

THANK YOU.



We want to thank you for your continued support and partnership. Your investment in our organization and industry is more crucial than ever as we look towards rebuilding together. Your member benefits are at work for you and uninterrupted during these unprecedented times.

HERE ARE SOME OF THE EXAMPLES OF YOUR DUES AT WORK:

MARKETING



DINE OUT BOSTON

Dine Out Boston was designed to drive business during traditionally slow periods for GBCVB Restaurant Members.

DINEOUTBOSTON.COM



YOU MISSED THIS BOSTON

A campaign designed to bring awareness to Boston openings and enticing people to experience the things they've missed.

BOSTONUSA.COM/OPEN-IN-BOSTON



MY LOCAL MA

Encourages Massachusetts' residents to spend in their own backyards because that is what community is all about.

BOSTONUSA.COM/MYLOCALMA



LIVE BOSTON CLASSROOM


An educational series encouraging people to make Boston their live classroom.

BOSTONUSA.COM

4.2M 
BOSTONUSA.COM
PAGEVIEWS
JUNE 2019 - JUNE 2020

OVER 160K FOLLOWERS

  [@VISITBOSTON](https://twitter.com/VISITBOSTON)  [@BOSTONUSA](https://facebook.com/BOSTONUSA)

18M 
IMPRESSIONS
YEARLY
JUNE 2019 - JUNE 2020

Kamilla Carmignani | kdcarmignani@bostonusa.com | 617. 867.8277

SALES & DESTINATION SERVICES

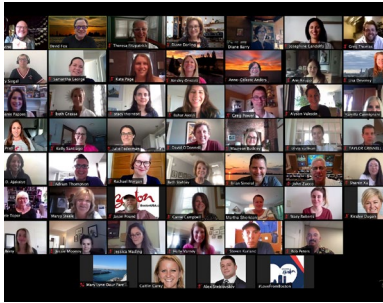
Our Sales and Destination Services Teams have admirably balanced the urgent needs during these times with the “business as usual” mantra with the following:

- Generated **over 875 sales leads and service requests in the first five months of 2020.**
- Participated in **over 10 industry related webinars; including co-hosting 4**
- Attended **over 10 virtual tradeshow**
- **Planned and attended 5 client events, including 1 in person**
- Conducted **3 in person meetings** and attended **1 national tradeshow in person.**
- Hosted **bi-monthly DOSM meetings** for over **50 participants.**

VIRTUAL COMMUNICATIONS

MONTHLY VIRTUAL OPEN HOUSES

Opportunity to connect with and hear from fellow Members and get updates about GBCVB and industry initiatives from our President & CEO and team.



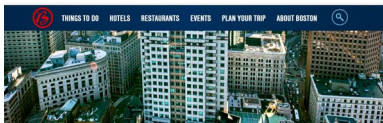
BOSTON SAFE AND STRONG PLEDGE

Join the collective mission to stop the spread of #COVID19 with the Boston Safe & Strong Pledge. This pledge is a commitment to the public health measures that are proven to mitigate the spread of COVID-19. Let's make #bostonsafeandstrong together. [See the pledge here.](#)



COVID-19 WEBPAGE

[COVID-19 Webpage](#) with comprehensive information and resources regarding preparedness and education, industry reopening guidance, B2B Blog, Virtual Experiences as well as member promotions (Dine In/Take Out, Outdoor Dining).



COVID-19 Information and Resources

Weekly Message from the Greater Boston Convention & Visitors Bureau

Weekly Message from GBCVB President & CEO Martha J. Sheridan

GBCVB Webinar Series: Reopening & Recovery - Navigating the New Normal

Online Post & Discussion with the GBCVB Executive Team (November 12, 2020)

OTHER MAJOR EFFORTS

- **Bostonusa.com website redesign**
- **Weekly communications** regarding the Covid-19 Crisis.
- Representation on the **US Travel's Let's Meet Here Coalition Exclusive.**
- Representation on **Governor Baker's Reopening Tourism Task Force.**
- Representation on **Mayor Walsh's Reopening Task Force.**
- Advocacy on behalf of the industry on [reopening protocols and guidance.](#)
- Development and deployment of a [recovery marketing plan.](#)