



At left, Clyde Barrow of the UMass Dartmouth Center for Policy Analysis addresses casino gambling in Massachusetts (Photo by David Colantuono/The Register). At right, attendees network during the event (photo by Richard Talmage).

Travel Industry Symposium 2008 a success

Members gathered to learn strategic information and insights on the region's powerful tourism industry at Travel Industry Symposium 2008, held on January 15th at Cape Cod Community College.

This day of professional development and visioning for the future included a marketplace of exhibitors, networking opportunities and a Winter Tide Taste Reception, featuring a sampling of locally grown and prepared foods from Cape Cod restaurants. Special guests included Senate President Therese Murray and Lt. Governor Timothy Murray, and interactive sessions on the day's agenda focused on the following topics: "A Performing Arts Center for Barnstable & Cape Cod," "Building Brand through Social Marketing," "Geo-tourism and the choices destinations face," "Gaming and its impacts on regional tourism and "Platform for Action: Energizing Today's Topics."

The event was presented by the Cape Cod Chamber, Cape Cod Hospitality Marketing Association and Zammer Hospitality Institute at CCCC, and sponsored by The Steamship Authority. Visit the TIS page on eCapeChamber.com for a list of event supporters, helpful links and to access speaker presentations.

Web activity skyrockets in 2007

Web visits on CapeCodChamber.org were up 48% in 2007 over 2006! The site received 480,934 visits in 2007, compared to 325,043 visits in 2006. This has followed an annual upwards trend: in 2006, web visits were up 13% over 2005. Online availability searches were up 42.4% (85,828 in 2007, compared to 60,257 in 2006) and click-throughs were up 45.6% (105,729 in 2007, compared to 72,624 in 2006.)

For these and other interesting tourism stats, including rooms tax receipts and bridge counts, visit the Chamber's member to member website at eCapeChamber.com!

Sign up today to receive our free weekly member newsletter, filled with news, events and a report from the CEO. Register online today at eCapeChamber.com!

Power Networking with the Cape Cod Chamber

Please join us on Tuesday, February 26th as the Cape Cod Chamber hosts a Power Networking event, from 7:30 to 9 a.m. in The Terrace Room at Hyannis Golf Club. Cost for the networking event is \$5 members and \$15 non-members. Reservations are required, along with a description of the types of businesses you are looking to network with, which will assist in our matching process. Register online today at eCapeChamber.com or email mike@capecodchamber.org.

- Mark your calendar -

Wednesday, February 13

Member to Member event at Heather Restaurant

Time: 5:30 to 7 p.m.

Location: Heather Restaurant, South Cape Village, Mashpee

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Co-sponsored by Mashpee Chamber of Commerce

Tuesday, February 26

Cape Cod Chamber Power Networking

Time: 5:30 to 7 p.m.

Location: Hyannis Golf Club, Route 132, Hyannis

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Wednesday, March 5

Member to Member event at Cape Cod Irish Village

Time: 5:30 to 7 p.m.

Location: Cape Cod Irish Village, Route 28, West Yarmouth

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

Co-sponsored by the Yarmouth Area Chamber of Commerce

Tuesday, April 8

Member to Member event at Mid-Cape Home Centers Complete Home Concepts

Time: 5:30 to 7 p.m.

Location: Mid-Cape Home Centers Complete Home Concepts, Hyannis

Cost: \$5 for Cape Cod Chamber members, \$15 non-members

RSVP: Online at www.eCapeChamber.com

- Register now for the [21st Annual Governor's Conference on Travel & Tourism](#), set for February 28- 29, 2008 in Boston. More than 500 industry professionals - representing hotels, attractions, and cultural institutions from across the state - are expected to attend to learn from nationally-known keynote speakers and take part in interactive workshops. Visit www.MassVacation.com to register, find a schedule of events, and for a list of sponsorship opportunities!
- **Attention lodging members:** Create a special R&R getaway package in conjunction with the [Cape & Islands Wellness Expo](#) March 8-9 in Hyannis! For \$50, become a participating Hotel, B&B or Guesthouse. Along with a complimentary listing on CapeExpo.com, receive five admission tickets to the Wellness Expo! Contact david@capehealingarts.com.
- The Cape Cod Chamber participated in a forum on "[Health Care: Cost, Quality, and Coverage](#)," on January 17th, along with Cape Cod Healthcare CEO Steve Abbott and Dr. Brian O'Malley of the Cape Care Coalition. Dr. Marylou Buyse of the Massachusetts Association of Health Plans was keynote speaker.
- The [Hyannis Access Study Group](#) has presented designs for alternatives to the existing Airport Rotary. All the major roadway issues have been researched in isolation in order to deeply review the issues around each one. Now it is time to look at all the intersections universally and review what the best improvements are at what cost based on the funding available. For details, visit www.hyannis-access.com.
- The [Massachusetts Office of Travel & Tourism's international marketing campaign](#) was rolled out to the Regional Tourism Councils last month and it is extensive. New hires are still being sought to help implement this plan and a great amount of work will be unleashed quickly.
- The Massachusetts Department of Revenue issued draft guidelines December 31st on [tax penalties for not having health insurance](#) in calendar year 2008. Visit the Department of Revenue site on www.mass.gov for more information.

Join the Cape Paper Campaign!

The Cape Cod Chamber, Arts Foundation of Cape Cod and our Tourist Information Centers are committed to recycling all our paper and cardboard! Inspired by the 15 Cape Cod municipalities who have been called "Trailblazers" for their early involvement in the Mass Recycles Paper Campaign that kicked-off on November 15, 2007, the Cape Cod Chamber is pleased to do its part to protect our natural resources. We encourage Chamber members to evaluate and enhance their recycling programs. For helpful tips and information, visit massrecyclespaper.org!



Last month, the Cape Cod Chamber and Coastal Community Capital presented a scholarship to the Entrepreneurship Development Program conducted in January at the Massachusetts Institute of Technology's Sloan School of Management in Cambridge. Accepting the award was Peter Karlson (above), who serves as chairman of the Cape Cod Technology Council and president and founder of NeuEon in Eastham. This scholarship represents a major step forward in the Cape Cod Chamber, Coastal Community Capital, Cape Cod Community College and Cape Cod Technology Council's developing partnership aimed at expanding and supporting the region's entrepreneurial culture, particularly around high tech businesses.



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