



Year in review: Visitor leads snapshot

Here is a quick glimpse at visitor statistics compiled by the Cape Cod Chamber in FY-07 (July 1, 2006 - June 30, 2007). Get a bigger picture of the Chamber's FY-07 accomplishments in our Annual Report, being distributed in the September edition of *Cape Business Magazine!*

- 8,025 visitor leads, 13,840 calls to 888-33-CAPECOD & bi-monthly e-newsletters to 13,189 opt-in subscribers
- 35,539 visitors to John C. Davenport Welcome Center at Route 6 & 132 in Hyannis, 197,809 visitors to Route 25 visitor center in Plymouth and 1.2 million visitors to Route 3 information center in Plymouth
- 20,481 reader response leads from advertisements
- 405,512 visitors to the website, CapeCodChamber.org
- 40,865 downloads of the online version of the Official Guide
- 70,827 availability searches to member accommodations on CapeCodChamber.org
- Worked with 97 domestic and international travel writers and disseminated over 2,500 Cape Cod images to media
- Led 29 international fam tours, hosting a total of 137 participants from 14 countries
- Through trade show participation, generated 630 group tour leads, 3,842 meeting & incentive leads, 1,019 golf leads and 106 wedding leads

The Arts Trail comes to the Chamber



Several times over the course of the summer, local artists will be showcasing their craft at the Cape Cod Chamber visitor center off Route 6 in Hyannis. Different artists featured in the *Arts & Artisans Trails of Cape Cod, Martha's Vineyard and Nantucket* will be outside of the visitor center to share and discuss the inspiration for their work. Harriet Zabusky-Zand, pictured above, displayed her paintings on a recent Friday.

Sign up today to receive our free weekly member e-newsletter, filled with news, events and a report from the CEO. Register online today at [www.eCapeChamber.com!](http://www.eCapeChamber.com)

- Mark your calendar -

Wednesday, August 29

Member to Member at Hyannis Harbor Hotel

Time: 5:30 to 7 p.m.

Location: Hyannis Harbor Hotel, Hyannis

Cost: \$5 Cape Cod Chamber members, \$10 non-members

RSVP: 508-362-3225, x537 or www.eCapeChamber.com

Wednesday, September 12

Member to Member Golf Outing

Time: 5:30 to 7 p.m.

Location: The Brookside Club, Bourne

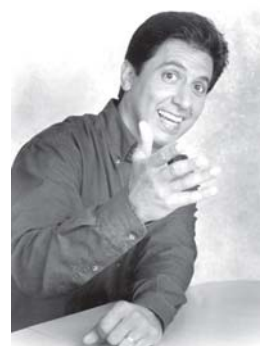
Cost: \$5 Cape Cod Chamber members, \$10 non-members

Additional cost for golf

RSVP: www.eCapeChamber.com

Romano to lead Pops by the Sea

Acclaimed actor and comedian Ray Romano will be the Celebrity Guest Conductor for the 22nd Annual TD Banknorth Pops by the Sea concert on the Hyannis Village Green on Sunday, August 5th. Tickets are now on sale at www.artsfoundation.org and at local TD Banknorth branches, Christmas Tree Shops, Puritan Clothing Stores, the Cape Cod Mall information desk and the Yarmouth Chamber of Commerce.



General Admission Lawn Tickets are \$15 for adults, \$20 on the day of the show (if available). Advance ticket sales are strongly encouraged, as this event has sold out in the past. Lawn tickets for children ages 6-12 are \$5, and one child under the age of five is admitted free with each paid adult General Admission Lawn Ticket. Festival Seat tickets are \$50 and are available online.

Cape Cod Chamber News & Notes

- We are pleased to announce that [Michele Pecoraro](#), current volunteer chair of the Cultural Coast initiative, will be joining the staff of the Cape Cod Chamber as Vice President in late August. She will be leaving Plimoth Plantation as manager of group sales and international marketing to help head up new projects at the Chamber, including public relations, international marketing and more. More on this in the September newsletter!
- The Chamber has formed a [Hazard Insurance Task Force](#), which presented a policy statement to the Executive Committee that is under review by the board of directors. Essentially, the statement requests the newly formed Commission for Hazard Insurance to expand their scope of review to include commercial property, and includes some recommendations for consideration.
- The Meeting & Incentive marketing committee (M&I) is organizing a [writers FAM](#) for those who report on this niche market for late August.
- The Chamber is moving forward with a conference devoted to women in business, called "[Women & Money](#)," with *Cape Business Magazine* on November 8th.
- We are in discussions with *Cape Cod Life* on their proposed [Food and Wine event](#) to see if there are ways we can join forces.
- The [new ad hoc committee on Chamber structure](#) met for the first time in July. Their dialogue will begin to investigate ways to create a joint dues relationship with local organizations.
- The Chamber will again co-host an [October workshop on the H2b laws](#). Current rules for this program will expire on 9/30/07 and we are asking Congress to extend the rules for another year, in lieu of any other immigration reform being passed.

Red Sox Outing



About 40 Chamber members, staff and their families attended the Red Sox game at Fenway Park on July 17th. The annual trip, organized by the Cape Cod Chamber, raises funds to support the marketing efforts of the Chamber's Meeting & Incentive Committee. Plymouth & Brockton bus line provided the transportation.

Submit your summer/fall online value packages

Our seasonal advertising campaigns and visitor e-newsletter (sent to over 13,000 subscribers) drive people to the "Cape Cod Value Vacations" page of [CapeCodChamber.org](#). The page lists all of the great value-added packages at our member lodging properties. Don't be left out! Send your package to kristen@capecodchamber.org today. Please include package name, description, rate and expiration date.



Struggling With New Health Care Regulations? The Cape Cod Chamber can help! We are pleased to announce a new initiative at the Chamber that will help small business owners understand their options and obligations under the new Health Care Law. The program was funded through a grant from the MA Office of Small Business and Entrepreneurship. Call Kathy Teahan, outreach coordinator, at 508-776-9533 to make a private appointment (at no charge to you) with an insurance specialist who is familiar with the way our local businesses operate and who will help you understand your specific responsibilities under this new health care law.

August
newsletter
inside!

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