



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

OUTLOOK 2019

BETH STEHLEY GBCVB

AGENDA

- Statistics and Trends
- Meeting Initiatives
- Group Tour
- International Update
- Leisure Marketing
- Upcoming Special Events



**Boston Ranked #1
U.S. Summer Vacation Spot
- U.S. News & World Report**

Year to Date Statistics

January-June –2018

Definites

2015	126,790 / 351 transactions
2016	93,965 / 346 transactions
2017	98,358 / 341 transactions
2018	106,360 / 384 transactions

Leads

2015	453,295 / 829 transactions
2016	435,279 / 868 transactions
2017	413,368 / 895 transactions
2018	462,445 / 931 transactions



Trends

Leads by Territory

2017

- DC/VA/MD
- California
- Illinois
- NY/NJ
- Massachusetts

2018

- DC/VA/MD
- Massachusetts
- NY/NJ
- Illinois
- California



Top Market Segments

2017 – January-June

- Health/PhRMA/Biotech – 23%
- Education 11.3%
- Scientific/Engineering/Technology 9.1%
- Government - .9%
- Finance/Accounting – 6%

2018 – January - June

- Healthcare/PhRMA/Biotech 27.8%
- Scientific/Engineering/Technology 13.7%
- Education – 9%
- Finance/Accounting – 7.7%



Trends

Third Parties

- HelmsBriscoe remains #1
- Third Party Business
 1. Massachusetts
 2. DC/VA/MD
 3. NY/NJ
 4. California

Size of Meetings/Lost Business

- Size of meetings same as LY
- 40% of our meetings are under 50 rooms on peak.
- Lost Business
 - Geographic
 - Rates
 - Meeting Cancelled or Postponed



Record Attendance

Year	Number of "Citywides"	Groups with Record Attendance
2017	31	9
2018	25	4
2019*	23	TBD





Everyone
sells!



Future Initiatives

- Ice Cream Trips – Chicago
- Connect – August
- Atlanta – Red Sox Game - August
- IMEX America – October
- Small targeted receptions and events with local planners
- First Quarter – Expedia – SUCCESS IN 2016 and 2017
- PCMA - Pittsburgh
- XDP (formerly Springtime) - DC
- Domestic Travel
 - San Francisco
 - Denver
 - Texas
 - Chicago/Midwest
 - Washington DC
 - NY/Philadelphia



Year	Current Year	1 Year Out	2 Years Out	Future Years	Total
2014	50,372	59,953	14,907	18,333	137,565
2015	52,405	44,422	9,396	20,567	126,790
2016	41,989	29,056	84,50	14,510	93,995
2017	29,504	26,615	21,477	20,762	98,,358
2018	43,505	36,820	10,497	15,528	106,350
5 Year Average	48,255	42,477	10,918	17,803	119,450
		2019	2020	2021	
Variance to 5 Year Average	-10%	-13%	-4%	-13%	-11%
Variance to Previous Year	47%	38%	-51%	-25%	8%

BE '19. BE BOSTON.

WHEN YOU'RE '19

YOU KNOW EVERYTHING & YOU'RE STILL LEARNING

YOU'RE ENERGIZED & ALWAYS EXERCISING

YOU HAVE A VISION & GAINING FOCUS

YOU'RE IN THE MOMENT & PLANNING FOR THE FUTURE

YOU'RE DEDICATED & AVAILABLE & SO IS BOSTON.

BOOK YOUR 2019 MEETING TODAY
SALES@BOSTONUSA.COM

Boston
BostonUSA.com

GREATER BOSTON
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2018 Summer Program

- July 1-August 31, 2018
- 31 participating hotels
- 25% off

Expedia Winter Promotion Update

Year	12/15/2015 2/28/2016	12/15/2016 2/28/2017	11/1/2017 2/28/2018
# Participating Hotels	-----	24	25
Number of Room Nights	8,764	10,074	49,422
Hotel Gross Bookings	\$1,947,156	\$2,384,186	\$11,110,255
Average Daily Rate	\$222.00	#227.00	\$225.00
Length of Stay	1.62	1.64	2.0



