



## ***GROUP TOUR UPDATES***

***Spring 08***

### **Where I have been.....**

Student Youth Travel Association - Vancouver, BC

National Tour Association - Kansas City, MO

Ontario Motorcoach Association - Ottawa, Canada

American Bus Association – Virginia Beach, VA

African American Travel Conference - Cleveland, OH

### **What I am doing.....**

Coming soon....New Group Tour website pages with suggested itineraries, FAM tours and what's new from all 13 Regional Tourism Councils and much more...stay tuned [www.massvacation.com/grouptour](http://www.massvacation.com/grouptour)

Please review the current pages for your region and verify the receptive operator pages and motorcoach information for accuracy. Please let me know if you have any questions at [dagny.ashley@state.ma.us](mailto:dagny.ashley@state.ma.us)

**Stay Tuned for ABA, New England Lobstahbake & NTA updates in the next issue slated for Summer 08.**

**NEW:** I'm also pleased to announce that MOTT has launched a password protected "Leads" page on its industry web site,

[www.massvacation.com/grouptour](http://www.massvacation.com/grouptour)

Leads will include qualified names and contact information for tour operators, travel agents, and travel media that have met with MOTT staff during both domestic and international trade shows, sales missions, and press functions. These contacts have requested information about Massachusetts, so please feel free to provide them with information about your offerings. We will be adding to this page over time – so please check this page often, as it will be continuously updated.

To enter this page, please use the following username and password:

Username: leads

Password: 3RT67JM

## **Where I am going.....**

**Group Tour Site Visits** - As many of you know I took a "Dagny" FAM tour around the state last summer visiting attractions, museums, historical & cultural organizations, accommodations and restaurants. The visits were absolutely fabulous and great for selling Massachusetts as a top group tour destination. I am planning to do site visits again this year to enhance my knowledge and awareness of all our wonderful destinations in Massachusetts. I have started contacting different regions and hopefully will get to yours soon..... Please feel free to contact me should you have any questions.

Please check the group tour site for updates to the new tradeshow and conferences I will be attending for 2008/2009 season. This will be available by the end of June.

## **Massachusetts group tour news to share.....**

### **The Cape Cod Chamber of Commerce**

The Cape Cod Chamber of Commerce is holding it's 9<sup>th</sup> Annual "Splish Splash Bus Bath", on Wednesday, June 11<sup>th</sup> at the Cape Cod Mall on Route 132 in Hyannis. The Cape Cod Committee feels this event instills pride in its segment of the tourism industry and helps the CCCC market Cape Cod to the motor coach traveler. It donates some of the money raised to industry trade organizations or foundations. This year's recipient will be the OMCA Development Fund. For more information please contact Patti Lloyd , Cape Cod Chamber of Commerce 508-362-9351, email [sales@capecodchamber.org](mailto:sales@capecodchamber.org) or Rene Poyant (Cape Cod Custom Tours, 508. 778. 6933) , [rene@capecodcustomtours](mailto:rene@capecodcustomtours)

### **Peter Pan's Bob Schwarz Recognized For Efforts To Fight Homelessness**

The United States Interagency Council on Homelessness has announced that Robert Schwarz, Executive VP of Peter Pan Bus Lines in Springfield, Mass., has been selected as the sole 2008 recipient of its annual national "Home for Every American" Community Champion Award. The Council honored Mr. Schwarz for his leadership, partnership and results as Chair of Springfield's 10-Year Plan to End Chronic Homelessness at the Council's Third Annual National Summit for Jurisdictional Leaders on April 10, 2008 at the annual awards luncheon at the National Press Club in Washington, D.C. Springfield Mayor Domenic Sarno announced a 39 percent reduction in street homelessness in the city in February 2008.

### **NTA to Start Posting Member Fams on its Web Site**

NTA is adding a new page to its Web site that will promote your familiarization trips. The page will include line listings in bullet point form with details on your upcoming Fams.

To get your trip included, please e-mail the following information to [fams@NTAstaff.com](mailto:fams@NTAstaff.com):

- Fam destination
- Dates of the trip
- Name of the sponsoring organization
- Contact person's e-mail address
- Web link where more information is available

**At the 2007 Annual Conference & Marketplace, Ontario Motorcoach Association recognized one of our Massachusetts tourism colleagues for his contribution to OMCA and the tourism industry:**

Rene Pierre Poyant - Cape Cod Custom Tours - 2007 Supplier Member of Distinction.

**Congratulations to Rene Poyant** of Cape Cod Custom Tours.

**Northeast Unlimited Tours** is proud to welcome Debbe Kalweit as their new Tour & Travel Specialist! Having owned Country Squire Tours for many years, Debbe brings with her a wealth of sales experience and knowledge of the tour industry. Help to welcome Debbe by contacting her at [debbe@northeastunlimitedtours.com](mailto:debbe@northeastunlimitedtours.com)



**Congratulations to Kirsten Beal** at Blue Man Group with her Baby Girl  
"Lillianna"



**Congratulations Jeannie!**

Jeannie Hebert has been named the new President and CEO of the Blackstone Valley Chamber of Commerce. Jeannie has been the Senior Tourism and Marketing Director for the Central Massachusetts Convention and Visitors Bureau for over three years and has done an outstanding job. Even though she will be missed, we are thrilled for Jeannie as she takes on this exciting new position.



**Mary Hayes & Jeannie Hebert**

Please send updates, what's new, and group tour information you would like to share to: [dagny.ashley@state.ma.us](mailto:dagny.ashley@state.ma.us)

*Massachusetts*

**Office of Travel & Tourism**

**massvacation.com**