



# EXECUTIVE UPDATE

**April 7, 2023**

**Dear Meet Boston Partner,**

Good Morning, and happy Friday! I've spent most of the week in beautiful Victoria, Canada, where industry leaders gathered for the Destinations International CEO Summit. The conversations in Victoria were inspiring. The future of travel is focused on critical ideas and initiatives such as sustainability, accessibility, wellness, and how cities are differentiating themselves. I was sorry to miss our monthly Open House at Harpoon on Tuesday but I hear it was fun and well attended with many exciting updates shared by Charlie and the Harpoon team. Thanks to all who attended!

Last week the team was very involved in the DNE Summit, which took place here in Boston after not happening at all since 2019. The summit was spectacular. Our kick-off reception at High Street Place was absolutely amazing. The Marriott Copley served as a fantastic host for buyer and suppliers to convene, and Mayor Wu was able to stop by and speak at one of the luncheons. We've received tremendous overall feedback and that's a testament to the very hard work, over several months, put forth by our Director of Tourism Sales Stacy Thornton and our International & Leisure Sales Coordinator Kerri Cronin. This duo planned and executed seamlessly and we are so proud.

Global Meetings Industry Day (GMID) occurred last week on March 30. Meet Boston placed digital signage across the city to promote GMID and we participated in an event at Encore hosted by the New England Chapter of PCMA. As co-chair of US Travel's Meetings Mean Business coalition, I am fully committed to the ongoing recovery of the meetings sector and the larger advocacy effort around how impactful meetings and conventions are for our regional economy. We are determined to be present at all industry events that are driving this recovery. As such, our Sales team has had a busy start to the spring season, attending, of late, the Meetings Industry Council, Conference Direct, MPI, and Pharma Forum in March, and in April the team is off to the Connect Spring Marketplace, Northstar Meetings Emerging Leaders, C&IT Corporate Awards in London, and the PCMA Partner Conference.

Next week we are hosting our [second annual Career Fair](#) in partnership with Tourism Diversity Matters. This collaboration is an essential aspect of the workforce development initiatives that Hilina is leading. The career fair will connect over 70 employers with hundreds of job seekers. It occurs on Tuesday, April 11 at the Hyatt Regency. Ultimately, this is a key part of our overall goal of introducing new audiences to the dynamic opportunities for employment that exist in the travel and hospitality sector, and diversifying growth paths within the industry.



Hilina Ajakaiye, Executive Vice President of Meet Boston and Greg DeShields, Executive Vice President of Tourism Diversity Matters, discuss Boston's upcoming regional career fair. Click the image to watch.

Our March Dine Out Boston was a smashing success. With nearly 150 participating restaurants, our paid and organic social campaigns drove over 2.6 million impressions, while our [promotional video](#) received over 62,000 views on YouTube. We worked with over two dozen influencers to promote Dine Out Boston this year and we are thrilled to report that our charitable component raised over \$11,000.

As part of our spring marketing campaign, we have launched a [second commercial spot](#) that features an array of performance venues across Boston. The goal is to spotlight Boston as a compelling destination for live performances and concerts. We know we have an amazing and eclectic scene and want visitors to understand that as well.

The spring will be incredibly busy. The marathon is around the corner, and we have great hopes for long playoff runs over at the Garden. Here at Meet Boston we are very excited. The team continues to grow and I'd like to welcome our most recent additions – Communications Coordinator Lillian Tsegaye, Operations Manager Dianna Colon, Visitor Services Manager Chris Kuhl, Visitor Services Representative Rie Fujishiro, and Sales Coordinator Meghan Mlambo. I'm sure you'll meet them all soon enough!

Martha

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