



**Just a little out there.**

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## Marin's Convention & Visitors Bureau

November 2008

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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. We also thought you would be interested in some year end statistics. Since January of this year, the MCVB has been busy sending out over 3,941 visitor requests and answering the varied questions of 1,155 walk-in visitors looking for something to do in our glorious county.

Stop by the visitors bureau any day of the week until Thursday, December 18th to donate canned food items for the Marin Community Food Bank! For a list of top food items needed, [click here](#).



Happy Holidays~

The MCVB staff:

Mark, Christine, Deborah, Gina and Anuschka

### **MCVB Member of the Month**

#### ***Tea Garden Springs:***

#### ***A zen spa of vision, health & vitality***

Located in downtown Mill Valley, guests are welcomed to the tranquil world of [Tea Garden Springs](#). Offering Facial and Body Therapies, Massages and Spa Retreats, all senses will come alive in the midst of their fragrant gardens and soothing streams. The Tea Garden Springs' holistic

approach is to assist "in embracing the wisdom of wellness within, and in cultivating oneness of body, mind and spirit." Their Fall promotion, until November 30th, is a seasonal facial: "A Pumpkin Peel to Brighten your Complexion."

Please visit them at [www.teagardensprings.com](http://www.teagardensprings.com) for additional spa information.

The Tea Garden Springs has been a member of the MCVB since August 2005.

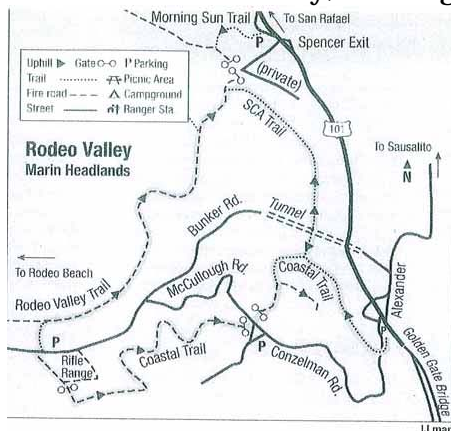


## A Hike in Marin

### View Migrating Hawks in the Marin Headlands

The headlands are spectacular year-round, but the fall offers exceptional birding. The coastal flyway used by migrating hawks, or raptors, offers a sometimes up-close view of these magnificent, powerful fliers. At the peak of migration, in the middle of October, up to 100 hawks will fly overhead each hour. Take the easy route to [Hawk Hill](#) and watch from there, or hike a five mile, moderately strenuous loop around Rodeo Valley. Both ways will provide scenic views and opportunities for raptor sightings. The five mile adventure includes a steady uphill hike on the [Coastal Trail](#), a walk along the crest of the ridge on the [SCA Trail](#) and a descent via the Rodeo Valley Trail.

To reach Rodeo Valley, heading south, leave Highway 101 at the last Sausalito exit before the Golden Gate Bridge. Turn left at the stop sign and then right onto Conzelman Road. Turn right on McCullough Road and left on Bunker Road.



For additional information on raptor sightings visit the [Golden Gate Raptor Observatory](#).

## Event Highlights for November

### **Bikers Ball**

#### **Saturday, November 15th**

*The Bikers Ball is MCBC's celebration of its 10-year anniversary. This year's event will be held on Saturday, November 15 from 7:00-11:00 PM, and features a fabulous evening of live music, delicious appetizers, silent and live auctions. It will be the social event of the year amongst Marin's bicycling enthusiasts. This spectacular gala is occurring at Servino Ristorante in Tiburon, 9 Main Street just off Tiburon Blvd. The Bikers Ball is \$60 to current members and \$75*



to non-members. Tickets may be purchased online at [Marinbikes.org](http://Marinbikes.org).



### **Hornblower Cruises Thanksgiving Day Buffet Thursday, November 27th, 2:30pm boarding time**

Take the stress out of Thanksgiving this year by eliminating the work and just enjoying the company of friends and family. Enjoy a festive Thanksgiving feast with all the trimmings aboard this special cruise. And best of all, we'll do all the dishes! Visit [www.hornblower.com](http://www.hornblower.com) for reservations.

### **Parade of Lights, Winter Wonderland Friday, November 28th and Saturday November 29th**

[The Downtown Business Improvement District \(BID\)](#) will once again sponsor the Holiday Season with the Parade of Lights, Winter Wonderland, and the special Holiday Market on Friday, November 28, 2008. This will be the 29th Annual Parade of Lights in Downtown San Rafael, and the 19th straight year of free snow sledding on A Street between Fourth & Fifth Streets.



The snow will be open to the public from noon to 4pm, closed during the Parade of Lights and Downtown Tree Lighting Ceremony, re-opened at approximately 6pm, and closed again at 8pm. On Saturday the snow will be open from 9am until 2pm or until the snow is no longer safe.

The Parade of Lights will start down Fourth Street at 5:30pm, ending at Courthouse Square. The Holiday Market will be held from 4pm to 8pm on Friday and will be located on Fourth Street between Lootens Place and B Street. There will be

Holiday Entertainment and musical performances at different locations on Fourth Street between Lootens and "A".

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**

#### **Did you know...**

#### **American travelers are trading down, but not out**

Amid national economic uncertainty, the [Travel Industry Association](#) (TIA) has released its annual travel forecast, predicting a stable market for leisure travel in 2009 and a measurable decline in business travel."

"Consumers are responding as we might expect during an economic slowdown," TIA Senior Vice President of Research Dr. Suzanne Cook said in a statement.

"But travel should not simply be viewed as an economic indicator; it should be seen as a part of the solution to our economic woes. There's no doubt that if we can spur travel, we can help to turn the economy around."

Despite the nation's economic recession and its low consumer confidence, TIA

forecasts only a modest decline of 0.2 percent in leisure travel volume for 2008 and 1.3 percent for 2009. The reason, suggests a recent survey by TIA and Ypartnership, is that families are not canceling travel altogether, but rather traveling closer to home and for shorter periods of time. In fact, 71 percent of survey respondents say they intend to take an overnight trip of 50 miles or more from home during the next six months.

Said Dr. Peter Yesawich, chairman of Ypartnership, "The results corroborate what we have been preaching now for several months: American travelers are trading down, but not out."

Projected declines are much larger for business travel volume-at 3.7 percent for 2008 and 2.7 percent for 2009-although a rebound is expected for 2010, when TIA expects business, meeting and convention travel volume to increase by 2 percent.

"By no means is the sky falling," Cook continued. "After years of growth, we're now looking at modest declines. The travel industry can manage the downturn, but it is in the country's interest to stimulate travel as one of the best means to stimulate our economy."

\*\*\*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\*\*\*

### **What the Marin Convention & Visitor Bureau is doing...**

#### **Marin CVB partnership with the SFCVB - Los Angeles Tour Operator Reception.**



We recently participated with the San Francisco CVB and attended the October 15th reception for Los Angeles Tour Operator. The event was held at the Marina Del Rey Marriott. The venue space was beautiful and the views of the marina and ocean were fantastic. Over 400 tour operators were invited to the reception and close to 200 attended the event. Many operators were familiar with our beautiful area and were interested in knowing what Marin County has to offer for tour & travel groups and the individual traveler.

#### **Sales and Management Mixer**

2nd Bi-Annual Sales and General Managers Reception: We want to thank everyone who attended to the MCVB sales reception on Oct 28th at the Sheraton Four Points in San Rafael. We want to also extend a special thank you to Albert Tran the General Manager of the Sheraton Four Points San Rafael and his wonderful staff for being our host at the event. The food and the company were fabulous and if you didn't make this one please plan on attending our next event in the spring of 2009.

**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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