Group Tour Update

- Student Youth Travel – August 24-28 – Baltimore
- National Tour Association -Travel Exchange
November 4-8 - Milwaukee
- American Bus Association Marketplace - January 25-29,
2019 – Louisville
- Discover New England Summit – Dates TBD
Connecticut
- IPW – June 1-5, 2019 - Anaheim



Group Tour Update - continued

- Boston Attractions Group Tour Operator FAM
 - August 9-13
 - Hyatt Regency Cambridge
 - 22 clients
- Other FAMS throughout the year including the pre-DNE FAM



International MICE Initiatives

International Shows

- IMEX America – October 16-18 – Las Vegas
- ibtm world – November 27-29 – Barcelona
- IMEX Frankfurt – May 21-23 – Frankfurt
- The Meetings Show – June 25-27 - London



Boston and Cambridge International Meetings Rankings - 2017

City	Ranking	# Meetings
Washington DC	46	51
New York City	49	47
Chicago	50	46
BOSTON	54	45



Boston and Cambridge Overseas Visitor - 2017

- Registered 2,401,000 visitors including Canada
 - Canada's visitation was up in 2017 to 742,700 from 714,300 in 2016
- Top overseas countries include:
 - China – 237,700
 - UK – 204,600
 - Brazil/Germany 85,000 each
- Top Growth Markets
 - China
 - Denmark
 - India
 - Brazil
 - Traditional Western Europe Markets
 - UK, France, and Germany



Leisure Marketing Initiatives

Summer	Fall	New
<ul style="list-style-type: none">• Boston Harborfest	<ul style="list-style-type: none">• Boston Occupied: An Insolent Parade	<ul style="list-style-type: none">• BostonUSA Value Pass – twice annually
<ul style="list-style-type: none">• Taste of Cambridge• 7th Annual Boston Seafood Festival	<ul style="list-style-type: none">• 12th Multicultural Conference & Multicultural Symposium Series	<ul style="list-style-type: none">• Path of Presidents
	<ul style="list-style-type: none">• HUBweek	<ul style="list-style-type: none">• Craft Beer / Culinary Tourism
<ul style="list-style-type: none">• Dine Out Boston® August 5-10 and 12-17	<ul style="list-style-type: none">• Head of the Charles Regatta	<ul style="list-style-type: none">• Multi-Channel Digital Co-op with MOTT and Brand USA
<ul style="list-style-type: none">• NY Times Great Getaways	<ul style="list-style-type: none">• Mayor's Holiday Special	<ul style="list-style-type: none">• Whale Trail (MOTT and RTC Co-op)



Leisure Marketing and Initiatives

First Quarter 2019

GBCVB

- First Night First Day
- February School Vacation – check out BostonUSA.com
- NY Times Great Getaways
- Dine Out Boston® - March 3-8 and 10-15, 2019



Leisure International Initiatives

- GBCVB, MOTT and BrandUSA partnerships
- Media, FAMS for traditional and emerging international markets
- GBCVB partnership program for international airlines
- Advertising and Marketing
 - Social – Facebook, Instagram, Pinterest and Twitter
 - Third Annual China-Friendly Seminar & Workshop
 - Expand Weibo, WeChat, Chinese Marketing Services and KOL campaigns



Leisure International Initiatives

Sales Missions and Tradeshow

- World Travel Market – London
- Japanese and Chinese Sales Calls – Los Angeles and NYC
- China Sales Mission
- Active-America China
- ITB Berlin
- Canadian Sales Mission to Ontario
- DNE Summit, Connecticut
- IPW - Anaheim
- Other collaboration with MOTT, DNE, and RTC



Upcoming Special Events

- Summer Concerts at Fenway –<https://www.mlb.com/redsox/tickets/concerts>
- Dine Out Boston® – August 5-10 and August 12-17
- US Gymnastic Championships – TD Garden – August 16-19
- Forbes Under 30 Summit – September 30-October 3
- HUBweek – October 8-14
- 54th Head of the Charles Regatta – October 20-21
- 135th Football game between Harvard and Yale at Fenway Park – November 17
- First Day First Night – December 31-January 1, 2019
- Dine Out Boston® – March 3-8 and 10-15, 2019
- Boston Marathon – Monday, April 15, 2019
- ArtWeek MA – April 26-May 5, 2019
- Boston Calling – May 24-26, 2019



THANK YOU

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