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Cambridge, MA  
02138

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**Maura Smith**  
*Executive Director*



you'll never forget.

We think you'll agree that Cambridge is truly a city where you come to your senses.

Cambridge is a city that moves to its own beat. On its streets you're as likely to hear a violin concerto as lilting Andean pipes or the sun-filled rhythm of steel drums. Listen to the conversation on the sidewalks: German, French, Creole and a hundred other tongues are woven into the air. Cambridge clubs serve up live blues, jazz, folk and reggae nightly. Our restaurants serve cuisines from around the world.

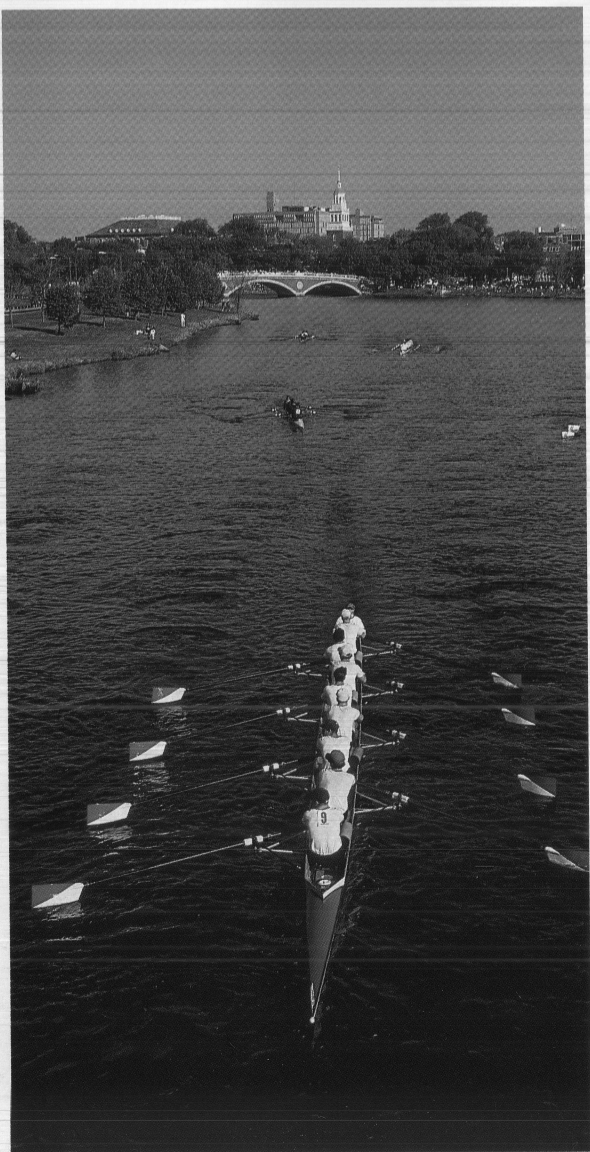
A little funkier. A little spunkier. Definitely spicier. Cambridge is the spirited, slightly mischievous sister of Boston, the grand dame on the other side of the Charles River.

## It's a sensation

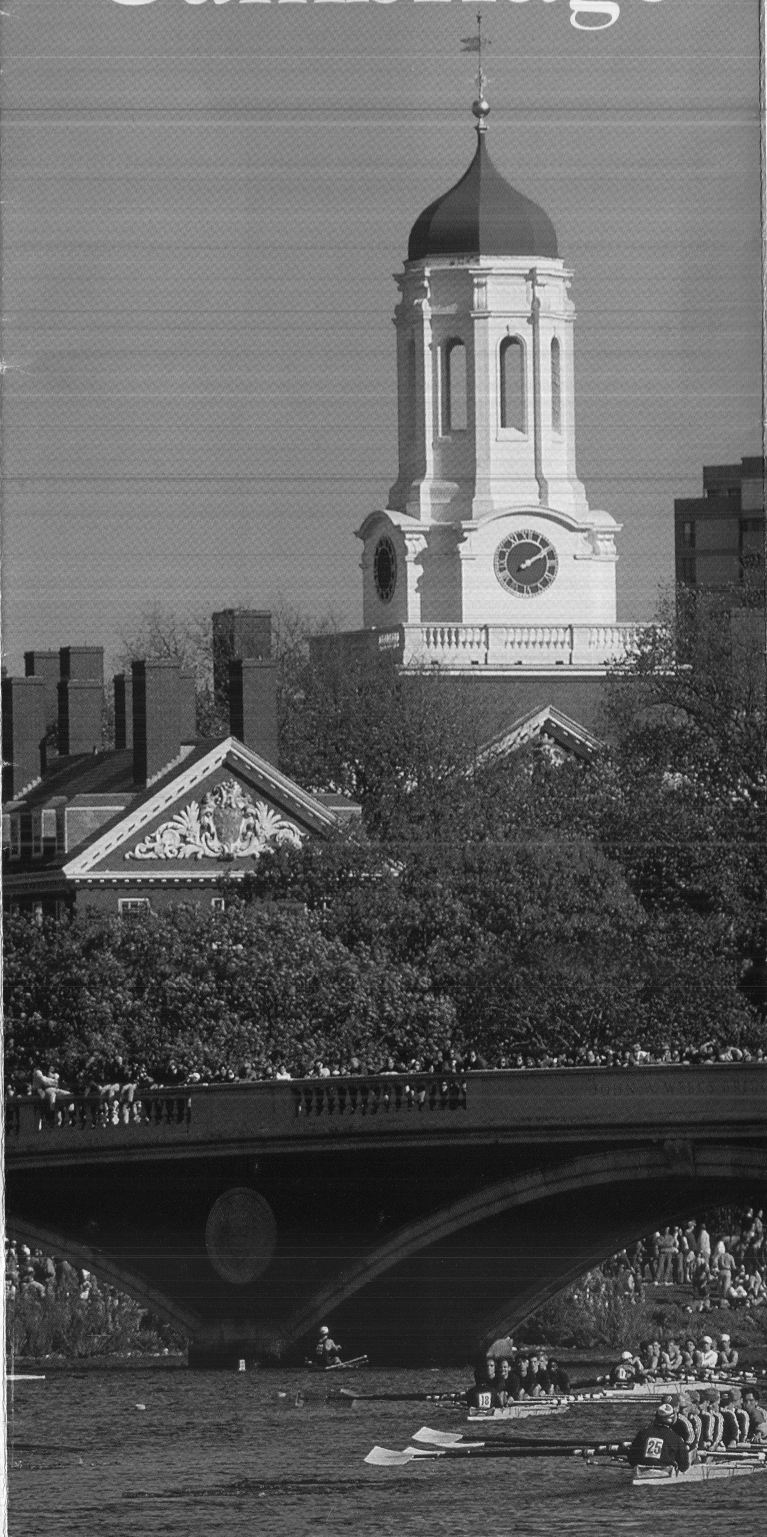


## Cambridge Massachusetts

Where you come to your senses.



## Cambridge



## Where you come to your senses.

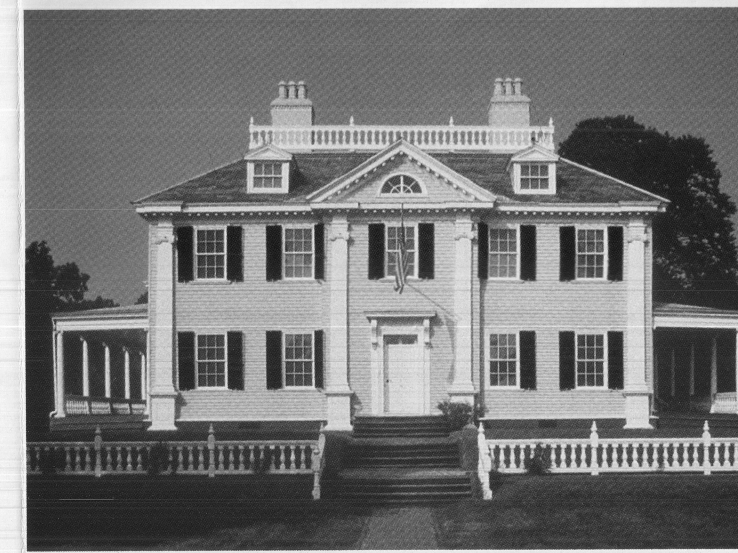
**Cambridge** is just one bridge away from Boston. And yet, it's a different world. People from around the globe are drawn to Harvard and MIT, our two great universities. With more than 28,000 students from over 100 countries, it would be easy to characterize Cambridge as just another college town... but, it is far more than that.

Visit any one of the City's many "squares" and you'll find that Cambridge has a contagious vibrancy that transcends borders and cultures. **Harvard Square** is a hub of activity that is lively until well after midnight almost any day of the week. Street performers will capture your imagination. Boutiques offer everything from haute couture to the latest street fashions. An array of ethnic restaurants and sidewalk cafes will tempt even the most adventurous palate. Browse in the world's largest concentration of bookstores, launch into cyberspace at a high tech cafe, or explore the treasures hidden in the home of the 19th-century poet, Henry Wadsworth Longfellow.

**Central Square**, home to more international restaurants than any other area of the city, is a constant multicultural festival. Antique shops—as well as the region's largest concentration of Japanese eateries—can be found in **Porter Square**.

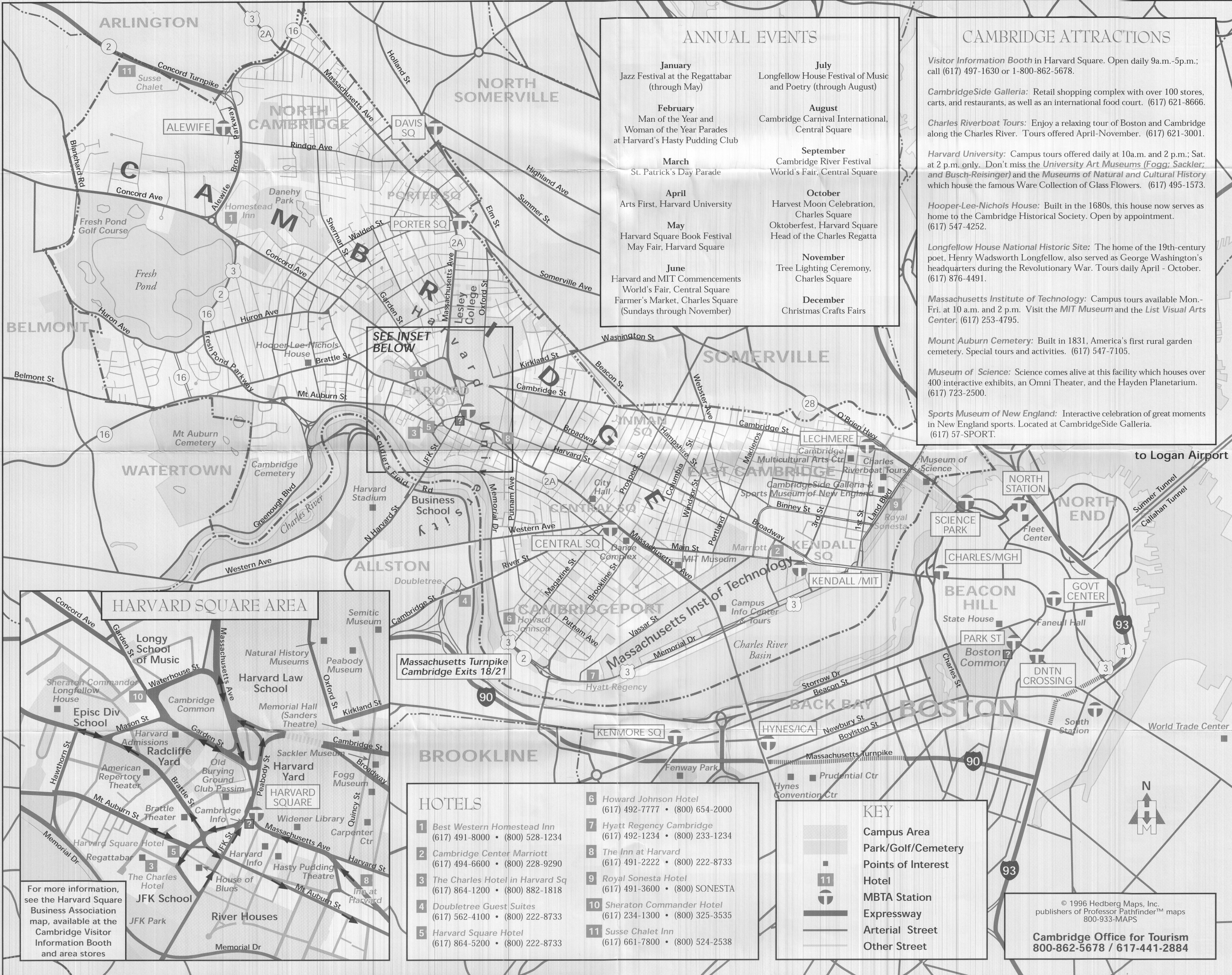
**Inman Square** will challenge your taste buds with restaurants of unparalleled diversity, and **Kendall Square**, home to MIT, is the heart of Massachusetts' high tech and biotech industries. Shop at the nearby CambridgeSide Galleria or step onto a riverboat for a relaxing tour of Boston and Cambridge along the scenic Charles River.

If none of this sounds exciting, check your pulse. Otherwise, check out Cambridge.



