



Executive Update

| Martha J. Sheridan

MB Meet BOSTON

January 25, 2024

Good afternoon,

Thanks to all who attended our Open House last week at Margaritaville. My travel schedule had prevented me from attending the last few events and it was wonderful to see such a great turnout. Please mark your calendars now for our [next Open House](#) set to occur at Sunset Cantina on **February 7 at 4:30pm**.



As we announced at Margaritaville, we are thrilled to share with all of our partners that we have hired a new SVP of Sales and Services, [Nik Pereira](#). Nik has over 20 years of sales and operations experience in hotels and with DMOs. While he was most recently VP of Sales for the Philadelphia CVB, he has deep ties to New England, having spent two decades in the region prior to his time in Philly. Nik holds a master's in business administration from Johnson and Wales.

Nik hit the ground running with the team, attending PCMA earlier this month in San Diego. The Meet Boston team joined our Signature Boston counterparts for a Boston reception at the San Diego Wine & Culinary Center and together we created a fun, bustling and interactive booth experience with many locally sourced Boston goods.

This week the Meet Boston team is participating in our first-ever trade mission to India. Along with Brand USA and other destination partners, Stacy Thornton and Megan Skiles are there representing Greater Boston, taking appointments with the top travel trade and travel media representatives in Goa, India.

India is a growing market for us, one of our most compelling emerging markets, and this mission is designed to cultivate learnings and relationships that will position Boston to grow our market share of the inbound travel. Meanwhile, just across the pond, Stephanie Pappas is attending the C&IT Corporate Forum, a small conference that features 1:1 appointments with key corporate buyers in the UK.



There is exciting news on the local scene as well. We've announced our dates for the March edition of Dine Out Boston, which will take place from **March 10-23, 2024**. As always, we invite ALL of our restaurant partners to curate enticing menus and [sign up TODAY!](#) Dine Out Boston features a charitable component and we encourage our partners to [nominate deserving organizations](#). Lots more to come on Dine Out Boston in the next few weeks as we prepare for the program's arrival in March.

I'd like to congratulate Meet Boston EVP Hilina Ajakaiye for her recent election to Board Chair of the Rose Kennedy Greenway Conservancy. Hilina has served on the Greenway Board for two years and so many of the initiatives she spearheads are inherently aligned with The Greenway's mission to create accessible and sustainable experiences for all, whether they be visitors or residents. We are so proud that the Greenway Board has entrusted Hilina to take on this critical position. We know that she will excel in this regard and help the Greenway to realize new goals and success stories.

The Greenway and downtown are full of fun and immersive experiences this winter and we are leveraging these activations to promote Boston in the winter like never before. The Winter Sauna Village on the Greenway is a great example. It's a health and wellness experience that is so unique for us. I may not be taking the cold plunge myself but I'm sure many hearty visitors will. And in downtown Boston, the Business Improvement District has taken a page from the Quebec playbook with the installation of [Winteractive](#), an array of whimsical art sculptures placed throughout Downtown Crossing. Winteractive has generated so much buzz for the city already. Come see for yourself.



Stay tuned for big news coming in early February. On Sunday, February 4, the FIFA World Cup 2026 match schedule will be unveiled during a live broadcast. We won't know which teams are playing here, of course, but we will learn the number of matches set to occur at Gillette and when those matches will take place. In closing, please remember to check out our new podcast – [Boston Found](#). New episodes are released every other Wednesday, and this week we have shared a great conversation with Nia Grace and Ed Kane on nightlife in Boston. Check it out!

Sincerely,

Martha

Martha J. Sheridan
President & CEO

