

# PARTNERSHIP



Join over 900 businesses that benefit from Meet Boston's unique access to Boston's visitors, meetings and events, convention attendees and group tour market!

## Who We Are and What We Do

### Our Mission

Meet Boston is the primary private sector marketing and visitor services organization charged with the development of meetings, conventions and tourism related business. Our goal is to enhance the economy of Boston, Cambridge and metropolitan areas as well as develop business opportunities for partners.

### Our Organization

Meet Boston is a not for profit, partnership-driven sales and marketing business comprised of over 900 companies across Boston, Cambridge and New England that depend upon the visitor and convention industries for their own success and growth. The marketing focus of Meet Boston involves the following departments: Group Sales, Visitor Services, Media Relations & Tourism Sales, Visitor Marketing and Destination Services.

### Conventions & Meetings

The solicitation of conventions and meetings involves city and state government, area hotels, exhibition companies and other Meet Boston partner companies. Our Destination Services team works with all group business booked definite for Boston and serves as a "match maker" between these clients and our partners.

### Tourism

The tourism marketing effort is a carefully planned strategy that takes into consideration every opportunity to partner with state and city government, as well as local and private groups who share the same objectives. Through our partnerships, Meet Boston works to stimulate growth in international and domestic markets that offer the highest potential for new business for Greater Boston.



Partnership in Meet Boston is open to any business or organization interested in promoting Greater Boston as a leading destination for convention, group tour and leisure travel.

Meet Boston is the primary source of local Boston information. We can refer your business to meeting and event organizers, convention attendees, group tour operators, visitors and our partners to greatly enhance your bottom line!

### Outlook for the Tourism Market

Pinnacle Advisory Group forecasts that hotel occupancy will reach 78% for Boston and Cambridge in 2025, up from 77.4% in 2024. Our regional drive markets remain critical, with over 65% of overnight visitors coming from the Northeast Corridor. As for international and overseas visitation, Tourism Economics now forecasts that these numbers will fall to 2.2M and 1.5M, respectively, which represents a 10% and 4% decline, respectively.

Meet Boston will expand its international representation into Canada in 2025, while entering a Brand USA entry program for the India market, which will bring our total number of international contracts to eight, with agency partners already in place in Ireland, Germany, Italy, France, Mexico and the UK. Meet Boston will work with our partners, including Massport, Discover New England, Brand USA and the MA Office of Travel & Tourism, to strategically grow market share of all international markets (traditional and emergent).

On behalf of our partners and Greater Boston's share of the travel economy, we will continue to educate, advocate, innovate and share resources related to traveler sentiment, industry data, and emerging trends.

## Meet Boston

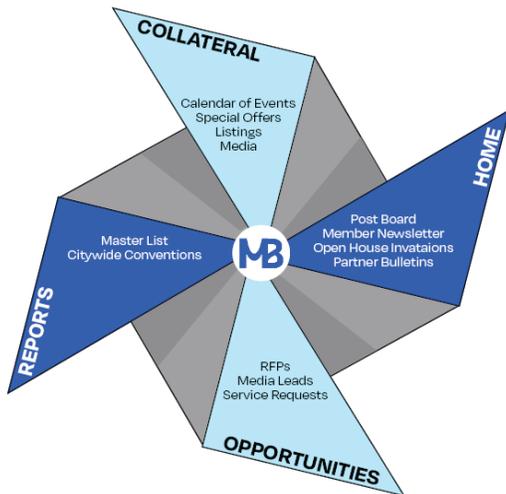
99 High Street, Boston, MA 02110  
888.SEE.BOSTON • MeetBoston.com

### For information or to join Meet Boston contact:

Kamilla D. Carmignani  
Senior Director of Partnership Development & Engagement  
kdcarmignani@meetboston.com • 617.867.8277

# Partnership Benefits

## Leads & Referrals



## The HUB – Partner Access

Each partner has the opportunity to receive leads directly from the Meet Boston sales and destination services managers working with domestic and international meeting and event planners.

