



## **2022 First Quarter Meeting Incentive Boston and Cambridge Hotels Frequently Asked Questions**

### **What does TDMD stand for?**

Tourism Destination Marketing District

### **Is the TDMD a tax?**

No, the TDMD is considered an assessment since it is self-imposed by the hotels and since the funds generated must benefit the payer, in this case the hotel community and destination marketing partners.

### **Why are only Boston and Cambridge hotels included?**

The borders of the TDMD encompass just Boston and Cambridge, so this is the boundary of the district. Other municipalities within the GBCVB's regional tourism council may join the district in the future. Other Regional Tourism Councils across the Commonwealth now have the capacity to form TDMDs.

### **When does the Q1 2022 incentive program start and end?**

The incentive program has begun and will end on April 15, 2022.

### **What are the incentive parameters?**

Any group business that actualizes a minimum of ten (10) nights on peak night, is booked as new/prospective business, and takes place by April 15, 2022.



The incentive includes a ten percent (10%) rebate on the rooms master account including both rooms applied to the master account and those rooms associated with a group block paid for by the individual guest and ten percent (10%) on the banquet master to include only food and beverage and room rental charges. Individual charges for alcohol are not accepted. Ancillary third-party charges such as health club, audio visual, and spa are not part of the incentive.

### **Do leads need to come through the GBCVB portal (The HUB?)**

No, any leads a hotel receives that are new business as of January 1 will be accepted if they become definite and actualize a minimum of ten (10) rooms on peak night before April 15.

### **What kind of business is acceptable?**

All market types are acceptable providing the group meets the parameters set forth.

### **Are social room blocks such as weddings and bar mitzvahs included?**

Yes, social room blocks are acceptable if they meet the parameters.

### **Do groups that earn a commission from a third party qualify to participate?**

Yes, the hotel will continue to pay the group the agreed upon commission. The GBCVB will pay the hotel the 10% rebate that is part of the program.

### **Are leads from hotel national sales offices accepted?**

Yes, leads from national sales offices and other third parties such as HelmsBriscoe, ConferenceDirect, American Express are viable leads.

### **Are leads from hotels outside of Boston and Cambridge accepted?**

Yes, leads from hotels outside of Boston and Cambridge are always accepted by the GBCVB, but those hotels are NOT eligible to receive the rebate.

### **How is definite business being tracked?**

The GBCVB will track leads and definites for groups that we send the lead out for. Hotels must send appropriate back up to our Finance department. We will work with our Finance Department and merge hotel information into ours for one report.



## **What is the process to submit paperwork for payment?**

### **For GBCVB generated business:**

All hotels need to submit paperwork directly to the GBCVB's Finance Department. The form can be found at [bostonusa.com/members/member-resources/participation/](http://bostonusa.com/members/member-resources/participation/).

### **For business generated by individual hotels:**

Same process as above.

## **How and when can hotels expect payment for business that meets the qualifications of the program?**

The GBCVB will strive to mail payments within two weeks (14 days) of receiving the appropriate paperwork and back-up from the individual hotel.

## **Can individual hotels increase the incentive offered to meeting planners above the ten percent (10%)?**

Yes, individual hotels may supplement the 10% rebate with their own increase, but the GBCVB will not rebate the hotel anything over 10%.

## **How will clients know if a participating hotel adds additional incentives (at their expense) to the program?**

Information is located on our website: [bostonusa.com/meetsafe/hotel-offers](http://bostonusa.com/meetsafe/hotel-offers)

## **Is there a cap or limit on the number of definite groups or amount of money a hotel can submit for reimbursement?**

No, there is no cap providing each group that is submitted meets the parameters of the program.

## **Will this be an annual incentive offered by the GBCVB for the first quarter?**

We will determine that following this year's program. But it will be our intent to continue this program or a similar one in future years and in need periods.

## **How is the GBCVB marketing the program and to whom?**

The GBCVB worked with a creative advertising agency to develop campaign assets, marketing language, eblast and newsletter templates, and a dedicated Landing Page. The GBCVB also issued a press release and purchased a significant media buy.

