



September 25, 2020

Good Afternoon,

We were pleased to learn earlier this week that the Commonwealth is adjusting restaurant restrictions starting Monday, September 28. Table sizes will increase from 6 patrons to 10, and bar seating will now be permitted provided that [specific guidelines](#) are followed. Please note that **in the City of Boston seating regulations will remain at 6 guests** per table and NOT 10. However, all other new steps outlined by the Baker Administration will move forward in Boston as well, including bar seating.

Our restaurant partners face daunting challenges and we are here to support them however we can, especially as the weather cools and outdoor dining becomes less palatable for patrons. We support passage of the Distressed Restaurant Fund that is being deliberated as part of a larger restaurant relief bill currently before the legislature. In addition to the financial difficulties facing restaurants, they must also deal with the hardship of front-line compliance and dealing with guests who may be indisposed or even belligerent about following protocols. ServSafe recently shared [resources aimed at de-escalation](#) and how bars and restaurants can embrace best practices to deal with difficult situations.

As we continue to develop marketing campaigns for the fall and winter months, we are focusing on outdoor recreation, neighborhood itineraries, cultural and culinary experiences, and of course seasonal experiences. We have launched an integrated campaign with a third-party platform to drive Boston searches and bookings and the early results are positive. Our sales team has deployed another round of the [#MeetSmallDreamBig](#) initiative and our clients will see new iterations of this campaign in the coming weeks and months. On the leisure marketing side, our ["You Missed This Boston"](#) campaign continues to see robust results through both paid and organic social media.

Alongside these campaigns, we diligently track traveler sentiment surveys and consumer confidence indexes. The [most recent findings](#) from Destination

Analysts indicate that people are very stressed (no surprise there) and increasingly looking to travel, or the aspiration to travel, as an outlet for stress. Openness to travel, and learning about new travel destinations and experiences, has reached a new high for the pandemic period. The survey also indicates that health and safety concerns are still acute, with fewer than 50% of respondents feeling comfortable staying at a hotel, Airbnb, or other form of paid lodging.

As we operate on numerous tracks, analyzing new data and shifts in older data, we embrace the opportunity to welcome local and regional audiences to explore Boston. Our [#MyLocalMA page](#) has great content and we encourage all of our members and stakeholders to please share with us any images, events, blogs or ideas to further enhance this page.

Our October Open House will occur on October 14 and we invite you to [register today](#). We will be joined by our friends from the Inn of Hastings Park and we are excited to learn about their new immersive culinary experiences. We hope to see you there! Have a wonderful weekend, we are here for you.

Martha

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