## Citywide Convention Calendar

The Citywide Convention Calendar provides a list of definite meetings and events coming to the Boston area over the next few years.

## Media & Tourism Leads

Partners receive inquiries generated from domestic and international travel journalists, photographers, tour operators, travel agents and group tour leaders looking to promote Greater Boston and our partners.

## FAM Trips & Tours

We sponsor tours, sales missions and site visits for meeting planners and tour operators considering Boston. Plan to participate so that your services and products can be experienced firsthand.

## Trade Shows

We purchase booths and attend key domestic and international trade shows every year. You have the opportunity to partner with us and showcase your business and the best of Boston.

## Concierge Desk

We staff a Concierge Desk at the Hynes Convention Center and Boston Convention & Exhibition Center to assist attendees. This includes but is not limited to making restaurant reservations, providing information on tours, transportation and theatre, and advice about what there is to see and do in the city and beyond.

## Phone Center

Our call center is open Monday-Friday 9-3 to answer questions and give referrals. Visitor kits and our publications are sent out by request through our call center.

## Visitor Information Centers

We staff the Boston Common Visitor Center to help visitors and locals find what they're looking for in Boston. We offer an array of unique Boston and Massachusetts themed gifts and souvenirs, supplied by our partner companies, to serve as wonderful mementos of our visitors' stays.

In 2022, we also launched our mobile visitor center, TheBos, to bring visitor services to major events, neighborhood happenings and fun festivals throughout the metropolitan area.



## Open Houses

Once a month we hold open house networking events which are great opportunities to build relationships with your fellow partners. You can also host an open house to showcase your venue and services to partners of Meet Boston.



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# Marketing Promotions & Programs

## MeetBoston.com

Each partner receives a free listing on our high-traffic website which also includes images, videos and links to your website and social channels. We also list your special events on our calendar, packages/offers in Great Deals and special dining on our website for no additional cost.

## Calendar of Events & Seasonal Highlights

Send us your events and happenings so they may be promoted on our Meet Boston calendar, Local Picks (sent to hotel concierges throughout the city) and through our social channels. Information can be emailed to: [events@meetboston.com](mailto:events@meetboston.com).

## Hotel Package Promotions

We promote specials and packages on our website and in our marketing campaigns throughout the year. (School vacation and in conjunction with special events.)

## Publication Listings

Meet Boston's annual publications include the **Destination Planning Guide** for the meeting/convention market and the **Official Visitors Guide** for the leisure market. Meet Boston partners receive free listings in our publications. Guides are available in print and online at [meetboston.com](http://meetboston.com) in an interactive digital format.

## Company Brochure Distribution

We can help you reach visitors once they've arrived in Boston. Partners can display their brochures at our busy Visitor Information Center located at the Boston Common, our mobile visitor center and Boston's convention centers.

## Media Relations

Our Media Relations Department serves as an extension of your company by helping spread the word about your business, new products and special happenings via press releases, updates, press trips and media leads.

## Social Media

We promote and engage audiences with your special events and offers through Facebook, Instagram and Pinterest.



## Leisure Destination Services

Our toll-free visitors information line lets visitors and attendees talk to a Meet Boston Visitor Information Representative for things to do, where to stay, directions and more.

## Sales and Destination Services

The Meet Boston Sales Team is charged with the solicitation of groups of all sizes that would not require utilization of space at the Hynes Convention Center or Boston Convention & Exhibition Center (BCEC) beyond 18 months. The Destination Services Department at Meet Boston works with all group business booked into the Hynes, BCEC or an individual hotel by the Meet Boston Sales Department or the Boston Convention Marketing Center. We act as a "match maker" with our clients and partners. This is accomplished through Sales Leads and Service Requests sent out via The HUB - Partner Access on [MeetBoston.com](http://MeetBoston.com).

