



# Marin

## Just a little out there.

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### Marin's Convention & Visitors Bureau

January 2009

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#### The MCVB Monthly Newsletter

The goal of the Marin Convention & Visitors Bureau is to keep you informed of local events, green businesses, travel trends and membership.

Welcome 2009, and remember to have fun in Marin County!

The MCVB staff:

Mark, Christine, Deborah, Gina and Anuschka

#### MCVB Member of the Month

##### *Marin Farmers Markets*

The first market opened in 1983 at the Civic Center in San Rafael. In 1987, the Marin Farmers Markets (MFM) was established as a non-profit organization for the mutual benefit of the farmers and consumers. In the 1990's, MFM began facilitating farmers markets in neighboring communities. At their peak they were managing nine farmers markets. In response to the growing number of farmers markets in California, an expansion that tends to overextend rather than benefit farmers, MFM dropped two markets and set out to facilitate only the best, most productive markets for their members. To accomplish this goal, the MFM looks closely at a community's unique dynamics and needs before creating a new market. MFM currently manages seven Certified Farmers Markets in the Bay Area, and represents over 450 active members.



[Marin Farmers Markets](#) has been a member of the MCVB since January of 2006.

## **Certified Green Lodging in Marin**

By choosing Green Businesses you can help reduce waste and protect our environment because Green Businesses prevent pollution, minimize waste, and conserve energy, water, and other resources. The Green Lodging Program encourages State and local government travelers to seek out and give preference to these certified "green hotels."

Businesses operating in an environmentally friendly manner deserve our support.

### **Best Western Corte Madera Inn**

A Marin County [Certified Green Business](#) since November of 2008, the [Corte Madera Inn's](#) green features include:

- Installed dispensers in showers for all bath amenities. By using local products, such as EO in Corte Madera, they are supporting local green businesses, eliminating plastic bottles and saving the environment by eliminating shipping
- Worked with PG&E to install digital wall thermostats. Motion and infra-red detectors to adjust the room temperature when guests are not in their room
- Installed an Ozone System in the laundry room which helps to reduce the hot water usage by 95% and an overall water usage of 30%. It is the first of its kind to be installed in Marin County
- Worked with both MMWD and PG&E to use their plan as a pilot program for other hotels considering going green

### **Inn Marin**

The [Inn Marin](#) has been a leader in converting to green business practices since August 2005 when it was the first hotel certified a Green Business by Marin County. The Inn Marin has recently completed a \$2 million dollar sustainable renovation which has just been certified green by the State of California Green Lodging program.

The Inn Marin is also certified green by the new [California Green Lodging Program](#) which is being administrated by the State of California Department of General Services. Previously this program was administered by the California Waste Integrated Waste Management Board. The Inn Marin is additionally certified at the "Leadership Level" which is the highest level possible. When visiting, be sure to take note of the following green features:

- Sustainable Bamboo - Floors in all guestrooms -Bamboo is an efficient carbon dioxide sequestering sink, converts 8 times more carbon dioxide to oxygen than trees and returns large quantities nitrogen to the soil. Its rapid growth insures soil stabilization.
- Cleaning supplies - All rooms are cleaned with environmentally friendly cleaning products.
- Laundry- all of our guest room linens are cleaned with an Enzymatic

cleaning solution which allows us to eliminate bleach, hot water and one full wash and rinse cycle saving energy and water as well as being an environmentally friendly product.

- Recycled Paper - Toilet Paper and Paper Towels
- Organic Coffee - All coffee served in restaurant, banquets and lobby is organic, shade grown and/or Fair Trade

The Inn Marin joins the [Embassy Suites](#) (certified under the initial program) as the only State of California Green Certified Hotels in Marin County.

**Other Marin County Certified Green Business Lodgings are the [Bear Valley Inn in Olema](#), the [Embassy Suites in San Rafael](#), and [Ten Inverness Way](#).**

## **A Day in Marin**

### **Bay Model Visitor Center Saturday, January 10**

Begin your day from 11:00am to Noon with Ranger Elizabeth Evans on a walking tour Back in Time on the Bay. Go back in geologic time to explore the natural (and



unnatural) changes that have shaped our Bay from prehistoric times to the 21st century.

Help Ranger Bill Cope feed the hungry inhabitants of the fresh and saltwater tanks from 2:30 to 3:00pm. Everyone is welcome to watch the different feeding styles of perch, crabs, sea stars, and steelhead trout.

2009 is the Year of Astronomy and there's nothing like a full moon to draw attention toward the night sky. During the January full moon astronomical forces will also draw attention to the ocean. Continue your Saturday at the [Bay Model Visitor Center](#)



with a stroll along the waterfront for an introduction to the connections between the moon and tides. Park Ranger Elizabeth Evans will lead an easy 1/2 mile walk beginning at the flagpole from 4:30 to 5:30. Reservations are recommended by calling (415) 332-3871 to sign up.



In addition, on the first Tuesday of each month there are free movies presented by The Tiburon International Film Festival beginning at 6:00PM. Visit their [website](#) for a list of coming attractions!

*If you are a member 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 month in this section.*

## **Travel Trends and News**

### **South Koreans Travel Visa Free Starting November 17**

The U.S. Embassy recently announced that South Koreans can travel visa free to the U.S. starting November 17 (ahead of the anticipated January time frame). This fantastic opportunity will attract thousands of new leisure visitors to California

and the U.S., and the California Travel and Tourism Commission (CTTC) is primed and ready to take advantage of it.

In 2007, South Korea produced:

- 11.6 million outbound visitors, which represents 24% of the Korean population
- 330,000 visitors to California, which represents a 41% market share
- \$405 million in travel spending, with high \$1,523 average trip expenditure

### **TIA Launches Campaign to Inform Obama Transition**

In the latest phase of its campaign to inform the incoming Obama Administration on important travel policies and the role that travel plays in strengthening the American economy, the Travel Industry Association (TIA) launched the first Web-based resource on critical travel issues for the new Obama Administration. TIA's one-stop shop Internet portal, [www.poweroftravel.org/transition](http://www.poweroftravel.org/transition) provides transition teams at the Departments of Commerce, Homeland Security, interior, state and transportation as well as the Environmental Protection Agency with in-depth briefing papers on all key travel issues and comprehensive analyses by government agencies, think tanks and other prominent third parties.

"TIA took the important step of providing President-elect Obama's transition teams with easy to digest issue briefs and a catalog of comments by respected third parties," said Roger Dow, president and CEO of TIA. "We are committed to being a resource to the incoming Administration and we are confident that the power of travel to improve America's economy and strengthen her standing in the world will shine through."

\*\*\*To our hotel partners: if you are offering a special, promotion or package that you would like to be included in our monthly newsletter please contact Christine Bohlke, Sales Director of the MCVB at 415.925.2060\*\*\*

### **Marin CVB Trade Show**

#### **Marin CVB attends the California Society of Association Executives Tradeshow**

On December 10, 2008, the MCVB attended the California Society of Association Executives (CalSAE) Seasonal Spectacular in Sacramento for the first time. Once a year, more than 1,000 association professionals and industry suppliers come together for CalSAE's Seasonal Spectacular Education, Luncheon and Tradeshow.

This is the largest association industry tradeshow on the West Coast. Marin County was well received from all the meeting planners and many attendees told us how great it was to see Marin County at their show! The MCVB came home with a good number of leads and Requests for Proposals. We are eager to capture more business from the association market.



Seasonal  
SPECTACULAR

**Our Mission:** *To develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.*

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