

Marin, just a little out there



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➔ FORWARD TO
A FRIEND

Member of the Month July 2010

THE VILLAGE *at Corte Madera*

The Village at Corte Madera has been in Marin County for over 20 years. Set against Mount Tamalpais, this open-air shopping pavilion features landscaped courtyards, park-style plazas and gardens along with 430,000 square feet of retail space.



The Village at Corte Madera also partners with a variety of community non-profit organizations which have missions

consistent with their own vision and values. They meet community challenges through a combination of employee volunteerism, financial support, in-kind donations and partnerships with the Ritter Center, Image for Success, and the Corte Madera Larkspur School Foundation.

Major Retail Shops are: Macy's , Nordstrom's, Abercrombie & Fitch, the Apple Store, and Anthropologie. To recharge the shopping experience, stop for a yummy dessert at the Cheesecake Factory!

**For a list of Village events, visit their website at www.villageatcortemadera.com
Hours of operation are Mon-Fri: 10am-8pm**

Sat: 10am-7pm



Sun: 11am-6pm

The Village shopping center is freeway accessible at Highway 101 and Paradise Drive in Corte Madera.

The Village at Corte Madera has been a member of the MCVB since July of 2007



MCVB Tourism Summit 2010

The Marin Convention & Visitors Bureau is proud to present their First Annual Tourism Summit at the Embassy Suites Hotel on Thursday, September 30th from 11:00am to 1:00pm

Topics to be covered are:

- *California's Tourism Economy*: Jean Johnstone
Regional Marketing Representative
California Travel and Tourism Commission (CTTC)
- *Social Media Management in 30 Minutes Per Day*: Tammie Carlisle
Development Manager
Milestone Internet Marketing, Inc.
- *Overview of Marin Tourism Activities*: Mark Essman
President/CEO of the Marin Convention & Visitors Bureau



A plated lunch will be included with the \$30.00 registration fee. **Register prior to August 15th and take advantage of a \$5.00 discount.** Our final deadline date is September 15th for all registrations, so let us know you if you will be attending early! For more details on registration, [please view here](#).



Marin CVB Facebook Game is Coming!

The Marin CVB is doing a Facebook give-away! To enter you must be a Fan on our MCVB page. Stay tuned since we will be promoting all details on how to enter and the game rules on Facebook in the very near future. We are giving

away FIVE "Complimentary Weekend" stays in a Marin County hotel.

Participating hotels are: Acqua Hotel-Mill Valley, Embassy Suites-San Rafael, Extended Stay Deluxe-San Rafael, Novato Oaks Inn, and the Lodge at Tiburon.

Click below to become our Fan



MCVB NEWS

Marin Has a Blog for Visitors and Locals

Social media isn't a fad, it's a fundamental shift in the way we communicate. In the near future we will no longer search for products and services - they will find us via social media.

The Marin CVB is very excited to introduce their new social media stage for communicating about Marin County and to receive topics of interest to share with friends and comment on. Come party with us and get involved at visitmarin.blogspot.com.

Here are a few stats to consider:

- There are over 200,000,000 Blogs
- 34% of bloggers post opinions about products & brands
- 54% = Number of bloggers who post content or tweet daily



Web Banner Advertising Opportunities and SEO Services Open for Members and Partners

The Marin Convention & Visitors Bureau still has space to advertise on its five top viewed web pages at www.visitMarin.org. Each month the visitMarin.org website, on average, receives 63,000 to 80,000+ page views depending on the season. All ads are tracked by ClixTrac so that we know exactly how many people are viewing and clicking on your banner images and hyperlinks.

SEO and Social Media Services are also being offered to small companies eager to expand their exposure on the Internet. The MCVB is excited to extend this opportunity at very competitive prices to both members and partners. We can

provide you with the building blocks to increase your exposure on the web including key word placement embedding in both text and pictures, meta-tags, how to set up and utilize a social networking site, international keyword insertion, and other enhancements depending on your needs.

Because of the speed in which social media enables communication, word of mouth now becomes world of mouth.

Statistics Show Social Media Is Bigger Than You Think:

- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily
- 25% of search results for the World's Top 20 largest brands are links to user-generated content
- The #2 largest search engine in the world is YouTube
- By 2010, Generation "Y" will outnumber Baby Boomers...96% of them have joined a social network
- Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months... iPhone applications hit 1 billion in 9 months

Contact [Mark Essman](#) at 415.925.2060 x 12 if interested in either SEO Services or Web Banner Advertising.

