



# Boston

TOURISM DESTINATION MARKET DISTRICT YEAR 1 REPORT:  
**BUILDING A BETTER TRAVEL ECONOMY**







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In 2019, destination marketing resources for Boston travel and hospitality partners was woefully inadequate. Competitive-set cities were significantly outspending Boston. 2019 was not unique. Historically, Boston and MA lacked resources for destination marketing. Funding was sparse and unpredictable. A new path was necessary.



Sample City Tourism Budgets	
Atlanta	\$35,242,000
Miami	\$32,000,000
Nashville	\$31,000,000
Philadelphia	\$31,000,000
Washington DC	\$24,747,000
Baltimore	\$16,000,000
<b>Boston</b>	<b>\$7,440,582*</b>

\*Net of BCMS pass-through

## Lodging Tax Collections

Total: \$513,000,000	
Lodging Tax Collections in Greater Boston*	\$318M
MA Lodging Tax Collection Beyond Boston	\$195M

\*Figure includes state, local, and convention center fund occupancy taxes collected in Greater Boston

Source: MA Office of Travel & Tourism/MA Department of Revenue

### MARCH 2019

GBCVB forms TDMD Advocacy Committee  
GBCVB Hires CIVITAS

### MAY 2019

GBCVB Hosts 1st TDMD Educational Session

### SEPTEMBER 2019

GBCVB Hires Joyce and LeBretton  
GBCVB Forms TDMD Steering Committee

### DECEMBER 2019

GBCVB Board Approves TDMD Recommendations

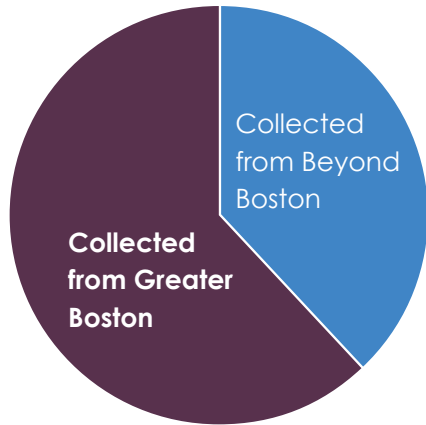
### JANUARY 2020

GBCVB Hosts 4 Additional TDMD Educational Sessions

### JUNE 2020

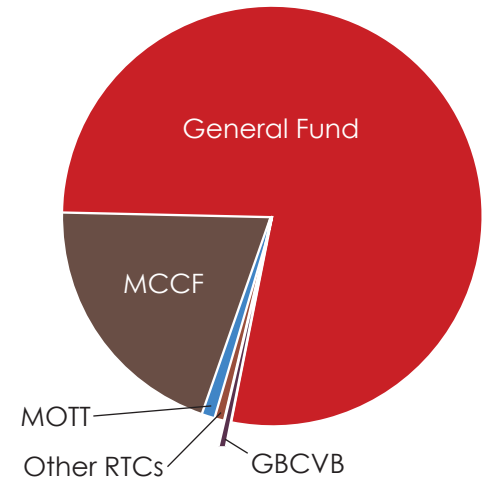
House Ways & Means Includes TDMD in New Version of Economic Development Bill





## Lodging Tax Allocations

Total: \$513,000,000	
MA & BOS General Fund	\$400M
MA Convention Center Fund	\$103M
MOTT	\$4M
Other RTCs	\$3.9M
GBCVB	\$2.1M



### JULY 2020

House and Senate  
Conference Committee  
Convenes on TDMD

### JANUARY 2021

Conference  
Committee Report  
Includes TDMD  
and is Enacted in  
Both Chambers  
  
