

2019 ANNUAL REPORT

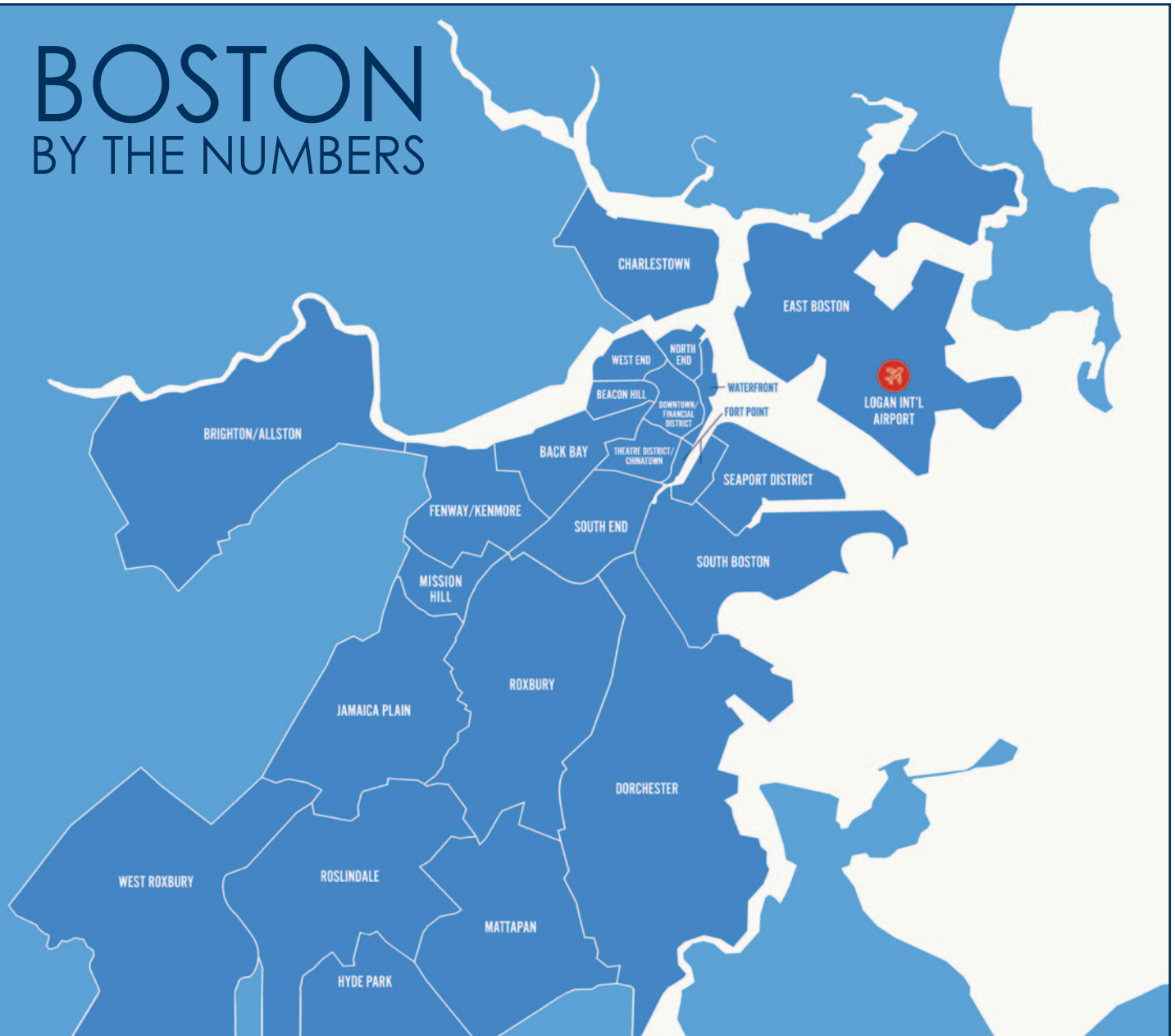


Boston

GREATER BOSTON
CONVENTION & VISITORS BUREAU
BostonUSA.com

BOSTON

BY THE NUMBERS



7,739,000
Hotel Rooms Sold in
Boston & Cambridge

82.5%
Hotel Occupancy Rate

\$215.61
RevPar

22.7 M
Visitors to Greater Boston

\$2,022,300,000
Hotel Rooms Generated

\$261.31
Average Daily Rate

42.5M
Total Boston/Logan Passengers

1.8 M
Overseas Visitors to
Greater Boston

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SALES & DESTINATION SERVICES

The Bureau's sales team, working with our hotel partners and members, leads the destination sales effort for Boston and Cambridge. In 2019 the team coordinated sales activities at major trade shows and sales events across the U.S. as well as in London, Barcelona and Frankfurt.

SALES

Sites

Conducted 87 sites

FAMS

Hosted 30 FAM trips

Trade Shows

Attended 35 Trade Shows

Definite Room Nights

Goal: 214,000

Actual: 226,453

Number of Definite Events

808

Number of Hosted Client Events

20

DESTINATION SERVICES

Sites

Conducted 60 sites

Definite Service Requests

Goal: 550

Actual: 574 Sent to Members

Key Site Inspections

NAACP | July 2020

SIBOS | September 2020

KEY SPORTING EVENTS

WWE | August 2020

Laver Cup | September 2020

Fenway Bowl | Fall 2020

RECORD BREAKING EVENTS: HYNES CONVENTION CENTER

American Orthopedic Society
for Sports Medicine

July 2019

2,200 Attendees

Academy of Management

August 2019

11,000 Attendees

EXPEDIA

