



# EXECUTIVE UPDATE

February 9, 2023

Dear Meet Boston Partner,

Last week our team took the Meet Boston brand on the road to New York. “Meet Boston in NY” was, by all accounts, a smashing success. Less than two months after our big reveal here in Boston, our goal in New York was to create a compelling and memorable media event: dynamic panel discussions, exquisite food and entertainment, and just an amazing overall experience. We succeeded. With nearly 200 media members, meeting planners and tour operators in the room, our event featured celebrity chefs, community-focused developers, local artists, Berklee musicians, hoteliers, the Embrace Boston leadership team and more. These voices collectively captured and conveyed the new Boston story, an inspirational narrative that does not forget our past but focuses on the future – a city in motion, always newsworthy and always making history.



Our rebrand comes at a promising time for the travel industry. According to the January jobs report, the US economy gained over 517,000 jobs last month and a quarter of them were in the leisure and hospitality sector. Industry employment metrics are of course driven by a robust travel economy, and here in Greater Boston our hotels continue to see marked YOY jump in key areas. In December we saw occupancy and rate both increase 13% year-over-year, which resulted in YOY RevPAR growth of nearly 29% for the month. Please view the [December Executive Summary](#) from our friends at Tourism Economics. For your reference, we place all of our Tourism Economics reports in our extranet Hub.



Recently we [issued a letter](#) sharing our new partnership model. While we have traditionally used the word “member” to describe our affiliated organizations, we are making an intentional shift to the word “partner,” which better describes how we share our value proposition and advocate for an inclusive travel space. We are here to build equity in the visitor economy by providing the educational resources, programs and insights necessary to tap into it and thrive.

We hope to see you at our February Open House occurring at Roadrunner on February 16. [Please RSVP today.](#) And if you haven’t paid us a visit yet in 2023, you’ll find us at a new home – 99 High Street, steps off The Greenway near Dewey Square. Please come say hello!

Sincerely,

Martha

Martha J. Sheridan  
 President & CEO  
 Meet Boston

