

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 IN BOSTON

#DineInBoston launched in mid-March to drive patrons to restaurants offering takeout and delivery services.

[BOSTONUSA.COM/TAKEOUT](https://www.bostonusa.com/takeout)



VIRTUAL BOSTON EXPERIENCES

VIRTUALLY BOSTON

#VirtuallyBoston compiles "virtual" tours offered by our members, and promotes them via digital campaigns.

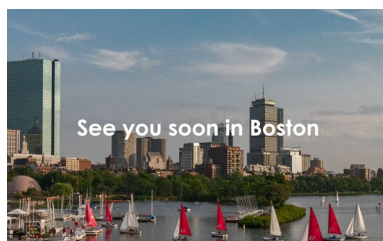
[BOSTONUSA.COM/VIRTUAL](https://www.bostonusa.com/virtual)



LOVE FROM BOSTON

#LoveFromBoston continues to illuminate the Boston sky on a nightly basis.

[BOSTONUSA.COM/BLOG/POST/LOVEFROMBOSTON/](https://www.bostonusa.com/blog/post/lovefromboston/)



SEE YOU SOON IN BOSTON VIDEO


Inspirational video campaign welcoming visitors back soon - when they're ready.

[BOSTONUSA.COM](https://www.bostonusa.com)

4.2M 
BOSTONUSA.COM
PAGEVIEWS
JUNE 2019 - JUNE 2020

OVER 160K FOLLOWERS

  [@VISITBOSTON](https://www.instagram.com/visitboston)  [@BOSTONUSA](https://www.facebook.com/bostonusa)

18M 
IMPRESSIONS
YEARLY
JUNE 2019 - JUNE 2020

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

SALES & DESTINATION SERVICES

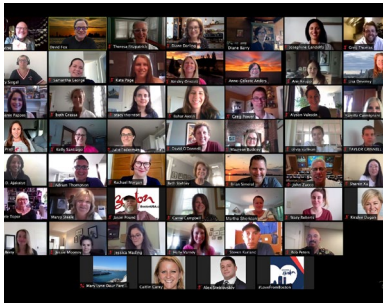
Our Sales and Destination Services Teams have admirably balanced the urgent needs during these times with the “business as usual” mantra with the following:

- Generated **over 800 sales leads and service requests in the first five months of 2020.**
- Being in **constant contact with members** regarding their operational status and to assist with requests to support first responders.
- **Bi-monthly conference calls with hotels** to deliver consistent destination message.
- Conducted a **virtual client social event.**
- Ongoing communication with planners **to understand the needs of groups that have opted to postpone, reschedule or go virtual with their meeting.**

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.



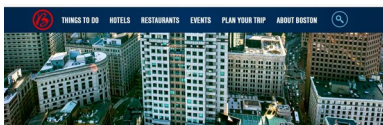
GBCVB WEBINAR SERIES

Reopening & Recovery: Navigating the New Normal has featured discussions with the GBCVB Executive Team and DMO Leaders. Additional panels tackled topics of: Virtual Meetings, Pros/Cons and Everything in Between; A Realistic Look at Travel Through the End of 2020; and Attractions/Venues, Guidelines for Events Post COVID-19.



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

Session Chair & Facilitation with the GBCVB Executive Team (transmission) | GBCVB © 2020

OTHER MAJOR EFFORTS

- **Twice-weekly communications** regarding the Covid-19 Crisis.
- Exclusive **Town Hall meeting with Mayor Walsh.**
- 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.](#)