

Boston
GREATER BOSTON
CONVENTION & VISITORS BUREAU

ANNUAL MEETING

December 15th, 2020



Call to Order

Mr. Dan Donahue



Chairman's Remarks & Welcome from Governor Charlie Baker

Mr. Dan Donahue





Agenda



ANNUAL MEETING

1. Nominating Committee Report

2. President and CEO Report

3. 2020 Recap

4. Looking Ahead to 2021





Nominating Committee Report

Mr. Jim Carmody

Departing Board Members

Thank you!

Debora Borgwardt
Eileen MacElroy
Cathleen Wardley
Ronda McLeod
Richard Doherty
David Giblin
Jack Purty

New England Aquarium
Marriott International
Cambridge Marriott
JetBlue Airways
Assn. of Independent Colleges & Universities
Marriott International
United Airlines



Departing Board Member

Returning Board Members

Term will Expire 2023

Dan Andrew

Cindy Brown

Carole Copeland-Thomas

Robyn Culbertson

John Doucette

Terrilynn Haak

Joseph Milano

Dusty Rhodes

Jeanne Steward

Tom Walsh

Trademark Tours & City Wine Tours

Boston Duck Tours

C. Thomas & Associates

Cambridge Office of Tourism

Peoples United Bank

Mastros

Union Oyster House

Conventures Inc.

American Express - Global Merchant Services

Renaissance Boston Waterfront Hotel



Returning Board Member

Assuming Emeritus Status

Alan Kransky
Tom Kershaw

Direct Travel
Hampshire House

New Board Member Nominee

Term will Expire 2023 pending vote

Robert Schmeck

Marriott International





President & CEO Report

Martha J. Sheridan



December 8, 2020

Good Afternoon,

Earlier today, [Governor Baker announced](#) that Massachusetts will be rolling back its re-opening to Phase III Step 1 effective this Sunday, December 13. This means many restrictions will be reimposed across the travel and hospitality sector, including smaller table sizes, reduced gathering sizes, and the shuttering of indoor entertainment and theater venues. Outdoor theater and entertainment spaces are limited to 25% of full capacity, and not to exceed 50 people.

Under the new guidelines, restaurants can seat parties of 6 people max (down from 10), and patrons must always wear masks except for when they are eating or drinking. Bands and entertainment acts at restaurants will be temporarily paused. Movie theaters, gyms, museums, libraries, common areas within lodging facilities, and other assorted businesses may not exceed 40% capacity. Please see the [full list here](#).

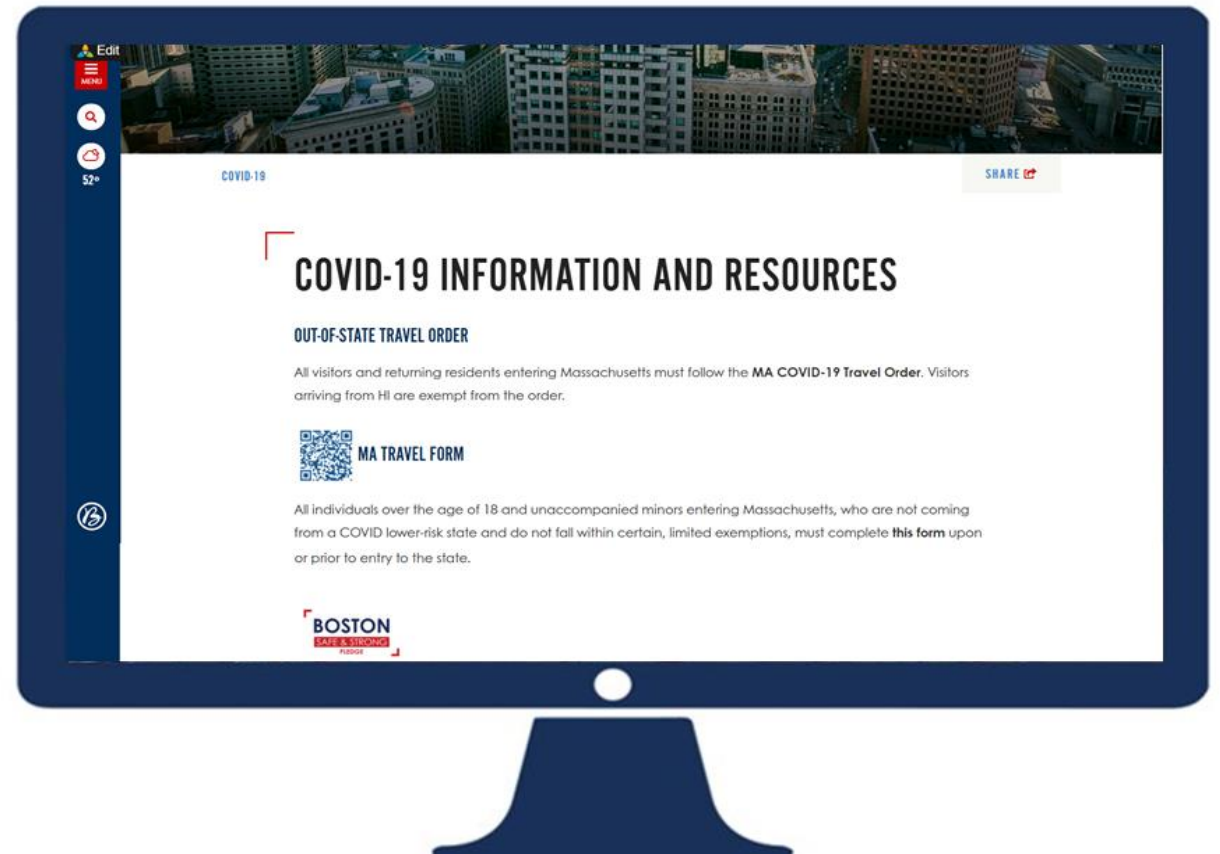
As for gatherings, outdoor groups are now capped at 50 people instead of 100. Individuals and entities that host private, outdoor gatherings with over 25 people must notify the local board of health.

The Bureau will continue to monitor this development and share any updates with our members and stakeholders accordingly.

Martha

Martha J. Sheridan
President & CEO
Greater Boston Convention & Visitors Bureau
msheridan@bostonusa.com

EDUCATE



Educate



INNOVATE



MONET AND ROSÉ

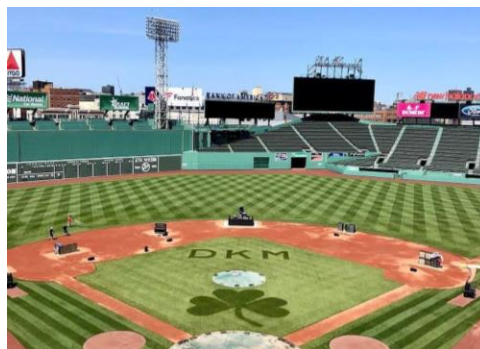
WITH THE GREATER BOSTON CONVENTION & VISITORS BUREAU

RSVP by October 8th

Supplies are limited. A firm rsvp must be received by October 8th to reserve your kit. This invitation is non-transferable.

WHEN Wednesday, October 28, 2020 | 4:00–6:00 pm ET

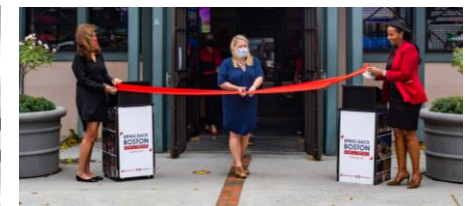
Login details to follow - We supply all the needed materials and ship to your home. You supply your favorite beverage.



SMALL MEETINGS IN BOSTON MAKE BIG DREAMS HAPPEN

#MeetSmallDreamBig

By the middle of February 1863, recruiting for the 54th Massachusetts Volunteer Infantry Regiment was underway, encouraging Black citizens to enlist. Twenty-five men promptly responded. By the end of the week, they reported for training at Camp Meigs (now the Hyde Park neighborhood of Boston), and would become the first military unit consisting of black soldiers to be raised in the North during the American Civil War.



SUPPORT LOCAL
RESTAURANTS
AND JOIN A CULINARY
COMMUNITY
AT HOME BY USING
#DINEINBOSTON



Innovate

Boston hotels make a push to bring back indoor gatherings in Phase 3

Baker limits indoor meetings to 25 people, but hoteliers would like to see at least four times that number

By Jon Chesto Globe Staff, Updated July 5, 2020, 6:09 p.m.



Several Boston hotels are finally turning the lights on again as they awake from their slumbers this spring. But some of the biggest ones will stay dark, with no sign of indoor events returning.

So the Greater Boston Convention & Visitors Bureau went to Governor Charlie Baker's administration last week with an ambitious request: bring back the meetings and events business.

Who wants to gather with dozens of strangers in a conference room right now, with the COVID-19 pandemic still raging? It wasn't that long ago, after all, that a big hotel in Boston [was the site of the state's first serious outbreak](#) of COVID-19. No one would blame you for staying home. However, restoring these events could be crucial for some hotels'



There would be restrictions, the hoteliers acknowledge: Meetings could not exceed 40 percent of the allowed occupancy of a particular function room, up to a maximum of 100 guests, according to the proposal. The limit would rise to 60 percent, with a 250-person cap, at some unspecified later part of Phase 3, assuming the numbers on COVID-19 cases improve.