Driving hotel stays and visitors to Boston and Cambridge during the winter is one of our key priorities. Our sales team, working with Expedia and 58 of our hotel partners, launched an expanded winter campaign in 2018/19. The Bureau's two campaigns with Expedia ran from November 2018 through February 2019 and from November 2019 through February 2020. The winter campaign that began in November of 2019 involved 21 participating hotels. The campaigns collectively generated more than \$14.5M in hotel revenue and more than 70,000 room nights sold.

Year	11/1/2018 2/4/2019	11/1/2019-2/29/20
# of Participating Hotels	58	21
Number of Rooms	42,517	27,706
Hotel Gross Booking Revenue	\$8,539,240	\$6,062,318
Average Daily Rate	\$201	\$219
Length of Stay	2.0	2.0



COMMUNICATIONS & DIGITAL MARKETING

2019 witnessed great results as the Bureau continued to host a diverse lineup of media FAMs, partnering with our member companies and other DMOs – including MOTT, DNE and Brand USA – to showcase Boston, Massachusetts and the region as a compelling destination for leisure travelers. The Bureau also placed industry advertorials and destination content in important meetings publications such as Convene, Smart Meetings, Meetings Today, Business Traveller, UK Business Destination and USAE.

Partnership

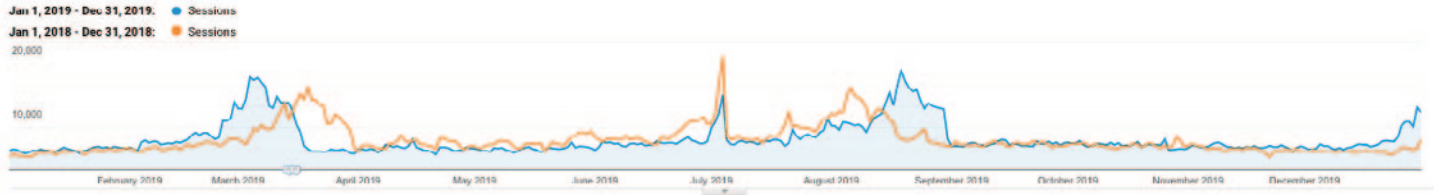
The Greater Boston CVB disseminated messaging and brand exposure via collaboration, starting with our member companies and involving vital partnerships with MOTT, Massport, MCCA, MLA, MRA, the City of Boston, the Cambridge Office for Tourism, and a variety of other entities across the tourism and hospitality sector including cultural tourism, neighborhood advocates, museum and attraction organizations, and the Greater Boston Concierge Association.



