



Meet Boston Earned Media Report

April 1 – June 30, 2026





Overview

Our Mission

Meet Boston partners with local stakeholders and global PR agencies to generate impactful earned media exposure that elevates Boston as a visitor destination.

Our approach is rooted in authentic storytelling—showcasing a dynamic, ever-evolving city that shapes culture, ideas, and experiences.

Core Storytelling Pillars

- Culinary
- Diversity
- Neighborhoods
- Green Space
- Sports tourism
- Family travel
- Accessibility
- Culture & Live Entertainment

These pillars are supported by key travel trends and priorities, including **sustainability, accessibility, wellness, and intergenerational travel.**





Our Agencies

Amplifying Boston's Story Across Global Markets

Meet Boston partners with a network of strategic PR agencies to amplify our messaging across key global markets.

Each agency brings our storytelling pillars to life with tailored messaging to resonate locally and drive measurable results.

Markets Represented

- | | |
|---------------------|-----------|
| ▪ Local/Regional | ▪ Ireland |
| ▪ National Domestic | ▪ France |
| ▪ Canada | ▪ Germany |
| ▪ Mexico | ▪ India |
| ▪ UK | ▪ Italy |





Earned Media Strategy & Approach

Influencing Through Authenticity

Our goal is to generate impactful earned media in key markets, supporting both the growth and retention of Boston's visitor base.

Earned media refers to editorial coverage secured without paid placement, driven by authentic, firsthand experiences of journalists, editors, and creators who share Boston's story with their audiences.

Meet Boston embraces the **Barcelona Principles**, using them as a global standard to set goals, measure performance, and evaluate both the quantitative and qualitative impact of our efforts.





National & International Earned Media (April – June 2026)



494,426,175

Total

Impressions



76

Total

Placements



646

Total

Partner Mentions



95 / 100

Average

BP Score



Storytelling in Action: Key Pillars & Coverage

bon appétit

The Best 8 Bars in Boston Right Now

From an iconic coffee bar to a sophisticated cocktail laboratory, here are the eight best places to get a drink in Boston.

BY TARA KENNERLY

PHOTO: JEFFREY M. HARRIS



Photo: Jeff M. Harris

Boston's drinking scene stretches all the way back to before the Revolutionary War, but it's not until the 19th century that it really takes off. In the years since, the city has become a mecca for craft cocktails and innovative bartending. Here are eight of the best bars in the city, each with its own unique character and atmosphere.

Bar the city's drinking culture has come a long way since the 18th century. Today, Boston is home to some of the best bars in the country, each with its own unique character and atmosphere. Here are eight of the best bars in the city, each with its own unique character and atmosphere.

Culinary

bon appétit

"The Best 8 Bars in Boston Right Now"

"Where to Eat in Boston Right Now"

33,000,000 UVM | 95 PBS

J/PR

NEW YORK POST

An international fleet of historic tall ships floats into Boston Harbor this July -- here's how to see it



PHOTO: JEFFREY M. HARRIS

Boston is looking forward to a historic event that has become a tradition. The Tall Ship Festival, which takes place every year in July, is a celebration of the city's maritime heritage. It features a variety of historic tall ships, including the USS Constitution, the USS Intrepid, and the USS Yorktown. The ships will be sailing into Boston Harbor, and the event will be a major attraction for visitors to the city.



PHOTO: JEFFREY M. HARRIS

The Tall Ship Festival is a celebration of the city's maritime heritage. It features a variety of historic tall ships, including the USS Constitution, the USS Intrepid, and the USS Yorktown. The ships will be sailing into Boston Harbor, and the event will be a major attraction for visitors to the city.

PHOTO: JEFFREY M. HARRIS

Events: Sail Boston

NEW YORK POST

New York Post - "An international fleet of historic tall ships floats into Boston Harbor this July -- here's how to see it"

33,500,000 UVM | 100 BPS

REVOLUTIONARY JOURNEYS

A Summer Travel Checklist for America's 250th Birthday

From the heart of the Revolution to the Midwest and West Coast, there's no shortage of ways to celebrate the semicentennial (say that three times, really fast.)



Boston

Boston's streets are already well-known for their history, but there's always more to discover. As you explore, keep an eye out for new commemorative markers recognizing places with a revolutionary past, such as the square in Beacon Hill where Martin Luther King Jr. led a civil rights rally and the nearby Villa Sted, which provided mutual aid to immigrants fleeing persecution in Eastern Europe.