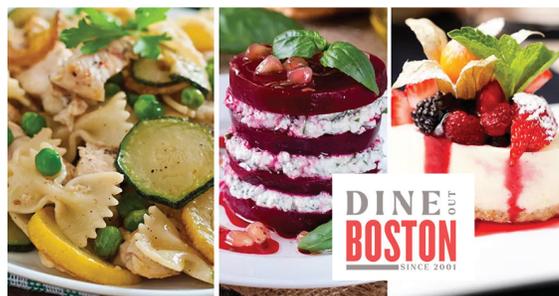
## Marketing & Communications Services

Participate in promotions with our industry partners: Massachusetts Lodging Association (MLA), Massachusetts Office of Travel & Tourism (MOTT) and the Massachusetts Port Authority, to name a few.

## Seasonal Promotions

We create and promote landing pages for holiday events and specialty dining such as Brunch, Outdoor & Fireside Dining. We solicit seasonal offers and hotel packages to promote on our website and through our social media.

## Signature Initiatives



Dine Out Boston takes place twice a year (March & August). Participating restaurants have the opportunity to offer special prix fixe menus for lunch and dinner providing locals and visitors an opportunity to sample their restaurant at special prices.

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# Resources

## Industry Resources

### The HUB – Partner Access

Designed for partners only, this portal includes a post board for partners to connect, partner bulletins, a Masterlist of Conventions & Events, Opportunities (RFPs, Service Requests and Media Leads) and reports such as the tourism industry metrics.

### Economic Impact and Industry Reports

Throughout the year you will find several informative industry reports that serve as a resource and comparative tool: Hotel Openings & Statistics, Outlook & Regional Lodging Reports and Overseas Visitation numbers.

### Press Room

Important information, industry research, tourism statistics, news clips, media documents and recent press releases will be sent to you throughout the year and can also be accessed on MeetBoston.com.

### Media Library

Images and videos are available in our media library for partner use. We encourage partners to send “best shots” so we have on hand to promote their business.

### Partnership Newsletter

Emailed monthly, our partnership newsletters serve as our main communication with partners. In each edition, you will find industry information, open house event invitations, new partners, visitor marketing, leads, trade show and advertising opportunities.

### Partner Presentations

Partners have the opportunity to meet with the Meet Boston staff to learn more about the team and present their company's products and services. The more we know about your business, the better we can serve to promote you.



## Advertising Opportunities

### Sponsorship Opportunities

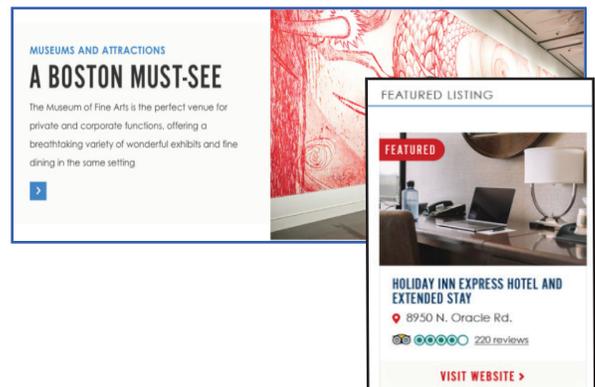
Reach larger audiences by sponsoring our special events, newsletters, Dine Out Boston and more.

### Publications and Marketing Collateral

Increase your presence on our website and in our publications and marketing collateral by advertising. Many different opportunities are available throughout the year.

### Digital Opportunities

Display your company on MeetBoston.com which attracts over 2.8 million unique visits per year. Showcase your company on Digital Screens at the Visitor Center - reaching over one million tourists every year.



### Meet Boston Visitor eBlast

Advertise your special events, offers and packages to 13,000+ visitor subscribers and 2,500+ Meet Boston partner contacts.

### Cooperative Advertising

Opportunities are available for the trade, visitor and meetings market at substantial discounts.

Please visit [MeetBoston.com/partners/advertising-and-sponsorship-opportunities](https://www.meetboston.com/partners/advertising-and-sponsorship-opportunities) for a complete list of advertising opportunities with Meet Boston.

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