



May 26, 2021

Good Afternoon,

The next major milestone, or perhaps the first one, arrives this Saturday, May 29 with the reopening of the Massachusetts economy. All remaining business restrictions will be lifted. Our journey to May 29 has been difficult and, for many, devastating. We will never forget those stories, and we are vigilant in knowing that the pandemic is NOT over, but we will take this moment to embrace the jubilation that comes with May 29. Please refer to the [Commonwealth's website](#) for full guidance.

This news could not be more timely as we prepare to launch our [Summer marketing campaign](#). We have recently been recognized by both US News & World Report and Travel Pulse as a [top destination](#) for Summer travel. Moreover, [Data from Destination Analysts](#) reveals promising growth in visitor confidence and sentiment. Recently we've reposted our wonderful [See You Soon in Boston](#) video and we are now **asking ALL of our members** to [send to us](#) a version of their own "See You Soon" clip. This can just be a 5-7 second recording that allows our members to identify their business and follow that with a message that we will "see you soon in Boston." We will compile these messages and create an IG story with them.

Our webinar series returns tomorrow under the new heading of "[Navigating the Road to Recovery.](#)" The program was put together by Beth Stehley's team, specifically our National Sales Managers Beth Grassa and Greg Thomas, and will be moderated by our Executive VP Hilina Ajakaiye. The topic of tomorrow's conversation will cover development in Boston and we are so excited to have an excellent panel featuring senior and executive leadership from TD Garden, Delta Air Lines, Live Nation and the Omni Boston Hotel at the Seaport.

Please [register for our next Open House](#), which will occur on June 3. We hope to see you there! In closing, we want to take this opportunity to wish everyone a healthy Memorial Day Weekend, a time to commemorate and poignantly reflect.

Martha

Martha J. Sheridan
President & CEO
Greater Boston Convention & Visitors Bureau
msheridan@bostonusa.com