Cambridge Office for Tourism  
(617) 441-2884  
(800) 862-5678  
cambtour@user1.channel1.com

# Cambridge – Where you come to your senses.



## ANNUAL EVENTS

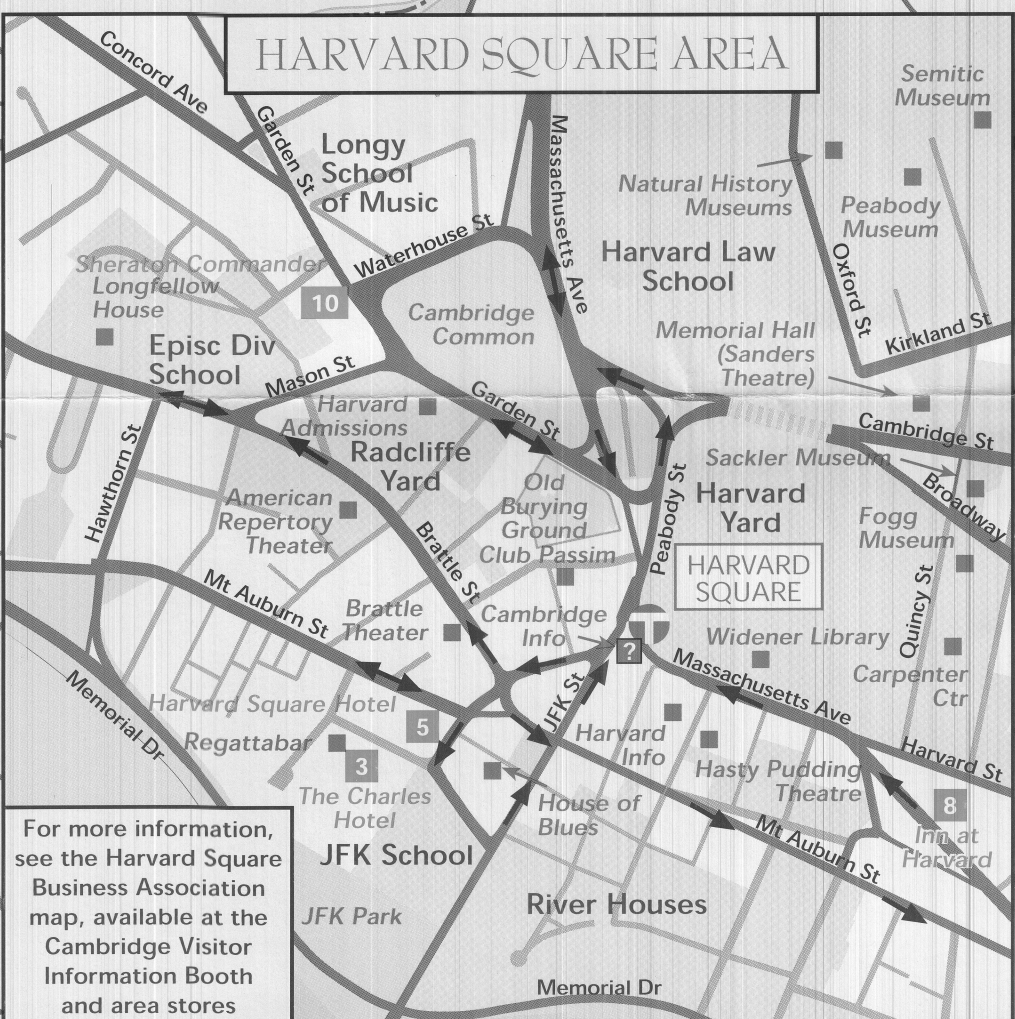
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|---|--|
| <p><b>January</b><br/>Jazz Festival at the Regattabar (through May)</p> <p><b>February</b><br/>Man of the Year and Woman of the Year Parades at Harvard's Hasty Pudding Club</p> <p><b>March</b><br/>St. Patrick's Day Parade</p> <p><b>April</b><br/>Arts First, Harvard University</p> <p><b>May</b><br/>Harvard Square Book Festival<br/>May Fair, Harvard Square</p> <p><b>June</b><br/>Harvard and MIT Commencements<br/>World's Fair, Central Square<br/>Farmer's Market, Charles Square (Sundays through November)</p> | <p><b>July</b><br/>Longfellow House Festival of Music and Poetry (through August)</p> <p><b>August</b><br/>Cambridge Carnival International, Central Square</p> <p><b>September</b><br/>Cambridge River Festival<br/>World's Fair, Central Square</p> <p><b>October</b><br/>Harvest Moon Celebration, Charles Square<br/>Oktoberfest, Harvard Square<br/>Head of the Charles Regatta</p> <p><b>November</b><br/>Tree Lighting Ceremony, Charles Square</p> <p><b>December</b><br/>Christmas Crafts Fairs</p> |
|---|--|

## CAMBRIDGE ATTRACTIONS

- Visitor Information Booth** in Harvard Square. Open daily 9a.m.-5p.m.; call (617) 497-1630 or 1-800-862-5678.
- CambridgeSide Galleria:** Retail shopping complex with over 100 stores, carts, and restaurants, as well as an international food court. (617) 621-8666.
- Charles Riverboat Tours:** Enjoy a relaxing tour of Boston and Cambridge along the Charles River. Tours offered April-November. (617) 621-3001.
- Harvard University:** Campus tours offered daily at 10a.m. and 2 p.m.; Sat. at 2 p.m. only. Don't miss the *University Art Museums (Fogg, Sackler; and Busch-Reisinger)* and the *Museums of Natural and Cultural History* which house the famous Ware Collection of Glass Flowers. (617) 495-1573.
- Hooper-Lee-Nichols House:** Built in the 1680s, this house now serves as home to the Cambridge Historical Society. Open by appointment. (617) 547-4252.
- Longfellow House National Historic Site:** The home of the 19th-century poet, Henry Wadsworth Longfellow, also served as George Washington's headquarters during the Revolutionary War. Tours daily April - October. (617) 876-4491.
- Massachusetts Institute of Technology:** Campus tours available Mon.-Fri. at 10 a.m. and 2 p.m. Visit the *MIT Museum* and the *List Visual Arts Center*. (617) 253-4795.
- Mount Auburn Cemetery:** Built in 1831, America's first rural garden cemetery. Special tours and activities. (617) 547-7105.
- Museum of Science:** Science comes alive at this facility which houses over 400 interactive exhibits, an Omni Theater, and the Hayden Planetarium. (617) 723-2500.
- Sports Museum of New England:** Interactive celebration of great moments in New England sports. Located at CambridgeSide Galleria. (617) 57-SPORT.

SEE INSET BELOW

## HARVARD SQUARE AREA



Massachusetts Turnpike Cambridge Exits 18/21

## HOTELS

- |   |  |
|---|--|
| <p><b>1</b> Best Western Homestead Inn<br/>(617) 491-8000 • (800) 528-1234</p> <p><b>2</b> Cambridge Center Marriott<br/>(617) 494-6600 • (800) 228-9290</p> <p><b>3</b> The Charles Hotel in Harvard Sq<br/>(617) 864-1200 • (800) 882-1818</p> <p><b>4</b> Doubletree Guest Suites<br/>(617) 562-4100 • (800) 222-8733</p> <p><b>5</b> Harvard Square Hotel<br/>(617) 864-5200 • (800) 222-8733</p> | <p><b>6</b> Howard Johnson Hotel<br/>(617) 492-7777 • (800) 654-2000</p> <p><b>7</b> Hyatt Regency Cambridge<br/>(617) 492-1234 • (800) 233-1234</p> <p><b>8</b> The Inn at Harvard<br/>(617) 491-2222 • (800) 222-8733</p> <p><b>9</b> Royal Sonesta Hotel<br/>(617) 491-3600 • (800) SONESTA</p> <p><b>10</b> Sheraton Commander Hotel<br/>(617) 234-1300 • (800) 325-3535</p> <p><b>11</b> Susse Chalet Inn<br/>(617) 661-7800 • (800) 524-2538</p> |
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## KEY

- Campus Area
- Park/Golf/Cemetery
- Points of Interest
- Hotel
- MBTA Station
- Expressway
- Arterial Street
- Other Street

For more information, see the Harvard Square Business Association map, available at the Cambridge Visitor Information Booth and area stores

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**Cambridge Office for Tourism**  
 800-862-5678 / 617-441-2884



# CAMBRIDGE BOOKSTORES

## KEY:

- **CS** Central Square
  - **HS** Harvard Square
  - **IS** Inman Square
  - ▲ **KS** Kendall Square
  - ▼ **PS** Porter Square
- ♿ Access for disabled persons

### 1 HS AHAB RARE BOOKS

Prop. James Randall  
5 JFK St. #401 02138 (547-5602)  
*Mon-Fri 11-4.*  
Antiquarian, literature, Americana, autographs.

### 2 PS BOOKCELLAR CAFE

1971 Mass. Ave. 02140 (864-9625)  
*Tues 5-10; Wed-Sat 12-10.*  
Features 30,000 new and used books. Nightly entertainment.

### 3 HS ROBIN BLEDSOE, BOOKSELLER

(Formerly Blue Rider Books) 1640 Mass. Ave. 02138 (576-3634)  
*Tues-Sat 11-6; or by appt.*  
Out-of-print art history, archaeology, graphic design, and related fields. Also new, used, and imported horse books; one of the largest stocks in the United States. Catalogues.

### 4 BRYN MAWR BOOKSTORE

373 Huron Ave. 02138 (661-1770)  
*Tues-Sat 10-5. Shorter hours in summer.*  
Used and rare books in all categories. History, philosophy, literature, science fiction, art, children's, foreign language, classics. Non-profit, fund-raising for Bryn Mawr college scholarships. Book, record, and tape donations accepted. ♿

### 5 HS CAMBRIDGE SCHOLARLY BOOKS

52 JFK St. 02138 (441-8211)  
*Sun-Wed 10-6; Thurs 10-9; Fri 10-3.*  
Scholarly books in history, philosophy, art, architecture, science, advanced math and physics.

### 6 HS BUCK A BOOK

30 JFK St. 02138 (492-5500)  
*Mon-Thurs 10-8; Fri-Sat 10-10; Sun 12-6.*  
Thousands of new books for just a buck; hard covers, soft covers, fiction, nonfiction, children's books. Art books and coffee table books for just a few bucks more. Greeting cards always 2 for \$1.00.

### 7 HS CANTERBURY'S BOOK SHOP

1675 Mass. Ave. 02138 (864-9396)  
*Mon-Sat 10-6.*  
Antiquarian and new scholarly books. General collection; nonfiction and fiction, specializing in American and English literature. Plus 200,000 out-of-print volumes warehoused. ♿

### 8 CS DIVINITAS BOOKS

5 Magazine St. 02139 (354-1114)  
*Mon-Sat 9:30-5.*  
Books in religion, biblical studies, gender studies, spirituality, worship, theology, world religions, church history and social justice. Also cards, icons, music, cassettes and CDs, software, gifts, and mail order.

### 9 HS GLOBE CORNER BOOKSTORE

28 Church St. 02138 (497-6277)  
*Mon-Sat 9-9; Sun 12-6.*  
Travel Books and maps for domestic and world travel. USGS, ATC, NOAA, OS, and DMA maps. World atlases, globes, and map-related games, stationary, and other items. Catalogues; mail orders.

### 10 HS GLOBAL VILLAGE BOOKS

111 Mt. Auburn St. 02138 (491-8788)  
*Mon-Wed 10-7; Thurs-Sat 10-8; Sun 12-6.*  
Tools and resources for personal and social change: specializing in psychology and self-help; politics and current events; spiritual development; creative education; success and business; and global issues and environment.

### 11 HS JAMES & DEVON GRAY BOOKSELLERS

12 Arrow Street 02138 (868-0752). Fax: (868-0753)  
*Mon-Sat 10-6 and by appt.*  
nous@delphi.com  
Books printed before 1700 in English, Latin, Greek, French, Spanish, Italian and German. Strong in English literature of the 16th and 17th century and editions of the classics printed in the late 1400s to 1600s.

### 12 HS GROLIER POETRY BOOK SHOP, INC.

6 Plympton St. 02138 (547-4648; 1-800-234-POEM)  
*Mon-Fri 12-6:30; Sat 12-7.*  
The only all in-print poetry book shop in North America. 14,000 poetry titles; prosody, little magazines, spoken word cassettes. International and national mail-order; annual poetry contest; autograph parties; readings; bulletin board. Founded 1927.

### 13 HS HARVARD BOOK STORE

1256 Mass. Ave. 02138 (661-1515)  
*Mon-Sat 9:30-11; Sun 12-8.*  
Wide selection of new books and remainders; strong in philosophy, cultural studies, business and economics, Afro-American studies, and history. One floor of used paperbacks. Special orders. Personal booksellers since 1932. ♿

### 14 HS THE HARVARD COOP

1400 Mass. Ave. 02138 (499-2000)  
*Mon-Sat. 9:15-9; Sun 12-6.*  
The official "college bookstore" of Harvard. Largest full-service bookstore in Harvard Square: text, professional reference, fiction and nonfiction, books on cassette. Annual catalogue. Founded 1882. ♿

### 15 HS HARVARD UNIVERSITY ART MUSEUMS SHOP

Fogg Art Museum, 32 Quincy St. 02138 (495-8286).  
*Mon-Sat 10-4:45; Sun 1-4:45.*  
Publications from Harvard's Art Museums-the Fogg, Busch-Reisinger, and the Arthur M. Sackler. Related art titles. Exhibition catalogues. Reproductions and gifts. ♿

### 16 HS HARVARD UNIVERSITY PRESS DISPLAY ROOM

1354 Mass. Ave. (Shops by Harvard Yard) 02138 (495-2625)  
*Mon-Wed 10-7; Thurs-Sat 10-9; Sun 12-6.*  
Complete selection of Harvard University Press books in print, including Loeb Classical Library. Special half-price "Bargain Section". Browsers welcome. ♿

### 17 IS HOUSE OF SARAH BOOKS

1309 Cambridge St. 02139 (547-3447)  
*Mon-Sat 11-9; Sun 12-5.*  
Used books and ephemera. Hardcover and paperbacks. Ordinary, scholarly, and rare. Strong in theology and women's studies, especially women in religion. Book repairs. Search service. Customer-oriented.

### 18 PS KATE'S MYSTERY BOOKS

2211 Mass. Ave. 02140 (491-2660)  
*Mon-Fri 12-7; Thurs 12-8; Sat 11-5; Sun 12-5.*  
One of the country's largest selections of new and used mysteries (paper and cloth). Autographed and mysterylaneous items featured. Regular newsletter. Mail order.

### 19 HS MANDRAKE BOOK STORE

8 Story St. 02138 (864-3088)  
*Mon-Fri 9-5.*  
Established 1948. Carefully selected books in all categories; specializes in psychotherapy; all book store services (search, etc.) ♿

### 20 HS MCINTYRE & MOORE BOOKSELLERS

8 Mt. Auburn St. 02138 (491-0662)  
*Mon-Sat 10-10; Sun 12-10.*  
Used books. Philosophy, classics, history, sciences...mostly academic stock, but includes fiction, poetry, cookbooks, kid's books...whatever good books we can find. ♿

### 21 HS H.L. MENDELSON, FINE EUROPEAN BOOKS

1640 Mass. Ave. 02138 (576-3634)  
*Tues-Sat 11-6; or by appt.*  
Out-of-print history of architecture, city planning, gardens, design, decorative arts. Catalogues issued.

