

# What's New in BostonUSA ?

What's New in BostonUSA? is produced by the **Greater Boston Convention & Visitors Bureau**: **Larry Meehan**, VP, Media Relations & Tourism Sales Tel: 617- 867-8231, email: [lmeehan@bostonusa.com](mailto:lmeehan@bostonusa.com) **Stacy Shreffler**, Media Relations & Tourism Sales Manager, Tel: 617-867-8203 / email: [sshreffler@BostonUSA.com](mailto:sshreffler@BostonUSA.com); [www.BostonUSA.com](http://www.BostonUSA.com) is **Boston's Official Visitor Information website**. The GBCVB is proud to be partners with the Massachusetts Office of Travel & Tourism, MASSPORT, Discover New England, Boston Mayor's Office of Arts, Tourism & Special Events, & the Cambridge Office for Tourism. Details on these news items, assistance with features, images, media visits, tour planner visits media or group tour contact information are available by emailing Stacy Shreffler at [sshreffler@BostonUSA.com](mailto:sshreffler@BostonUSA.com). **Your colleagues are invited to sign up for the GBCVB's monthly "What's New in BostonUSA?" e-newsletter, a short, concise survey of What's New for media & tour planners in BostonUSA. To receive this as an email with active hyperlinks, email [sshreffler@bostonusa.com](mailto:sshreffler@bostonusa.com). Special What's New for Tour Planners 2010-2011?** The GBCVB has developed a special kit for tour planners which was developed for tour planners designing 2010-2011 tour programs. We are happy to mail (or email ) to planners.

February 2010 Edition

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  2. **What's New Food & Wine: Restaurant Week Boston:** Reservations 'live' Feb. 18 new feature this year- Theatre Deals! during Restaurant Week Boston; **Boston's eight (8) new restaurants 2010. Restaurant Week Boston Menus & Reservations go 'live' on [www.BostonUSA.com/restaurantweek](http://www.BostonUSA.com/restaurantweek) Thursday, Feb. 18, 2010, 24 days before the 5th Winter Restaurant Week Boston® Sunday, March 14 through Friday, March 19 and Sunday, March 21 through Friday, March 26, 2010. Diners will enjoy 2-course lunches for \$15.10, 3-course lunches for \$20.10 and 3-course dinners for \$33.10. Special **Great Theatre Deals are being added this year to Winter Restaurant Week Boston®!** More than twenty (20) shows are being offered at half price during the March 14-19 & 21-26, 2010 Restaurant Week Boston period. Discounts are being offered throughout Greater Boston for performances at organizations including **American Repertory Theater, Huntington Theatre Company, Boston Lyric Opera, Improv Asylum, and Blue Man Group. Visit [www.Bostix.org/RestaurantWeek](http://www.Bostix.org/RestaurantWeek). Media alert: please promote the official website of the Greater Boston Convention & Visitors Bureau & American Express: [www.BostonUSA.com/restaurantweek](http://www.BostonUSA.com/restaurantweek)... **What's New Restaurants, Bars & Lounges in BostonUSA:** Eight (8) **new restaurants** are opening in Back Bay, Seaport District, Theatre District & Harvard Square: **Menton******

(French) by Barbara Lynch on Congress Street, **Stoddard's** Fine Food & Ale on Temple Place, **Georges Bank** (Seafood) by Jasper White on Boylston Street, **Burger Bar** by Todd English on Tremont Street, **Descent Lounge** by Sasha Petraske at the W Boston on Warrenton Street, **Simple Lounge** at Hotel Veritas (Hotel Veritas set to open in Cambridge mid-April 2010), **Strega** (Italian) Restaurant at Fan Pier and **Liberty Wharf Legal Sea Foods** (indoor & outdoor, 3-story restaurant and market) on Northern Avenue.