- The Bureau worked with Cruiseport and MOTT in 2019 to devise more effective shore excursions and pre and post itineraries for Boston and Massachusetts.
- The Bureau continued to partner with the Museum of African American History to bolster the museum's social media and digital marketing efforts.
- The Bureau is working with the City of Boston Main Streets organization to produce videos for every Boston neighborhood. The first video, featuring Jamaica Plain, was produced in partnership with HipStory and released in 2019.
- The Bureau has continued to work with regional partners and the National Parks Service around the upcoming MA400 commemoration and plans to welcome the Mayflower II to Boston in the spring of 2020, and engage with relevant media outlets to promote the anniversary.
- The Bureau hosted several media FAMs and events in collaboration with airline partners to promote the destination and route development, including JetBlue, Delta, Copa, Cathay Pacific and Air Canada.

Media Coverage

In 2019 we hosted 40 media FAMs that featured a mix of travel writers, editors, bloggers and influencers, and generated over 70 stories for Boston and the region. Media highlights included Boston articles in Esquire, The Toronto Sun, The Times (UK), Elle Mexico, Austrian Magazine, RTE Ireland, Sunday Travel Times, and National Geographic.



Web

Traffic to BostonUSA.com increased 2% YOY. Previously, 2018 was the year with largest amount of traffic in the site's history. The site continued to feature popular seasonal campaign pages and mini guides inspiring overnight stays and day trips in the Greater Boston area.

Digital Campaigns

The GBCVB increased resources toward digital strategies to maintain and drive traffic to BostonUSA.com. More aggressive search engine marketing strategies and paid social placements offset some known organic traffic loss in 2019; Google made core algorithm updates that affected search engine rankings.

Social Media

We further expanded our social media strategy with a calendar of posts to align with seasonal landing pages on BostonUSA.com. Our post calendar focused on Boston's many attributes such as annual traditions and cross cultural offerings.

Web Stats

1.8M

BostonUSA.com
User Sessions

2%

Traffic Increase YOY

Social Media Stats

81.3K

Facebook Followers (4.2% Increase in Total Followers)
Engagement Rate: 6.4% (Industry Average .09%)

2.8K

LinkedIn Followers

53.6K

Instagram Followers: (36.4% Increase in total followers)
Engagement Rate: 5.9% (Industry Average 1.6%)

24K

Twitter Followers
(as of June 2019)



BostonUSA



visitboston



visitboston



BostonUSA

PUBLICATIONS

Convention & Meetings Market

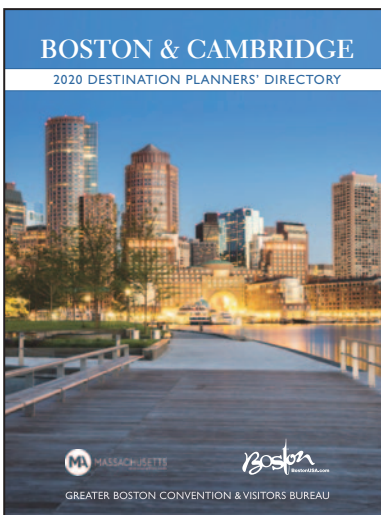
The **Destination Planners' Directory** is direct-mailed to meeting and travel professionals. The GBCVB sales team also uses the directory in their outreach to meeting planners and when attending key meeting market trade shows. A postcard featuring the DPD cover with a web key and QR code was produced along with the printed directory. Scanning the QR code with a smart phone or plugging the web key into a computer with Internet access will take you to the meeting professionals page on BostonUSA.com, which includes an online version of the DPD as well as other destination resources. These postcards were used at trade shows and were also mailed directly to meeting and travel professionals.