### 22 HS THE MILLION YEAR PICNIC

99 Mount Auburn St. 02138 (492-6763)  
*Mon-Sat 10-9; Sun 11-7.*  
New England's oldest comic bookstore (est. 1974). New, old and rare comics; newspaper comic strip reprints; unique T-shirts; Japanese Manga and animation videos; trading cards. Mail order.

### 23 KS THE MIT COOP AT KENDALL SQUARE

3 Cambridge Center 02142 (499-3200)  
*Mon-Fri 8:45-7; Thurs 8:45-8:30; Sat. 9:15-5:45.*  
The "official college bookstore" for MIT. Full-service bookstore with large selection of scientific and professional reference books. ♿

### 24 KS THE MIT PRESS BOOKSTORE

292 Main Street, 02142 (253-5249)  
*Mon-Fri 9-7; Sat 10-6; Sun 1-6.*  
books@mit.edu http://www-mitpress.mit.edu/  
Everything published by The MIT Press, as well as books by MIT-affiliated authors and related interest books from other presses. Great sale books section. Specialities include: art, architecture, design, photography, media and culture, cognitive and computer sciences, linguistics, philosophy, economics and management, environment, science, technology, and society. Intriguing reading from arts to sciences.

### 25 IS NEW WORDS

186 Hampshire St. 02139 (876-5310; TDD 876-3340)  
*Mon-Fri 10-8; Sat 10-6; Sun 12-6.*  
One of the largest women's bookstores in the world, including multicultural, lesbian, general interest, and children's titles. Sale books, journals, cards, CDs, jewelry. Plus readings, events, listings, and other resources. Mail orders and special orders. ♿

### 26 HS PANDEMONIUM BOOKS AND GAMES

The Garage @ 36 JFK St. 02138 (547-3721) Fax: (547-3829)  
*Mon-Sat 10-9; Sun 12-6.*  
One of New England's largest collections of science fiction, fantasy and horror literature. New and used books (paperback and hardcover), role-playing games and magazines. Discounts available.

### 27 KS QUANTUM BOOKS

4 Cambridge Center 02142 (494-5042)  
*Mon-Fri 9-7; Thurs 9-8:30; Sat. 10-5.*  
"A service-oriented technical bookstore...one of the widest selections of computer books in the country" (PC Computing). Competitive prices on 20,000 titles: physics, math, and engineering. Phone orders; worldwide shipping; special orders; newsletter; on-line catalog; Internet access. ♿

### 28 HS REVOLUTION BOOKS

1156 Mass. Ave. 02138 (492-5443)  
*Mon 1-5; Tues-Fri 1-7; Sat 12-7; Sun 12-6.*  
Revolutionary Marxism and Maoism, RCP, USA, Black Studies, Africa and the Caribbean, Women, Native American, Media and Cultural Studies, Third World Culture. T-shirts, buttons, posters and stickers.

### 29 PS SASUGA JAPANESE BOOKSTORE

7 Upland Rd. Cambridge, MA 02140 (497-5460)  
*Mon-Fri 11-8; Sat 10-8; Sun 12-6.*  
New England's only Japanese bookstore, specializing in Japanese books, magazines, comics, software, compact discs, and books about Japan in English.

### 30 HS SAVANNA BOOKS

Prop. Gail Willett.  
1132 Mass. Ave. 02138 (868-3423)  
*Mon-Sat 11-5:30; Thurs 11-7.*  
Specializing in books about people of color. Mail order; Bookfairs; Special orders; Workshops.

### 31 HS SCHOENHOF'S FOREIGN BOOKS, INC.

76A Mount Auburn St. 02138 (547-8855)  
*Mon-Sat 10-6; Thurs 10-8.*  
French, Spanish, German, Italian, and Russian literature, nonfiction and children's books, as well as dictionaries, grammars, audio courses, and reference books in over 275 languages. Mail order services and special orders for in-print titles from over 50 countries.

### 32 HS SEVEN STARS

58 JFK St. 02138 (547-1317)  
*Mon-Sat 10-10; Sun 12-9.*  
New Age books, crystals, gems and minerals, incense, meditation cushions, oriental and western statues. Classes, workshops, and psychic readings.

### 33 HS STARR BOOKSHOP, INC.

29 Plympton St. 02138 (547-6864)  
*Mon-Wed 10-7; Thurs-Sat 10-9; Sun 12:30-6.*  
Used and out-of-print: sets, scholarly books, literature, history, science, philosophy, classics, cookbooks, general.

### 34 HS WORDSWORTH BOOKS

30 Brattle St. 02138 (354-5201)  
*Mon-Sat 9-11:15; Sun 10-10:15.*  
The *complete* discount bookseller. Over 100,000 titles in 95 categories. Every book discounted except textbooks and special orders. Mail orders, special orders, out-of-print searches.

**All telephone area codes are 617.**



VISITOR INFORMATION



## UNITED AIRLINES

United Airlines is offering 5% off the lowest applicable fares (applies to first class) and 10% off non-restrictive coach fare. Call 1-800-521-4041 and refer to Code #504PT.

## Cambridge

Office for Tourism

Only a river away from Boston, Cambridge is a world apart! While in Cambridge visiting the Museum of Science, stop by the Cambridge Visitor Information Booth, adjacent to the MBTA station in Harvard Square. For more information call 1-800-862-5678.



Greater Boston Convention and Visitors Bureau, Inc.  
Prudential Tower, P.O. Box 990468  
Boston, MA 02199-0468.  
Call toll-free 1-888-SEE-BOSTON  
or visit our Web Site at  
[www.bostonusa.com](http://www.bostonusa.com)

*This special initiative is brought to you by Massport  
and the Greater Boston Convention & Visitors Bureau.*



**1-888-SEE-BOSTON**



LEONARDO  
DA VINCI



LEONARDO  
da VINCI

SCIENTIST

INVENTOR

ARTIST

Museum of Science, Boston  
March 3 through September 1, 1997

We'd love to show you around.

**MASSACHUSETTS**  
Greater Boston Convention & Visitors Bureau



Discover the genius of one of history's greatest minds at Boston's Museum of Science, the only United States stop for *Leonardo da Vinci: Scientist, Inventor, Artist*. The exhibit runs from March 3 through September 1, 1997 and features over 200 images from the entire spectrum of his work - from fine art to sketches on flight, anatomy and engineering, dozens of working, interactive scale models of his inventions and interactive CD-ROMs providing information on his life and times.

To help you meet this Renaissance Man, the **Greater Boston Convention & Visitors Bureau** is pleased to present an array of hotel, restaurant and tour packages. Plan on visiting the exhibit in the early part of the year, before tickets are sold out, and take advantage of special hotel rates and restaurant menus featuring the delicious foods of Leonardo's Italy.

Tickets with a specific date and time are available by calling the Museum of Science at (617) 523-1441. But, if you want to be treated like a VIP, stay overnight in the Boston area, take advantage of the hotel and ticket voucher packages (tickets with no time restrictions) and visit the exquisite *Leonardo da Vinci* at your leisure. Tour the area and sample the fine foods of Leonardo's country home right in Boston's backyard. Better come early, tickets are going fast.

*This brochure is funded in part by the Commonwealth of Massachusetts, Department of Economic Development/Office of Travel and Tourism.*



#### PARTICIPATING HOTELS WITH TICKETS\* TO LEONARDO DA VINCI

- Boston Back Bay Hilton, Boston (800) 874-0663
  - Boston Harbor Hotel, Boston (800) 752-7077
  - Boston Marriott Hotel Copley Place, Boston (800) 228-9290
  - Boston Marriott Hotel, Cambridge (800) 228-9290
  - Holiday Inn Select Government Center, Boston (800) HOLIDAY
  - Hyatt Regency, Cambridge (800) 233-1234
  - Hotel Meridien, Boston (800) 543-4300
  - The Regal Bostonian, Boston (800) 343-0922
  - Sheraton Boston Hotel & Towers, Boston (800) 325-3535
  - Sheraton Tara, Newton (800) THE TARA
  - Swissotel, Boston (800) 621-9200
  - Westin Hotel Copley Place, Boston (800) 228-3000
- \*tickets with no date or time restrictions*



#### HOTELS, RESTAURANTS & CRUISE COMPANIES OFFERING SPECIAL LEONARDO DA VINCI PACKAGES

*please call them directly for details*

- Bed & Breakfast Associates Bay Colony (888) 347-5088
  - Best Western Homestead Inn, Cambridge (800) 528-1234
  - Boston Marriott Long Wharf Hotel, Boston (800) 228-9290
  - Boston Park Plaza Hotel, Boston (800) 225-2008
  - Holiday Inn, Somerville (617) 628-1000
  - Hostelling International (800) 909-4776 ext. 07
  - Ramada Plaza, Woburn (800) 2-RAMADA
  - South Bay Hotel (617) 288-3030
  - The Tremont House, Boston (800) 331-9998
  - Westin Hotel, Waltham (800) 228-3000
- Hard Rock Cafe, 131 Clarendon St., Boston (617) 353-1400
  - Papa-Razzi Trattoria & Bar, Cambridge  
Cambridge (617) 577-0009
  - Papa-Razzi, 271 Dartmouth St., Boston (617) 536-9200
- Odyssey Cruises (800) 9 GO SAIL



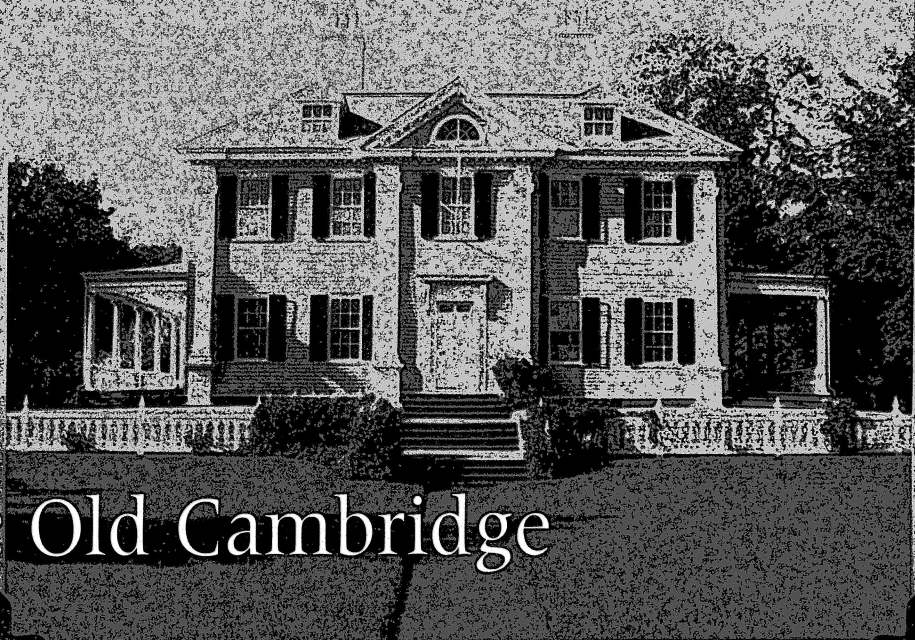
#### SPECIAL GROUP TOURS

- Best Western Terrace Inn Motor Lodge (800) 242-8377
- Boston By Design (617) 232-9450



#### PARTICIPATING BOSTON RESTAURANTS

- The Commonwealth Brewery, 138 Portland St., (617) 424-8300
- Fillipo Restaurant, 283 Causeway St., (617) 742-4143
- Hampshire House, 84 Beacon St., (617) 227-9600
- Kashmir Restaurant, 279 Newbury St., (617) 536-1695
- Piazza, 285 Causeway St., (617) 227-2660
- Tapeo Restaurant & Tapas Bar, 266 Newbury St., (617) 267-4799



# Walking Tour: Old Cambridge



A self-guided tour which covers the original village of *Newtowne*—established by founders of the Massachusetts Bay Colony in 1630.

## OVERVIEW

The early settlers chose not to locate their seat of government at Boston, where an open peninsula would have left the governor and his assistants vulnerable to attack. Instead, they picked a defensible hill across the Charles River near the ancient path from

Charlestown to Watertown. The site was accessible to the sea, yet difficult to approach undetected.

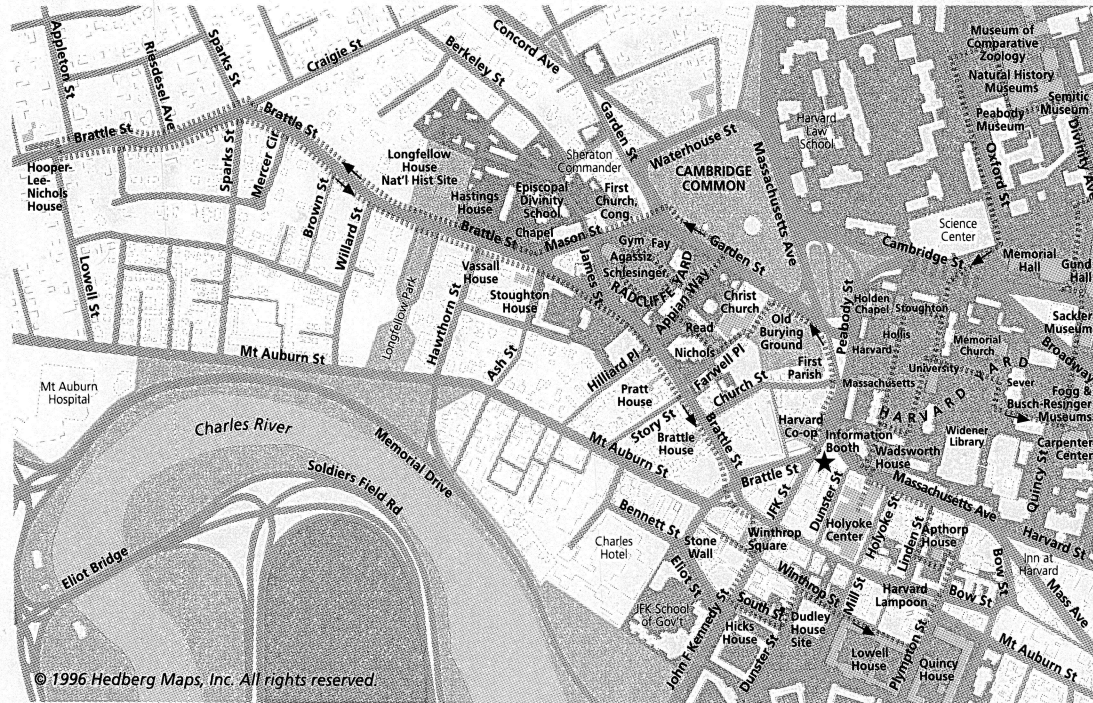
The customs and institutions of Newtowne's first residents are discernible in the street plan of their settlement, which survives almost intact in Harvard Square. Newtowne was laid out according to English precedent with a

meetinghouse and marketplace in the center; houses, gardens, and common grazing land surrounded by farmland and pastures on the outermost fringes. In 1636, Harvard College was founded to train Puritan clergy and political leaders and the town was renamed Cambridge, for the English university that many of the settlers had attended.

