

Massachusetts

massvacation.com

MOTT INDUSTRY NEWSLETTER

WINTER 2009

From the Executive Director



Hello Everyone,

We can take a look back at 2009 and agree that it has been a challenging year. Like you, we faced budget cutbacks and we had to get (more) creative, fast.

We started with a thorough analysis of our origin markets and where our investment pays off best. We focused on cost-effective initiatives like search engine optimization and search engine marketing (SEO & SEM). We extended the Mass Value Pass through the winter and 286 of your business have participated. 66,335 passes have been downloaded and 43,127 customers asked to stay on our mailing list.

New this year ... For the first time we advertised on New York summertime radio. More recently, we're promoting "giving the gift of Massachusetts" for holiday gift-giving and we'll be "selling" New Year's Eve in Massachusetts. We've expanded our website to include retail and restaurants, and we have given you direct access to our site to add or update your own listings. We are working to expand Massachusetts' share of lucrative meetings/conferences and the destination wedding business. We are developing a new iPhone app for the LGBT traveler and you're invited to participate at no charge. In fact, MOTT's programs and projects are always open to the tourism industry. After all, that's who we work for.

Our international marketing program is alive and well. There are trims in some markets to reflect economic realities, but we are committed to this program and we have some strong results to show for it. Last year, in some of our major markets we saw visitation grow by more than 40%! For more info, visit [massvacation.com's international marketing page](#) or contact [Victoria Cimino](#).

Massachusetts has had a presence at a variety of tradeshow throughout the year; please be sure to take advantage of the business leads that result from our

participation by visiting our [leads page](#) on massvacation.com.

There is more information about all these efforts in this newsletter. If you have any questions or suggestions, or would like MOTT staff to make a presentation at your meeting or event, simply contact Director of Communications, [Lisa Simmons](#) or [Betsy Wall](#).

Finally, we have all seen that financial crisis can bring out the best in people. We have enjoyed collaboration and input from our partners at local chambers, the 13 Regional Tourism Councils, Mass Lodging Association, Mass Restaurant Association, MASSPORT, various municipalities, and from many individuals in the tourism industry.

The co-chairs of the Tourism, Arts and Cultural Development Committee, Representative John Keenan and Senator Sonia Chang-Diaz, and their staffs have been generous with their time and counsel. There is no doubt that these are tough times, but we are all doing our best to invest wisely and well so that Massachusetts tourism has a strong year in 2010.

All the best to you and yours for a joyful holiday.

Betsy Wall

GOVERNOR'S CONFERENCE



SAVE THE DATE

We look forward to seeing you at the
23RD ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL &
TOURISM

Wednesday, March 24, 2010
at the Boston Park Plaza Hotel
64 Artlington Street
Boston, MA
bostonparkplaza.com

If you have any questions on registration, marketplace or sponsorship please contact [Dagny Ashley](#).

FREE INDUSTRY OPPORTUNITIES ON massvacation.com



MOTT ADDS RESTAURANTS & RETAIL TO DATABASE

MOTT is delighted to offer all Massachusetts restaurants and retail stores a free listing on massvacation.com! To upload your information, simply [click here](#). If you are already listed on massvacation.com, please [click here](#) to update your information!

‘GIVE THE GIFT OF MASSACHUSETTS’

This holiday season, “Give the Gift of Massachusetts”! This new, seasonal campaign bundles unique and interesting holiday gift suggestions especially gift certificates for theater, dining, lodging, shopping and attractions. Themed ideas for bundles will be drawn from MOTT’s database of attractions, lodging, restaurants, retail, and events, so please be sure that your business is up-to-date by [clicking here](#)

WINTER DEALS!

This winter, we are creating a special ‘WINTER DEALS’ page on massvacation.com to highlight your special offers, bundled packages, and discount programs. Please send either the link to your special offers page or a pdf of your offer to our [Web Manager](#).

PUBLIC RELATIONS



We have had a very busy fall. We have hosted 10 FAM trips from July 2009 to now and garnered over \$40,000 in media value. We continue to pitch, story ideas for Massachusetts and we frequently receive requests from publications about things that are going on in Massachusetts. It is important to us that you send us any updated photos of your region, property, attraction or restaurant so that we can have them in our photo library.

In addition we have instituted a new **PR protocol for media leads**. Now you will be able to access leads from publications on our website massvacation.com under “industry page.” We will be updating these leads daily so please make sure you check them and send us any information that might be pertinent. These leads are always time sensitive. Please contact [John Alzapiedi](#) for a username and password to access the leads page.

Please continue to send us events once you are aware of them and we will keep compiling them so we can continue to pitch short lead media.

MOTT’s International department is looking for your input on some of their upcoming press releases - get in on the release.

In the UK, MOTT will be showcasing Valentine’s Day and Easter holiday events. Please send any appropriate information to [Brigitte Walsh](#) by January 8th.