The organization sent the proposal on Thursday morning to the Baker administration, knowing the next phase of reopening was imminent.

By that afternoon, Baker had [given the green light](#) for Phase 3 to start on Monday for nearly the entire state, with Boston being told to wait another week.

The events business? A much longer wait.

Baker [capped indoor event attendance](#) at 25 people in Phase 3, rather than 100. Outdoor venues with enclosed perimeters can host crowds of that size, though, and tourist attractions such as museums and boat rides can reopen, albeit at a reduced capacity.

ADVOCATE



1. Gov's Reopening Task Force

2. Mayor's Reopening Committee

3. Legislative Presentations

4. US Travel Task Forces

5. Liaison to Governor's Office

6. Media Interviews



Advocate

PROPOSED GUIDELINES FOR PRIVATE MEETINGS, EVENTS AND GATHERINGS IN HOTELS

RESPECTFULLY SUBMITTED BY:
Greater Boston Convention & Visitors Bureau and
Cambridge Office for Tourism



OBJECTIVE

The objective of this document is to provide a path forward for determining informed State and Local guidelines for maximum capacities of private meetings, events and gatherings in hotels. These recommendations demonstrate how hotels plan to adhere to, if not exceed, State and Local safety protocols in Massachusetts while enabling hotels to maximize revenue generation and increase staffing to service larger groups. This proposal has been thoughtfully vetted and produced by a committee of hotel, tourism and hospitality professionals that worked in concert with the Massachusetts Health Council to craft guidelines to protect public health. This proposal is respectfully submitted for your consideration to assist our industry that has been decimated by the COVID-19 pandemic and resulting economic free fall.

BACKGROUND

Tourism is the third largest industry in Massachusetts, accounting for 240,000 jobs and providing \$40 billion in direct spending annually, and \$1.6 billion in total State and Local tax revenue. Occupancy Tax revenue alone totals \$513M in the Commonwealth. To bring the numbers into a more local focus, the hotel and hospitality industry in Greater Boston / Cambridge provides 140,000 jobs, \$22.6 billion in direct spending, \$840M total State and Local tax revenue along with an additional \$318M in Occupancy Tax annually.

The tourism and hospitality industries directly employ one out of every ten Massachusetts residents. Tourism represents the most diverse workforce in the Commonwealth with the lowest barrier to entry and ample opportunity to advance. This industry has consistently provided revenues that support the infrastructures of our cities and towns and has consistently received little investment from the State to maintain our industry's future. We have included data in the attached appendix relating to the negative impact to the hospitality industry in Boston as provided by Pinnacle Advisory Group.

As we find ourselves in phase 2 and on the verge of phase 3 of the reopening of Massachusetts plan, many of our hotels are still closed. While hotels were approved for opening as of June 8th the critical absence of Meeting and Event business as a contributor of business certainty is needed to reopen these facilities. Without a certain and critical path forward on this front our future remains very uncertain.

Now we are asking for a fair evaluation of our industry guidelines and restrictions so we can begin the long process of rebuilding in the most competitive market our industry has seen in decades, if not in history.



PRIVATE MEETINGS, EVENTS AND GATHERINGS IN HOTELS

1

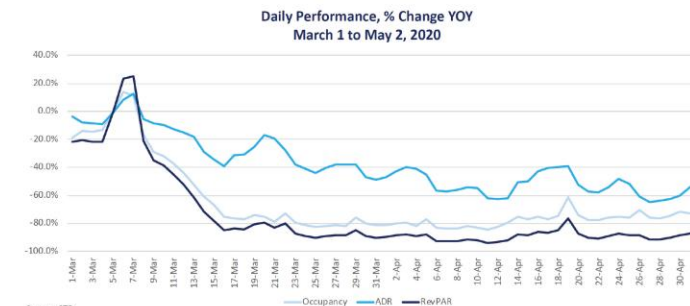
BOSTON LODGING MARKET RECOVERY

Why will the recovery be slow?

- 40% of the convention room nights were cancelled as of April 21; potentially more to follow. Convention and group demand in the City accounts for approximately 30% of total lodging demand.
- International travel accounts for about 18%-20% of lodging demand in the City. International visitation will be significantly reduced in 2020.
- Our world renowned medical facilities drive significant lodging demand. These facilities are taking care of Covid 19 patients, and not providing the services that bring visitors with medical needs to the City.
- MIT, Harvard, and other institutes for higher education generate meaningful lodging to the City – there is still uncertainty regarding how these schools will re-open in the fall; distance learning or back to campus.
- Major events – the Boston marathon, the Red Sox, major concerts, July 4th at the Hatch Shell, etc. have been cancelled or postponed for 2020. The events bring in lots of visitors to the City.
- That leaves corporate and leisure demand. Massachusetts was hit hard from the virus with delayed re-opening. This factor, coupled with a challenged economy will substantially impact lodging demand in 2020, with an anticipated slow recovery in 2021.

*Information from Pinnacle Advisory Group

Boston MSA Lodging Market



*Information from Pinnacle Advisory Group



PRIVATE MEETINGS, EVENTS AND GATHERINGS IN HOTELS

APPENDIX



Guidelines for Private Meetings and Gatherings in Hotels

BOSTON

SAFE & STRONG PLEDGE



City of Boston
Mayor Martin J. Walsh



1	RISK MITIGATION	PG. 3-4
2	EMPLOYEE SAFETY MEASURES	PG. 5-7
3	TRANSPORTATION UPDATES	PG. 8-10
4	HOTEL & RESTAURANT GUIDELINES	PG. 11-12
5	ADDITIONAL RESOURCES	PG. 13-14





2020 Recap

GBCVB Team

2020 RECAP



1. Executive Vice President Report

2. Sales & Destination Services

3. Marketing and Communications

4. Website





Executive Vice President Report

Hilina D. Ajakaiye

OPERATIONS

EDUCATE

- **Membership** Programs, Focus on Service & Support
- **Multicultural Committee**, a More Inclusive Boston

INNOVATE

- **Visitor Center** Renovation
- **Online Store** in Development
- **Publications**, Going Digital
- **Dine Out Boston**, Program Success, part of Marketing Recovery Plan

ADVOCATE

- **Cross Cultural** Page
- **Charitable Giving Committee** & Beneficiaries





MEMBERSHIP PROGRAMS

VIRTUAL OPEN HOUSES

- Well-attended monthly Member Open Houses held virtually so everyone can stay connected. Jan.-March in person & Virtual April-December
- Members **share info, experience fellow member presentations, enjoy cooking & cocktail demos & engage in fun activities.**
- Past presenters include: Encore Boston Harbor, Live Nation, LEGOLAND® Discovery Center Boston, Hyatt Place Boston – Seaport District, Thompson Island, Hyatt Regency Boston Harbor, Inn at Hastings Park, Lola 42 Boston

WEEKLY MEMBER PRESENTATIONS

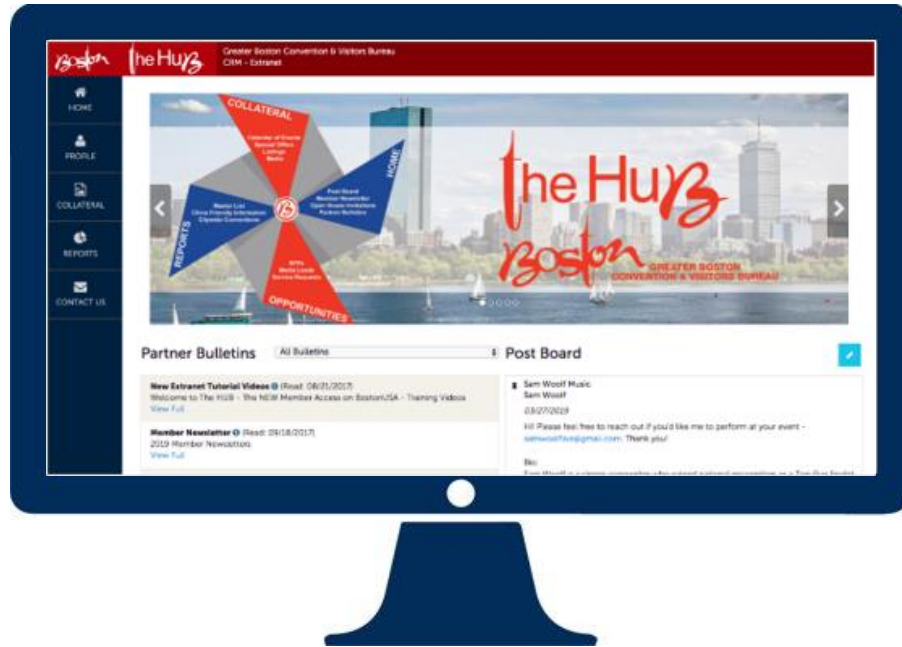
- **11 in-office** and **19 virtual** Member Presentations.
- Dedicated opportunity to **meet with the entire GBCVB staff** to present on your organization.
- The more we know about your business, the better we can serve to promote you.

