

Massachusetts

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FOR IMMEDIATE RELEASE

The Massachusetts Office of Travel and Tourism Launches Fall Mass Value Pass Offering Seasonal Savings Across The State

Massachusetts Peaks Later Allowing Travelers To Stay Longer

BOSTON, October 1, 2009 -- The Massachusetts Office of Travel and Tourism (MOTT) today announces the launch of its new Fall Mass Value Pass (MVP) offering discounts of possibly 25% and above from over INSERT Massachusetts attractions, retail establishments, lodging and restaurants statewide. The Fall MVP program runs from October 1 to December 31, 2009 for all fall visitors and in-state residents looking for affordable entertainment and lodging over the autumn months. MOTT's newly enhanced web page, Facebook and Twitter pages will provide travelers with MVP pass deals and information better than ever.

Riding the success of the winter, spring and summer MVP programs, with over 60,000 downloads of the pass over a 8 month period, MOTT and the travel industry continue to collaborate to bring consumers a Fall program for savvy travelers. The fall season is upon us and Massachusetts is awash in color from late September through October. The MVP pass allows travelers to take advantage and experience Massachusetts whose fall season lingers longer than its neighbors and take advantage of leaf peeping, culinary events, festivals and outdoor activities.

“Significant participation by businesses and consumers confirms that the Mass Value Pass has the momentum and support to allow travelers to explore and experience a season not to be missed in Massachusetts. 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 looking for affordable ways to enjoy Massachusetts more than ever this fall, go to massvacation.com and choose from a variety of money-saving adventures. Download the pass and start saving today.

For even more fall ideas, MOTT's newly enhanced fall web page provides scenic driving routes, a fall foliage timetable map, live video fees of the changing leaves, fall activities represented by all the regions of the state and other tools that will help visitors plan a trip that captures the beauty of the season.

MOTT's Facebook and Twitter pages will be used to keep visitors and residents informed about the latest MVP pass deals, weekend getaway ideas and day trips that will help fans and followers to take full advantage of season.

Follow MOTT on Facebook at <http://www.facebook.com/pages/Visit-Massachusetts/132857061913>

and on Twitter at <http://twitter.com/VisitMA>

Below are several attractions participating in the MVP program. Check out massvacation.com for a complete list of MVP promotions as well as activities to do all year long:

Franklin Park Zoo
One Franklin Park Road
Boston
bwardrop@zoonewengland.com
www.franklinparkzoo.org

Visit Franklin Park Zoo and receive one FREE child admission with a paid adult admission. Cannot be combined with other discounts or offers.

Skywalk Observatory
800 Boylston St.
Boston
eolson@topofthehub.net
www.topofthehub.net
\$3.00 off adult admission of \$12.00.

Mandarin Oriental
776 Boylston Street
Boston
ekluender@mohg.com
www.mandarinoriental.com/boston
Stay with us for 2 nights and enjoy the 3rd night complimentary including daily breakfast for 2 guests.

Springfield Museums and Dr. Seuss National Memorial Sculpture Garden
21 Edwards Street
Springfield
info@springfieldmuseums.org
www.springfieldmuseums.org
\$2 off an adult general admission. A 15% discount. Does not include planetarium or special exhibition fees. Cannot be combined with other offers.

Mass Audubon: Broad Meadow Brook Wildlife Sanctuary
414 Massasoit Road
Worcester
ksteinmetz@massaudubon.org
www.massaudubon.org
50% off admission
50% off one regularly-priced program
50% off one gift shop purchase

Cape Cod Winery
681 Sandwich Rd
East Falmouth
capecodwine@msn.com
www.capecodwinery.com

25% off a wine tasting which includes a wineglass and wine samples. Open weekends 11:00-4:00 until December 20th.

Harvard Art Museum
485 Broadway
Cambridge
jennifer_aubin@harvard.edu
www.harvardartmuseum.org

\$2 off all admission rates. Regular rates: \$9 adults, \$7 seniors over 65, \$6 college students with valid ID. Visitors under 18 are free.

The Salem Night Tour
127 Essex Street
Salem

timmaguirejr@yahoo.com
www.salemghosttours.com

20% off the Salem Night Tour, Salem's Most Authentic Ghost Tour, every Night In October and November 2009

Stone Zoo
149 Pond Street
Stoneham

bwardrop@zoonewengland.com
www.stonezoo.org

Visit Stone Zoo and receive one FREE child admission with a paid adult admission. Cannot be combined with other discounts or offers.

Fitchburg Ghost Tours
Fitchburg Upper Common Gazebo
Fitchburg

fitchburgghosttours@hotmail.com
myspace.com/fitchburgghosttours.

Regular price adults \$10 seniors and 18 under \$7. Discount adults \$8 seniors and kids \$5. Combo discount for ghost tour and spooky silent movie night. \$13

MASS MoCA
1040 Mass Moca Way
North Adams

katherine@massmoca.org
www.massmoca.org

Buy one full price admission and get an additional adult admission half off.

The Porches Inn at MASS MoCA
231 River Street
North Adams

carol@porches.com
www.porches.com

Stay two nights get the third consecutive night at 50% off, Sunday-Thursday, based on availability.

The Salem Inn
7 Summer Street
Salem
reservations@saleminnma.com
www.saleminnma.com

Stay midweek Sunday through Thursday October 1, 2009 through October 31, 2009 and receive 15% off your entire stay. Stay November 9, 2009 through December 30, 2009 excludes November 24 - 27, 2009.

New England Wild Flower Society's Garden in the Woods
180 Hemenway Road
Framingham
sziglar@newenglandwild.org
www.newenglandwild.org

Save 20% off the regular admission price to Garden in the Woods, open through October 31, 2009. Enjoy fall foliage, see rare and endangered native plants.

Hilltop Orchards
508 Canaan Road
Richmond
winemaker@furnacebrookwinery.com
www.hilltoporchards.com

Exclusive offer for MASS PASS holders - save 15% on all purchases at the Hilltop Orchards Farm Winery Store. Now through Dec. 31, 2009.

Old Sturbridge Village
1 Old Sturbridge Village Rd.
Sturbridge
alindblad@osv.org
www.osv.org

25% off adult, senior and youth regular daytime admission to Old Sturbridge Village. Enjoy a visit to Old Sturbridge Village, New England's largest living history museum. Meet the farm animals, talk with our historians in 1830s costume, and take a turn at hands-on crafts.

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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