3. **What's New Summer 2010:** The Greater Boston Convention & Visitors Bureau has posted the first edition of a packed **BostonUSA Summer 2010 event schedule** : [Boston's Summer 2010 Events Announced](#) More than 50 attractions - from the 50-stories-over-the-city Skywalk Observatory to the waterfront Institute of Contemporary Art - will offer events and special exhibitions. Fenway Park, America's oldest ballpark, offers both Red Sox games and daily tours of the historic 98-year-old stadium. More than 100 restaurants offer both indoor and outdoor dining during the summer; one of Boston's great visitor experiences is fresh seafood at an outdoor café on Boston Harbor or in any of its charming neighborhoods. Live concerts such as the Doobie Brothers, Jethro Tull, James Taylor & Carole King, are already set and many more will be added in the next four months (Elton John & Billy Joel in concert at Boston's Fenway Park in July will be confirmed soon). From British encampments to cultural heritage food events, visitors will find summer in Boston packed with unique events. Visitors can enjoy more than 25 different sightseeing tours from Duck Tours to walking tours, 'Codzilla' Boston Harbor 'thrill' cruises to Segway tours – and unique in the USA – visitors can walk to all of these tours, museums, restaurants, shops or take the inexpensive \$2.00 "T" underground transit from their hotel.
4. **Great Summer 2010 Events: The 125<sup>th</sup> Boston Pops 2010 & the 25<sup>th</sup> Boston Street Performers Festival at Faneuil Hall Marketplace:** Two of the great BostonUSA events that kick off summer in Boston are: **The 125<sup>th</sup> Boston Pops 2010, May 4-June 19, 2010** at Boston Symphony Hall (ticketed); and **July 3 & 4, 2010** at the Charles River outdoor Hatch Shell Esplanade (free). Celebrating its 125th anniversary this year, the Boston Pops is the best known orchestra in America, and the most recorded orchestra in history (the 1963 Boston Pops recording of "Jalousie" was the first orchestra recording to sell a million copies). Winner of both Oscar & Tony awards, cited for the largest audience in the Guinness Book of Records, stars of the national *Evening at Pops* TV show, the Boston Pops is the only ensemble of its kind that has an annual show on network television (July 4 on CBS). The 125<sup>th</sup> Boston Pops schedule in the online Summer 2010 Events in [Boston's Summer 2010 Events Announced](#). **The 25<sup>th</sup> Boston Street Performers Festival at Faneuil Hall Marketplace, May 29-31, 2010.** Free! 11:00 AM to 10:00 PM. Prepare to be awestruck by New England's finest variety and musical performers as Faneuil Hall Marketplace kicks off the 2010 Street Performer and Summer season! Special Guest performances will take place in the West End Promenade located between Historic Faneuil Hall and the Quincy Market Building. At Faneuil Hall Marketplace, you share the stage with world-class jugglers, clowns, magicians, mimes, and musicians. With street performances each day this summer, the Marketplace will welcome a full schedule of special events including the 29<sup>th</sup> Boston Harborfest Celebration, the 25<sup>th</sup> Street Performer's Festival & more.
5. **BostonUSA New Air Service: New air service to Boston's Logan International Airport continues to grow in 2010. On January 11, 2010 Southwest** began daily service to Boston from **St. Louis & Denver**. Southwest Airlines began service into Boston last year with five (5) daily nonstop flights from **Chicago** Midway & seven (7) daily nonstop flights from **Baltimore**... **JetBlue, which added** 4 daily nonstop flights from **Baltimore to Boston** last year, will begin **San Jose** nonstop daily service to Boston on March 3, 2010. Between March & June **2010 Jet Blue will add nonstop service from nine (9) markets to Boston: Chicago/O'Hare, Raleigh/Durham, Baltimore Washington, Charlotte, Denver, Fort Lauderdale, San Diego, San Francisco, and Washington/Dulles**... **Porter Airlines has offered four (4) nonstop to Boston Logan from Toronto** City Center Airport since November 2009... **What's New Great Airfare Deals BostonUSA:** new Southwest flights from Denver- To **Boston** for as low as **\$148** one-way; on new Southwest flights from St. Louis –to Boston for as low as **\$159** one- way; Virgin America flights from Los Angeles as low as **\$109.00 one-way**.
6. **What's New Sightseeing Tours BostonUSA: Chocolate x 2; Boston Massacre, Segway, Upper Deck & Lighthouse Tours:** Touring on Saturdays in the South End and the Back Bay and Sundays on Beacon Hill, **Taste of Chocolate** presents **Boston Chocolate Tours**, 2.5 hour guided walking and tasting neighborhood tours of select Boston chocolate shops, bakeries, and cafes. Tours are the perfect blend of history and trivia, combined with a range of simply amazing chocolates. Details [www.tasteofchocolate.com](http://www.tasteofchocolate.com)... **The 12<sup>th</sup> Old Town Trolley Chocolate Tours** began Saturday **January 9, 2010** and are offered twice on Saturdays (11 AM & 12:15 PM) through April 24, 2010. The 3-hour tours feature three chocolate tastings: at the highest point overlooking the city, the oldest hotel in America and at Boston's famous Chocolate Bar at the Langham Boston. Details [www.trolleytours.com/.../chocolate-tour-boston-restaurants.asp](http://www.trolleytours.com/.../chocolate-tour-boston-restaurants.asp)... This summer the Bostonian Society introduces **Revolutionary Boston**<sup>®</sup>, new 20-minute '**Boston Massacre Tours**' led by historic interpreters that will be free with admission to the Old State House Museum, located right on the Freedom Trail next to the National