In 1775, Cambridge witnessed the beginning of the Revolutionary War. After the Battle of Lexington and Concord in April of that year, militias from throughout New England gathered on Cambridge Common. In July, General George Washington arrived to take command of the Continental Army and kept his headquarters in Cambridge until the end of the Siege of Boston in March 1776.

After the Revolution, new bridges over the Charles River made Old Cambridge more accessible to Boston and opened Cambridgeport and East Cambridge for development. In 1846, Cambridge was incorporated as a city, and with successive waves of immigrants over the next 100 years, the remaining land gradually filled with homes and industries.

The neighborhood of Old Cambridge remains a residential, commercial, and academic center. The buildings on this tour span four centuries of Cambridge history and have witnessed the development of a wilderness village into an international community.



1 COURTHOUSE AND  
FOURTH MEETINGHOUSE

**Beginning at the Information booth in Harvard Square, cross Massachusetts Avenue to the Harvard Coop.**

Here stood a courthouse where, on September 2, 1774, patriots forced Judges Danforth and Lee to resign from the King's Mandamus Council. Opposite this site, in 1779, the first popularly elected constitutional convention met in the Fourth Meetinghouse and wrote the oldest constitution still in effect. The model for the U.S. Constitution, it continues to govern Massachusetts today.

2 FIRST PARISH CHURCH

**Walk up one block of Massachusetts Avenue to its intersection with Church Street**

The wooden First Parish Church (1833) was designed in the Gothic Revival style by Isaiah Rogers and built, in part, with funds contributed by Harvard College in exchange for student pews.

3 THE OLD BURYING GROUND

**Continue north of the First Parish Church.**

The Old Burying Ground, also known as God's Acre, was set aside from public lands before 1635. Here are buried the earliest Harvard presidents and ministers and many colonial settlers such as Stephen Daye, the first printer in the colonies. Several veterans of the Revolution, including two black soldiers, Cato Stedman and Neptune Frost, also lie here.

4 CHRIST CHURCH

**Follow the iron fence around the corner past the 1734 milestone (note its conflicting legends).**

Christ Church (1761), the oldest church building in Cambridge, was designed by Peter Harrison, America's first trained architect; he also designed King's Chapel in Boston. After most of its Tory congregation fled from Cambridge in 1774, the church was used as a barracks by Connecticut troops and its organ pipes were melted for bullets. The church reopened

for services on New Year's Eve, 1775, when George and Martha Washington worshipped there.

5 NICHOLS HOUSE AND  
READ HOUSE

**Take the path between the church and graveyard to Farwell Place. Walk halfway down the block to the house on the right.**

The Nichols House (1827) was the home of John Nichols, a noted surgeon who served the northern army during the Civil War.

**Follow the brick path to the right of the house to a small courtyard.**

The Read House (c. 1772), is one of the few remaining houses of a patriot family in Cambridge. James Read, a tanner, marched with the Cambridge militia on the day of the skirmishes at Lexington and Concord.

6 RADCLIFFE YARD

**Continue west across Appian Way and enter Radcliffe Yard through the gate in the brick wall.**

Radcliffe College was begun in 1879 as the Collegiate Institute for Women. There, Harvard faculty

instructed women in separate classes until 1943. The first college building, Fay House (1807), was originally a Federal mansion. The three linked buildings, Hemenway Gymnasium (1898), the Agassiz House (1904), and the Schlesinger Library (1907), are important examples of Colonial Revival architecture.

7 CAMBRIDGE COMMON

**Return to Appian Way, turn left, and walk to Garden Street. Cross to the Common.**

The Cambridge Common has been the focal point of political, religious, and social activity in Cambridge for over 350 years. Originally four times as large, the land was set aside in 1631 for grazing cattle, training militia, and holding assemblies. Here annual elections were held under the "Election Oak," and George Whitefield delivered his controversial sermons under the "Whitefield Elm."

*(continued above)*

The Common was the center of rebel activity in the early years of the Revolution. When General George Washington arrived in Cambridge on July 2, 1775, the Common was already the main camp and training ground of the new Continental Army. Today three British cannon captured by patriots in 1775 are to the left of the Civil War monument (1869). Barracks for the Revolutionary troops stood at the northwest corner of the Common near the Waterhouse House (c. 1753), at 9 Waterhouse Street. This was the home of Dr. Benjamin Waterhouse, who introduced the smallpox vaccine to America in 1800. The only other Revolutionary building facing the Common is Christ Church. The Common, once cut by thoroughfares, was enclosed as a public park in 1830.

**8** FIRST CHURCH,  
CONGREGATIONAL

**Cross back over Garden Street to the corner of Mason Street.**

Along with the First Parish Unitarian Universalist, this is the

oldest congregation in Cambridge. Originally the two churches were united, but a religious controversy early in the 19th century caused them to split. The tower is topped by a gilded weathercock (1721) made by Shem Drowne, who also made the grasshopper atop Faneuil Hall in Boston.

**9** EPISCOPAL  
DIVINITY SCHOOL

**Continue along Mason Street to Brattle Street.**

The Episcopal Divinity School, marked by St. John's Chapel (1868), was designed by William Ware and Henry Van Brunt. The statue of a grieving man outside the chapel is dedicated to a student and civil rights worker who was shot in Alabama in 1965.

**10** HASTINGS HOUSE

**Continue down Brattle to the next house on the right.**

The Hastings House (1845) was built by Oliver Hastings, a lumber merchant and builder. It now houses Divinity School faculty.

**11** LONGFELLOW NATIONAL  
HISTORIC SITE

**Continue to the next house, 105 Brattle Street.**

Built in 1759, this mansion belonged to Loyalist John Vassall, Jr., whose family were wealthy West Indian plantation owners. After Vassall fled from Cambridge at the beginning of the Revolution, the house served as the quarters of General George Washington during the Siege of Boston (July 1775–March 1776). In 1791 the estate was purchased by Andrew Craigie, the first Apothecary General of the American Army and the developer of East Cambridge. Craigie died in 1819, so deeply in debt that his widow was forced to rent rooms. The poet Henry Wadsworth Longfellow came to the house as a lodger in 1837 and became its owner after his marriage to Frances Appleton in 1843. Longfellow's descendants turned the house over to the National Park Service in 1974.

**12** HOOPER-LEE-NICHOLS HOUSE

**Continue a half mile west to 159 Brattle Street.**

Among the Loyalist mansions that gave Brattle Street its nickname of Tory Row is the Hooper-Lee-Nichols House (1688), one of the two oldest homes in Cambridge. Today it houses the Cambridge Historical Society.

**13** HENRY VASSALL HOUSE

**Walk toward Harvard Square on the south side of Brattle Street to the corner of Hawthorn Street.**

The 8-foot-square chimney in this house dates from the mid-17th century. During the 18th century, the house was remodeled by the Vassall family. After they fled Cambridge, the house served as the Army's medical headquarters.

**14** STOUGHTON HOUSE

**Continue to the intersection of Brattle and Ash Streets.**

The shingled Stoughton House (1882–1883) was designed by H. H. Richardson, the noted architect



who also designed Austin and Sever Halls at Harvard and Trinity Church in Boston.

15 DEXTER PRATT HOUSE

**Continue on Brattle Street past the Loeb Drama Center.**

The home of Dexter Pratt, Longfellow's village blacksmith, is set back from the street behind a terrace. A granite marker indicates the site of the spreading chestnut tree, memorialized in a Longfellow poem.

16 BRATTLE HOUSE

**Continue toward Brattle Square.**

Brattle House (1727) was built for William Brattle, a prominent Cambridge citizen who served, at various times, as a physician, preacher, lawyer, and attorney general. Brattle was also an officer of the local militia until forced to flee Cambridge due to his Tory sympathies. During the Revolution, Major Thomas Mifflin, Commissary General of the Continental Army, stayed here.

17 WINTHROP SQUARE AND OLD STONE WALL

**Walk down Brattle Street, cross the traffic island, and walk one block up Mount Auburn Street.**

Winthrop Square, now a city park, was the open marketplace of the village during the 17th and 18th centuries. A detour down Winthrop Street leads to a glimpse of the topography of ancient Cambridge. Near the end of the street, on the left, is a stone wall dating from the 18th century. The wall reflects the original grade of the hill, which rose from a tidal creek in Eliot Square.

18 HICKS HOUSE

**Return to John F. Kennedy Street, turn right, cross to South Street.**

The frame Hicks House (1762), on the southeast corner of JFK and South Streets, belonged to John Hicks, a carpenter who, according to family legend, took part in the Boston Tea Party. He was one of three Cambridge patriots killed in North Cambridge during a skirmish with British soldiers as they retreated from Concord on April 19, 1775.

19 GOVERNOR THOMAS DUDLEY HOUSE

**Walk up South Street and turn left onto Dunster Street.**

Between the houses at 17 South Street (1826) and 69 Dunster Street (1829) is a granite marker on the site of Governor Thomas Dudley's home in 1630. When Governor Winthrop moved the seat of colonial government to Boston in 1634, Dudley was one of the few officials to remain in Cambridge.

20 LOWELL HOUSE, QUINCY HOUSE, AND HARVARD LAMPOON

**Continue on Dunster Street one block to Winthrop Street.**

Lowell House (1929) is one of Harvard's undergraduate houses. The steps along its north side lead down to Plympton Street, where, at the end of the street, you can see the banks of the Charles River.

**Turn left on Plympton Street.**

Quincy House (1958), on the right, is another of Harvard's

undergraduate houses. The Castle (1909) of the Lampoon, Harvard's undergraduate humor magazine, can be seen just across Mount Auburn Street on the left.

21 APTHORP HOUSE

**Go past the Lampoon halfway up Plympton Street. On the left side, enter by a gate at the granite marker and follow the path to the front of the white wood frame house.**

The lavish Apthorp House (1760) was built for the first rector of Christ Church, East Apthorp. Nicknamed "the Bishop's Palace" by Cambridge Puritans, the religious and political controversy it caused was so intense that Apthorp soon returned to England. During the Siege of Boston, the house held Continental Army troops. General Burgoyne and his officers were quartered here after their defeat at Saratoga.

22 HARVARD INFORMATION

**Cross through the courtyard, turn right after the Linden Street gate and then left on Massachusetts Avenue. Go up a block and enter the Holyoke Center plaza between Holyoke and Dunster Streets.**

The Harvard Information Center, just off the Holyoke Center plaza, provides a comprehensive guide to Harvard, and daily campus tours are conducted by student guides.

*Open Monday–Saturday 9:00–4:45  
Tours: (Academic Year) Monday–Friday, 10:00 and 2:00, Saturday 2:00  
(Summer) Monday–Saturday 10:00, 11:15, 2:00, and 3:15; Sunday 1:30 and 3:00*

23 WADSWORTH HOUSE

**Cross Massachusetts Avenue.**

The yellow frame house facing the avenue is Wadsworth House (1726), built by the colonial legislature as a home for Harvard presidents.

24 HARVARD YARD

**Enter the Yard between Wadsworth House and Lehman Hall.**

Harvard Yard is so named because the original “colledge” building was bordered by cowyards. The oldest

Harvard building still standing is Massachusetts Hall (1718). Harvard Hall (1764) housed the first classroom. Also in the Yard are Holden Chapel (1742); Hollis Hall (1762); Stoughton Hall (1804) and the granite University Hall (1813–1815), both designed by the noted Boston architect Charles Bulfinch; and an idealized statue of John Harvard by Daniel Chester French.

Beyond University Hall stand Memorial Church (1931) and H. H. Richardson’s Sever Hall (1878). Inside Widener Library, with its monumental steps, are panoramic models of Cambridge and Harvard in 1667, 1775 and 1936.

25 THE CARPENTER CENTER AND HARVARD ART MUSEUMS

**Pass through the gate beyond Sever Hall onto Quincy Street.**

On the right, the Carpenter Center for the Visual Arts (1961) is the only building in North America designed by the distinguished Swiss architect Le Corbusier. To the left is the Fogg Art Museum (1927), Harvard’s collection of art representing Europe and

North America from the Middle Ages to the present; and the Busch-Reisinger Museum (1991), specializing in the arts of German-speaking Europe. The Sackler Museum (1985) houses collections of ancient, Asian, Islamic, and Later Indian art.

26 MEMORIAL HALL

**To the left of the Fogg Art Museum, continue along Quincy Street to the Graduate School of Design’s Gund Hall (1969). Go left at the intersection.**

Designed in the High Gothic style by William Ware and Henry Van Brunt, this building is a memorial to Harvard’s Civil War dead. Today it houses the Annenberg Dining Hall, Loker Student Commons, and Sanders Theatre.

27 HARVARD SEMITIC MUSEUM AND MUSEUMS OF CULTURAL AND NATURAL HISTORY

**Continue along Quincy Street to the corner of Kirkland Street and cross to Divinity Avenue.**

The Harvard Semitic Museum (1889) offers special exhibitions on Semitic languages and history.

Farther along Divinity Avenue are the Museums of Cultural and Natural History, which include the Botanical Museum, housing the Ware Collection of glass flowers; the Mineralogical and Geological Museum; the Museum of Comparative Zoology; and the Peabody Museum of Archaeology and Ethnology.