Leisure Marketing

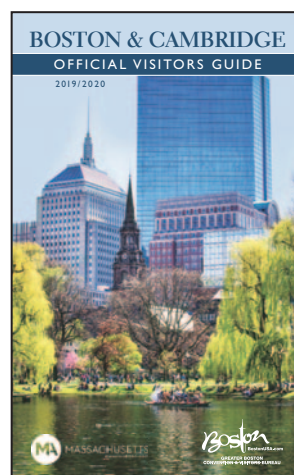
Leisure publications including the **Official Visitors Guide** and **Dining, Shopping & Entertainment Guide** were distributed at numerous locations including Boston Common Visitor Information Center, Copley Place Visitor Information Desk, Logan Airport (Information Booths in all terminals) and Massachusetts Visitor Information Centers. They were also distributed to groups through the on-site Concierge Desk at the Hynes and BCEC. A postcard featuring the OVG cover with a web key was produced along with the printed guide. Plugging the web key into a computer with Internet access will take you to the "Plan Your Trip" page on BostonUSA.com. These postcards were used at trade shows by the sales team.

The GBCVB also produced an illustrated map highlighting lodging, museums and attractions in Boston, Cambridge and beyond. The map was distributed at the Boston Common Visitor Information Center and to groups at the Hynes and BCEC.

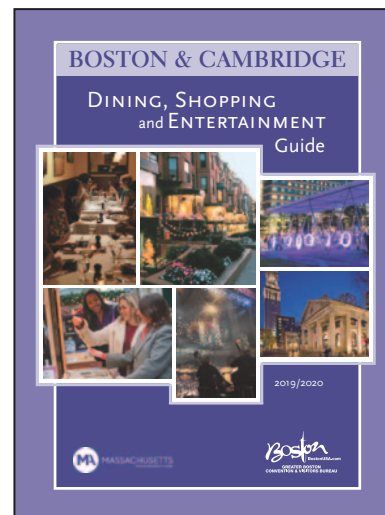
**Destination Planners'
Directory**



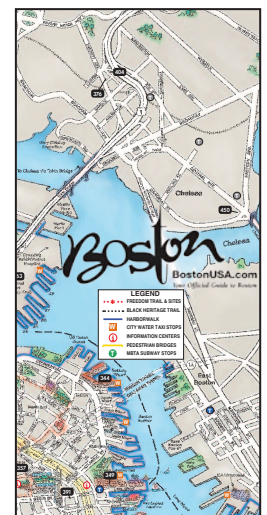
**Official Visitors
Guide**



**Dining, Shopping &
Entertainment Guide**



Boston Map





LEISURE DESTINATION SERVICES

The Bureau provides a wide range of services to assist visitors who are planning a trip to Boston as well as providing a quality visitor experience when they arrive. Our Visitor Information Centers and Concierge Desks assisted a record number of visitors in 2019. Our services range from making restaurant reservations, selling tour and attraction tickets and great souvenirs, and answering questions about Boston and the region.

Leisure Marketing

- Boston Common
- Copley Place

Visitor Services

- Visitor Information Fulfillment Requests
- Phone Center
- Online Store

Convention Concierge Service Desk

- Hynes Convention Center
- Boston Convention & Exhibition Center
- Concierge Cruise Ship Desk at Black Falcon Cruiseport

DESTINATION SERVICES STATS

1,005,101

Visitor Center Visitation

\$21,527

Online Store

5,497

Visitor Information Requests

409,758

Convention & group attendees were assisted at our two Convention Center Desks

8,160

Visitor Fulfillment Requests

SIGNATURE EVENTS & LEISURE MARKETING

Brand USA/Canada

As Canada is our top five international market, in 2019 the GBCVB participated in a co-op with MOTT and Brand USA in a Canada East Multi-Channel program. This initiative, which includes print, Google Display Network, Facebook and Expedia, launched in the spring and ran for 6 weeks targeting the Eastern Canadian market for summer and fall travel to Boston.