MEMBERSHIP ORIENTATIONS - MEET & GREETs

- Hosted quarterly & led by department directors & key staff.
- We welcome new members & assist current members to further maximize their membership & **gain a better understanding of GBCVB marketing opportunities.**
- Chance to meet and network with fellow members.



MEMBERSHIP PROGRAMS



THE HUB: MEMBERSHIP ACCESS

Opportunities: Respond to RFPs, Service Requests and Media Leads
Partner Bulletins: Tutorials, Marketing Opportunities, OH Schedules
Post Board: Communicate with other members & post your updates
Profile: Manage your account & amenities
Collateral: Update your web listing, post events & offers for website
Reports: Master list of Conventions/Events, Marketing plans +



MEMBERSHIP NEWSLETTER

Keep up with GBCVB **member marketing initiatives & opportunities & industry news.** *All newsletters are archived in the Hub*





THANK YOU.

37 NEW MEMBERS IN 2020

Alma Gaucha Prime Brazilian Steakhouse
ArcLight Cinemas
Bar Cinco Brookline (being invoiced)
Latina Kitchen and Bar
Julia Zhogina Photography
Komyuniti Restaurant - Seaport Hotel
Hilton Garden Inn Boston-Canton
Hyatt Place Boston Seaport District
Il Massimo
Moxy Downtown Boston
Omni Seaport
Yard House - Lynnfield
Yard House - Burlington

Bites of Boston Food Tours
Black Lamb
CCR Solutions
Chateau Restaurants MA
Davio's Seaport
Del's Lemonade
DoubleTree Hilton Boston Logan Airport Chelsea
Global DMC Partners
Hampton Inn and Homewood Suites Boston Seaport
Oyster Club at the Heritage
ParkWhiz
Pazza on Porter
Oyo Rooms

Rapport International
Rita's Catering
Ruth's Chris Somerville
Sam Adams Boston Taproom
Souvenir Source
T & B Pizza
Talulla
The Backroom at Moody's
The Tower - Longwood Venue
UNO Pizzeria & Grill Kenmore Square
Wolfgang Puck Catering



Educate

MULTICULTURAL COMMITTEE



- Now in its 18th Year
- NAACP 111 Conference rescheduled for 2024
- BostonUSA features (Choose Your Language feature - 65 Languages)
- Boston Holidays section (i.e. Juneteenth).
- GBCVB Meet & Greet at Museum of African American History in 2018; launching event for Cross Cultural page
- Continued advisement

COMMITTEE MEMBERS



Carole Copeland Thomas, C. Thomas & Associates
Bonnie Johnson, WICN
Rafael Torres, Don Quijote Tours
Bill Dunham, Belmont Enterprises
Ola Akinwumi, Hibernian Hall
Joe Li, Asia US Business Connection

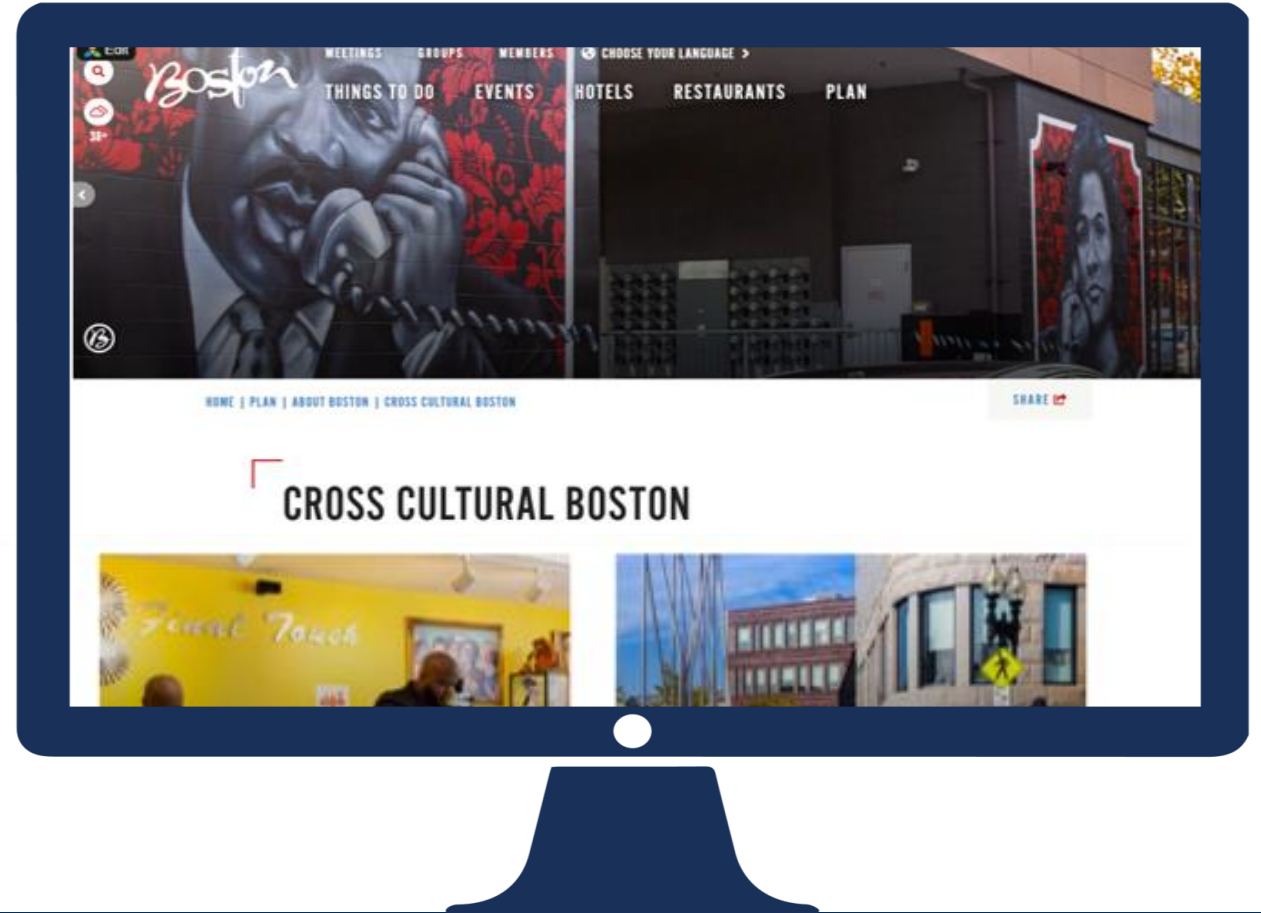
Donna Dupree, Marriott Corporation
Robin Parker, Harvard University
Wendy Pease, Rapport International
Lori Nelson, City of Boston
Hilina D. Ajakaiye, GBCVB
Glenn McGibbon, GBCVB



CROSS CULTURAL PAGE

Landing Page Features

- Boston Neighborhoods
- Black-Owned Businesses
- Multicultural Events
- Black Heritage Trail
- Boston Equality Trail
- Native American Trail
- Museums and Attractions
- Multilingual Videos and Tours
- Blog Features
- Boston Black Hospitality Coalition