PHOTO: JEFFREY M. HARRIS

Events: America 250

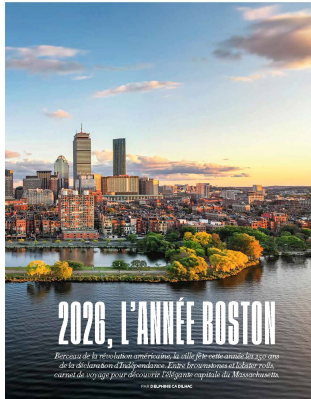
The New York Times

The New York Times - "A Summer Travel Checklist for America's 250th Birthday"

150,4600,000 UVM | 94 BPS



Storytelling in Action: International



France Market *Gala*

Gala Magazine – "2026, Boston's Year"

8,810,000 Readership



France Market *Voyage de Luxe*

Voyage de Luxe - "Journey to the Origins of the United States"

275,000 Readership



France Market **LE FIGARO**

Le Figaro – "Boston, The City of Champions"

375,000 Readership





Storytelling in Action: International



India Market

ELLE
Gourmet

ELLE Gourmet India - "City Guide: Eating Out In Boston"

5,000,000 UVM



Ireland Market

THE IRISH
Sun

Irish Sun - "BOSTON: You'll Always Be Glad You Came"

132,000 Readership



France Market

avantages

Avantages - "Boston 1re De La Classe"

508,933 Readership





FIFA World Cup Earned Media

Forbes

Going To Boston For The World Cup? Here's A City Guide

By Michele Hermann, Contributor

Published Jan 30, 2026, 08:15pm EDT Updated Jan 11, 2026, 03:57pm EDT



Boston is among 10 U.S. cities hosting 2026 FIFA World Cup matches. COURTESY OF MEET BOSTON

The Boston Globe

We are Boston, and we did stop worrying and just enjoyed the World Cup ... and other thoughts

By Dan Shaughnessy Globe Staff Updated July 17, 2026, 5:00 a.m.

233



The Tartan Army supporters of Scottish soccer get the most out of Boston hosting the World Cup, with yellow school buses and the Red Sox playing parts in their fun. JESSICA RINALDI/GLOBE STAFF

Local + Domestic

865M

Total Impressions in Greater Boston

79M

Total Impressions around U.S.

Skift:

TOURISM

World Cup Host Cities Are Spending Millions to Tell Wary Tourists: You're Welcome Here

Boston

Meet Boston's "Boston Welcomes The World" video, posted in late May, highlights the people who help the city's tourism industry run. Hotel housekeepers, street food vendors, and tour guides join together to sing along to "We've Got the Whole World In Our Hands."

ELLE

Planning a World Cup Trip? Start With ELLE's Ultimate Travel Guide

What to see and eat, and where to stay, in key host cities.

By DANIELA REELEY-ASLES PUBLISHED JAN 11, 2026

2026 FIFA World Cup Stadium Safety Index Rankings

Topping the 2026 FIFA World Cup Stadium Security Index is the Gillette Stadium in Boston and BC Place in Vancouver, both scoring an impressive 82.9 out of 100.

FIFA WORLD CUP 2026 STADIUM SAFETY INDEX

Combined score across all five security sub-categories - final ranking

1		Gillette Stadium Boston, USA	82.9
2		BC Place Vancouver, Canada	82.9
3		BMO Field Toronto, Canada	75.4
4		MetLife Stadium New York, USA	70.7
5		Hard Rock Stadium Miami, USA	68.7
6		AT&T Stadium Dallas, USA	67.5
7		Lumen Field Seattle, USA	66.3
		Sun Life Stadium Orlando, USA	64.1
		SoFi Stadium Los Angeles, USA	62.9
		Allegiant Stadium Las Vegas, USA	57.7



Martha Sheridan, CEO of MeetBoston, hailed Scotland fans' arrival in Boston University



She says the Tartan Army gave her city the sort of global attention that money can't buy credit: Tourism

International

2.2B

Total Impressions in France

310M

Total Impressions in UK

The Herald

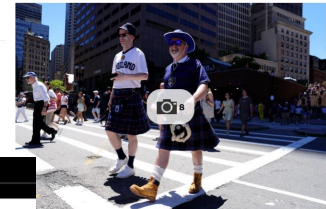
News Politics Opinion Edinburgh Festivals Education Business Sport Lifestyle USA Today Notices Events Archive

Boston tourist organisation says Tartan Army bringing 'palpable joy'

13TH JUNE FIFA WORLD CUP 2026 JOHN DUNNIEY SCOTLAND MEN'S NATIONAL FOOTBALL TEAM EVENTS LEISURE

By Morgan Carmichael Reporter

Share 2 comments



VANITY FAIR

Les 3 adresses où croiser l'équipe de France à Boston pendant la Coupe du monde

Vous souhaitez être au cœur de l'action pendant la Coupe du monde de football international qui se déroule à Boston ? Voici les 3 adresses où croiser l'équipe de France à Boston pendant la Coupe du monde.





Internal MB Updates



FAMs Hosted

18 FAMs and IMVs Hosted April – June 2026

US, Australia, UK, Germany, Benelux, and France

Media Missions

Media Missions: JetBlue in Spain/Italy & IPW in Ft. Lauderdale



THANK YOU!