

Marin, just a little out there



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➔ FORWARD TO A FRIEND

Member of the Month January 2010 Mayflower Chorus

The Mayflower Community Chorus celebrates their 30th Anniversary in 2010 ! The "Mayflower" performs a diverse program of American, world and classical music with annual summer and winter shows. The group features 50+ singers directed by renowned Argentinean maestro Daniel Canosa with David Manley as assistant director and pianist. Performances include a balance of full choral works, small ensembles, instrumental accompaniment and engaging scripts. The chorus' selection of world music inspires multicultural awareness, and music histories are provided in each program.



The Mayflower Choral Society is a non-profit organization that sponsors a yearly scholarship program to encourage the educational and cultural benefits of musical performance. The chorus reaches out to Marin County residents by participating in the Friends of Marin Center ticket giveaway program, complimentary shows at the Aldersly Garden Retirement Community and volunteer Christmas caroling. Its talented small ensembles have engaged audiences throughout Marin.



- For each summer and winter concert, three shows are given at the Marin Showcase Theatre in San

Rafael. The fourth show is at the historic Church of Saint Raphael, a venue highlighted by towering cathedral acoustics.

• Mayflower's 30th anniversary performances will be June 3-5 at the Marin Showcase Theatre, and June 6 at the Church of Saint Raphael.

Email: admin@mayflowerchorus.org

Phone: 415-491-9110



[Mayflower Chorus](#) has been a member of the MCVB since May of 2007

Event Highlights for January

Thursday, January 7th: Marin Speakers Series with Condoleezza Rice Marin Veterans' Memorial Auditorium, [Marin Center](#) at 8:00pm



As the 66th United States Secretary of State, from 2005-2008, and National Security Advisor from 2001-2005, Rice pioneered a policy of transformational diplomacy. She will provide a sweeping look at global affairs and share compelling stories of her experiences, illuminating the interrelationship between global events and world leaders. For more information go to www.speakerseries.net

Saturday, January 9th: Bay Area World Guitar Show [Marin Center Exhibit Hall, San Rafael](#) 10 am - 5 pm

Instrument experts from all over the world will be here, along with dealers, artists, collectors, foreign buyers, authors and celebrities. The show will also feature exhibits of old, rare, celebrity-owned, new and used guitars, amps, banjos, effects, memorabilia and equipment. Previous attendees include Carlos Santana, Joe Satriani, Billy Gibbons, Neil Young, Huey Lewis, John Fogerty, Axl Rose, Albert Lee and Green Day. Participants are encouraged to bring items to sell, trade, or to have appraised. For more information go to www.texasguitarshows.com

Winter Special Events: *Celebrating Life on the Edge* January 16 - 24, 2010

Presented by the National Park Service

Point Reyes National Seashore is partnering with the West Marin Chamber of Commerce, West Marin Visitors Bureau, Cordell Bank National Marine Sanctuary and Point Reyes National Seashore Association to bring to you the first of their *Special Events Weeks* in the winter of 2010. We invite you to come visit Point Reyes National Seashore this winter to see and experience the majestic winter wildlife and maritime heritage! *Winter Special Events: Life on the Edge* has a special seasonal focus on our marine wildlife and other ocean topics.



Friday, January 22nd from 3:30 to 5:00pm is a Talk and Film, *Setting Aside the Marin Coast*: Amy Meyer, author/conservationist and Nancy Kelly, documentary filmmaker, with a showing of *Moments in Time* at the Bear Valley Visitor Center. Following at 6:0pm is a reception with both women at the Station House Cafe. Space will be limited for the reception, so prior reservations are required. Call (415) 663-1515 or online via OpenTable at www.stationhousecafe.com

For more information, view the [National Park Service Brochure](#).

If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few county events each



What Your Convention & Visitors Bureau is Doing

MCVB Website Launch Announced in January 2010 CTTC Publication

What's New in California is a quarterly round-up that highlights new California travel products and events and is targeted to the media. Appropriate items for consideration include new attractions, new hotels, major renovations, new trail brochures or special themed guides, museum exhibitions and galleries, etc. In the **attached** recent issue (scroll down to the bottom on page two), CTTC (California Travel and Tourism Commission) mentions the MCVB's new website and how the innovative features help both the leisure and business traveler enjoy Marin County.

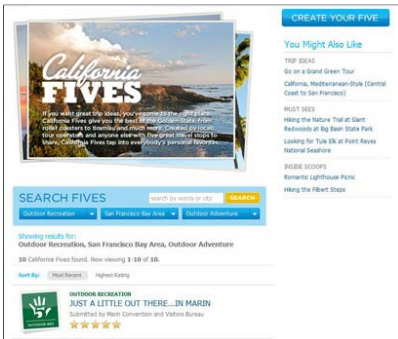
Marin CVB Attends the California Society of Association Executives Seasonal Spectacular Education, Luncheon and Tradeshow

In December the MCVB attended the CalSAE Seasonal Spectacular in Sacramento. Once a year, more than 1,000 association professionals and industry suppliers come together for this Tradeshow Spectacular. CalSAE is the largest association industry show on the West Coast. Marin County was well received from all the meeting planners. We hope to continue to earn more business and gain exposure for Marin County to the association market. We want to extend a big thank you to the hoteliers who attended the show and helped at the tradeshow booth: Kris Hillard from the Inn Marin in Novato, Liat Pardini from the Sheraton Four Points in San Rafael, and Marlene Merino from the Corte Madera Inn and Novato Oaks Inn.