Testimonial from a Marin CVB Member

If you want to promote your business in Marin County, you couldn't do better



than the MCVB. It's amazing how consistently we receive responses to our coupon ad, and our weblink has been consistently among our top five referrers and revenue producers month in and month out since we signed on. Obviously, these guys know what they are doing, which is no surprise considering the combined experience of Mark, Christine, Deborah and the rest of the team at the visitors bureau. These guys are beyond connected, they have their fingers on the pulse of an unpredictable, rapidly changing market, and they have a knack for finding just the right opportunities to promote our interests. There is no better resource available to Marin Businesses than the MCVB.

Bob West, Director of Sales
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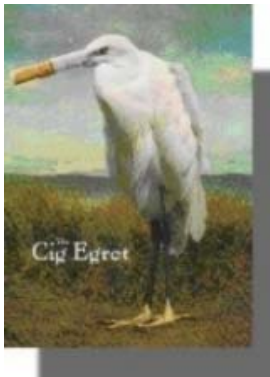


San Rafael Clean

Volunteer Outreach Keeps City Clean

Grass roots efforts for keeping the city of San Rafael clean keep growing, with the latest being Canal residents walking and talking to their neighborhood businesses about joining the San Rafael Clean anti-litter campaign. El Concilio,

the Canal Community Council, was created by the Canal Alliance, along with the Youth Concilio, a group of youth leaders, ages thirteen to eighteen, from the neighborhood. Their aim was to start a greening/recycling cooperative, including regular clean ups, dumpster days each month, and educational programs for residents. This effort, in addition to helping the environment, has also resulted in a moratorium of the City's towing policy on certain streets in the Canal neighborhood during street sweeping days, which had become a hardship for Canal residents. In exchange for keeping the streets clean on their own, the City has enacted a trial program of not towing provided the streets stay at least as clean as they would if a street sweeper went by creating a win-win for all involved.



The Clean Campaign is proud to note that because of these grass roots efforts, cleanup events by groups like Rotary Clubs, Boy Scout Troops, Conservation Corps North Bay and other volunteers and businesses, the City is encountering less litter than in previous years. One way businesses can get involved is to sign up as a Clean Campaign Business Partner. As a Clean Business Partner, businesses get "Litter Free Zone" window stats, signage, and tips sheets. In addition, businesses are featured on the San Rafael Clean web site with links to their business. And every year all new Partners are entered into a raffle to be included in a newspaper advertisement for the Campaign. Find out more about why *A Clean Business is Good Business* at www.sanrafaelclean.org.



Travel Trends

Visa Waiver Program Streamlines International Travel

By the end of this summer, the United States will no longer require travelers from Visa Waiver Program countries to fill out the arrival-departure I-94W form, the Department of Homeland Security (DHS) announced last month. The U.S. will now eliminate the paper Arrival/Departure Form for Visa Waiver travelers entering the country.

Instead of the paper form, which is completed in-flight on the plane, the Department of Homeland Security indicated that travelers will be required to use the new Electronic System for Travel Authorization (ESTA) when arriving at all U.S. airports by the end of this summer. Travelers are to electronically provide biographical, travel and eligibility information prior to departure therefore streamlining entry requirements for international visitors. The process will also improve security by allowing the U.S. government to identify terrorist threats long before they board any U.S. bound aircraft.

US Beckons More Korean Tourists

ORLANDO, Florida: The United States is putting more effort into boosting tourism among Korean travelers based on existing relations and the visa waiver program (VWP).

The International Pow Wow 2010, the largest tourism industry marketplace in the U.S., took place at the Orange County Convention Center in May. More than 5,000 travel agents met tourism officials and agreements made are expected to generate over \$3.5 billion in future visits to the U.S. according to the United States Travel Association (USTA).

Some ten representatives from Korean tour agencies including Hana Tour and Mode Tour took part in the three-day trade show to make contracts with U.S. providers.

Tourism is big in America, making up 2.7 percent of the total U.S. gross domestic product (GDP) and supporting 8.2 million jobs. The number of Korean visitors to the U.S. was 760,000 in 2009, ranking it ninth among a total of 54.9 million.

To support the tourism industry, President Barack Obama signed the Travel Promotion Act (TPA) in March, which imposes a 10-dollar fee on international travelers visiting the U.S. through the Electronic System for Travel Authorization (ESTA) system, and who stay in the country for fewer than 90 days.

The VWP is another important factor in drawing international visitors - a total of 36 countries participate in the program now and about two-thirds of all overseas visitors come from those countries.

By Kwon Mee-yoo
Staff reporter for the *Korea Times*



The Marin Convention & Visitors Bureau July 2010 Newsletter

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

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 as well as our blog, visitMarin.blogspot.com

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