



February 17, 2022

Good Morning,

Thanks to all who attended our recent Open House at Harpoon Brewery, it was wonderful for our team to interact with so many of our members. And thank you to our partners at Harpoon for hosting such a fantastic event. Our next Open House will occur [on March 2 at the Omni Boston Hotel at the Seaport](#). We hope to see you there!

We are excited to share the most recent [traveler sentiment data](#) reported this week by Destination Analysts. Americans' eagerness to travel is higher than at any point during the pandemic. This week nearly 85% of respondents said that they had achieved a "ready-to-travel" mindset and were actively researching and booking travel. Perhaps even more encouraging, the proportion of Americans who want to see visitors in their communities now exceeds those who do not, which is just the second time this has happened since March of 2020. Please review all the [key findings](#) from the report.

Here in Boston, our vaccination mandate may be nearing an end. We appreciate that Mayor Wu has clarified 3 key benchmarks that Boston public health experts are monitoring: percentage of ICU beds occupied, 7-day positivity rate, and 7-day average of hospitalizations. We have met the first benchmark and are closing in on the other two. As always, please refer to our [COVID-19 resource page](#) for updates and information.

[Dine Out Boston](#) planning is in full swing. We now have over 100 restaurants participating and we want more! If you haven't signed up yet please do so through the link shared above. We've increased the prices and are hoping that the program this March is a springboard to springtime recovery for the restaurant community.

On the meetings front, our [Meet Smart](#) campaign has now been in market for 6 weeks and we are starting to see results – new group business booking Boston for this quarter. We will continue to aggressively promote this incentive through the

middle of March in hopes of getting more groups here by April 15. At the national level, I am now the co-chair of US Travel's ["Meetings Mean Business"](#) coalition, which affords us an important voice as we advocate for the safe and successful return of meetings to Boston and across the country.

We look forward to seeing you all soon at an upcoming industry event!

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