MCVB lists Five Attractions on CCTC's *California Fives*

Want instant content gratification? Try submitting a *California Five* on CTTC's website! The California Travel and Tourism Commission (CTTC) recently launched user-generated content online through a program called *California Fives*. Visitors will find the best of the Golden State, from roller coasters to tiramisu and much more! Created by locals, celebrities and anyone else with five great travel stops to share, *California Fives* tap into everybody's personal favorites. It will post immediately so what better way to get your word out!



Go to www.visitcalifornia.com and the listing is found under the *Travel Tools* section, or simply go to: www.californiafives.com and follow the instructions. The MCVB recently listed five Marin County attractions on their website. To view what was posted, [look here](#) and use our's as a guideline in building your own *California Five*. Anyone is welcome to submit California content!

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MCVB Announces First Opportunity to Advertise on www.visitMarin.org

To all Members and Partners, we are proud to announce the Marin Convention & Visitor Bureau is introducing a Web Banner Ad Program. Please view our **Ad Banner Pricing Flyer** here. As with

all new programs, we need to determine our participation levels. If you are interested in advertising your business in a web banner format on the MCVB website, please respond to the Convention and Visitors Bureau with your interest level and questions by emailing us at info@visitMarin.org. For details regarding terms and conditions, contact [Mark Essman](#) at 415-925-2060x12 or email [Gina Marr](#). We hope you will take this opportunity to promote your business to potential visitors to Marin County by advertising on visitMarin.org.



Marin County Fair Wins Big at Western Fairs Association's 2009 Achievement Awards Program

The Marin County Fair, long known for innovation and excellence, has once again earned a record share of recognition at the 2009 Marin County Fair, themed *Cool Green Fun*. It captured a record **48 individual Achievement Awards**, including 28 First Place awards. This year's fair also garnered six Second Place awards, three Third Place awards and eight Honorable Mentions. The 65th annual Marin County Fair, themed *Going Global - Connecting Cultures*, will be held July 1 through 5, 2010.

Travel Trends Hotels Check Out Social Media

The inn crowd is desperately seeking more friends.

As in other industries, social networks like Twitter and Facebook are proving effective and inexpensive marketing tools for hotels. Through them, hotels offer exclusive deals and try to build consumer connections to their brand. There are more direct business benefits, as well.



One is driving traffic directly to a hotel's web site. If customers book rooms there as opposed to a third-party site like Hotels.com, the hotel company captures all of the room revenue. A third party's cut can be between ten and 25 percent of a booking.

"It used to be a goose egg in terms of (social networking) sites referring traffic to us," said Richard Flores, vice president of marketing at Larkspur Hotels and Restaurants. "Now they are creeping into the top ten referral sites I have. And those referrals are coming to us with no charges, unlike Google."

Larkspur Hotels began to use social networks in earnest in the second quarter of 2009 and revamped its web site in September. Traffic to the site is up 200 percent this year, and direct bookings are now over 30 percent of all reservations, up from the mid-teens last year.

As occupancy continues to suffer, hotel companies are taking to the networks to offer exclusive promotions.

Kimpton Hotels and Restaurants tweeted a special rate for San Francisco rooms when the Bay Bridge was closed last month. The company booked 56 rooms and brought in revenue of \$5,600 directly tied to that promotion.

Chip Conley, founder and CEO of said Joie de Vivre Hotels, said his company sees social networks less as transactional tools - though JDV does have promotional Twitter Tuesdays and Facebook Fridays - and more as a place to build relationships through content.

"People want to get engaged, they want to feel like they are building a relationship with the people they spend money with," Conley said.

To that end, JDV has also built a microsite called Joie of Life where it features deals, a company blog and other features to engage customers.

None of the local boutique companies has a full-time, dedicated social media position, but all do have specific people charged with creating posts.

Companies can also search Twitter or TripAdvisor to learn what customers are saying about them, and to each other, in real time.



"At Larkspur, we really focus on the guest experience, providing our genuine hospitality and great amenities," said Larkspur CEO and founder Karl Hoagland. "Everyone in the hotel industry pretty much says that ... but if travelers and our target customers hear it from each other, it obviously has a lot more credibility and resonance."

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Did you know....

The best news comes from the hotel sector, according to an economic report issued by the Controller's Office. Average daily hotel rates rose to \$198 a night in October, a 14 percent jump over September's figure.

Occupancy was 87.5 percent, 5.1 percent higher than the same figure last October. Revenue per available room-night for San Francisco hotels in October was only 0.4 percent lower than it had been in October 2008, the report said.



The Marin Convention & Visitors Bureau January 2010 Newsletter

Happy Holidays to all our members and partners who have been supportive of our continued presence in Marin County~

We wish everyone a bright New Year in 2010.

Have fun in Marin County!

The MCVB staff: Mark, Christine, Deborah, Gina and Anuschka.



Every issue of our newsletter is also posted on our website, www.visitMarin.org



**Marin Convention & Visitors Bureau | 1 Mitchell Blvd., Ste B
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