

EXECUTIVE UPDATE

August 9, 2022

With the travel economy on the rise, I want to renew efforts to share frequent communications with our membership base and key stakeholders. Our messaging was consistent during the most difficult days of the pandemic when we were focused, first and foremost, on the crisis itself – public health metrics, safety protocols, traveler sentiment, advocacy, and, above all else, industry survival.

That's where we've been. Here's where we are going. June and July were among the busiest months EVER in Greater Boston. The city was abuzz with the US Open, NBA Finals, Harborfest, and many citywide events. Our team was there every step of the way, and in the midst of this we were awarded the Army-Navy game in 2023 and FIFA World Cup matches in 2026. These wins reflected years of hard work, particularly by Stephanie Pappas, to bring premier global events to our destination.



The last two weeks have been a whirlwind. We attended the Destinations International Annual Conference in Toronto where I presented on multiple

panels and was honored (and humbled) to receive a Destination Organization Leadership Award.



From Toronto I traveled to Puerto Rico for the US Travel Board Meeting and now I am in London with Stacy Thornton for the launch of JetBlue's new London-Boston nonstop service. Here are some pictures, first from the gate celebration at Logan, followed by an event at the US Ambassador's residence in London.





The team is extremely busy. This week our Sales team is attending the second Connect Marketplace conference of 2022 while the marketing team is at ESTO. Lisa Deveney and Michael Munn recently attended the NAACP National Convention in Atlantic City. Hosting this event in Boston next year represents an amazing opportunity for us to reveal the breadth of what our city has become.



We are so focused on this at the GBCVB, as evidenced by our All Inclusive Boston campaign as well as our neighborhood videos. In fact, we have just released our latest neighborhood video [featuring Hyde Park.](#)

We are working on some big moves in brand marketing and brand activation. Later this summer you will see the first ever mobile visitor center on the streets of Boston and beyond, showing up at festivals and special events that we sponsor and bringing our presence to a much a larger area of the Regional Tourism Council.

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And as many have heard, we are undertaking a comprehensive rebrand for the Greater Boston CVB. Working with Allen & Gerritsen, we will roll out an entirely new look and language for how we promote Boston to all audiences. The new brand will manifest across all aspects of how we position the destination – through digital content on web and social, in printed collateral, at trade shows, and in how we pursue partnerships that enhance and expand the value proposition of our organization.

Many of these strategic efforts relate back to our new funding model – the Tourism Destination Marketing District – which has, above all else, allowed our staff's creativity and work ethic to shine in spectacular ways. We are winning global events, we are rebranding the city's visitor-facing appeal, we are contracting with international agencies to promote Boston, we are building new models for workforce development, accessibility trainings, sustainability efforts, and apprenticeship programs, and we are growing our staff.

I look forward to sharing more frequent communications with our partners. And in case you missed it, [Dine Out Boston](#) has kicked off so make your reservations today!

Martha

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