**To return to Harvard Square, turn left on Oxford Street and cross Kirkland Street walking between Memorial Hall and the Harvard Science Center to reenter Harvard Yard. Continue through to Massachusetts Avenue.**

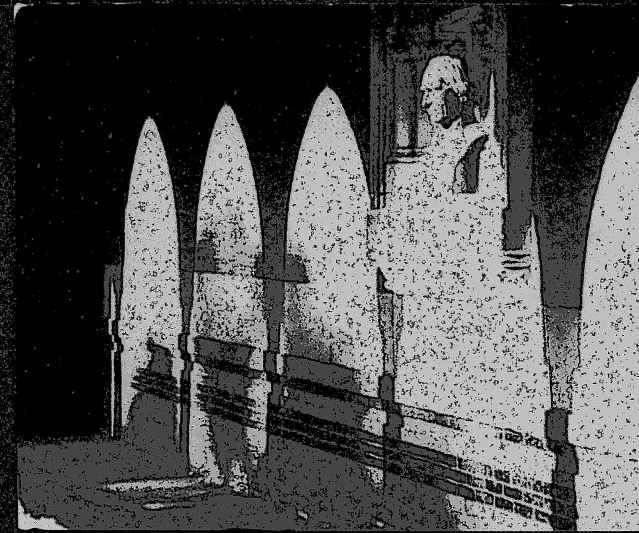
**Photographs**

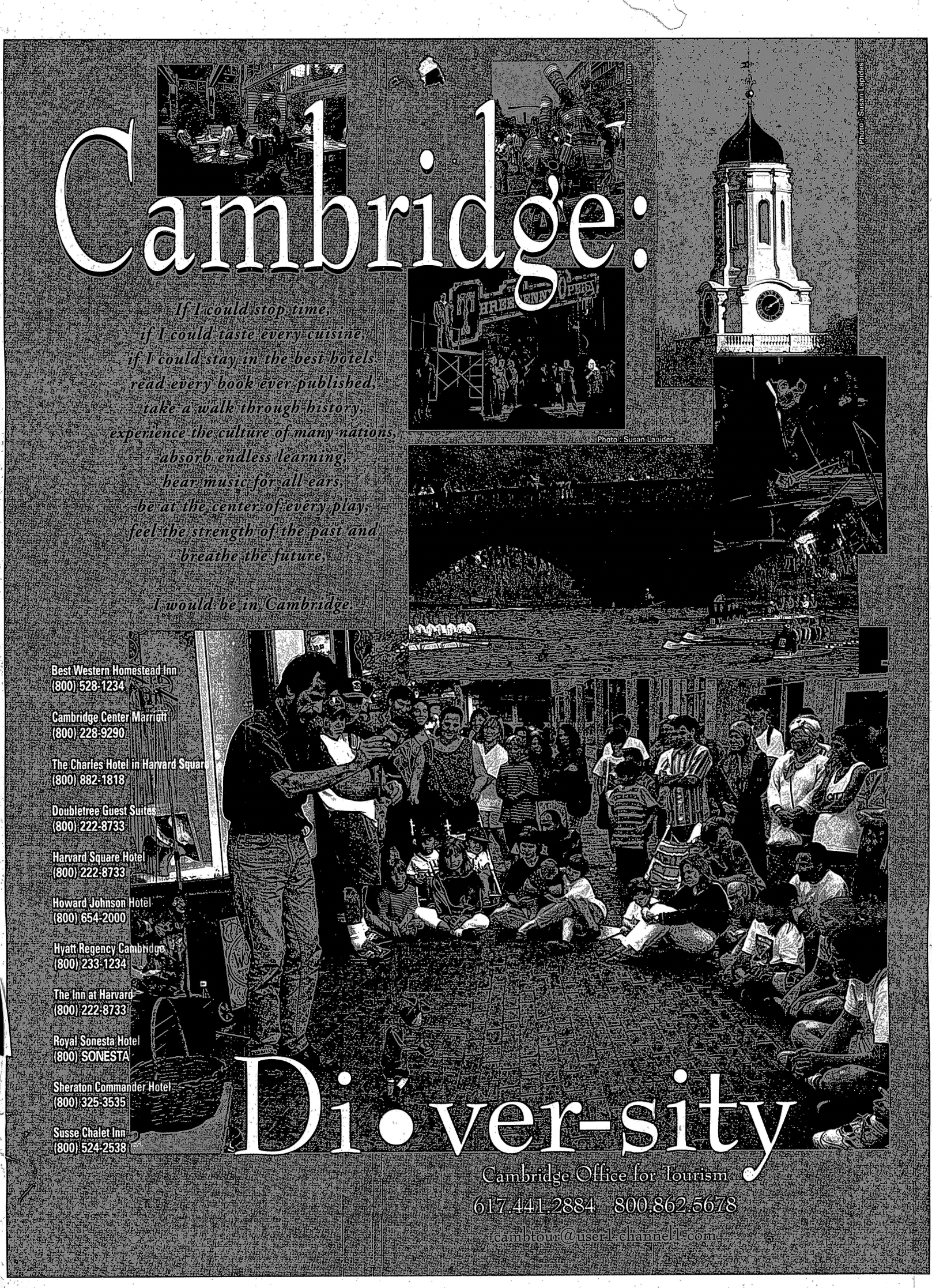
*Listed clockwise from upper left  
Cover: Christ Church, Longfellow National Historic Site, Charles River from the chimney of the Cambridge Electric Light Co. in c. 1905, Read Block—corner of JFK Street and Massachusetts Avenue, in 1907*

*Panel One: Rev. East Aphorhp house in c. 1885, Memorial Hall, Brattle Street horsecar in c. 1890, Palmer Street—Harvard Square, in 1909*

*Panel Two: Harvard Square in c. 1870, Corner of JFK and Brattle Streets, in 1908, Detail: the Castle of the Lampon, Harvard Square from the entrance of the Harvard Coop in c. 1926, Cambridge Common*

*Photographs: Cambridge Historical Commission  
Produced by the Cambridge Office for Tourism (617) 441-2884, and the Cambridge Historical Commission (617) 349-4683.*





# Cambridge:

*If I could stop time,  
if I could taste every cuisine,  
if I could stay in the best hotels,  
read every book ever published,  
take a walk through history,  
experience the culture of many nations,  
absorb endless learning,  
hear music for all ears,  
be at the center of every play,  
feel the strength of the past and  
breathe the future,*

*I would be in Cambridge*

Best Western Homestead Inn  
(800) 528-1234

Cambridge Center Marriott  
(800) 228-9290

The Charles Hotel in Harvard Square  
(800) 882-1818

Doubletree Guest Suites  
(800) 222-8733

Harvard Square Hotel  
(800) 222-8733

Howard Johnson Hotel  
(800) 654-2000

Hyatt Regency Cambridge  
(800) 233-1234

The Inn at Harvard  
(800) 222-8733

Royal Sonesta Hotel  
(800) SONESTA

Sheraton Commander Hotel  
(800) 325-3535

Susse Chalet Inn  
(800) 524-2538

# Di•ver-sity

Cambridge Office for Tourism  
617.441.2884 800.862.5678

[cambtour@user1-channel.com](mailto:cambtour@user1-channel.com)



# Miles of Styles

Packed with high style and international flair,  
Cambridge is Boston's Left Bank. For great  
food, fashion, art and accommodations,  
discover the stylish side to Boston—  
on the other side of the Charles.

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# Greater Boston

THE SPIRIT OF REVOLUTION is alive and well in Boston. Already a first-tier city for meetings and exhibitions, Boston is poised to break new ground with an even bigger and better convention center. When the legislature couldn't get the ball rolling, Boston Mayor Tom Menino, Massachusetts Governor Bill Weld, and leaders of the convention and visitor industry banded together this summer to jump-start a \$5 million site study. The focus is on a South Boston location proposed by the mayor for a 650,000-square-foot facility.

—by Irene Korn

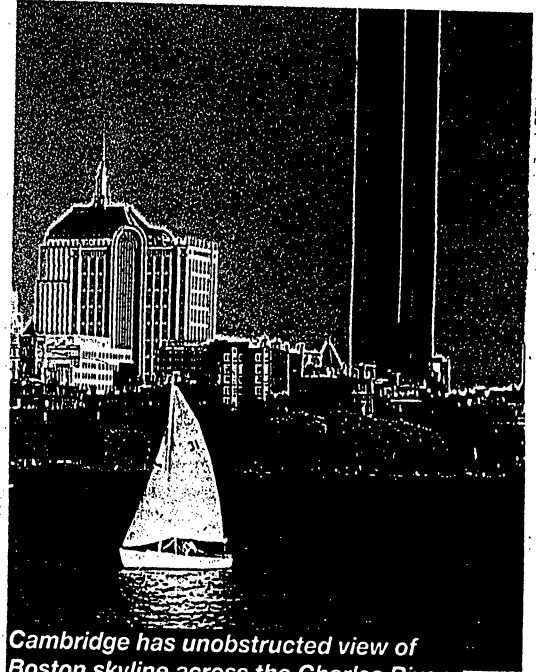
**Meeting Facilities** The 30-acre downtown Boston Convention Complex houses the Hynes Convention Center, three hotels (Sheraton Boston; Boston Marriott, Boston Westin Copley Place) with a total of 3,000 guest rooms, and more than 200 fine shops and restaurants, all connected by climate-controlled walkways.

**John B. Hynes Veterans Memorial Convention Center**, 900 Boylston St., 02115; (617) 954-2000, Fax (617) 954-2125. New England's largest conv. ctr., with 360,000 sf mtg & exhibit space on 3 flrs. Exhibit space totals 193,000 sf in 5 halls; 38 mtg rms (450); divisible 25,000 sf ballrm seats 2,400; auditorium seats 4,200. Simul. trans. equip't. Within walking dist. of 6,500 hotel rms, incl. the 3,000 in Convention Complex.

**Bayside Conference & Expo Center**, 200 Mt. Vernon St., 02125; (617) 474-6000, Fax (617) 265-8434. Exhibit space totals 240,000 sf in 4 connecting single-level halls; 36,000 sf mtg space in 7 rms adj. to halls (1,355). South of downtown Boston.

**Boston Park Plaza Castle Conference Center**, 64 Arlington St., 02116; (617) 426-2000, Fax (617) 467-7456. Exhibit space totals 18,000 sf on one level; trade show capacity 110 booths; accommodates 1,000 for banquets. Built as armory in 1891, castle is designated Back Bay National Historic Landmark.

**Conference Center at One Financial Center**, One Financial Center, 02111; (617) 348-8335, Fax (617) 348-8337. Three conf. rms, each seating 100 theater style; atrium balcony accommodating 250



Cambridge has unobstructed view of Boston skyline across the Charles River.

for reception. Adj. to South Street Station. **Exchange Conference Center** at the Boston Fish Pier, 212 Northern Ave., 02210; (617) 790-1900, (888) 55-EXCHANGE, Fax (617) 790-1910. 11 mtg rms seat 6 to 15 people; Grand Room seats 100 theater style. Opened June 1996 on Boston waterfront opp. Logan airport and adj. to World Trade Center. Completely refurb. Exchange Bldg. features state-of-the-art communications sys-

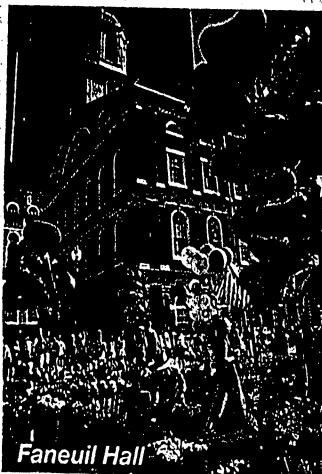
## Shopping

Shopping possibilities in Boston run the gamut from bargain-basement deals to certified Early American antiques. To sweeten the pot, there's no sales tax on clothing in Massachusetts; other items are taxed at 5 percent.

Hundreds of stores and upscale boutiques in the two-level Copley Place and newly renovated Prudential Center provide convention center attendees with a quick shopping fix without having to venture outside.

Back Bay is also the location of 10-block Newbury Street, which was the only place to shop in Boston a hundred years

ago. Today, the street is still a favorite, with trees, gas lanterns, outdoor cafes, international designer boutiques, and



Faneuil Hall

brownstones housing jewelry and antiques stores. In recent years, Newbury Street has seen the addition of such national retail outlet stores as Timberland and Reebok; the \$14 million, three-floor superstore Nike Town is slated to open in January.

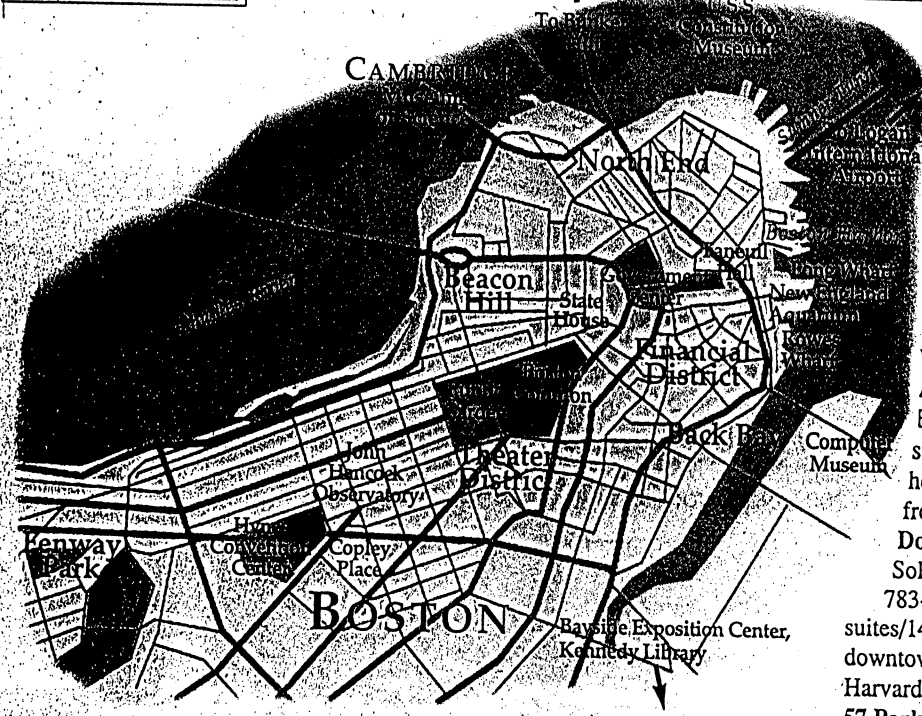
The four-floor Boston Antique Center and Beacon Hill's Charles Street sing siren songs for antiques lovers, while the Faneuil Hall Marketplace, with its 125 shops and 21 restaurants housed in three beautifully restored 19th-century buildings, attracts some 14 million visitors annually. The Marketplace's Bull Market Pushcarts show-

case the wares of more than 100 New England artisans.