Park Service Visitors Center. [www.bostonhistory.org](http://www.bostonhistory.org) Boston now offers 1-hour, 2-hour & 3-hour Segway tours. Available for six (or less) persons **Boston Gliders Segway Adventures** offers tours from the Rose Kennedy Greenway through the Waterfront as well as hourly rentals for experienced Segway users. Details [www.bostonsegway.com](http://www.bostonsegway.com)... **Upper Deck Tours** are available now on thirteen, custom-built (13) feet tall and 36 feet long, vehicles that look like a double-decker bus on the outside while featuring top deck stadium seating inside, offering a new option for Boston & Cambridge visitors. Upper Deck provides free transfer to their 1-hour fully narrated Super Trolley Tour of Cambridge including Harvard Square, MIT and the CambridgeSide Galleria Mall. Details [www.bostonsupertrolleytours.com](http://www.bostonsupertrolleytours.com)... **Unofficial Tours** Launches new tour of Boston's Historic Sites & Vibrant Downtown Neighborhood. Unofficial Tours, an established walking-tour company based at Harvard University, is launching a new tour of Boston in March of 2010 - "**Ye Olde Boston Tour.**" Each walking tour is led by two guides. The tour includes a major segment of Boston's Freedom Trail and a great deal of untold history and stories off the beaten path, which connect visitors to Boston's vibrant downtown neighborhood. Details [www.unofficialtours.com](http://www.unofficialtours.com)... **The Boston Little Brewster Lighthouse Island Tour:** The three-hour adventure begins with a boat cruise and a narrated tour on a comfortable vessel through Boston Harbor Islands, where you will experience the geology and rich maritime history of the islands with a National Park Service ranger. Disembark at Little Brewster Island to visit the first and oldest lighthouse station in the United States, and the last to retain a Coast Guard keeper. Climb the 76 steps up Boston Light's tower and see the historic Fresnel lens, and enjoy unique and unforgettable view of Boston Harbor from its most recognized gateway. Begins in June 2010 for Summer 2010 Details: [www.bostonislands.org](http://www.bostonislands.org).

7. **Hollywood in BostonUSA news:** BostonUSA has become one of America's most popular locations for Hollywood to film. **Martin Scorsese's "Shutter Island"** set in the Boston Harbor Islands, will be in theatres **worldwide in February 19, 2010**. The movie stars Leonardo DiCaprio, Ben Kingsley, & Mark Ruffalo. The **"Edge of Darkness"** (drama: **January 29, 2010 release** in USA, UK) will be released in 16 different countries throughout February. The movie stars Mel Gibson & Ray Winstone. **Five (5)** more films set in Boston will be released later in 2010: **"Knight & Day"** (spy thriller; **July 2, 2010 release**) starring Tom Cruise & Cameron Diaz; **"The Town"** (crime/bank robbery/heist film: **September 10, 2010 release**) starring Ben Affleck, Jon Hamm, Rebecca Hall ; **Adam Sandler's** new comedy **"The GrownUps"** (comedy: **June 25, 2010 release**) starring Adam Sandler, Kevin James, Chris Rock, Rob Schneider & David Spade; **"The Company Men"** (drama **TBA 2010 release**) starring Ben Affleck, Tommy Lee Jones & Kevin Costner. **"The Zookeeper "** (comedy **October 8, 2010 release**) starring Kevin James, Rosario Dawson, Cher, Sylvester Stallone.
8. **What's New: Boston Cultural Landmarks Expand:** In Boston's Theatre District historic 1930 **Paramount Theatre** owner Emerson College has **completed** a major restoration and expansion into an 800-seat proscenium theatre, a black box theater, scene shop, a film screening room, rehearsal studios, & practice rooms... Boston's 1913 **Modern Theatre** owner Suffolk University will complete a massive renovation **this summer** that will result in first-floor gallery, 184-seat performance space, and a new residence hall with the 4-story historic granite facade completely restored... Boston's 1903 Venetian-style **Isabella Stewart Gardner Museum** will complete a four-story \$118 million glass & copper-clad wing addition in **April 2012** designed by Renzo Piano that will feature a new entrance, music hall, & gallery space...The 1979 waterfront **John F. Kennedy Presidential Library Museum** in Boston has a 30,000 sq.ft. two-story addition expansion underway, opening in **2012**...The 1909 **Museum of Fine Arts Boston** new Art of the Americas Wing expansion designed by Sir Norman Foster, will open in eight months in **November 2010**.
9. **CruisePort Boston: \$11 million Terminal improvements underway at Boston's downtown waterfront:** A multimillion dollar program is underway to make Boston's cruise ship terminal and pre-and-post Boston visits more 'visitor friendly.' Increasing arrival & departure terminal space by 40%, designing new East Entry & West Exit spaces, streamlined baggage drop off, new moving walkways & signing are featured in the 2010 \$11 million program. Visitor information in the Arrival area, easy-to-use Visitor Shuttle & easy-to-use Silver Line are key visitor service components. Next to Boston's Design Center CruisePort Boston is a 15-minute walk to downtown (visitors can take the HarborWalk which passes the waterfront **Institute of Contemporary Art** and **Boston Children's Museum** along the way).
10. **What's New Hotels BostonUSA 2010:** The **Hotel Veritas**, a new \$10 million independent upscale **30-room** hotel in Cambridge, is planning an **April 2010** opening at Massachusetts Avenue & Remington Street... **The 234-room W Boston Theatre District Hotel** opened on **October 29, 2009** on the corner of Stuart & Tremont Street in Boston's historic theater district, with a new restaurant Market, W Lounge & SWEAT fitness center. The full service Bliss Spa and Descent nightclub & bar will follow in late spring 2010. The **114-room Ames Hotel** by Morgan Hotel Group opened, along with Woodward Tavern on **November 19, 2009** at One Court Street opposite the 1713 Old State House.