VISITOR CENTER IMPACT & PLAN



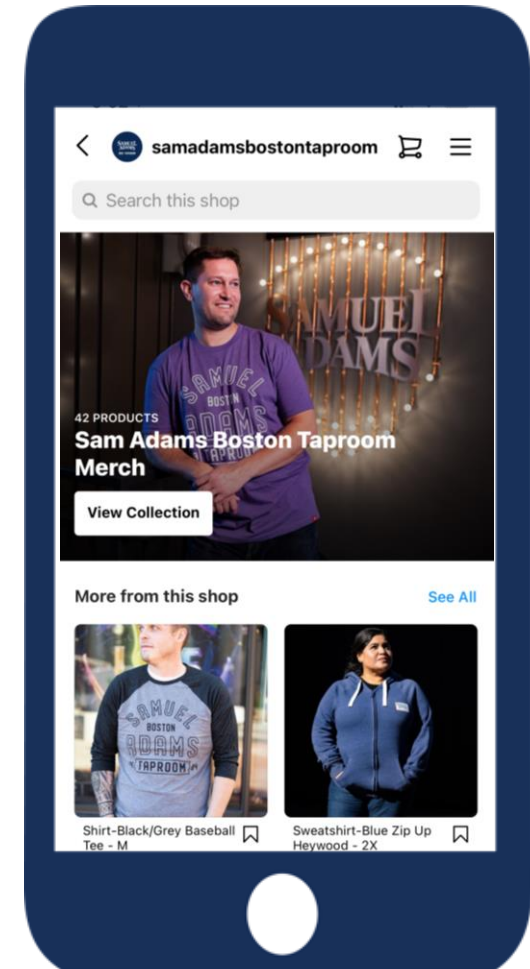
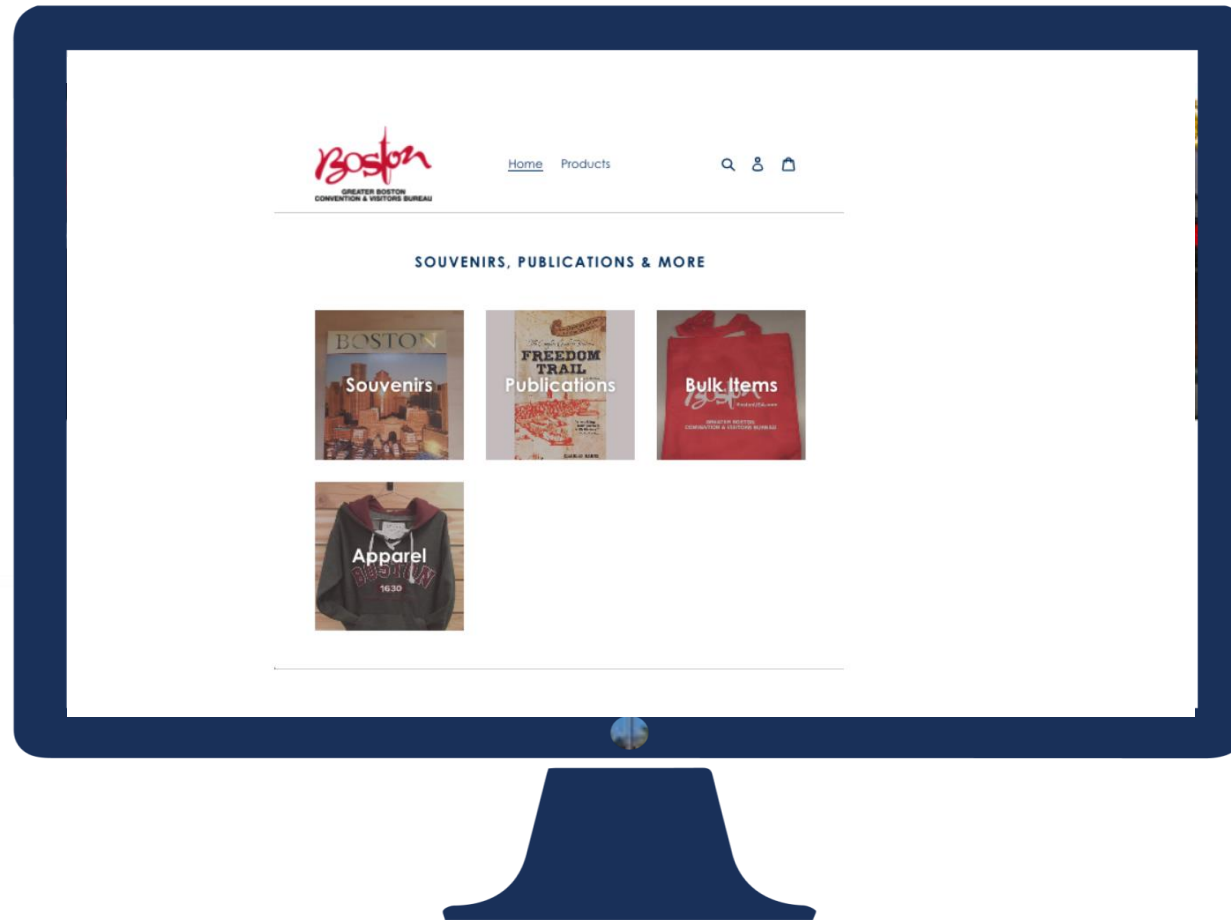
- Improve the overall flow, visual clarity and usability of space.
- Improve the visitor experience the with integrated merchandising displays & capabilities;
- Create focal points of attention to increase bottom line revenues;
- Diversify product offering while growing sales
- Improve VIC employee e xperience





ONLINE STORE

- Shopify
- IG Store



THANK YOU

MERCHANDISE COMMITTEE:

- Matt and Kerri Ann Tobin (Arts and Cards)
- Garo Toby (Merimento)
- Drew McGurrin (Prestige Marketing)
- Kerry and Eileen O'Meara (The Card Works)



City of Boston
Parks & Recreation

CITY OF BOSTON:

- Ryan Woods - **Commissioner Boston Parks and Recreation Department & Team**
- Chief Ranger Gene Survillo



THE CARD WORKS



Innovate

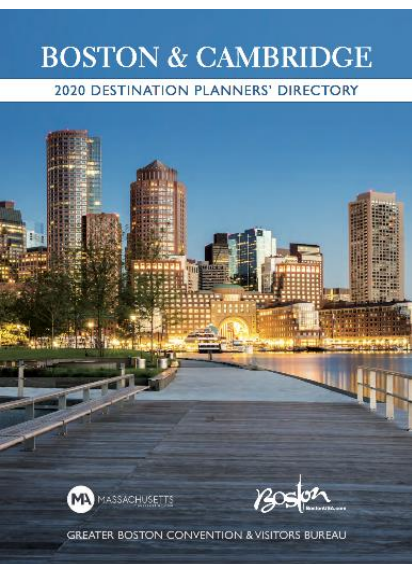


PUBLICATIONS

THE OFFICIAL VISITORS GUIDE

Distributed at the **Boston Common Visitor Information Center**, on-site Concierge Service Desk at the Hynes and BCEC, Logan Airport (Information Booths in all terminals) and Massachusetts Visitor Information Centers.

Digital stats: 10,000 web views per year; average time spent viewing is 1:55 minutes



DESTINATION PLANNERS DIRECTORY

The **Destination Planners Directory** is direct-mailed to meeting and travel professionals. The GBCVB sales team also uses the directory in their outreach to meeting planners and when attending key meeting market trade shows.

Digital Stats: 600 web views per year; highly engaged audience; average time spent viewing is 6:33 minutes.

GBCVB members receive a free listing in the publications and opportunity to advertise.





**MUSEUM OF AFRICAN
AMERICAN HISTORY**



REVOLUTIONARY SPACES

DINE OUT BOSTON CHARITABLE GIVING COMMITTEE & PARTNERS

MARCH

- 188 Restaurant Participants
- Extended for a 3rd week

AUGUST

- Reopening springboard for several restaurants
- Focus on Safety; Outdoor Dining, Take out & Delivery Options
- 114 Participants

CHARITABLE GIVING COMMITTEE

Hilina Ajakaiye, GBCVB

Deborah Borgwardt, NE Aquarium

Cindy Brown, Boston Duck Tours

David Colella, The Colonnade Hotel

Maureen Foley, XSS Hotels

Marita Rivero, Rivero Partners

Charlie Schewe, Delta Airlines



DINE OUT BOSTON AUCTION MARKETING PLAN

Tactics: Press Release,
Eblasts, Organic & Paid Social Media
Posts, Blog, Listings & Banner Ads on
BostonUSA.com, The Hub Bulletins





Sales & Destination Services

Beth Stehley

LEADS AND BOOKINGS

	2020 – as of 11.30.20	2019	Variance
Definite Room Nights	64,155	226,453	-162,298
Number of Events	225	845	-620
Lead Room Nights	361,109	1,074,126	-731,017
Number of Events	731	2,104	1,373
COVID-19 Rebookings			
Total Room Nights	23,230	N/A	
Number of Events	40	N/A	



SPORTING EVENTS

Year	Event	Location
2021	The Laver Cup	TD Garden
	Fenway Bowl	Fenway Park
2022	NCAA Division 1 – Men's Ice Hockey Championships	TD Garden
2024	NCAA Division 1 – Men's Basketball Championships	TD Garden
2025 and 2026	NCAA Division I, II, III Women's Lacrosse Championship	Gillette Stadium, WB Mason Stadium, MacDowell Stadium
2025 and 2026	NCAA Division I, II, III Men's Lacrosse Championships – Finals	Gillette Stadium
2026	FIFA World Cup Bid	Pending



DESTINATION SERVICES KEY ACTIVITIES

- Member Outreach
- Active in Industry Organizations
- Site Visits – 14 – 2 during COVID
- Training Seminars
- Webinars
- Client Events
- Special Projects
 - Creation of itineraries
 - Threshold 360
 - Cvent Supplier Network Certification
 - Chaired Meetings & Events Reopening Team



#MeetSmallDreamBig



SMALL MEETINGS IN BOSTON MAKE BIG DREAMS HAPPEN



At an anti-slavery meeting in Boston in 1850, an invitation was given to all those who were interested in planning a national convention on women's rights. Nine solitary women responded and proceeded to organize the first National Women's Rights Convention, which convened that fall in Massachusetts. These efforts ultimately led to the 1920 ratification of the 19th amendment which ensures a women's right to vote.