For traffic-free strolling and browsing, visitors head to Downtown Crossing with its 300 shops, department stores, and kiosks, vendors, and pushcarts. It's anchored by the original Filene's Basement, founded in 1908 and known for its innovative automatic markdowns: Every piece of merchandise carries a tag listing the date the item was first offered for sale. After 14 days, the price is reduced by 25 percent; after 21 days, by 50 percent; after 28 days, by 75 percent.

Unsold items are then donated to charity.

**SITE SELECTION** Boston



tems, incl. surround sound, remote telephone & videoconf., provision for AV feed, sound system for hearing impaired. **John Hancock Conference Center**, 40 Trinity Pl., 02116; (617) 572-7700, Fax (617) 572-7709. Multipurpose facility has 23 mtg rms seating 6 to 1,132 people; 64 guest rooms. **World Trade Center Boston**, 164 Northern Ave., 02210; (617) 439-5000, (800) 367-9822, Fax (617) 439-5090. Three-level waterfront center in landmark former passenger terminal with total 850,000 sf of space. Ground-level 120,000 sf exhibit hall; three 6,000 sf ballrms with water & city views; 418-seat multimedia amphitheater; 24 mtg rms (600) with global videoconf. facilities & fiber-optic wiring. 2,000 hotel rooms nearby. Ground was broken across the street in fall 1995 for 426-room World Trade Center Hotel, slated

to open in early 1998. **Hotels Guest rooms:** Greater Boston, 22,784 in 95 hotels (Boston 12,325 in 39 hotels; Cambridge 2,310 in 10 hotels). **Hotel tax:** 9.7 percent. **Value season:** Winter. The most challenging time of year to book hotel space in the Boston area is May-June. In 1995, there were 64 college commencements during that period. **Boston Boston Harbor Hotel**, 70 Rowes Wharf, 02110; (617) 439-7000, (800) 752-7707, Fax (617) 330-9307; 202 rms/28 suites/7 mtg rms (250). Water taxi service to/from airport; walking dist. to Quincy Market & Financial District. **Boston Park Plaza Hotel & Towers**, 64 Arlington St., 02116; (617) 457-2241; (800) 225-2008, Fax (617) 654-1999; 936 rms/24 suites/38 mtg rms (1,800). Adj. to Boston Park Plaza Castle. Has created an

award-winning environmental program. **Colonnade Hotel**, 120 Huntington Ave., 02116; (617) 424-7000, Fax (617) 424-1717; 265 rms/20 suites/8 mtg rms (450). Boutique-style hotel in Back Bay. **The Copley Plaza - A Wyndham Hotel**, 138 St. James Ave., 02116; (617) 267-5300, Fax (617) 437-0794; 317 rms/56 suites/11 mtg rms (700). Historic hotel in heart of Back Bay; 3 blks from conv. ctr. **Doubletree Guest Suites**, 400 Soldiers Field Rd., 02134; (617) 783-0090, Fax (617) 783-0189; 310 suites/14 mtg rms (250). Two mi. from downtown Boston, one mi. from Harvard Square. **57 Park Plaza Hotel**, 200 Stuart St., 02116; (617) 457-2632, Fax (617) 451-2750; 354 rms/6 suites/9 mtg rms (700). Will become a Radisson April 1, 1997. **Four Seasons Boston**, 200 Boylston St., 02116; (617) 351-2011, Fax (617) 423-0154; 220 rms/68 suites/9 mtg rms (500). Modern hotel downtown overlooking Public Garden. **Hilton Back Bay**, 40 Dalton St., 02115; (617) 236-1100, Fax (617) 867-6158; 330 rms/5 suites/14 mtg rms (320). Across from Hynes Conv. Ctr.; currently adding 300 rooms. **Le Meridien Boston**, 250 Franklin St., 02110; (617) 451-1900, Fax (617) 423-2844; 304 rms/22 suites/9 mtg rms (350). Housed in former Federal Reserve Bank bldg. in center of financial district, hotel is a National Historic Landmark. **Lenox Hotel**, 710 Boylston St., 02116; (617) 536-5300, (800) 225-7676, Fax (617) 266-7905; 214 rms/9 mtg rms (225).

**Cambridge** Tradition of Change

To call Cambridge a college town is simplistic. Yes, it's the site of Harvard University (founded here in 1636 as Harvard College) and the renowned Massachusetts Institute of Technology (MIT). Yes, it's home to a revolving population of 28,000 students from more than 100 countries. Yes, it shines with the vibrancy of college life—coffee houses where political conversations

and debates flourish, bookstores where the classics sell as well as current bestsellers, and street performers who set up wherever whim decides. But the little city across the river is so much more: the original seat of government of the Massachusetts Bay Colony, home of the 19th-century poet Henry Wadsworth Longfellow (the residence is now a National Historic Monument), and start-

ing place for then-unknowns Joan Baez, Jackson Browne, and Tracy Chapman. Built in European style, with independent squares forming the nucleus for residences, restaurants, and markets, Cambridge is a walkable city well served by public transportation. Daily tours are available at Harvard, alma mater of six U.S. Presidents and scores of other distinguished leaders.



Tracy Chapman

Turn-of-the-century European-style hotel in heart of Back Bay. Has won many awards for its environmental program.

**Marriott Copley Place**, 110 Huntington Ave., 02116; (617) 236-5800, Fax (617) 424-9378; 1,070 rms/77 suites/38 mtg rms (3,100). Part of Boston Conv. Complex; connected by walkway to Hynes Conv. Ctr.

**Marriott Long Wharf Boston**, 296 State St., 02109; (617) 227-0800, Fax (617) 227-8595; 385 rms/15 suites/17 mtg rms (1,050).

**Omni Parker House**, 60 School St., 02108; (617) 227-8600, Fax (617) 523-5716; 535 rms/14 mtg rms (500). On Freedom Trail in center of financial district. First opened 1855.

**Ritz-Carlton Boston**, 15 Arlington St., 02117; (617) 536-5700, Fax (617) 536-9340; 230 rms/48 suites/13 mtg rms (350). Opened in 1927, posh hotel retains old-style elegance with such touches as elevator operators and harp music in lobby.

**Sheraton Boston Hotel & Towers**, 39 Dalton St., 02199; (617) 236-2000, Fax (617) 236-1702; 1,033 rms/158 suites/44

**Resources**

The Greater Boston Convention & Visitors Bureau, P.O. Box 990-388, Prudential Tower, Boston, MA 02199-0438; (617) 536-9427, (800) 888-5515, Fax (617) 424-7664. Web site: [www.bostonusa.com](http://www.bostonusa.com). Richard Green, VP/Sls. Cambridge Office of Tourism, 18 Brattle St., 3rd Flr., Cambridge, MA 02138; (617) 441-2884; (800) 862-5678; Fax (617) 441-7736.

mtg rms (1,100). Part of Boston Conv. Complex; connected by walkway to Hynes Conv. Ctr.

**Swissôtel Boston**, One Ave. de Lafayette, 02111; (617) 451-2600, Fax (617) 451-0054; 455 rms/42 suites/17 mtg rms (700). European-style luxury hotel in financial district near Boston Common.

**Tremont House Hotel**, 275 Tremont St., 02116; (617) 426-1400, (800) 331-9998, Fax (617) 338-7881; 282 rms/8 mtg rms (450). Historic hotel in theater district.

**Westin Copley Place**, 10 Huntington Ave., 02116; (617) 262-9600, Fax (617) 424-8957; 755 rms/45 suites/23 mtg rms (2,000). Part of Boston Conv. Complex; connected by walkway to Hynes Conv. Ctr.

**Airport Holiday Inn Logan Airport**, 225 McClellan Hwy., 02128; (617) 569-5250, Fax (617) 561-0971; 350 rms/8 mtg rms (400). Formerly Ramada Logan Airport.

**Hyatt Harborside Conference Center & Hotel**, 101 Harborside Dr., 02128; (617) 568-1234, Fax (617) 568-6080; 259 rms/11 suites/19 mtg rms (420). Health club, pool, running trail. Served by Airport Water Shuttle to downtown Boston; trip takes 7 min.

**Logan Airport Ramada**, 75 Service Rd., East Boston 02128; (617) 569-9300, Fax (617) 567-3725; 546 rms/22 mtg rms (250). Formerly Hilton Logan Airport. On airport grounds; 24-hour pick-up from terminal.

**Cambridge Boston Marriott Cambridge**, Two Cambridge Ctr., 02142; (617) 494-6600, Fax (617) 494-0036; 431 rms/10 mtg rms (1,000). Overlooks Charles River; adj. to MIT.

**Charles Hotel in Harvard Square**, One Bennett St., 02138; (617) 864-1200, Fax (617) 661-5053; 252 rms/44 suites/12 mtg rms (500). In Harvard Square.

**Hyatt Regency Cambridge**, 575 Memorial Dr., 02139; (617) 492-1234,

**Tours** These Streets Are Made for Walking

The Freedom Trail, Boston's premier attraction, makes for an ideal group excursion: It's fun, it's educational, and it's free! (Note: Some of the sites do have entrance fees.) The three-mile walking tour includes 16 of the most treasured sites in American history, all relating to the American Revolution and the early years of the republic.

Tours begin at Boston Common, oldest public park in the country, which was originally used as a pastureland and military training ground. The National Park Service offers free guided tours to groups and individuals, or visitors on their own can follow the red line that leads from one location to the next.

Highlights of the tour include the site of the Boston Massacre, which helped fuel the spirit of rebellion in the fledgling Colonies; the *Old South Meeting House* (currently undergoing a \$7 million renovation), where Samuel Adams gave the signal to proceed with

the Boston Tea Party; the *Paul Revere House*, built around 1680, the oldest building in Boston; the *Old North Church/Christ Church*, where Sexton Robert Newman hung two lanterns ("one if by land, two if by sea") to signal that the British were on their way; and the *Bunker Hill Monument*, where a towering obelisk marks the site of one of the earliest battles of the Revolution.

Another popular walking tour is the Black Heritage Trail, which celebrates the history of Boston's African American community. The trail begins at Beacon Hill's *African Meeting House*, the oldest black church building still standing in the United States, and proceeds to 13 other sites, including the *Robert Gould Shaw and 54th Regiment Memorial*, which commemorates the service of blacks in the Civil War (the first black regiment in the North was recruited and led by Shaw, a young white officer from

Boston, who volunteered for the command); the *Lewis and Harriet Hayden House*, a stop along the "Underground Railroad"; and the *Phillips School*, one of the first desegregated public schools in Boston.

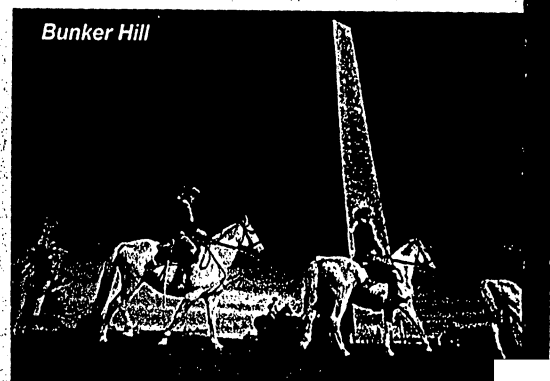
Call the Boston African American National Historic Site at (617) 742-5415 for more information, or to arrange a tour.

Numerous walking tours, sites, and neighborhoods highlight other nationalities and cultures represented in Boston. For example, before the area was called "New England," it was known as "New France," and the French Heritage Trail features contributions made by the French people to Boston and the American Revolution.

As the home of the sixth-largest Jewish community in the country, Boston has many landmarks relating to Jewish heritage and culture, including the

New England Holocaust Memorial, which was dedicated in the fall of 1995.

The nation's third-largest Chinese population can be found in Boston's small and densely populated Chinatown, while the



Bunker Hill

North End, oldest residential neighborhood in the city, beckons with such Italian culinary delights as pizza, homemade pastas, and cappuccino. The predominantly Irish South Boston, or "Southie," features historic attractions as well as the city's annual St. Patrick's Day Parade.

**SITE SELECTION****Boston**

Fax (617) 441-6489; 469 rms/34 mtg rms (900). Modern hotel on Charles River, minutes from downtown Boston. **Royal Sonesta**, 5 Cambridge Pkwy., 02142; (617) 491-3600, Fax (617) 661-5956; 384 rms/16 suites/15 mtg rms (650). Next to Cambridgeshire shops & Museum of Science.

**Suburbs Colonial Hilton & Resort**, 427 Walnut St., Lynnfield 01940; (617) 245-9300, Fax (617) 246-5709; 263 rms/17 suites/22 mtg rms (700). On 220 acres; home of New England PGA.

**Conference Center at Factory Mutual**, 1151 Boston-Providence Hwy., Norwood 02062; (617) 255-4661, Fax (617) 551-3552; 124 rms/2 suites/30 mtg rms (130). Member IACC; 18 mi. outside Boston.

**Crowne Plaza Boston Woburn**, 2 Forbes Rd., Woburn 01801; (617) 932-0999, Fax (617) 932-0903; 343 rms/2 suites/13 mtg rms (775). 12 mi. from downtown Boston.

**Westin Hotel Waltham Boston**, 70 Third Ave., Waltham 02154; (617) 290-5600, Fax (617) 290-5626; 313 rms/33 suites/13 mtg rms (750). 20 min. from Boston.

**Attractions** Boston's variety of attractions will touch the spirit of any group, whether interests run to history and museums, sports and the outdoors, or anything

in between. Most of Boston's top attractions are available for group events.

**Museums** The Boston area has some 30 world-class museums. The following are among those available for private tours and functions.

**Boston Tea Party Ship & Museum.** On Boston's waterfront, the replica ship, floating museum, and outer decks are available evenings for private banquets for up to 100 people, or receptions for 175.

**The Children's Museum.** Three floors of colorful exhibits bring out the child in any attendee; hosts meetings for up to 300, receptions for 1,200 people. Up to 2,500 can be accommodated in conjunction with the **Computer Museum**, which features a two-story walk-through computer and more than 160 interactive exhibits.

**Harvard University Art Museums.**

Harvard's three museums—the **Fogg Art Museum**, the **Arthur M. Sackler Museum**, and the **Busch-Reisinger Museum**—together house more than 150,000 works of art; receptions for 100 to 400 people, meetings for up to 375.

**Isabella Stewart Gardner Museum.** Designed in the style of a 15th-century Venetian palace, the museum houses more than 2,500 artworks in galleries overlooking a flower-filled central courtyard; receptions for 300, banquets for 100.