11. **Fifteen (15) exhibitions will open in next six (6) months: “Luis Melendez: Master of the Spanish Still Life”** exhibition Museum of Fine Arts Feb 2- May 9 2010; **“Curious George”** Exhibition Boston Children’s Museum Feb. 7-June 6, 2010; **“Identity : An Exhibition of You”** Exhibition Museum of Science Feb. 7- May 2, 2010; **“Elegant Enigmas: The Art of Edward Gorey”** Boston Athenaeum, February 9-April 30, 2010; **“Roni Horn AKA Roni Horn”** Exhibition Institute of Contemporary Art (ICA ),Feb. 19-June 13, 2010; **“Modeling Devotion: Terracotta Sculpture of the Italian Renaissance”** Isabella Stewart Gardner Museum, Feb. 25-May 23, 2010; **“Fiery Pool: The Maya & The Mythic Sea”** exhibition Peabody Essex Museum, March 27-July 18, 2010; **“Faces of Devotion, Indian Sculpture from the Figel Collection”** Peabody Essex Museum, April 10, 2010-Jan. 16, 2012; **“Dr. Lakra”** Exhibition Institute of Contemporary Art (ICA) April 14 – Sept. 6, 2010; **“Momentum 16: Goshka Macuga”** Exhibition Institute of Contemporary Art (ICA) April 14 – Sept. 6, 2010; **“Winning West Virginia – JFK’s Primary Campaign”** John F. Kennedy Library Museum, May 2010-TBA; **Historic New England Centennial 36-historic property Free Admission Open House**, June 5, 2010; **“Whales | Tohorā”** Exhibition Museum of Science Boston June 20 – September 14, 2010; **“Avedon Fashion 1944-2000”** photography exhibition Museum of Fine Arts Boston July 7, 2010-Jan. 2, 2011; **“Charles LeDray”** Exhibition Institute of Contemporary Art (ICA) July 16 – Oct. 17, 2010; & **“Nicholas Nixon: Family Album”** photography exhibition Museum of Fine Arts Boston July 28, 2010-May 1, 2011.
12. **What’s New BostonUSA Flower, Garden & Park events & tours:** The Greater Boston Convention & Visitors Bureau is initiating a **“Boston In Bloom”** tourism program and offers eight (8) events for tours in the next 18 months: new 2010 **Boston Flower & Garden Show (featuring the Massachusetts Horticultural Society ‘Blooms!’ events** [www.masshort.org/BLOOMS-2010](http://www.masshort.org/BLOOMS-2010) at the Seaport World Trade Center March 24-28, 2010; **the annual opening of the Swanboats 133<sup>rd</sup> Season Boston Public Garden on** April 17, 2010; **“Art In Bloom”** annual floral interpretations of art event at the Museum of Fine Arts Boston April 24-26, 2010; **102<sup>nd</sup> Lilac Sunday** Arnold Arboretum on Mother’s Day May 9, 2010; the **81<sup>st</sup> Hidden Gardens of Beacon Hill Day Tour** May 20, 2010; **Historic New England Centennial 36-historic house & gardens free admission- Open-House on** June 5, 2010 ; the **12<sup>th</sup> Newport Flower Show at Rosecliff Newport Mansion** June 25-27, 2010; and the **10<sup>th</sup> World Flower Show** Boston Seaport World Trade Center June 12-15, 2011. **Much more to follow!**