#MeetSmallDreamBig



To plan your meeting in Boston, send your RFP or contact us at sales@bostonusa.com



SMALL MEETINGS IN BOSTON MAKE BIG DREAMS HAPPEN

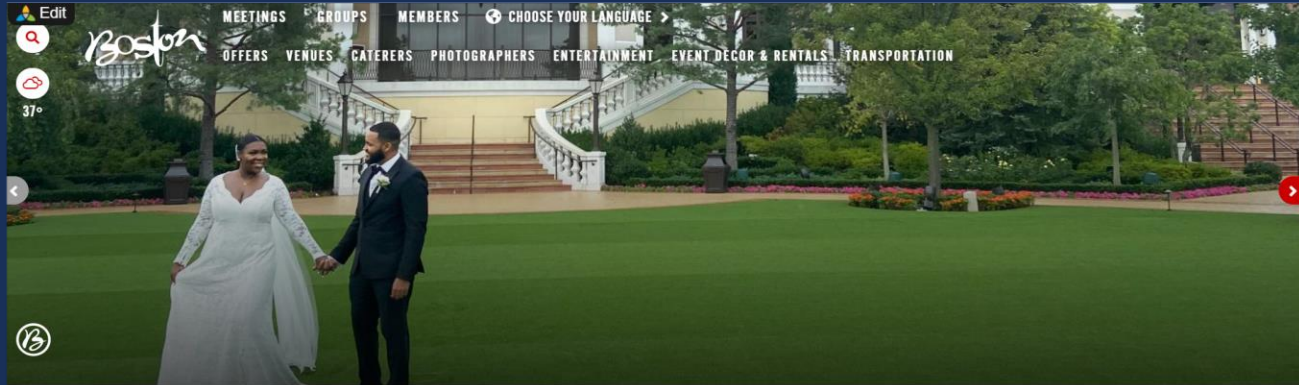


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WEDDINGS IN BOSTON

SHARE

WEDDINGS IN BOSTON

DON'T PUT LOVE ON HOLD!

Let us help you find the perfect **venue**, secure the right **caterer**, find an amazing **photographer**, and everything else!

MICRO WEDDINGS

- Helped Marketing to develop Micro wedding site
- Worked with hotels to help promote micro weddings on our site by showcasing social distancing and proper protocol



Micro Weddings



GBCVB WEBINAR SERIES

REOPENING & RECOVERY: NAVIGATING THE NEW NORMAL

THURSDAY, SEPTEMBER 17TH | 10AM - 11AM

WEATHERING THE STORM & WHAT THE FUTURE HOLDS FOR THE HOTEL INDUSTRY.

It comes as no surprise that hotels in the Boston Cambridge area have been profoundly impacted by the COVID-19 crisis. Early restrictions on travel and continued limitations on meetings, event and conferences have resulted in record low occupancy and rates, and massive employee furloughs and layoffs. In this session moderated by GBCVB President and CEO Martha Sheridan, learn from these four seasoned hotel executives how they are weathering the storm, and what their plans are for recovery and future growth.

[JOIN HERE](#)



Jon Crellin

Vice President of Operations &
Managing Director
Boston Club House



Trish Berry

General Manager
Hotel Boston



Eduardo Fernandez

National Manager
Hotel Boston Hotel



Dan Donahue

President
Seaport Hotel Group

GBCVB WEBINAR SERIES

REOPENING & RECOVERY: NAVIGATING THE NEW NORMAL

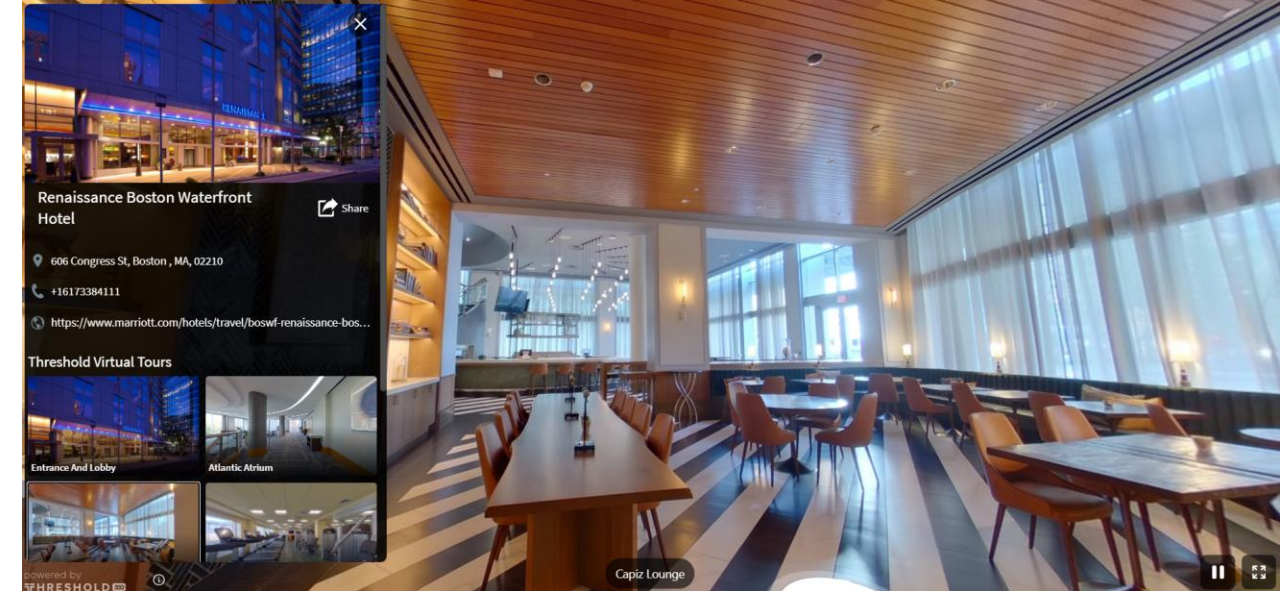
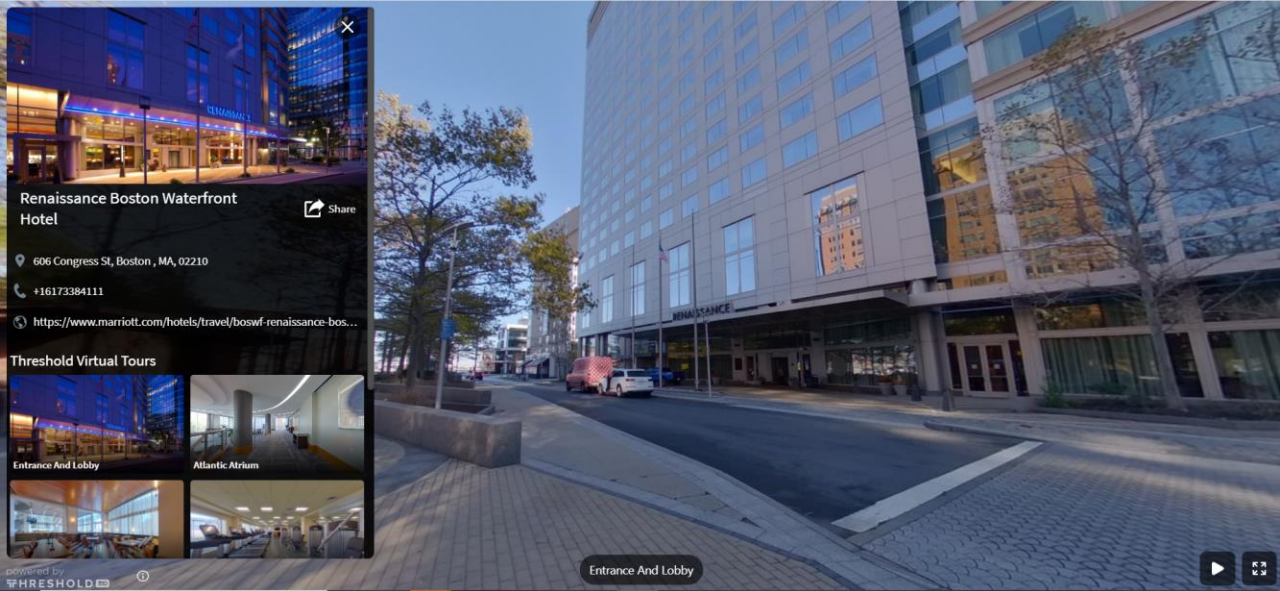
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[JOIN HERE](#)





THRESHOLD 360 | WHAT IS IT?

Threshold 360 is a **powerful visual platform** that adds a **new dimension of depth** to your **marketing**, and **directly increases both online engagement and bookings**. The GBCVB engaged with them in late fall to produce **videos of our hotels, venues and attractions**. To date, **30 have been invited to participate** and we are currently working on scheduling the videos at the participating hotels and venues.



EXPEDIA CAMPAIGN

Winter	2020	2021
Overall Dates	November 1, 2019-February 29, 2020	November 15, 2020-January 31, 2021
Spend	\$224,000	\$154,000
Gross Bookings	\$6,062,318	TBD
Room Nights	27,706	TBD
Average Rate	\$219.00	TBD
# Participating Hotels	21	18





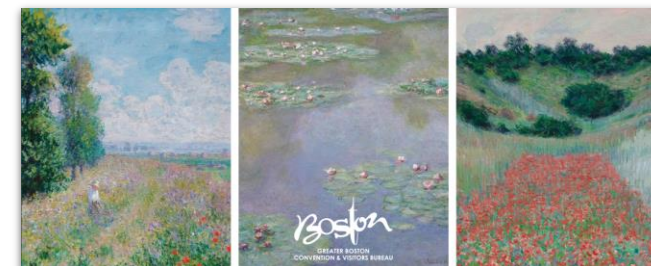
EVENTS

Dropkick Murphy's at Fenway Park
May 29th

Drive in Movie Night
August 11th

Connect Tradeshow
October 10th – 12th

Monet and Rose
October 28th



MONET AND ROSÉ

WITH THE GREATER BOSTON CONVENTION & VISITORS BUREAU



WEDNESDAY, OCTOBER 28TH, 2020 | 4:00PM - 6:00PM ET

Please join the **Greater Boston Convention & Visitors Bureau** for a virtual evening of **"Monet and Rosé"** - a guided "paint & sip" in celebration of the **Museum of Fine Arts Boston's 150th anniversary** and the upcoming **"Monet and Boston: Lasting Impression."**

Boston and Monet provide the inspiration. **We supply the paints, canvas, brushes, and easel. You supply your favorite Rosé or beverage.** We will paint along with a skilled instructor as we draw inspiration from Impressionism and its revolutionary way of seeing the world.

