



GREATER BOSTON
CONVENTION & VISITORS BUREAU

OUTLOOK 2022



AGENDA

Group Sales Performance

International Update

Sports – A Banner Year

Travel and Tradeshow

Leisure Initiatives and Updates



2021 TO DATE PERFORMANCE



- **January-March 2021** 132 Leads
- **April – June 2021** 225 Leads
- **Through July 21, 2021** 93 Leads
 - 33% of the leads are under 50 rooms on peak
 - Most business is for 2021 and 2022
- **January-March**
 - Healthcare 28%
 - High Tech Corporate 10%
 - Legal 8%
- **April-June**
 - Healthcare 33%
 - High Tech Corporate 10%
 - Education 6%
- **July**
 - Healthcare 25%
 - Finance 9%
 - Legal 9%



INTERNATIONAL UPDATES



COUNTRIES

- United Kingdom
- Ireland
- Canada

PROGRAMS

- United Kingdom
- Ireland

TRAVEL

- September – The Meetings Show
- September - IPW
- November – IMEX America
- November – ibtm World



MAJOR SPORTS EVENTS SEPTEMBER – DECEMBER 2021



September 17-19
New England Regional



September 24-26
Europe vs. The World



October 11
125th Running



October 23-24
57th Regatta



December 29
ACC v. AAC
Inaugural Event



MAJOR SPORTS EVENTS 2022



April 7-9
T.D. Garden



April 18
126th Running



June 13-19
The Country Club



October 22-23
58th Regatta



TBD
Fenway Park





FIFA World Cup 2026™

Candidate Host City

DATES

- Overall dates: May 15-July 31, 2026
- Reduced in 2023 to 15-35 days

SITE CONFIRMED

- Friday, September 24, 2021
- Gillette Stadium at this time

ROOM COMMITMENT NEEDED

- Stephanie Pappas – spappas@bostonusa.com



2021-2022 KEY TRAVEL | TRADESHOWS

- IPW – September 2021 | June 2022
- The Meetings Show – September 2021 | June 2022
- IMEX America – November
- ibtm World – November
- PCMA Convening Leaders – January
- Ireland Sales Missions – February
- Denver Client Event - March
- IMEX Frankfurt – April 25-27, 2022
- HelmsBriscoe – May 9-12, 2022
- Sales Missions to Key Cities
- Boston Client Events



LEISURE MARKETING INITIATIVES



SUMMER IN BOSTON: SEE YOU SOON

- See You Soon in Boston Summer Campaign
- All Inclusive Boston
- Harborfest – July 1-4
- Dine Out Boston – August 8-21
- Fenway Park Concerts
- North End Feasts
- Boston Neighborhoods Project – Roxbury, Dorchester, East Boston, South End, Allston, Roslindale





LEISURE MARKETING INITIATIVES

FALL FOR BOSTON, LIKE NEVER BEFORE

- Students Returning: "Stop & Drop | Stay & Play"
- New Destination Video
- Boston Seafood Week
- Arts & Culture – Live Performances
- Sporting Events

WINTER/SPRING EVENTS

- Holiday Performances, Fenway Bowl, Snowport Market
- Continue to partner and work with the Boston Arts Commission
- Create February and April School Vacation packages
- March Dine-out





LEISURE MARKETING INITIATIVES

ONGOING INITIATIVES

- Media | Fall FAM Trips
- Further enhance partnerships with MOTT and Massport
- Website Enhancements
- Social Media Growth
 - Instagram
 - Influencers
 - Takeovers





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Thank you!!
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