



## **Boston/Cambridge 1<sup>st</sup> Quarter Meeting Promotion for TDMD Participating Hotels**

Meet Boston (dba GBCVB) is pleased to continue its First Quarter meetings promotion that will incentivize NEW business with a 10% rebate off the banquet master bill, 10% off room rental AND 10% off all rooms booked. The incentive applies to any NEW group business taking place between November 20, 2023 and March 31, 2024. To qualify for the 10% rebate, the group must actualize a minimum of 10 rooms on peak night.

The Boston Cambridge Tourism Destination Marketing Fund will reimburse hotels for this offer. See details on payment process [here](#).

**Eligible Participants:** All hotels in Boston and Cambridge that are members of the Tourism Destination Marketing District (properties with 50 or more rooms)

**Promotion Dates:** **November 20, 2023-March 31, 2024**

**Offer:** Take 10% off the banquet master bill, 10% off the room rental and a 10% rebate for all rooms booked at the group special rate for any NEW group that meets in the date range referenced above.

**Qualified Expenses on the Master:** Nightly guest room charges, meeting room rental, food & beverage expense. Note: expenses from third party vendors such as AV, spa, etc. are not eligible for the 10% rebate.

**Requirements:** Meeting must take place over the promotion dates and actualize a minimum of 10 rooms on peak night.

**Marketing and Promotion:** Meet Boston will develop collateral and campaign elements to be deployed via a variety of channels including a dedicated web page, digital advertisements, print ads, social media posts, earned media. Hotels can utilize creative assets in their own promotions. See the most recent [marketing piece](#) (pdf).