Supplies are limited. **A firm RSVP must be received by October 13th to reserve your kit.** This invitation is non-transferable.

[RSVP HERE](#)



Site Visits



Marketing Programs

David O'Donnell & Glenn McGibbon



WELCOME TO THE NEIGHBORHOOD!

The Greater Boston CVB is working with the Boston Main Streets organization to **create authentic videos of each Boston neighborhood**. These videos will be **a core part of the digital guides** that the GBCVB is producing for each Boston neighborhood.

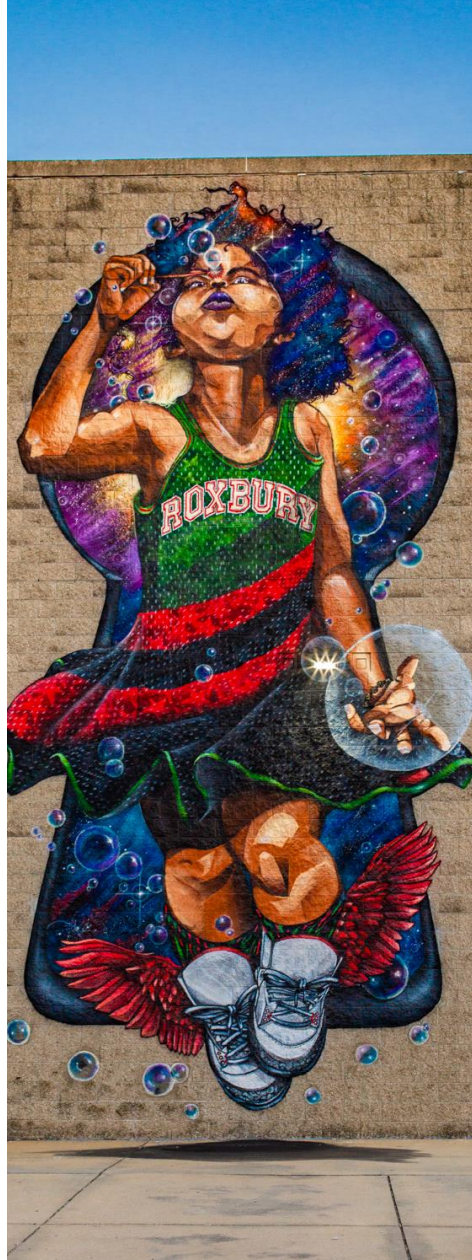
This initiative **aims to tell each neighborhood's story through the eyes of that community** – including interviews with business owners and neighborhood ambassadors, portrayals of street scenes, public art murals, natural landscapes and scenery, and special events and outdoor festivals.

The GBCVB, in collaboration with local partners, will capture the **cultural vibrancy and unique makeup of each Boston neighborhood**. Ultimately, **the goal is to share this content with a broader audience**, not just visitors to Boston but residents of the city who may not grasp the rich opportunities to explore new areas of Boston.



ROXBURY

As part of the Greater Boston Convention & Visitors Bureau Neighborhoods Project, we recently spent 2 days in Roxbury capturing scenes and testimonials to create an authentic story about Roxbury as a community and cultural center. We spoke to small business owners, artists, retailers, restaurant owners and neighborhood ambassadors.



SHOP | DINE | SHARE | IMMERSE | SEE THE REAL BOSTON

ROXBURY

BOSTONUSA.COM/NEIGHBORHOODS





My Local



YOUR **LIVE** BOSTON CLASSROOM

#LiveBostonClassroom

PICK YOUR CURRICULUM:

- Art Walks
- Architectural Tours
- Cultural Immersion
- Science Experiments
- History and Civics

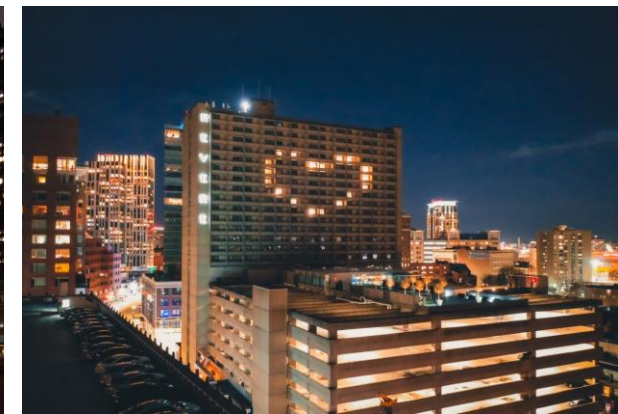
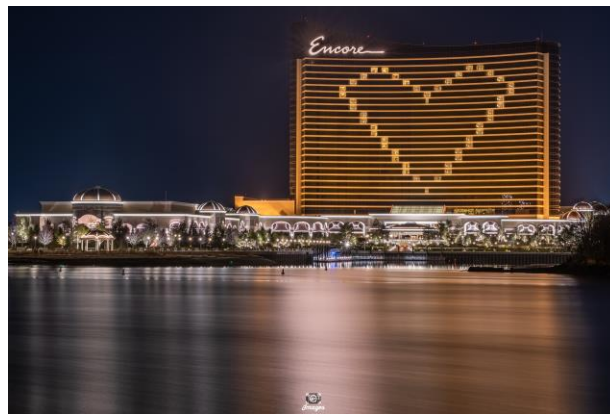
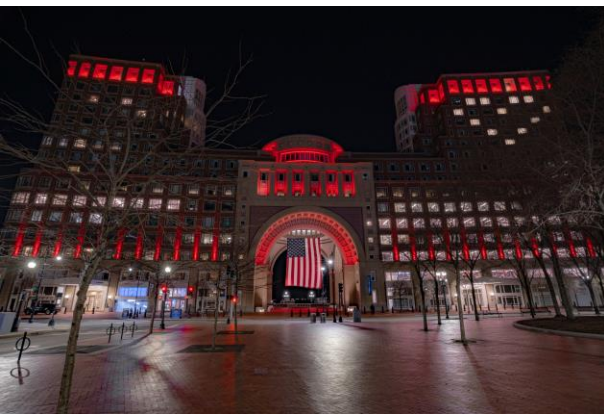
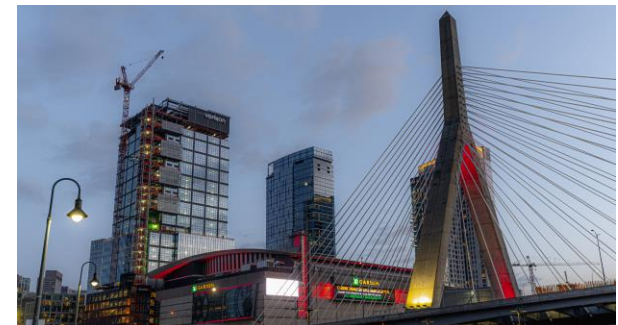
LEARN MORE AT
[BOSTONUSA.COM/LIVEBOSTONCLASSROOM](https://bostonusa.com/livebostonclassroom)

  @VISITBOSTON

 @BOSTONUSA



Live Boston Classroom



#LoveFromBoston

A wide-angle photograph of the Boston skyline at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue. The city's skyline is silhouetted against the bright horizon, with several prominent skyscrapers. In the foreground, a body of water reflects the sky, and a line of trees with autumn foliage separates the water from the city.