**John F. Kennedy Library & Museum.** Overlooking Boston's waterfront, the I.M. Pei-designed building focuses on the accomplishments of JFK; 550 for meetings, 700 for receptions.

**John Hancock Observatory.** On the 60th floor of the tallest building in New England, the observatory offers outstanding views of Boston and features interactive and audiovisual exhibits; meetings of 100, banquets for 60 can be accommodated.

**MIT Museum.** The Cambridge museum highlights new technologies and inspiring artworks; meetings for up to 90, banquets for 80.

**Museum of Afro American History/African Meeting House.** A stop on the Black Heritage Trail, the museum highlights New England's African American communities. The meeting house is the oldest standing black church in the country, built in 1806. Will close to the public for private functions; kitchenette on premises.

**Museum of Fine Arts.** Houses comprehensive collection of world's art. Available most evenings for private receptions for 1,200 or banquets for up to 350.

**Museum of Science.** In addition to 400 interactive exhibits, the museum features a Theater of Electricity, an Omni

**What's New in Greater Boston**

**BOSTON: The Bayside Conference & Expo Center** has added 10,000 square feet of meeting space, for a new total of 36,000. Plans for 1997 call for construction of a hotel with 150 to 200 rooms and another 10,000 square feet of meeting space. •The **Exchange Conference Center** at the Boston Fish Pier opened next to the World Trade Center in June, with 11 meeting rooms seating from 6 to 15, and a Grand Room accommodating 100. •The 143-room **Copley Square Hotel** opened its 60-seat **Speeder & Earl's** restaurant in July; menu items will be selected exclusively by *Boston Magazine's* "Best of Boston" editors. •**Doubletree Guest Suites** completed a redo of its 310 suites in June. •The **Hilton Back Bay** is in the process of adding 300 guest rooms to its

current 330 units. •The 354-unit **57 Park Plaza Hotel** is set to become a **Radisson** on April 1, 1997. •The 1,147-unit **Marriott Copley Place** is slated to complete renovation of all meeting space by January. The hotel's meeting rooms and exhibit space were wired for Internet access in May. •The 400-unit **Marriott Long Wharf Boston** completed a ballroom renovation in March. •The 535-room **Omni Parker House**, built in 1855, is slated to undergo a guest room renovation beginning in March 1997. •The 282-room **Tremont House Hotel** will undergo a \$9 million renovation of its public

spaces. •The 800-unit **Westin Copley Place** completed renovation of its third- and fourth-floor prefunction areas in March and its **Palm Restaurant** in April; refurbishment of seventh-floor meeting rooms is slated for completion by year's end. **Airport Area:** In April, the

546-room **Hilton Logan Airport** became the **Logan Airport Ramada**. •The former **Logan Airport Ramada** (350 rooms) became the **Holiday Inn Logan Airport** in August. **BROOKLINE:** During the

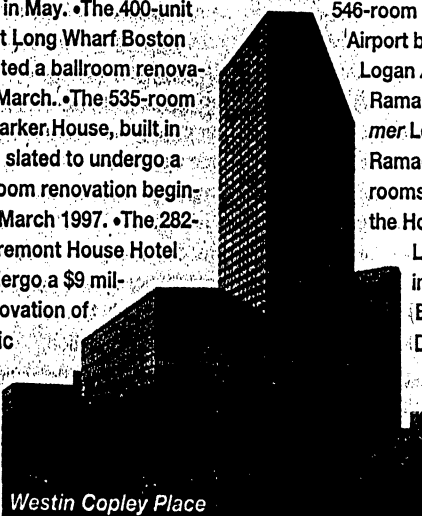
past year, the 207-room **Holiday Inn Brookline** has undergone \$1.5 million worth of renovations to its lobby, restaurant, and function space; guest room amenities were also upgraded.

**CAMBRIDGE:** The 89-room **Harvard Square Hotel**, formerly **Harvard Manor**, reopened in March following renovation of guest rooms and restaurants, and creation of a contemporary lobby.

**LYNNFIELD:** The 280-unit **Colonial Hilton & Resort** opened a business center in July.

**NORWOOD:** The **Conference Center at Factory Mutual** completed renovation of its 126 guest units and lobby in February.

**SOMERVILLE:** The 184-room **Holiday Inn Boston Somerville** expects to finish a renovation of four guest room floors by the end of the year.



Westin Copley Place

Theater, and a Planetarium; meetings for up to 300, banquets for 3,000.

**New England Aquarium.** Set on the historic waterfront, the aquarium has an auditorium seating 288, an amphitheater seating 800, and reception space for 1,200. A tent is available in season.

**Nichols House Museum.** The 1804 Beacon Hill townhouse was designed by Bullfinch and is furnished with 18th- and 19th-century pieces; accommodates functions for up to 65.

**U.S.S. Constitution Museum.** In historic Charlestown Navy Yard, steps from the berth of "Old Ironsides," the museum chronicles the ship's 200-year history. Available every evening for private functions; receptions for up to 100.

**Performing Arts Opera House.** Opened as a grand vaudeville palace in 1928, the Opera House seats 2,600 in the theater or 200 for dinner in the Grand Foyer.

**Symphony Hall.** Home of the Boston Symphony and the Boston Pops, the 2,600-seat hall has function rooms seating 125 to 800 theater style, or 550 for banquets. The Boston Pops can be engaged for private entertainments.

**Wang Center for the Performing Arts.** In Boston's Theater District, this historic landmark, permanent home of the Boston Ballet and the Bank of Boston Celebrity Dance Series, presents other dance, music, and theater productions as well. The theater seats 3,700; other rooms accommodate from 50 to 1,000 for receptions.

**Sports Venues** A sports-lover's town, Boston has teams that cover the big four: baseball, football, ice hockey, and basketball.

**Fenway Park.** Home of the major league baseball Red Sox.

**FleetCenter.** When it opened in September 1995, the 19,600-seat FleetCenter replaced historic Boston Garden. Home to the ice hockey Bruins and basketball Celtics, the center can accommodate receptions for up to 5,000 people and banquets for 1,000. The facility will close to the public for conventions and special events. Private tours also available.

**Foxborough Stadium.** A few miles outside of Boston, the Foxborough is home to football's New England Patriots.

**Sports Museum of New England.** Interactive exhibits, artwork, and memorabilia highlight New England's rich sports traditions; accommodates up to 500 for a reception.

## Boston Firsts

The revolutionary spirit that sparked the War of Independence has regularly appeared in Boston. Here's a sampling of the area's contributions.

1776: Honorary degree bestowed on George Washington at Harvard

1776: Proclamation of the Declaration of Independence, delivered at the Old State House on July 18

1799: Board of Health established by law, with Paul Revere as first president

1832: The song *America* is first sung in public on July 4, at the Park Street Church

1875: First wearing of a baseball glove—by Charles W. Waite at first base

1897: First marathon race, from Hopkinton to Boston

1897: First subway

1927: Statler Hotel is first to have radios in guest rooms

1944: First automated digital computer, patented at Harvard

1984: World's first Computer Museum opens

**Dining & Nightlife** Boston has numerous interesting options for dining and post-dining group experiences.

Some only-in-Boston finds include:

**Hampshire House/Bull & Finch Pub.**

Inspiration for the setting of the TV series *Cheers*, the mansion can accommodate up to 500 people on four floors.

**House of Blues.** In Harvard Square; contains folk art display, part of largest publicly displayed collection in the country. A private room with bar accommodates 180 for receptions or 80 for banquets; one floor can be closed for private functions.

**Jillian's Entertainment.** Over 50,000 square feet of pool tables, blackjack (for fun only), darts, interactive video, more. Private functions for 15 to 130 people; entire facility will close for larger recep-

tions, for up to 1,000 people.

**Mama Kin/Music Hall/Playhouse.**

Partly owned by the band Aerosmith, two-level complex features band memorabilia and decoration. Downstairs, Mama Kin and The Music Hall, each with its own stage, are available for meetings, banquets, entertainments, receptions, and other functions; upstairs, The Playhouse Theater features a sunken stage and tiered seating. Combined, the three rooms can accommodate 1,000 people.

**Quest.** Environmental-theme facility with four floors—Earth, Water, Fire, and Air—overlooking Boston. Accommodates a total of 500 people for receptions, 125 on each floor.

**Cruises.** A number of river and harbor cruises are available to groups of 20 to 2,000, most offering meals and entertainment.

**Transportation** Logan International Airport, within city limits and less than three miles from downtown, is served by 52 carriers, including 14 international airlines. Over 1,200 arrivals and departures are logged daily.

Transportation to the airport from downtown: limousine or van \$7.50; taxi \$10 to \$15; bus and rapid transit 85¢; water taxi \$8.

A third harbor tunnel opened in December 1995 and devoted to commercial vehicles, including taxis, has reduced travel time from the airport to the World Trade Center to less than five minutes. The city that launched the nation's first public transportation—a ferry boat service—in 1630, and its first subway in 1897, continues to provide mass transit alternatives. Because Boston's traffic jams are legendary, a group's best bet in this walkable city is either shank's mare or public transportation (see below for information about discounts). ■

## Discounts

Planners have two easy ways to help meeting attendees cut down on costs while in Boston.

The T-Tourist's Pass provides \$500 worth of discounts to restaurants, museums, and other popular attractions as well as unlimited travel in Boston on all MBTA (Massachusetts Bay

## Order Ahead to Cut Costs for Attendees

Transportation Authority) subways and buses for one day (\$5), three days (\$9), or seven days (\$18). Contact the MBTA at (617) 722-3200 for more information.

A visitor coupon book, available from the CVB, includes 30 coupons for discounts on dining, sight-seeing, shopping, and more. Order in bulk for 50¢

a book from the GBCVB at the address on page 121.



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## MEMORANDUM

TO: Robert W. Healy, City Manager

FROM: Maura Smith, Executive Director  
Cambridge Office for Tourism

DATE: February 17, 1997

**SUBJECT: AWAITING REPORT NO. 16**  
**Re: Activities of the Cambridge Office for Tourism**

Incorporated in 1995, the Cambridge Office for Tourism (COT) serves as the central clearinghouse for all tourism marketing and visitor services for the City of Cambridge. The Office for Tourism not only seeks to benefit the local business community by attracting new visitors who will spend money in the city but also works with Cambridge residents to try to reduce any negative impacts from tourism on the local community. The following report outlines the current state of the tourism industry in Cambridge as well as the varied activities and accomplishments of this office during FY97.

Recognizing the limitations of the annual marketing budget, COT seeks to maximize its efforts by partnering with other tourism promotion agencies such as the Greater Boston Convention and Visitors Bureau (GBCVB), Massport, and the Massachusetts Office for Travel and Tourism (MOTT) as well as the private-sector members of the Cambridge hospitality industry. We work with these partners to develop cooperative advertising, to seize public relations opportunities and to include Cambridge in familiarization trip itineraries, trade show presentations, and existing travel publications.

### **I. FISCAL IMPACTS / HOTEL TAX REVENUE:**

According to the "Pinnacle Perspective", a monthly update on the state of the Greater Boston hotel industry, "the Boston/Cambridge hotel market experienced a phenomenal year" in 1996. According to this report, occupancy and average rate increases translated to 9% growth in room revenues among Boston/ Cambridge hotels. It is estimated that the total 1996 room revenues for the 2,029 hotel rooms located in Cambridge generated \$81 million, an increase of approximately \$6 million over the previous year.

As outlined below, both FY95 and FY96 were banner years for the Cambridge lodging market resulting in both an increase in occupancy levels and a subsequent increase in hotel tax revenue for the City of Cambridge. Based upon a

combination of factors including a significant growth in occupancy levels experienced during the first two quarters of FY97 (+16 % or \$312,876); an increase in the average room rate charged by Cambridge hotels (9.3% for 1996); and the lack of snowfall this winter, it is anticipated that the City's hotel tax revenue for FY97 will reach its highest level to date.

<b>CAMBRIDGE:</b>	<b>1995</b>	<b>1996</b>	<b>Variance</b>
Hotel Occupancy *	76.1%	76.4%	0.4%
Average Daily Rate *	\$126.34	\$138.12	9.3%
Revenue Per Available Room *	\$96.18	\$105.46	9.6%
Local Option Hotel Tax Revenue (4%) **	\$3,156,252	\$3,580,843	13.5% (+\$424,591)

\* Source: Pinnacle Advisory Group

\*\* City of Cambridge Budget Office

## **II. FY97 ACTIVITIES AND ACCOMPLISHMENTS:**

### **(1) Marketing Cambridge as a Destination:**

- **Identity Products:** COT is developing a line of merchandise which, initially, will consist of t-shirts, polo shirts, caps, mugs, and pens bearing the Cambridge portion of COT's logo. This logo, illustrated on the upper left hand of this letterhead, features the word "Cambridge" with an image of the river running through it. Promotion of the city's location on the banks of the scenic Charles River, only a bridge away from the City of Boston, is a predominant theme for COT's marketing efforts. The proposed merchandise is currently being produced and should be available for purchase by mid-March 1997; a retail distribution plan is being developed concurrently to make these items available to both visitors and Cambridge residents.
- **Advertising Plan:** For destinations such as Cambridge, there are a seemingly endless array of available advertising opportunities ranging from those which focus on the local market (i.e.; Boston Magazine; Harvard Magazine; Boston Globe) to regional feeder markets (i.e. Hartford Courant; New York Times; Philadelphia Inquirer) to a national/international audience (i.e. AAA guide; Travel and Leisure). However, since advertising is a very expensive marketing tool, COT has focused its media plan on those publications produced by MOTT and the GBCVB. These publications have a high readership and a high rate of expected visitation to this area. COT's FY97 advertising schedule is outlined below:

<b>Publication</b>	<b>Audience</b>	<b>Circulation</b>
GBCVB Official Guidebook to Boston	Boston visitors	2,000,000
Massachusetts Getaway Guide	Visitors to state	1,500,000
GBCVB Fall/Winter Travel Planner	Prospective Boston visitors	200,000
GBCVB Spring/Summer Travel Planner	Prospective Boston visitors	200,000
Campus Guide	Prospective students/parents	125,000
Super Fam '97 Trade Show Guide	Corporate meeting planners	500
	<b>Total:</b>	<b>4,025,500 readers</b>

The limitations of COT's advertising budget have also required that the advertising message be streamlined to reach an audience where there is a high expectation that they might visit Cambridge (i.e. those already planning to visit Boston; and those within driving distance). To date, advertising messages have focused around two predominant themes: (1) emphasizing its proximity to Boston to position Cambridge as an alternative for accommodations and as a "must-see" for visitors already planning to visit Boston ("Boston's Left Bank"; "Only A River Away"; "Just 5 Minutes from Boston by T") and (2) emphasizing the multiplicity of exciting new experiences one can enjoy in Cambridge to attract additional visitation from visitors in the primary drive markets which include Greater Boston, Hartford and New York City ("Di.ver-sity"; "Never Been There, Never Done That"; "Miles of Styles"). Examples of each of these types of advertisements is included in the attached packet of visitor information.