13. **BostonUSA Great Deals! Promotions expand: Visit ‘Great Deals! Section of BostonUSA.com:** [www.bostonusa.com/greatdeals](http://www.bostonusa.com/greatdeals): **Boston CityPass** is a carefully selected collection of Boston’s most popular, most famous attractions, priced a whopping **46% less** than the cost of tickets purchased separately. The CityPass **youth price** (ages 3-11) shaves 44% off individual ticket prices... **Go Boston Card** has announced the new **The Boston Explorer Pass** . For one price you take your pick from 26 attractions – including the New England Aquarium, The Museum of Science, a tour of Fenway Park, and much more. The Explorer Pass is the only ticket you need, saving you 55% or more compared to regular admission prices. Pick Three Attractions for One Price Entrance to your choices are FREE with the Card Take up to 30 days from your first visit to your third .....**Exclusively BostonUSA Yours American Express** promotion on [www.BostonUSA.com](http://www.BostonUSA.com) now features expanded lodging, dining, entertainment & retail offers. Among the offers- **seventeen (17) hotels offer “Stay 2 consecutive nights get 3rd night free.”**
14. **What’s New Sports 2010: Dew Tour Skate Open June & Lacrosse All Star Game in July 2010: Dew Tour’s Skate Open Championships USA Tour begins at Boston TD Garden set for June 26-27, 2010.** This is Boston’s second time hosting the event. The event features the world’s best in skateboard vert and park for both men and women along with a daily Festival Village featuring interactive displays, giveaways, autograph signings, and a live musical performance. Featuring more than 140 skaters from 28 countries the 2009 Boston event drew 40,000 fans. We anticipate four hours of LIVE coverage on NBC Sports; two hours on USA Network and simulcast LIVE primetime broadcast to **46 countries** and 180 million homes worldwide on Eurosport2 & Fox Sports Australia. [http://www.internationalskateboardingfederation.com/...](http://www.internationalskateboardingfederation.com/) **2010 Major League Lacrosse All Star Game- USA Men’s National Team vs. Major League All Stars at Harvard Stadium, July 8, 2010.** On Thursday July 8, 2010, the MLL’s best and brightest stars will once again be on display in the MLL All-Star Game, which will be held this summer at Harvard Stadium in Boston at 7:00 PM ET. Since 2010 is a year of the World Lacrosse Championships, the format of the game will pit the US Men’s National Team versus the MLL-All Stars. 22 of the 23 members of the US Men’s National Team have MLL experience. At halftime, the Bud Light Skills Competitions will feature fastest shot and freestyle trick-shots: <http://www.majorleaguelacrosse.com>. Boston’s MLL’s Cannons open their 10<sup>th</sup> Anniversary Season against the Denver Outlaws at Harvard Stadium on Saturday, May 15 followed by May 22, June 12, June 26, July 24 & Aug. 7, 2010.
15. **In the next What’s New in BostonUSA? More Great BostonUSA Summer 2010 Events:** The 29<sup>th</sup> Boston Harborfest & July 4th Celebration; learn more about Boston’s **‘Emerald Necklace’ & ‘Sapphire Necklace’** events

this summer; the Boston Harbor Islands National Park Summer 2010 Free-Events-Every-Weekend from Jazz Concerts to **Father's Day** Celebration; the new Rose Kennedy Greenway Boston **Harbor Islands Visitor Pavilion** begins construction; the **CruisePort Boston** Summer Schedule & Visitor Shuttle...Tours Planners & International Travel Media: **Greater Boston Convention & Visitors Bureau media & tourism will exhibit at the 15<sup>th</sup> Discover New England International Summit, April 19-21, 2010 & Discover America POW WOW International Marketplace May 15-19, 2010**