ranked

THIRD

BEST BIG CITY IN THE USA

Boston



2020 Readers' Choice Awards | Condé Nast

Top
TEN
HOTELS IN BOSTON



#1
XV BEACON

SWIPE UP



#2
THE WHITNEY HOTEL

SWIPE UP



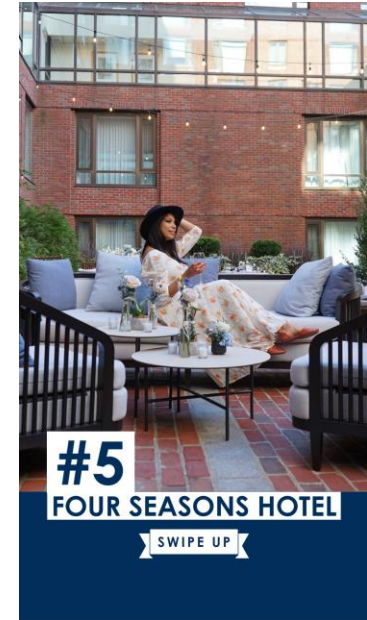
#3
MANDARIN ORIENTAL

SWIPE UP



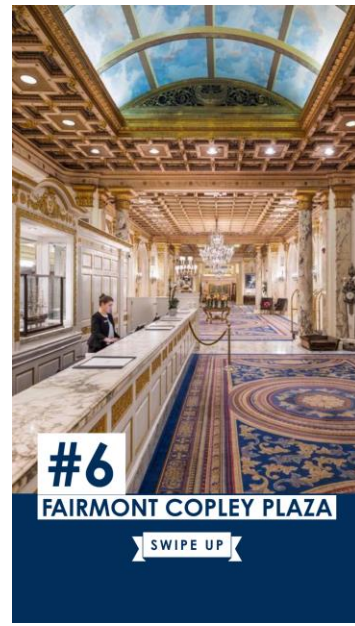
#4
THE LANGHAM

SWIPE UP



#5
FOUR SEASONS HOTEL

SWIPE UP



#6
FAIRMONT COPLEY PLAZA

SWIPE UP



#7
HOTEL COMMONWEALTH

SWIPE UP



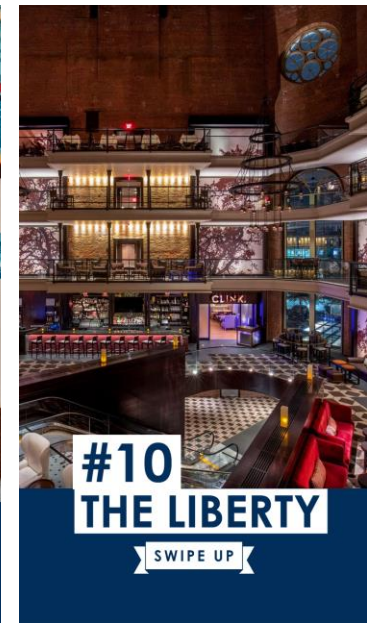
#8
SEAPORT HOTEL

SWIPE UP



#9
THE REVOLUTION HOTEL

SWIPE UP



#10
THE LIBERTY

SWIPE UP



YOU MISSED *THIS* BOSTON

29,090

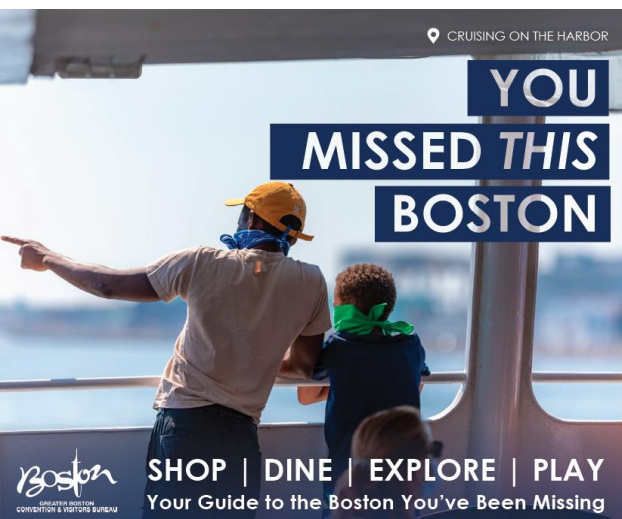
Page Views

12,193

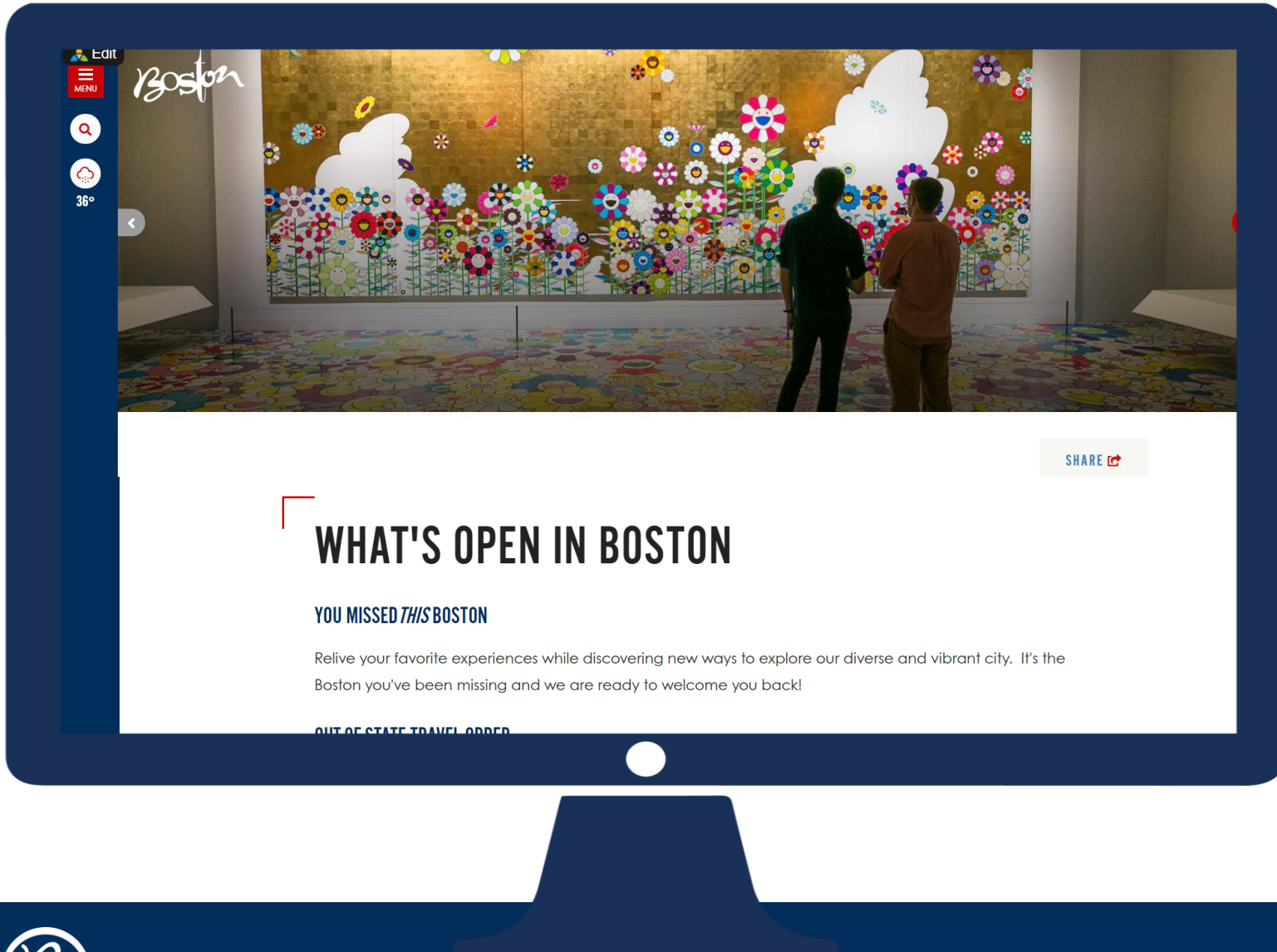
Paid Digital Clicks;
85% Facebook

808,075

Paid Social Impressions



You Missed *This* Boston



What's Open in Boston

- Successful landing page driven by organic keyword searches
- Listed on BostonUSA.com homepage, shared throughout social channels, & through email campaigns

104,240
Page Views



What's Open in Boston



VIRTUAL BOSTON EXPERIENCES

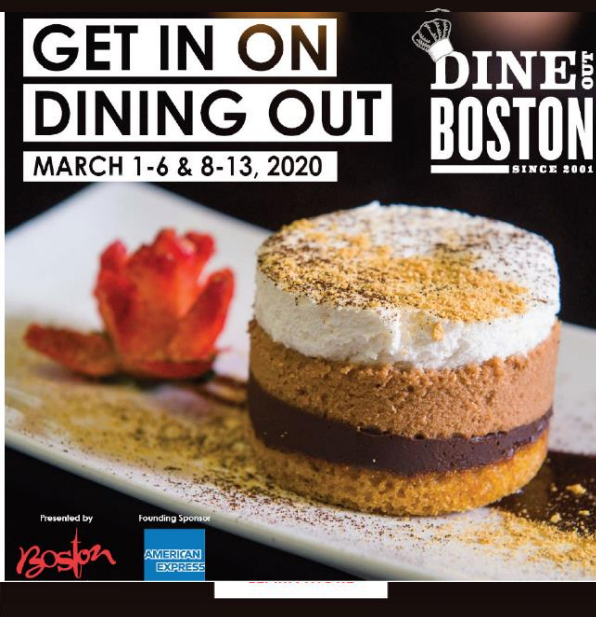
#VirtuallyBoston

- Landing Page & Blog Featuring top Virtual Experiences
- Listed on BostonUSA.com homepage, shared throughout social channels, & through email campaigns

12,446
Page Views



Virtually Boston



DINE OUT BOSTON

- Highly anticipated program held in March & August
- 188 & 114 Restaurants Participated in March & August, respectively
- High conversion rates - digital campaigns and online reservations
- Open Table – reservation partner



19,645

March Covers

78%

of March OT res. from
DineOutBoston.com

17%

of March web traffic from
click-throughs from
digital/social ads

9,613

Aug Covers (Take Out
& Delivery not
monitored by OT)

