



**22<sup>nd</sup> Annual Governor's Conference on Travel & Tourism – 3/27/09**  
**RECAP**

The convening of the 22<sup>nd</sup> Annual Governor's Conference brought over 400 tourism professionals to Boston from around the Commonwealth – and beyond – and was highlighted by speeches from Governor Deval Patrick, Secretary Greg Bialecki and Betsy Wall.

The conference was a huge success, and offered opportunities to connect and network with new and potential collaborators as well as providing tourism professionals with valuable information on current state of tourism today.

At the conference we offered opportunities for the industry to sign up for some of MOTT's programs and information and workshops to help in your industry. Below are lists of those opportunities.

- Register to bring travel writers to your property
- Register for Tourism U in your area. Topics include: domestic marketing, LGBT, FAM tours
- Register for Park Serve Day - Adopt a park in your region
- Sign up for international trade show participation

**2009 Program Speakers with presentations and contact information**

**Tony D'Agostino, Research Director - MOTT**  
**Bo Zhao, Senior Economists – Federal Reserve Bank,**  
**Rachel Roginsky – Pinnacle Advisory Group**  
*(Links for Tony, Bo & Rachel's presentations)*

**Serge Gojkovich, Serge is the President of GCI, (Gay Consultants Inc.)**

a marketing firm that understands the complexities and diversity within the vast LGBT market and strategies for, reaching these consumers via online, print, events and social networking. GCI's work for MOTT included the development of an LGBT microsite on MOTT's website, [massvacation.com](http://massvacation.com). Serge talked about the site, the market, and the importance of LGBT marketing. [serge@gayconsultants.com](mailto:serge@gayconsultants.com)

**Catherine Peterson, Executive Director of Arts Boston**

Arts Boston is the largest and most high impact arts service organization in Boston. Its audience development and marketing services include the *BosTix programs*, for advance discount tickets online and *BosTix booths* for half-price day-of-show tickets) These programs directly generate more than \$2 million annually in additional revenue for performing arts groups each year.

Catherine and her staff transformed the way consumers have access to cultural events and programs. Her current project the new on line Arts Event Calendar, is a one stop source of cultural events. Catherine shared with us how to connect to cultural communities and the importance of business collaborations. [catherinep@artsboston.org](mailto:catherinep@artsboston.org)

**Jonathan Paris, ED of Massachusetts Sports Partnership**

is responsible for overseeing the day-to-day operations, event bids; event support and sports marketing and business development programs. In addition MSP and the film office works very closely with the Mass Film Office.

Both are responsible for bringing in sports events film productions that generate economic activity to communities. Jonathan will talk about how communities can get involved in bidding for sports events and films. [jparis@masports.org](mailto:jparis@masports.org)

**Sue Norrington-Davies, Managing Director of DNE (Discover New England)**

DNE is the international marketing consortium of the New England States. Sue is responsible for the overall operation of the organization that is charged with increasing international tourism to New England.

International travelers have been and continue to be an important part of all of our tourism programs and on a State wide level we have been aggressively reaching out to 9 markets in Europe and Asia. In CY2008 international visitation was up through November. Sue talked about what DNE has been doing to further attract these visitors in this global economy and what you can do to participate in hosting visitors, journalists and travel writers. [dne@together.net](mailto:dne@together.net)

**Matt Morrissey, Executive Director of the NBEDC**

The New Bedford Economic Development Council works collaboratively with local organizations and dozens of agencies at the city, state and federal levels to promote a business-friendly environment.

NBEDC has worked hard to marry economic development and tourism and has been quite successful. This summer the city's fishing industry will be in the spotlight with an

independent film "Whaling City." At the same time, they have developed a cruise business and water-front recreation, and a new baseball team the New Bedford Bay Sox of the New England Collegiate Baseball League will take up residence in New Bedford. Matt will talk about the importance of collaboration between small businesses, cultural programs and the historic sites of a city, and how they can work.  
[mmorrissey@nbedc.org](mailto:mmorrissey@nbedc.org)

If you are interested in participating in the 23<sup>rd</sup> Annual Governor's Conference on Travel & Tourism 2010 please email [dagny.ashley@state.ma.us](mailto:dagny.ashley@state.ma.us).