



GREATER BOSTON CONVENTION & VISITORS BUREAU

Membership

Greater Boston Convention & Visitors Bureau Who We Are and What We Do

Our Mission

The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor services organization charged with the development of meetings, conventions and tourism related business. Our goal is to enhance the economy of Boston, Cambridge and metropolitan area as well as develop business opportunities for members.

Our Organization

The GBCVB is a not for profit, membership driven sales and marketing business comprised of over 1,200 companies across Boston, Cambridge and New England that depend upon the visitor and convention industries for their own success and growth. The marketing focus of the GBCVB involves the following departments: Group Sales, Visitor Services, Media Relations & Tourism Sales, Visitor Marketing and Destination Services.

Conventions & Meetings

The solicitation of conventions and meetings involves city and state government, area hotels, exhibition companies and other GBCVB member companies. Our Destination Services team works with all group business booked definite for Boston and serves as a “match maker” between these clients and our members.

Tourism

The tourism marketing effort is a carefully planned strategy that takes into consideration every opportunity to partner with state and city government, as well as local and private groups who share the same objectives. Through our partnerships, the GBCVB works to stimulate growth in international and domestic markets that offer the highest potential for new business for Greater Boston.

Join over 1200 businesses that benefit from the GBCVB's unique access to Boston's visitors, meetings & events, convention attendees and group tour market!



Membership in the GBCVB is open to any business or organization interested in promoting Greater Boston as a leading destination for convention, group tour and leisure travel.

The GBVCB is the primary source of local Boston information. We can refer your business to meeting and event organizers, convention attendees, group tour operators, visitors and our members to greatly enhance your bottom line!

Outlook for the Tourism Market

Industry Analysts are forecasting that 2019 should see an overall 2.1% growth for the visitor economy across our region. The GBCVB expects to service more than **300** groups, attract over **600,000** attendees and delegates, sell more than a record setting **2 million** room nights, and attract more than **23 million** international and domestic visitors to our destination.

Thanks to our international sales and marketing initiatives and our members support, we will grow our international visitors by more than 3.5% and see 5% growth in visitor spending in 2019. In the year ahead, our unique collaborations and partnerships, including our China Friendly marketing initiative, which last year generated a record 301,000 chinese visitors, will help us build upon our past successes and continue our award-winning customer and client service programs. **Your investment in the GBCVB will help us do just that!**



Greater Boston Convention & Visitors Bureau
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1 (800) SEE-BOSTON
BostonUSA.com

For information or to join the GBCVB Contact:
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The HUB - Member Access on BostonUSA

Each member has the opportunity to receive leads directly from GBCVB sales and destination services managers working with domestic and international meeting and event planners.

Masterlist of Conventions & Events

This proactive and exclusive Convention Calendar provides a list of definite meetings and events coming to the Boston area over the next few years. It also contains the contact for each meeting and event.

Media & Tourism Leads

Members receive inquiries generated from domestic and international travel journalists, photographers, tour operators, travel agents and group tour leaders looking to promote Greater Boston and our members.

FAM Trips & Tours

We sponsor tours, sales missions and site visits for meeting planners and tour operators considering Boston. Plan to participate so that your services and products can be experienced firsthand.

Trade Shows

We purchase booths and attend key domestic and international trade shows every year. You have the opportunity to partner with us and showcase your business and the best of Boston.

Concierge Desk

We staff a concierge desk at the Hynes Convention Center and Boston Convention & Exhibition Center to assist attendees with all their needs and interests - this includes but is not limited to making restaurant reservations, providing information on tours, transportation, theatre, and advice about what there is to see and do in the city and beyond.

Phone Center

Our call center is open Monday-Friday to answer questions and give referrals. Visitor kits and our publications are sent out by request through our call centers.

Visitor Information Centers

We staff the Boston Common Visitor Center and Copley Place Information desk to help visitors and locals find what they're looking for in Boston. Here, we also have available from member companies, an array of unique Boston and Massachusetts themed gifts and souvenirs to serve as wonderful mementos of our visitors' stays.



Open Houses

Once a month we hold open house networking events which are great opportunities to build relationships and partnerships with your fellow members. **You can also host an open house to showcase your venue and services to members of the GBCVB.**



BostonUSA.com

Each member receives a free listing on our high-traffic website which also includes images, videos, and links to your website and social channels. **We also list your special events on our calendar, packages/offers in Great Deals, and special dining on our website for no additional cost.**

Calendar of Events & Seasonal Highlights

Send us your events and happenings so they may be promoted on our BostonUSA calendar, Paul's Weekly Picks (sent to hotel concierges throughout the city) and through our social channels. events@bostonusa.com.

Hotel Package Promotions

We promote specials and packages on our website, in our various publications and marketing campaigns throughout the year. **(School Vacation and in conjunction with special events)**

Publication Listings

The GBCVB produces annual publications to attract visitors and conventions. All members receive a Free listing in the **Destination Planners Directory (DPD)** and listings in relevant publications such as **The Official Visitors Guide (OVG)** and **The Dining, Shopping & Entertainment Guide**. All have a large distribution and are also available online.