80%

of Aug OT res. from
DineOutBoston.com

43%

of web traffic from
click-throughs
from digital/social
ads



Dine Out Boston | Dine In Boston



Website Relaunch



2021

Looking Forward

Ms. Martha Sheridan

NEW HOTEL DEVELOPMENT

Year	Hotel	Neighborhood	Projected Opening	Number of Rooms
2020	Home2 Suites Boston South Bay	Dorchester	Quarter 3	130
	The 907 Main Hotel	Cambridge – Central Square	Quarter 3	67
	Hilton Garden Inn Logan (Expansion)	East Boston	Quarter 3	83
	Hyatt Place Boston Seaport	Seaport	Quarter 4	293
Total				573
2021	The Newbury (reopening)	Back Bay	Quarter 1	286
	Hampton Inn/Homewood Suites	Seaport	Quarter 2	245/166
	The Langham (reopening)	Financial District	Quarter 2	312
	The Omni Hotel at Boston Seaport	Seaport	Quarter 2	1055
	Canopy By Hilton	Haymarket	Quarter 3	212
Total				2276

Grand Total: 2849



New Hotel Development



TOURISM: A DRIVING FORCE BEHIND A VIBRANT ECONOMY

Tourism positions Boston and Massachusetts as a **vibrant place** to visit, live and work, generating **significant tax revenue** and improving the **quality of life** for residents of the Commonwealth. A robust and successful tourism sector encourages businesses to call Massachusetts home and **fosters the recruitment and retention of a high-level workforce**. Meaningful investment in tourism promotion is a highly effective form of **economic development**, generating increased levels of **spending and tax revenue** from non-residents, **empowering small businesses** and ensuring employment opportunities for a **diverse workforce**. **WE ARE NOT MAKING THIS INVESTMENT.**

Tourism is the third largest industry in Massachusetts; it is a vital economic driver for Boston and the Commonwealth.			
The Commonwealth generates:		Greater Boston generates:	
Economic Output	\$40 BILLION	Economic Output	\$22.6 BILLION
Total State and Local Tax Revenue	\$1.5 BILLION	Total State and Local Tax Revenue	\$800 MILLION
Occupancy Tax Revenue	\$500 MILLION	Occupancy Tax Revenue	\$300 MILLION
Jobs	240,000 JOBS	Jobs	140,000 JOBS

Source: The Boston Foundation/UMASS Donahue Institute/MA Office of Travel & Tourism

Martha J. Sheridan | CEO | msheridan@bostonusa.com

Sample State Tourism Budgets

California	\$120,506,325
Hawaii	\$82,000,000
Florida	\$77,282,703
New York	\$70,000,000
Illinois	\$37,221,350
Michigan	\$35,000,000
Oregon	\$33,266,370
Maine	\$15,034,000
Massachusetts	\$4,000,000*

*Net of RTC Grant

Sample City Tourism Budgets

Atlanta	\$35,242,000
Miami	\$32,000,000
Nashville	\$31,000,000
Washington DC	\$24,747,000
Philadelphia	\$20,000,000**
Baltimore	\$16,000,000
Boston	\$8,240,582***

**Visit Philadelphia & Philly CVB each receive \$20M

***Net of BCMC pass-through



Tourism Improvement District

ASSUMPTIONS: BASELINE

2021 Q1

- Difficult start to year. Concerted efforts to get disease under control
- Vaccine distribution accelerates in earnest

2021 Q2

- Vaccination programs make a meaningful impact
- Through ramp up of vaccination programs, compliance with public health guidance, and improved testing, disease prevalence declines, immunity rises, and cases decline
- Assume by the end of 2021 Q2, Covid 19 infection rates are low
- Leisure travel picks up headed into summer

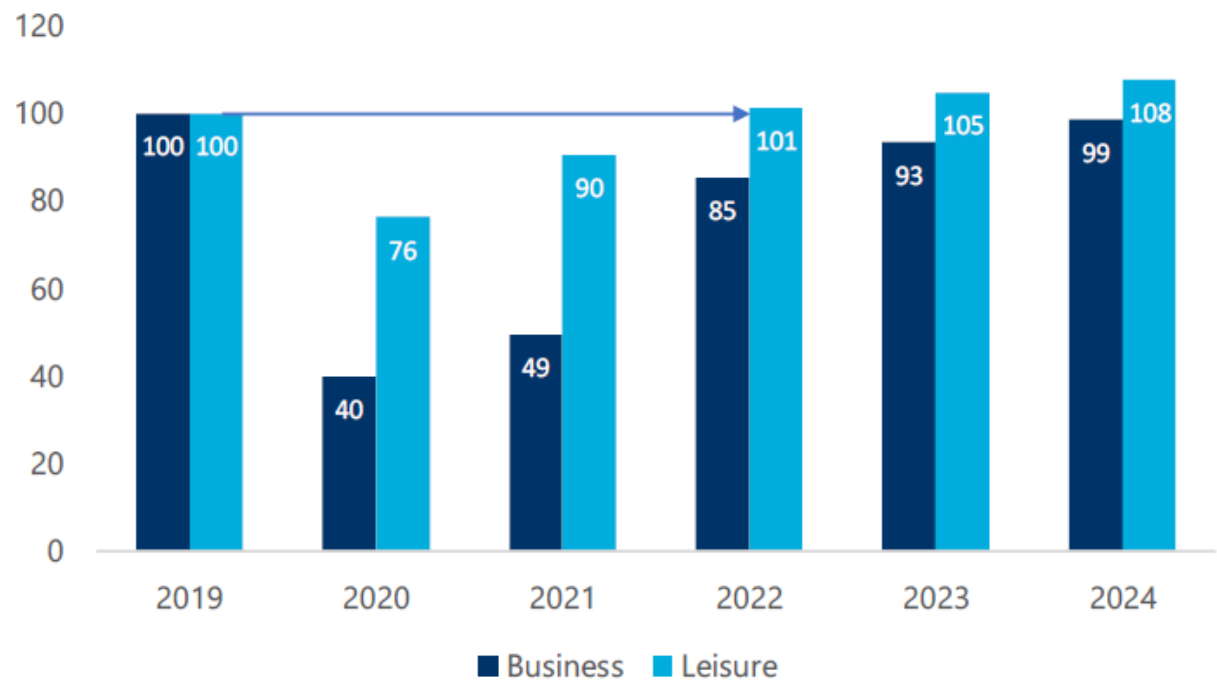
2021 Q3

- Post Labor Day, context for business travel and group events has normalized substantially. Corporate travel restrictions are eased. Group events are permitted in most areas, though certain restrictions continue.
- With US perceived as substantially “safe from COVID”, group and business travel returns strongly (group demand recovering to about 20% 30% below 2019 levels in 2021 Q4)

LEISURE TRAVEL WILL FUEL THE RECOVERY

Business and leisure trips

Index (2019=100)



Leisure back to 2019 levels in 2022

Business nearly back in 2024

Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics



National Projections

VISIT BOSTON | ALL INCLUSIVE CAMPAIGN

The City of Boston is rolling out a destination marketing campaign aimed at a more diverse demographic of travelers.

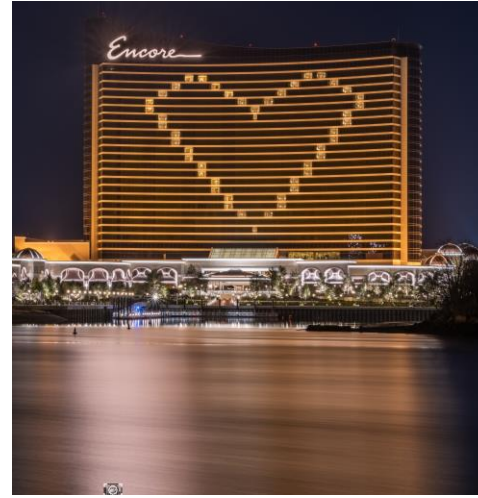
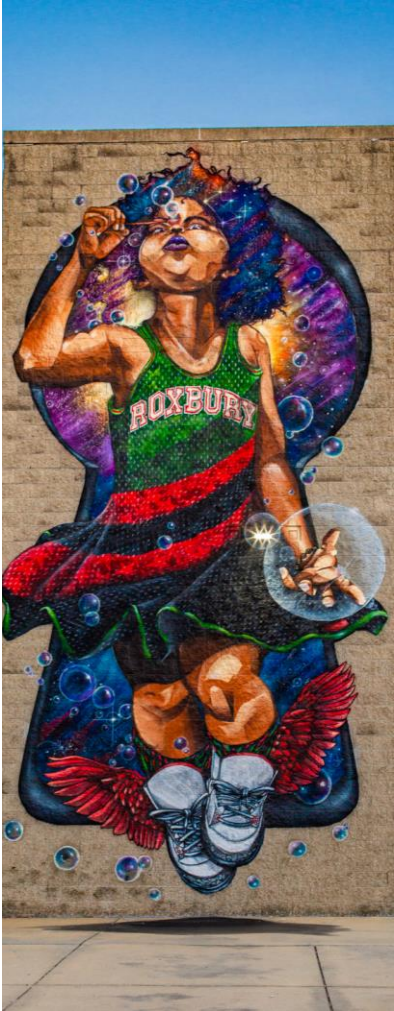
#AllinBOS #VisitBoston

Proverb





Adjournment



Boston
GREATER BOSTON
CONVENTION & VISITORS BUREAU

THANK YOU!