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AFFILIATED ORGANIZATIONS

- Cape Cod Antique Dealers Association
- Cape Cod Canal Region Chamber of Commerce
- Cape Cod Commercial Hook Fisherman's Association
- Cape & Islands Association of Realtors
- Cape & Islands Community Development Inc.
- Chatham Chamber of Commerce
- Dennis Chamber of Commerce
- Eastham Chamber of Commerce
- Harwich Chamber of Commerce
- Home Builders Association of Cape Cod
- Massachusetts Fisherman's Association
- Mashpee Chamber of Commerce
- Orleans Chamber of Commerce
- Yarmouth Chamber of Commerce

For information or submission of ideas, please: fax us at 508-862-0727 email us at info@capecodchamber.org

JOIN US FOR THE 14TH ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM!

We're working with the Massachusetts Office of Travel & Tourism (MOTT) to present the Governor's Conference on Travel & Tourism, April 2-4, at the Sheraton Hyannis Resort on Cape Cod. You won't want to miss this annual event which has been expanded to include even more exciting opportunities to network with industry colleagues from across the state and learn how to improve your business from nationally recognized tourism speakers.

Highlights of the conference:

- Peter Greenberg, Travel Editor for NBC's Today Show, will speak on the future of tourism and the growing appreciation of the arts and cultural aspects of travel.
- Executives from Expedia, Inc. will discuss how your business can benefit from the evolving Internet.
- MOTT's advertising agency, CGN, will unveil this year's national advertising campaign, and MOTT's public relations agency, DCI, will provide details on how you can get the most media exposure.
- The Governor's presentation of the Tourism Leadership & Hospitality Awards at the Gala Dinner on April 3.
- The opening clambake at the elegant Chatham Bars Inn - an excellent networking opportunity!
- Plus, prize giveaways and first-class entertainment.

If you have not already received your invitation, or would like more information on the conference, please contact Phil Croteau at MOTT (617-973-8516; Phil.Croteau@state.ma.us).

See you there!

MAJOR NEW USA WEBSITE CREATED FOR TRAVELERS

A major new web site called SeeAmerica.org has been launched to help travelers plan trips to the USA.

Created by the Travel Industry Association of America (TIA), this important new international marketing tool is the only site that links every major USA travel destination and travel company in one location on the Internet.

SeeAmerica.org is being promoted as part of an aggressive international advertising and marketing campaign that targets consumers and the travel trade in Brazil, Japan and the United Kingdom.

The site is an information clearinghouse that consolidates in one place the thousands of sites that already exist for USA travel and organize them by multiple categories in a searchable database. Travelers can customize their searches on USA travel.

ECOTOURISM TRAINING AND EDUCATION

The International Ecotourism Society (TIES), of which this Chamber is a member, is renowned for its ecotourism training and education courses. TIES courses are one aspect of their educational mission and they offer these to prepare individuals for use of ecotourism as a tool for conservation and sustainable development. TIES May 2001 course program will be conducted in Montreal, Canada. The two courses to be offered in this training session are:

Ecotourism Planning & Management

May 22-26, 2001

Ecolodge Design & Development

May 28-31, 2001

For the last ten years course participants have included tourism professionals, conservationists and government officials. TIES attracts substantial international representation in their courses with 20-30 different countries usually being represented in a course. Each course is unique, as it integrates a solid basis of ten years practical experience with the latest case studies from the field. Attending a course is the ideal way to enter the ecotourism industry or to expand your current knowledge of ecotourism issues.

Please go to the online newsletter or www.ecotourism.org/trainfr.html to find a course brochure that contains detailed information on the courses, instructors and registration procedures.

KILLINGTON SKI RESORT OUTPLACEMENT PROGRAM

Every year Killington lays off about 1500 people. Many employees are transient workers and look for similar seasonal resort type work in the summer. Over the next few weeks, Killington will be contacting several Cape Cod area businesses to create awareness of this staffing resource. Employees have successful experience at fast paced customer service oriented work. On Friday, March 30 a job fair will be hosted at Killington that includes their employees and employees of local area bars, restaurants and retail shops surrounding the mountain. Also, six colleges in the area will be made aware of the fair. For more information contact Richard Lotz, H.R. Recruiter at rлотz@killington.com or 1-800-300-9095.

SPORTS MARKETING COMMITTEE ORGANIZED

Last summer the Chamber created a new committee called the Sports Marketing Committee. The Chamber's 2001 Program of Work recommended such a group to help facilitate sporting events on Cape Cod, promote the Cape as a venue for new events and to coordinate with the hospitality industry when new events are attracted to the region. Meetings are held on a regular basis and current projects include solicitation of college golf, baseball, volleyball and tennis events.

If you love long uninterrupted stretches of beach, you're not alone. Although you easily could be.



In winter, Cape Cod is alive with possibilities. Have a chance encounter with a harp seal. Discover fascinating museums, intriguing shops and galleries, savor a great meal and an evening of live music. The pace is slower, the value is great. Cape Cod. It's a natural.

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Contact us for a calendar of events or an Official Guide to Cape Cod.
Toll free 888-33CapeCod • capecodchamber.com



Open for the Season.

This winter, explore a place where beaches stretch out before you, embraced by extraordinary light. A place with great restaurants, museums, shops and galleries. Bask in the glow of a crackling fire and enjoy the warmth of folks who call the Cape home. Cape Cod it's a natural.

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Michael Patrick Destinations & Communications (MPDC) of Hyannis has been awarded the Chamber's public relations account after a competitive bidding process. This award marks the first time the Chamber has retained outside public relations counsel. MPDC's mandate is to target domestic publications within markets specified by a Chamber leadership survey and its own research with a very clear message: Cape Cod is definitely open for tourism from January to June. Domestic drive and short-haul markets will initially be targeted with the new message.

MPDC will, in concert with Chamber and community leaders, research, develop and gain approval for several themes which capitalize on Cape tourism assets, such as its geography, beauty, accessibility, cultural heritage, plentiful lodging and dining establishments and dozens of golf courses, to name a few. Combined with Cape Cod's designation as America's #1 Arts Destination by AmericanStyle magazine, this constellation of themes will form the core of MPDC's highly targeted and proactive public relations campaign.

The Chamber is excited about this new initiative, which will create significant awareness of Cape Cod as a winter and spring destination, driving business to the 19,000 hotel, motel & B&B bedrooms during the traditionally quieter seasons. The Cape's shoulder seasons have been extended significantly through December, so the greatest opportunity to increase visitation is during this six-month period. "Many prospective visitors think we roll up the bridges after Christmas stroll," stated Glenn Faria, partner at MPDC. "We believe that we can target extremely receptive travelers with the newly developed themes, which will be supported through product development."

CHAMBER HIRES DOMESTIC TRAVEL PR FIRM