



FOR IMMEDIATE RELEASE

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CAPE & ISLANDS TOURISM GROUPS RECEIVE \$1 MILLION FUNDING TO SUPPORT OFF-SEASON MARKETING EFFORTS

Cape Cod, MA: The Massachusetts Office of Travel and Tourism (MOTT) has recognized a strategic initiative led by the Cape Cod Chamber of Commerce in partnership with the Martha's Vineyard Chamber of Commerce and Nantucket Island Chamber of Commerce with a \$1 Million award from the Travel and Tourism Season Extension Grant (TTSE) program.

The grant funds will be used to promote the Cape & Islands as a thriving year-round destination for visitors, and extend our existing marketing programs into late fall, winter and early spring. The multi-targeted collaborative campaign will include the promotion of key shoulder season events, user-generated content, influencer marketing, the expansion of our video & photography libraries, and advertising in major transportation hubs.

“These Travel and Tourism Season Extension (TTSE) grants support regional marketing projects that promote travel and tourism attractions between the months of November through April, known as the ‘shoulder season,’” said Massachusetts Office of Travel & Tourism Executive Director Keiko Matsudo Orrall. “We have an amazing state to showcase, and these funds will enhance tourism recovery during this important part of the year.”

“These grant funds are an incredible opportunity to market the Cape & Islands as a vibrant year-round destination for travel, and to highlight the beauty, activities and adventure of our shoulder season months,” said Paul Niedzwiecki, CEO of the Cape Cod Chamber.

Those who delivered brief remarks at the event included State Senator Julian Cyr, State Representative Kip Diggs, State Representative Chris Flanagan, Massachusetts Office of Travel & Tourism Executive Director Keiko Matsudo Orrall, and Cape Cod Chamber Board Chair David Troutman.

Funded by the US Department of Commerce Economic Development Agency through the MA Executive Office of Housing and Economic Development, the TTSE Grant program supports projects that will have regional impact during the shoulder season November through April. Funding will be available through June 2025.

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