- **Research / Marketing Plan:** Other than the information outlined above relative to hotel occupancy and room rates, it is difficult to obtain economic data which separates Cambridge information from that collected for the Greater Boston area. In response, COT is currently working with a consultant to better ascertain the total economic impact of tourism spending in Cambridge, to develop a more defined profile of the Cambridge visitor, and to outline clear benchmarks to measure the future success of COT's promotion efforts. This information will be used to develop a detailed Marketing Plan for FY98 which will serve as a road map for a consistent and thematic marketing program; and ensure that we maximize the limited financial resources of this office. The preliminary results of this research should be available by early May 1997 and should be useful in the pursuit of corporate sponsors for several upcoming projects.
- **Brochure Distribution:** During the first eight months of FY97, COT has distributed 125,000 Cambridge marketing brochures to travellers at visitor centers in Boston and along the Massachusetts Turnpike as well as to guests staying in hotels throughout Greater Boston. The popularity of the Cambridge destination can be confirmed by the frequent requests for additional brochures that we receive from the staff at the MassPike Visitor Center in Lee; this center serves the many visitors who enter the state from Connecticut and New York.

In addition, we have supplied quantities of the brochures to Massport, MOTT and the GBCVB who help distribute them in response to visitor requests, via state-funded public relations firms located in seven countries, and at their booths at numerous annual trade shows throughout the world. During FY97, COT also sold 1,500 (\$0.25/piece) Cambridge brochures to organizations which held meetings at Harvard, MIT, Cambridge hotels, and the Hynes Convention Center and sent packets of visitor information to 450 crew teams which participated in the 1996 Head of the Charles Regatta.

- **Video:** To showcase the beauty and excitement of Cambridge neighborhoods and attractions, COT is currently developing a marketing video. This video will be sent as a direct mail piece to meeting planners and travel agents; displayed at travel trade shows; utilized as a sales tool by Cambridge hotel properties; and promoted at Boston meetings and conventions to entice attendees to venture across the river to experience Cambridge. In the future, area hotels can present this video as a component of their in-house television programming to orient visitors to Cambridge.

- **Slide Bank:** COT is working with local photographers to develop an inventory of Cambridge images which can be used in advertisements and brochures as well as in response to frequent requests from journalists and meeting planners.

(2) **Improving Visitor Services:**

- **Fulfillment of Visitor Requests:** During the first six months of FY97, COT responded to approximately 1,850 visitor information requests via telephone, fax, and increasingly, e-mail. Implemented in February 1996, COT's new toll-free number (800-862-5678) has generated approximately 120 phone calls each month. Of course, utilization of the toll-free number is dependent upon our ability to advertise this service in visitor publications and through press releases.
- **Development of New Visitor Guides:** To better acquaint Cambridge visitors with the many special attractions and unique businesses that Cambridge has to offer, COT has developed the following publications:
  - **Old Cambridge Walking Guide:** In collaboration with the Cambridge Historical Commission, COT funded an update of this popular visitor guide which describes the many important historic sites in and around Harvard Square. In the Spring, several press releases and special walking tours will highlight this newly-revised guide in concert with a new publication produced by the National Park Service, "Footprints on the Sands of Time", a guide to Longfellow's 19th-century Cambridge. During FY97, COT is also working with representatives of the Cambridge Historical Society to produce a second walking guide which would focus on the many important sites included in the African-American Heritage Trail. This series of Walking Guides will continue with future publications dedicated to exploring the architecture and ethnic history of other Cambridge neighborhoods.
  - **Calendar of Events:** The premier version of a colorful new quarterly Calendar will be available by mid-March 1997. This publication will be available to visitors at Cambridge hotels and at the Visitor Information Booth and local residents can obtain an annual subscription to have this useful piece delivered to their homes.
  - **Guide to Dining with Groups in Cambridge:** In late February, COT will complete a mailing of this new guide which seeks to update tour operators and bus companies on the exciting array of dining opportunities available in Cambridge. Currently, most of the tour buses which come to Cambridge each day do not include dining or shopping in their itinerary; hopefully, this guide will encourage them to extend their visit to Cambridge, thus benefiting the local economy.
  - **Accommodations Guide:** Based upon the number of requests received each day, COT intends to develop a Guide to Cambridge Accommodations which includes hotels, bed and breakfast establishments, and the available options for short-term stays. A draft of this publication will be available in early March and lodging establishments will be solicited for financial support.
  - **Bookstore Guide:** We are currently preparing for the third printing (10,000 copies distributed annually) of the popular Guide to Cambridge Bookstores. Clearly, the high quality and the unusual variety of book merchants is an important Cambridge attraction. As in the past, the booksellers will be solicited to contribute to the costs of this reprint.

- GBCVB/Museum of Science Leonardo da Vinci Brochure: In cooperation with the GBCVB, MOTT, Massport and United Airlines, COT produced a brochure outlining the many hotel and restaurant packages which are being offered in conjunction with the upcoming Leonardo da Vinci exhibit (March 3 - September 1, 1997). The Museum of Science is the only U.S. stop for this special exhibit which is expected to draw additional visitors to the Boston/Cambridge area this summer.

- GBCVB Restaurant and Shopping Guides: COT is working with the GBCVB to ensure that Cambridge restaurants and retailers are included in a new Greater Boston Restaurant Guide and a new Guide to Shopping opportunities. The GBCVB will distribute these publications at its two Visitor Center locations; at domestic and international trade shows; and in their visitor fulfillment packages.

(3) **Representing Cambridge Tourism Interests by Working with Other State, Regional, and Local Agencies:**

- **Familiarization Tours:** Working with Massport, MOTT, and the GBCVB, COT helps to host visiting international press and travel agents to acquaint them with all that Cambridge has to offer. These "fam trips" require itinerary planning, City tours, and the solicitation of complimentary accommodations and meals. During FY96, COT hosted 111 representatives of the international travel industry including press from France, Germany, Korea, and Japan as well as travel agents from Germany, Scandinavia, Belgium and Singapore. The number of representatives that have participated in Cambridge fam trips during the first six months of FY97 has already surpassed the total for all of last year. Many of these visits generate press (see "Successful Meetings" feature in packet") or future bookings by travel agents.
- **Special Meeting Planner Events:** In August 1996, COT served as an active member of the Host Committee for the annual conference of the American Society of Association Executives (ASAE). This week-long event brought over 5,000 key meeting planners to the Boston/Cambridge area and showcased the region for future conventions and meetings. Staffing the Information Desk at the convention, COT staff provided participants with Cambridge brochures and tour advice. In March, COT staff and representatives from several Cambridge hotels and restaurants will participate in Super Fam '97, a three-day event for corporate and incentive meeting planners. A full day in Cambridge will include a bus tour of the City followed by a luncheon at Upstairs at the Pudding where they will be welcomed by Mayor Russell and serenaded by the Harvard Krokodiloes.
- **Corporate / Incentive Task Force:** COT is a member of a new task force which seeks to increase awareness of Boston/Cambridge as a destination for corporate and incentive meetings. This committee will identify those planners who represent desirable bookings for this area and distribute new leads to GBCVB members. A new internet-based program called "Smart Meetings" will provide meeting planners with the information they need in a timely fashion and will allow members of the hospitality industry to respond to their requests directly over the internet. This new focus on attracting corporate meeting planners, rather than the Bureau's traditional emphasis on generating convention business, is a positive step for Cambridge hotels which can compete with Boston hotels in this market.

- **Trade Shows:** During FY97, COT staff participated in (1) the Massachusetts booth at the World Travel Market, an international trade show attended by 65,000 tour operators and members of the travel industry; (2) the New York Sales Mission attended by over 100 of the top receptive tour operators in New York City; and (3) the D.C. Sales Mission, an annual sales call on Washington meeting planners by public and private sector supporters of the Greater Boston tourism industry. During this year's Sales Mission, over 55 participants made over 100 sales calls in Washington to help ensure that Boston's share of the associations' convention business remains strong. Of course, Cambridge hotels are the first to benefit when large conventions fill Boston's hotels.
- **Governor's Conference on Travel and Tourism:** COT is a member of the Planning Committee for the Governor's Conference to be held in our region from April 17-18, 1997 at the Boston Park Plaza Hotel.
- **Supporting Local Tourism and Business Organizations:** COT's Executive Director works with a host of Cambridge organizations including the Friends of the Longfellow House (Chair, Publicity Committee); the Cambridge Historical Society (Council Member); the Harvard Square Advisory Committee (Board of Directors; Marketing Committee); the Cambridge River Festival Evaluation Committee; and the Cambridge 150th Committee (COT organized the visit by Council members representing Cambridge, England).

(4) **Improving Tourism Infrastructure:**

- **Visitor Information Booth / Visitor Center:** The current Visitor Information Booth, located in Harvard Square, is a badly deteriorated and outdated facility. COT is investigating several options to replace the booth with a new and improved facility or an indoor space that could serve as a Visitor Information Center. To help fund a replacement, COT has joined the GBCVB in an application for state funding from the VISTA Program (Visitor Information Services Travel Alliance) which seeks to develop a cohesive and integrated visitor information network for the state. Final decisions on these grant applications have been delayed indefinitely.
- **Tour Bus Parking Plan:** Although Harvard Square has always been a popular destination for tour groups, the lack of adequate parking for buses has discouraged tour operators from spending much time (or money) in Cambridge. Historically, bus tours have only stopped briefly at Harvard Yard, then quickly leave to spend the day in more parking-friendly communities like Lexington or Concord. In response to complaints from tour operators who wanted a safe place for passengers to unload, local merchants who wanted the groups to spend more time in the Square, and residents who wanted to get the buses out of the neighborhoods, COT worked with the Department of Traffic, Parking, and Transportation to establish several new bus stops for visiting tour groups.

To date, the new loading zones, located on Bennett Street and Mount Auburn Street, have received rave reviews from tour operators, merchants and residents. As one local tour guide wrote "many, many thanks for helping to orchestrate the increased parking spaces. As you no doubt witnessed, they were heavily used and much appreciated." A resident on Broadway

wrote that "prior to your (COT's) intervention, there would be an armada of buses on Broadway with their engines spewing diesel fumes into our homes. Your success in setting standards for tour bus companies has helped improve the quality of life here on Broadway."

In addition, as a result of our discussions to resolve this issue, several bus companies have expressed an interest in extending the length of their stay in Cambridge. In 1997, Brush Hill Tours will develop a 4-hour Cambridge tour which will depart from Boston hotels and include a visit to Harvard Yard, the Longfellow House and the Glass Flowers exhibit, as well as time for shopping and dining in the Square.

- **Water Shuttle on the Charles River:** To provide an alternative form of transportation and to allow visitors to experience the beauty of the Charles River, COT continues to lobby for the implementation of a water taxi service. This service would include stops at Lechmere Canal Park, at hotels located on the river, near Harvard Square, and at the Esplanade. Although funds were approved by the Legislature in 1995 to install the dock landings for this service, the MDC has yet to complete this project due to more critical maintenance needs which have taken precedence in the agency's annual appropriations. Since the water taxi service is a priority issue for members of the Cambridge tourism industry, COT is currently seeking private sector support for installation of the docks.

### **III. ECONOMIC IMPACTS OF COT'S TOURISM PROMOTION EFFORTS:**

It is extremely difficult to clearly assess the economic impacts of COT's efforts since many of the organization's activities have no directly measurable payback (i.e. liaison with state and regional agencies; general advertising; public relations). However, based upon the results of our current Marketing Research, COT's FY98 marketing plan should focus on the inclusion of more activities with directly measurable benefits (i.e. direct mail campaigns; winter tour packages; reader response cards).

Since COT responds to approximately 150 visitor inquiries each week, it is clear that visitors are clearly finding this new organization via directory assistance, referrals, and in response to ads in state and regional tourism publications. The development of a marketing brochure and other visitor publications ensures that those visitors who choose to visit the Boston/Cambridge area will have adequate information with which to make travel decisions. COT's involvement in so many state and regional planning efforts including the ASAE Hospitality Committee; Super Fam; D.C. Sales Mission; the GBCVB Corporate/Incentive Task Force and MOTT'S Strategic Marketing Committee ensures that the Cambridge "message" is included in each of these tourism promotion efforts.

### **IV. PREPARING FOR FY98: Additional Opportunities /Budget Limitations**

Currently, COT operates on an annual budget of approximately \$235,000 which includes the annual allocation from the City of Cambridge (\$200,000); revenue from advertising, sales, and commissions at the Visitor Information Booth (\$30,000); and interest earnings (\$5,000). Of this total revenue, approximately \$150,000 or 65% funds wages, office operations, and the costs of managing the Information Booth. Therefore, only the remaining 35% of our budget or \$85,000 can be used to fund our annual marketing efforts including design and placement of advertising, production of visitor publications, and distribution of brochures.

For FY98, we have identified several new opportunities including a new Visitor Information Center (\$100,000 - \$150,000); a Cambridge Tourism Web Site (\$10,000 - \$20,000); additional advertising venues such as WHERE Magazine, Boston Magazine, GBCVB and MOTT cooperative ads, and AAA Guide (\$4,000 - \$60,000); a comprehensive Visitor Information Guide (\$10,000-\$15,000); and a tourism Signage System (\$10,000-\$50,000). However, the completion of these new projects would require the identification of additional funding sources.



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EXECUTIVE DEPARTMENT  
ROBERT W. HEALY  
City Manager

RICHARD C. ROSSI  
Deputy City Manager

February 24, 1997

To The Honorable, The City Council:

In response to Awaiting Report Item Number 16, regarding the activities of the Cambridge Office for Tourism, please find attached a report submitted by Maura Smith, Executive director of the Cambridge Office for Tourism.

Very truly yours,

Robert W. Healy  
City Manager

RWH/dls

Consent Agenda #26

S-101

Relative to Awaiting Report Item  
Number Sixteen, regarding the  
activities of the Cambridge  
Office for Tourism.

In City Council February 24, 1997

**PLACED ON FILE**