



December 31, 2020

Good Morning,

As we prepare to turn the page on 2020, we are hopeful that 2021 will be a year of optimism, empathy, and strength. We believe in the promise of 2021. We also know that challenging times lie ahead for our industry, our country, and the world. This pandemic will not subside with the drop of a ball tonight.

While we have faith that vaccine distribution will help us turn a corner towards recovery, we recognize that many dreams, businesses, and, most importantly, human lives have been lost or left in tatters. [The poignant piece that the Globe published](#) last night is a reminder that even as we begin to recover, we have still lost so much.

And yet we persist. We know how vital travel is to the health of our global economy and to the mental health of individuals who need human interaction, who yearn for new experiences, or miss seeing old friends. Travel is an arena for cultural exchange, for reconnection and for renewal, and for people to explore both intimate and expansive areas of this planet we all call home.

Collectively, as travel, tourism, and hospitality specialists, we are here to promote that renewal and those experiences. We are confident that people will be ready to travel soon. According to [recent data from Destination Analysts](#), the vaccine has already produced a marked impact on travel sentiment and people's outlook that a return to near-normal life is imminent. When visitors are ready, we will be too. The GBCVB embraces the leadership that will be required to navigate recovery.

All the businesses, large and small, that drive the travel economy will need dedicated assistance and robust advocacy. We will continue to do everything we can. We were very pleased to see that the Baker Administration has launched a [\\$668 million relief program](#) to provide financial assistance for small businesses affected by the pandemic. We anticipate millions of dollars to be available for restaurants, retailers and other small businesses as early as next week. For more information on eligibility and how to apply [please click here](#).

We hope you all take a moment to enjoy [First Night](#), an iconic Boston tradition that takes on a new form this year but offers plenty of enriching opportunities. Check out the [Boston Harbor Now 2021 Ice Sculpture Stroll](#) and explore areas of Boston from Nubian Square to East Boston, the Greenway and Seaport; stroll through the Stage Window displays that have been designed by Boston's top arts organizations as part of [Downtown Holiday Magic](#); and tune into the [Hipstoric Renaissance](#), a digital livestream curated by Hipstory that will run from 9pm-12:30am.

Whichever [experiences you choose](#), please stay safe and remain strong. 2021 is finally upon us. From all of us at the GBCVB, we are [wishing you happy and healthy holidays](#). We are here for you.

Martha

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