MOTT will be sending out a German Press Release in February, which will

highlight events for maple sugaring and St. Patrick's Day. Please send any appropriate information to [Tim Grafft](#) by February 12th.

RESEARCH



Travel and tourism is a \$15.6 BILLION industry in Massachusetts. In calendar year 2008 this industry supported 128,800 jobs and generated \$962.7 million in state and local taxes. If you want more travel and tourism related statistics just [click here](#) and you will be connected to the research page of [massvacation.com](#). There you will find a variety of related reports and a monthly newsletter called TravelStats which contains timely and relevant data such as hotel industry metrics, state room's tax collections, attendance at reporting attractions and summaries of domestic and international visitation volume and spending. If you would like to receive a monthly e-mailed copy of TravelStats please contact [Tony D'Agostino](#), Director of Research with your name and email.

COOPERATIVE ADVERTISING OPPORTUNITY: SPRING FSI



MOTT will be producing a spring free-standing newspaper insert [FSI] which will publish on Sunday, May 2, 2010. This publication is a great co-operative advertising vehicle and our partner, Madden Preprint, has agreed to offer a 15% decrease off of the 2008 rates and will include funding for eBrochures for all advertisers. Additionally, MOTT will continue to underwrite this program in an effort to create an even great savings for our advertisers. To learn more contact sales reps [Jim Gillespie](#) or [Kristen Gillespie](#)

LGBT - NEW IPHONE APP



Are you interested in reaching the LGBT market? The annual economic impact of LGBT travelers is approximately \$70.3 billion in the US alone according to San Francisco based Community Marketing, Inc. By filling out the form found on the link below you will be listed on our upcoming iPhone application for LGBT travelers and also on our LGBT microsite directory, [massvacation.com/rainbow](#). Even though your business may have submitted your information in the past for other [massvacation.com](#) directories, we kindly ask you to submit your company information on the form below with information geared towards the LGBT travel market.

[lgbtmassvacation.com/business_listings.php](#)

GROUP TOURS



Just another way to get exposure to potential planners.

Bus Tours Magazine would like to offer a 2 person tour prize package to the winner of their Reader Service Card drawing from each issue. They are interested in two nights lodging, and meals. BTM will send the list of planners and MOTT will choose the winner. In return, the leads that are generated from the promotion will be sent to MOTT for our use.

We ask that you set up a 1-1/2 to 3 day itinerary, and provide lodging, meals and appropriate tours to group attractions in your area. Getting to your area would be the winners' responsibility.

Send us the details in a few sentences or short paragraphs, to go in a write up to announce your entry as a prize.

Call or email [Dagny Ashley](#) with any questions about putting this together.

For more information visit the [Bus Tours Magazine](#) website.

INTERNATIONAL MARKETING UPDATE



MOTT markets Massachusetts as a premier travel destination in seven international markets. Marketing and public relations activities include: travel trade outreach, international travel trade and consumer shows, destination training programs, cooperative marketing with in-market travel partners, (FAM) tours, media relations, and consumer promotions.

MOTT is offering participation opportunities in select **international trade shows**. For a complete listing please [click here](#); to register, please [click here](#) to download a registration form.

For more information about MOTT's international marketing program, please visit: massvacation.com/industry/overseas-marketing.php or contact International Marketing Director [Victoria Cimino](#).

Recent activities that MOTT's representatives showcased the Commonwealth at include the following:

Visit USA Travel Agent Training Event – Ireland ~ October 2, 2009
Kyoto/Boston sister-city celebration – Kyoto, Japan ~ October 3, 2009
Discover America Media Marketplace – Canada ~ October 5, 2009
Tour America Show – Ireland ~ October 3-4, 2009
See America Workshop – Netherlands ~ October 6, 2009
Montreal Fall Travel Show – Canada ~ October 23-25, 2009
Visit USA Event – Hamburg, Germany ~ October 13, 2009
Visit USA Event – Munich, Germany ~ October 23, 2009
Discover New England Destination Training Mission – U.K. ~ November 4-6,

2009

World Travel Market – U.K. ~ November 9-12, 2009

Showcase USA – Italy ~ November 12-14, 2009

FTI Roadshow – Hamburg, Hannover, Munich, and Stuttgart, Germany ~
November 19-24, 2009

VACATIONPHOTOS.COM



Share your photos or your video with vacationphotos.com. This new site which will be live in March of 2010 is looking for photos of regions and properties. It will feature a page on Massachusetts and drive consumers back to our site. To find out how you can take part in this site contact [Charles Stewart](#).

You are subscribed to industry as innladyz@verizon.net.

To unsubscribe, send a blank email to:

leave-248861-7326113.d09baaa7ce94736a4992c80b6de820af@listserv.state.ma.us