

# 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](http://DINEOUTBOSTON.COM)



#### ALL INCLUSIVE BOSTON

A campaign to share new narratives about Boston in partnership with the City of Boston, Proverb and Colette Phillips.

[ALLINCLUSIVEBOS.COM](http://ALLINCLUSIVEBOS.COM)



#### SEASONAL CAMPAIGNS: SPRING

A seasonal campaign featuring our members, seasonal activations, virtual events and more.

[BOSTONUSA.COM](http://BOSTONUSA.COM)



#### LIVE BOSTON CLASSROOM


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

[BOSTONUSA.COM/LIVEBOSTONCLASSROOM](http://BOSTONUSA.COM/LIVEBOSTONCLASSROOM)

**4M**   
**BOSTONUSA.COM**  
**PAGEVIEWS**  
MARCH 2020 - MARCH 2021

**OVER 170K FOLLOWERS**



**23M**   
**IMPRESSIONS**  
**YEARLY**  
MARCH 2020 - MARCH 2021

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# SALES & DESTINATION SERVICES

## MEET SMALL DREAM BIG

With a dedicated team that annually delivers hundreds of small meetings and events to the destination, the GBCVB understands the role that small meetings play in our community. Throughout time, Sons of Liberty, abolitionists, famed authors, civil rights warriors, medical geniuses, and social media architects here in Boston have used small sessions to achieve historic accomplishments. With meeting capacity limitations put in place in 2020/2021 due to COVID-19, a campaign was launched to encourage our clients to #MeetSmallDreamBig.



## THRESHOLD 360

Spearheaded by the Destination Services Team, the GBCVB entered into an agreement with Threshold 360 to capture virtual tours of our members. The virtual tours are used on our website, BostonUSA.com, uploaded to the member's Google business listing page, included in group proposals submitted by the GBCVB for events and conventions, and are featured on the Threshold Map. This is an amazing new benefit to our members and best of all at no cost to you!



## BUSINESS AS USUAL

Our Sales and Destination Services teams have balanced the urgent needs of these times with a "business as usual" mantra. Understanding that many of our members have operated in a limited capacity, extra efforts are in force to connect planners with members.

- Sales Leads and Service Requests [here](#).
- Attendance at industry events, tradeshow, and webinars
- Host virtual client events
- Site Visits have increased, both in-person and virtually
- Ongoing involvement and participation in local tourism associations, such as PCMA/NE, IEEE, Skal Boston, at the membership and leadership level.



## HOTEL DOSM MEETING AND VENUE AND ATTRACTION LEADERSHIP

The GBCVB Sales Team coordinates and hosts bi-monthly meetings with over sixty Directors of Sales and Marketing from Greater Boston to keep them informed on citywide convention updates from the Boston Convention Marketing Center, single property group business, city and state updates relating to COVID-19 protocols, status of reopening of hotels, and marketing initiatives being deployed by the GBCVB.

We also have started a similar monthly call with the venue and attraction leadership teams. As with the DOSM, our goal is for all tourism professionals in Greater Boston to have access to the same information relative to getting Boston reopened.

## THE ROAD TO RECOVERY FOR THE GROUP TOUR MARKET

- Virtual appointments on demand with the American Bus Association in April, May and June.
- Group travel solutions and viable alternatives for tour operators faced with challenges and closures due to the current economic climate and restrictions in Massachusetts. Send your group restaurant and venue information to [Stacy Thornton](#).
- Destination training and virtual familiarization trip with the Boston Attractions Group for tour operators in the US and Canada in July and August.

## INTERNATIONAL SALES & MARKETING STRATEGIES

- Strategic travel trade and media engagement campaigns in the UK and Ireland to position Boston in the forefront of the UK and Irish markets as they emerge from the pandemic. We will work with trusted travel brands, legacy tour operators, and airlines for the greatest impact and exposure.
- Monthly calls with our key international marketing counterparts on the status of their respective countries.

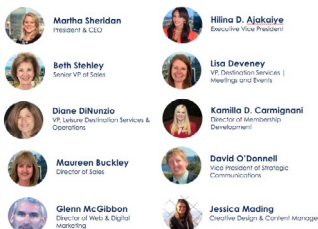
## CLIENT ENGAGEMENT: KEEPING BOSTON TOP OF MIND

- Travel agent and tour operator destination trainings; Boston newsletter features to inspire and educate the trade on all things Boston with Brand USA and Discover New England
- Boston featured on The Travel Podcast, a 45-minute destination podcast, with UK Travel Company, Not Just Travel, to be released April 2021.

## MEMBERSHIP

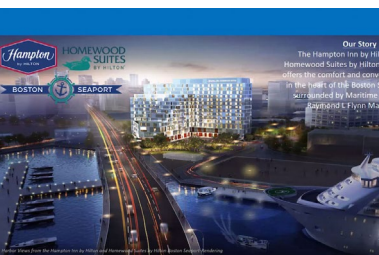
### MEMBER ONBOARDING

Sessions are offered quarterly by our team to update Members about GBCVB initiatives and how to make the most out of their Membership.



### MEMBER PRESENTATIONS

Members can present to our team and update us about events, offers, and packages so we can promote these to our visitors, clients and groups.



### 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.