Destination Cruise Training

The Bureau is working with Cruiseport on destination trainings for operators and travel agents that book cruise itineraries. Boston's cruise season is expanding further into the shoulder seasons and in 2019 Cruiseport welcomed over 400,000 passengers to Boston. The Bureau participated in seminars with CLIA agents and is also working with MOTT and Cruiseport on new shore excursion and pre- and post-cruise itineraries.

Chinese Marketing & Sales Program

In 2019, Chinese visitors set new records for inbound volume as over 300,000 visitors from China came to Boston. The Bureau hosted its third China-Friendly Marketing workshop in 2019 and grew its WeChat following to 17,000. Our Chinese Marketing Manager participated in a Brand USA China sales mission this year and once again attended IPW and Active America China. The Bureau continues to spearhead China marketing initiatives through the work of its China-Friendly Marketing Committee.

Revolution 250

The GBCVB continues to work with Revolution 250, a consortium of cultural tourism, public history and non-profit organizations, the City of Boston and Conventures to promote events and commemorative programming to celebrate the 250th anniversary of the United States and the seminal role that Boston played in the founding of the nation.

Golf

The Bureau's 25th Annual Golf Tournament was held on August 8, 2019 at Pinehills Golf Club in Plymouth. The day included sold out foursomes followed by the annual awards ceremony, reception and dinner.



Multicultural Committee

The Multicultural team continues to support the Greater Boston Convention & Visitors Bureau staff in identifying opportunities to promote Boston to multicultural associations, organizations, and groups for future meetings, conventions, conferences, and tours. The team was active in communications with NAACP, who have a conference planned in Boston for 2020.

The Committee also served as consultants to promoting diversity on BostonUSA.com, contributing content and feedback to the cross cultural page launched last year. The landing page continued to focus on Boston neighborhoods and annual events and festivals celebrating Boston's diversity; 2019 engagement metrics yielded an improved Bounce rate of 18%.

American Express Partnership

Our Strategic Partnership with AMEX affords the GBCVB an opportunity to collaborate and successfully promote the bi-annual Dine Out Boston program (formerly Restaurant Week Boston), the annual Small Business Saturday (the Saturday after Thanksgiving), Hospitality Exchanges, and China Ready Workshops, among other initiatives.

Dine Out Boston®

Dine Out Boston® The ever popular Dine Out Boston, formerly known as Restaurant Week Boston, took place on March 3 to 15 and again August 18 to 30. Dine Out Boston provides locals and visitors an opportunity to sample area restaurants at special prices. Two photo contests, one in English and one in Chinese, fostered social media engagement. Dine Out Boston also features an online auction with proceeds benefiting a charitable partner; King Boston was chosen as the charitable partner in March and Future Chefs was chosen in August. Web traffic to DineOutBoston.com increased 32% YOY, and OpenTable reservations were up by 25% in March and 30% in August.

BostonUSA Passport to Savings

The BostonUSA Passport to Savings program offers visitors and locals special offers to member restaurants, shops, museums, and attractions. Offers are redeemed by printing a voucher from BostonUSA.com or displaying the voucher via mobile phone. Passport to Savings is promoted via digital channels as well as collateral available at the Visitor Centers.





MEMBERSHIP DEVELOPMENT

The core of the Bureau's success in 2019 is its diverse and dynamic Membership base. Our programs that support membership development have yielded one of the highest retention rates among major CVBs.

1,109

Members

90

New Members in 2019

11

Open House Networking Events hosted in partnership with our Members

94%

Member Retention for 2019 making us one of the top CVBs in the US for retention rate

43

Member Presentations hosted in our office

2,595

Member Contacts who received our Monthly e-newsletter