Company Brochure Distribution

We can help you reach visitors once they've arrived in Boston. Members can display their brochures at our busy **Visitor Information Centers** located at the Boston Common, Copley Place and Boston's convention centers.

Leisure Destination Services

Our toll-free visitors information line lets visitors and attendees talk to a GBCVB Visitor Information Representative for things to do, where to stay, directions and more.

Sales and Destination Services

The GBCVB Sales Team is charged with the solicitation of all groups of all sizes that would not require utilization of space at the Hynes Convention Center or Boston Convention & Exhibition Center (BCEC) beyond 18 months. **The Destination Services Department** at the GBCVB works with all group business booked into the Hynes, BCEC or an individual hotel by the GBCVB Sales Department or the Boston Convention & Marketing Center. We act as a "match maker" with our clients and members. This is accomplished through **Sales Leads** and **Service Requests** sent out via The HUB - Member Access on BostonUSA.

Media Relations

Our Media Relations Department serves as an extension of your company by helping spread the word about your business, new products and special happenings via press releases, updates, press trips and media leads.

Social Media

We promote and engage audiences with your special events and offers through our Facebook, Twitter, Instagram, Google +, Pinterest, WeChat & Weibo accounts



Marketing & Communications Services

Participate in promotions with our industry partners: American Express, Massachusetts Lodging Association (MLA), Massachusetts Office of Travel & Tourism (MOTT) and the Massachusetts Port Authority, to name a few.

Seasonal Promotions

We create and promote landing pages for holiday events and specialty dining such as Brunch, Outdoor & Fireside Dining. We solicit seasonal offers and hotel packages to promote on our website and through our social media.

Signature Initiatives

Dine Out Boston takes place twice a year (March & August). Participating restaurants have the opportunity to offer special prix fixe menus for lunch and dinner providing locals and visitors an opportunity to sample their restaurant at special prices.



BostonUSA VALUE Pass

The PASS offers visitors and locals deals and discounts. The PASS is issued twice a year; April 1st - October 31st, and again November 1st - March 31st.



Industry Resources

The HUB - Member Access on BostonUSA

Designed for members only, this portal includes the Masterlist of Conventions & Events, Opportunities (RFPs, Service Requests and Media leads) and reports such as the GBCVB Marketing Plan and China Friendly resources.

Economic Impact and Industry Reports

Throughout the year you will find several informative industry reports that serve as a resource and comparative tool: Hotel Openings & Statistics, Outlook & Regional Lodging Reports and Overseas Visitation numbers.

Online Press Room

Important information, industry research, tourism statistics, news clips, media documents and recent press releases will be sent to you throughout the year and can also be accessed on BostonUSA.com.

Slides/Photo Library

Images and photos are available in our press room for member use. We encourage members to send "best shots" so we have on hand to promote their business.

Membership Newsletter

Emailed monthly, our membership newsletters serve as our main communication with members. In each edition, you will find industry information, open house event invitations, and visitor marketing, lead, trade show and advertising opportunities.

Member Presentations

Members have the opportunity to meet with the GBCVB staff to present their company's products and services. The more we know about your business, the better we can serve to promote you.



Advertising Opportunities

Sponsorship Opportunities

Reach larger audiences by sponsoring our special events, newsletters, Dine Out Boston and more.

Visitor Mail Brochure Program

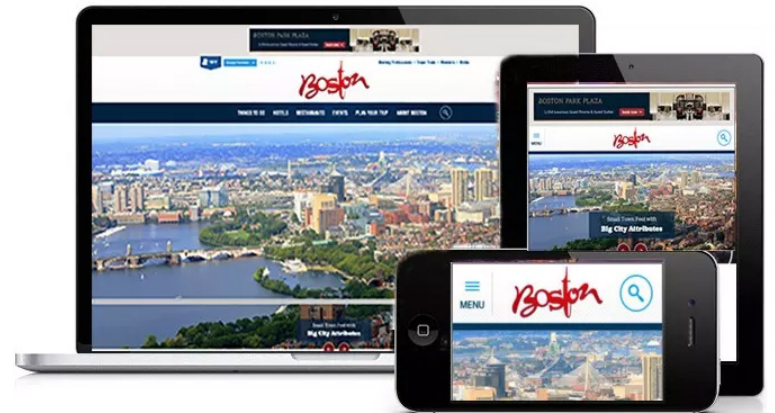
Information kits are sent out to visitors that call 888-SEE-BOSTON and request materials. You can include your brochure and reach visitors in their planning stages.

Publications and Marketing Collateral

Increase your presence in our publications and marketing collateral by advertising. Many different opportunities are available throughout the year.

Digital Opportunities

Display your company on BostonUSA.com which attracts over 1.5 million unique visits per year. Showcase your Company on Digital Screens at the Visitor Centers - reaching over 1.3+ million tourists every year.



BostonUSA Visitor eBlast

Advertise your special events, offers and packages to 20,000 + visitor subscribers and 2,500 + GBCVB member contacts.

Cooperative Advertising

Opportunities are available for the trade, visitor and meetings market at substantial discounts.

