leisure travel destination and 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. For more information about MOTT visit [www.Massvacation.com](http://www.Massvacation.com)*