



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

October 7, 2021

Good Afternoon,

Fall in Boston is in full swing. What a weekend we have on tap with the return of the Boston Marathon and playoff baseball. And in two weeks we welcome back the Head of the Charles Regatta, an iconic annual event that we missed in 2020. Nothing says "fall in Boston" like thousands of spectators lining the banks of the Charles to watch the world's largest two-day regatta.

The Marathon and Regatta are premier international sporting events. While we know that international attendance will be down this year due to restrictions, we are thrilled that our border is re-opening to many vaccinated international visitors in November. We are awaiting word on the exact date in November when the border will re-open. Working with US Travel partners, we are tracking this carefully. We believe it will occur around November 7 and we will share the precise date as soon as we have it. Speaking of US Travel, for your reference please review the most [recent priorities and messaging points](#) that they have shared.

The Delta variant continues to impact traveler sentiment and confidence according to [data from Destination Analysts](#). Pent-up demand peaked earlier this summer, but the variant has led to a decline in travel planning and aspirational research. However, it should be noted that given how high travel sentiment was in June and July, this readjustment follows a trend we've seen throughout the pandemic as public health metrics oscillate. With the peak of the Delta scourge likely behind us, we anticipate a corresponding uptick in traveler confidence leading into 2022. We'll be ready.

The GBCVB Sales Team has been incredibly busy recently, positioning Boston as a compelling and competitive destination to host group events in a safe and successful manner. Just in the past few weeks our team has had tremendous results - scores of appointments and leads generated - by attending shows such as IPW, The Meetings Show in London, Meet NY 2021, and the TEAMS Conference & Expo. Next week two of our Sales Managers will be attending [Destination East](#) at the Boston Park Plaza. While group and corporate business may recover more slowly than leisure, this flurry of activity ensures that we will remain at the forefront of decision makers' minds.

We are excited to announce that this year the GBCVB will be hosting a **formal annual meeting on December 1** at the Boston Marriott Copley Place featuring program updates, a recognition ceremony for valuable government leaders, and **Keynote Speaker Roger Dow, President and CEO of the US Travel Association**. A save-the-date and formal invitation will be going out shortly. We hope you can join us at this important celebration and invite your colleagues and associates. We also hope to see as many of you as possible at next week's [Open House](#) featuring Boston Public Market on Tuesday, October 12. Enjoy the holiday weekend. Go Sox!!

Martha

Martha J. Sheridan  
President & CEO  
Greater Boston Convention & Visitors Bureau  
[msheridan@bostonusa.com](mailto:msheridan@bostonusa.com)