

North of Boston Convention & Visitors Bureau  
Sales Advisory Meeting  
**April 22, 2008 – Wenham Museum**

**Attendees:**

Susan Middleton Campbell – NBCVB  
Anne Turcotte-NBCVB  
Stephen Sperandio – NBCVB

Sarrah Young –Smolak Farms  
Kay Ellis-Schooner *Thomas E. Lannon*  
Patricia Keefe-CasaMar  
Linn Parisi-Over the Bridge Tours of Cape Ann  
Nanci Horn-Simon Property Group  
Scott Marshall – Seacoast Events  
Emily Goss-Willowdale Estates  
Amy Daniels – Newburyport Development  
Carol Kent-Carol Kent Yacht Charters  
Jen Close – Peabody Essex Museum  
Lenna Shulga-Homewood Suites by Hilton  
Mike Kernander – Hawthorne Hotel

Sabrina Peppe-Comfort Inn Danvers  
Jill Granger- Comfort Inn Danvers  
Joe Hajjar – Salem Ferry  
Carol Gregory – Salem Ferry  
Sean Fitzpatrick – “Fitzy” Snowman  
Meredith Waible- Marriott Hotels  
Mary Barthelmes– Wenham Museum  
Merry Ward-Salem Witch Museum  
Kevin Geaney-Holiday Inn Select-Woburn  
Kristie Poehler-Hawthorne Hotel  
Michelle Murphy-Hampton Inn  
Sally O’Maley-Topsfield Fair

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**I. Call to Order:** On Tuesday, April 22, 2008 at 9:10 a.m. the sale meeting was called to order by Susan Middleton Campbell. The meeting took place at the Wenham Museum in Wenham, MA.

**II. Introduction:** Lindsay Diehl Executive Director of the Wenham Museum welcomed the sales group. She explained a little bit about the history and mission of the museum and how families can come together and explore how people lived, worked, and dressed in the 17<sup>th</sup> and 18<sup>th</sup> century. The Museum hosts a variety of activities for children and adults including arts and craft work shops and train expos. Ms. Diehl was pleased to announce that their next exhibit will be entitled *Rescue Me* it will focus on fire safety. Also, on October 10, 2008 the museum will feature its “Train Time” Expo.

**Online Calendar Postings:** You can now post your member events online, it’s easy as 1-2-3, just visit North of Boston’s website ([www.northofboston.org](http://www.northofboston.org)) and click on “Submit your events” online. Input your information and click “Submit” the CVB will take care of the rest.

**III. Smith Travel Reports & March’s Sales’ Minutes:** Smith Travel Reports for the month of February 2008 were reviewed. Occupancy Percentages in Essex County in 2008 were 44.9 vs. 43.37 in 2007 a difference of 3.7. Overall, Massachusetts hotel %’s have increased significantly and has beaten the United States average in Occupancy, Room Rate, Demand and Revenue. March’s sales meeting minutes were reviewed and approved.

#### **IV. Sales and Trade Show Discussion**

**Discover New England Summit-** Susan Middleton Campbell attended the Discover New England Summit in New Haven, CT from April 14 -16. The show was a great success; Susan had an opportunity to meet with a variety of international Tour Planners and Operators who had great interest in visiting the North of Boston region. A discussion ensued on the show; members at the Sales Meeting who were present at DNE explained their experiences to the group. Susan’s leads from DNE will be available soon, so be on the lookout for these great opportunities in the International Market.

If you have any questions about the International Market and how you can get involved contact Susan Middleton Campbell at [Susan@northoboston.org](mailto:Susan@northoboston.org)

**About Discover New England:** The Discover New England Annual Tourism Summit & International Marketplace is an annual conference aimed at educating the New England hospitality industry about international tourism marketing. The conference is held each year in a different New England state. For more information about DNE visit their website at [www.discovernewengland.org](http://www.discovernewengland.org)

**Escapes North Travel Packages-** In just a few short weeks North of Boston’s cultural website [Escapesnorth.com](http://Escapesnorth.com) will be featuring Festivals & Celebrations. As a reminder, if you have an escapes north travel package on the site, it’s a good time to review your package to see if it needs updating. If your package needs updating you can send the changes to Bill Pickles ([bpickles@northoboston.org](mailto:bpickles@northoboston.org)).

**NEMICE** – On Wednesday, April 9, the NBCVB attended NEMICE along with the Sheraton Ferncroft and Seacoast Events. Scott Marshall of Seacoast Events, who attended show informed the group that their was not as much traffic as he would have liked to seen at the booth, but overall, it was good to go and get leads to generate future business.

**Terminal E** - In early April, the North of Boston CVB refurbished its showcase display in the International Terminal at Boston’s Logan Airport. The showcase featured a sandcastle created by Sean Fitzpatrick of “Fitzy” Snowman Sculpting. On the backside of the case was a scrapbook page with various pictures supplied by CVB members. Thanks to whole who participated!



**Membership Website:** NBCVB tradeshow leads are now available on our membership website for retrieval 24 hours a day. To access the leads go to [www.northofbostoncvb.org](http://www.northofbostoncvb.org) and click on “Members Only.” Also, information about Sales Advisory Meetings will be posted in Committee News section.

**African American Travel Conference Leads:** Leads are available from the African American Travel Conference that was held in April. The Show was attended by MOTT.

## V. Presentations

**Cruise Marketing:** Linn Parisi, Joe Hajjar, and Carol Kent spoke on different initiatives in regards to cruises and boating excursions. Some highlights included:

- Attempting to work with Destination Canada and New England to get the region on a ship's itinerary.
- American Canadian Caribbean Line Cruises has a ship coming to the region on July 8<sup>th</sup> featuring stops in Salem, Cape Ann and Newburyport. Land excursions are very limited in time.

### American Canadian Caribbean Line Cruises – Schedule

**July 7<sup>th</sup>** Arrive: Salem, 5 p.m.  
Depart: Salem 6:30 a.m.

**July 8<sup>th</sup>** Arrive: Cape Ann, 8 a.m.  
Depart: Cape Ann, 12 p.m.  
Arrive: Newburyport, 4 p.m.

**July 9<sup>th</sup>** Depart: Newburyport, 5:30 a.m.

- **New England Canada Cruise Symposium** – June 17 – 19, 2008. For information visit <http://www.atlanticcanadacruise.com>
- Salem Ferry will be starting its service from Boston to Salem starting Friday, May 23<sup>rd</sup>. It a great opportunity to travel from Salem to Boston without paying the high price parking in the city.
- Other water transportation offerings include: The Harbor Express, New England Aquarium Whale Watch Boat and Boston Harbor Islands Express boat. For more information visit <http://www.salemferry.com>
- Carol Kent explained a little about what her business, she passed around booklets about the types of Yachts she works with. Looking to have a Yacht Hop on June 24<sup>th</sup> for people to come out and experience the type of product that she works with.

**Sarrah Young, Smolak Farms:** Explained to the group about hosting a function on the farm. She also informed the group about the many festivals that the farm has (weather permitting) and various activities including hay rides and a corn maze.

### **Announcements:**

- Opportunities with *Packaged Travel Insider Magazine* - NBCVB Co-op
- July 8 – 15, 2009 Sail Boston
- May 31 – June 4, 2008 International Pow Wow

**Adjournment:** The meeting adjourned at 11:15 p.m. The Next Sales Advisory Meeting will take place on **Tuesday, May 20<sup>th</sup> at Willowdale Estates**. Networking 8:30 a.m. and the Business Meeting will take place at 9 a.m.