Governor Baker  
Signs Economic  
Development Bill

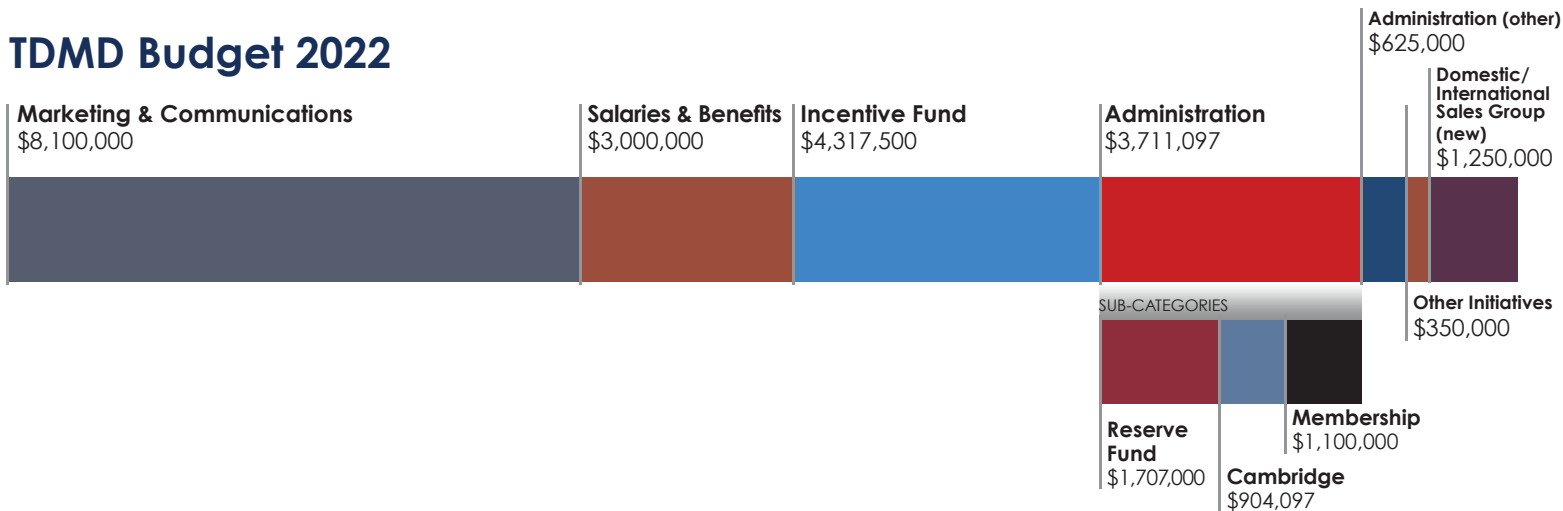
### FEBRUARY 2021

Hotel Petition Passes

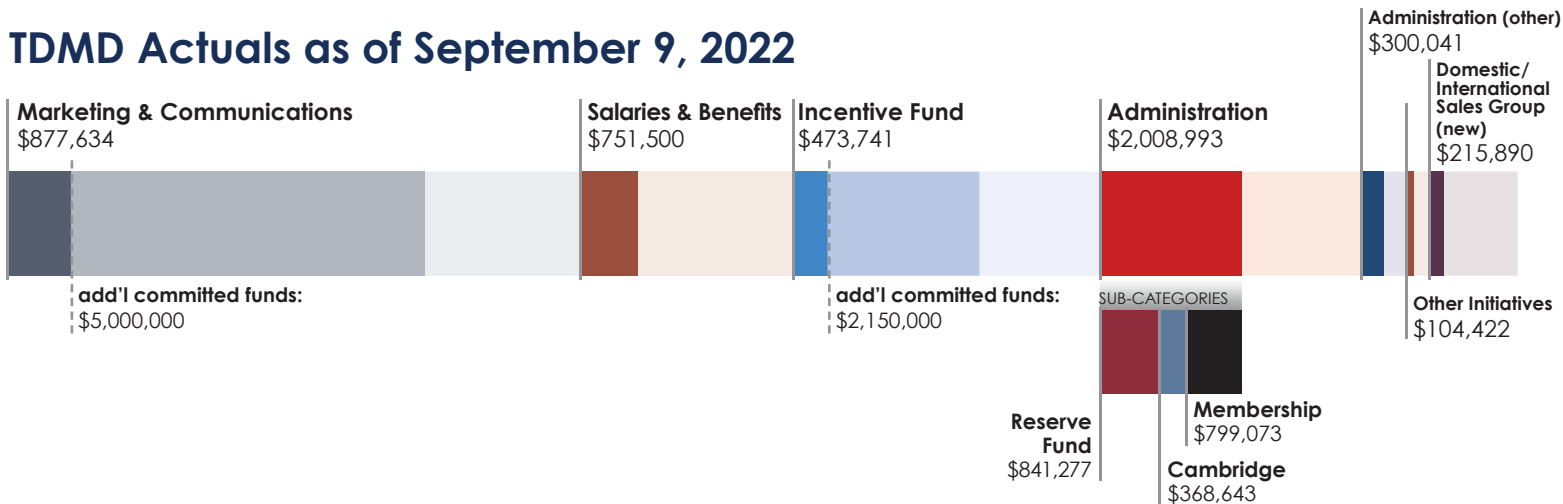
### AUGUST 2021

City Council Votes  
Unanimously to  
Approve District

## TDMD Budget 2022



## TDMD Actuals as of September 9, 2022



The GBCVB has been aggressively promoting the First Quarter rebate program to book new business in a critical need period. The Bureau has provided our partner hotels and key accounts with dedicated collateral to push the incentive, while also executing a robust media buy and social media promotion.

# FIRST QUARTER INCENTIVE PROGRAM: New Contracts

NUMBER OF GROUPS	61
NUMBER OF ROOMS	6,733
TOTAL REVENUE	\$2,864,400.62*
TOTAL REIMBURSEMENTS	\$286,439.38

\* Results through August, 2022



### Meet Smart & SAVE

Tap into the Q1 FUN(D)

Book NEW business in a Boston or Cambridge hotel for the dates below and receive a 10% rebate off the banquet master bill AND 10% off all rooms booked.

**Program Dates:**  
2023: 12/19/2022 – 03/31/2023  
2024: 12/22/2023 – 03/31/2024  
2025: 12/23/2024 – 03/31/2025  
2026: 12/22/2025 – 03/31/2026



SCAN ME FOR MORE INFO

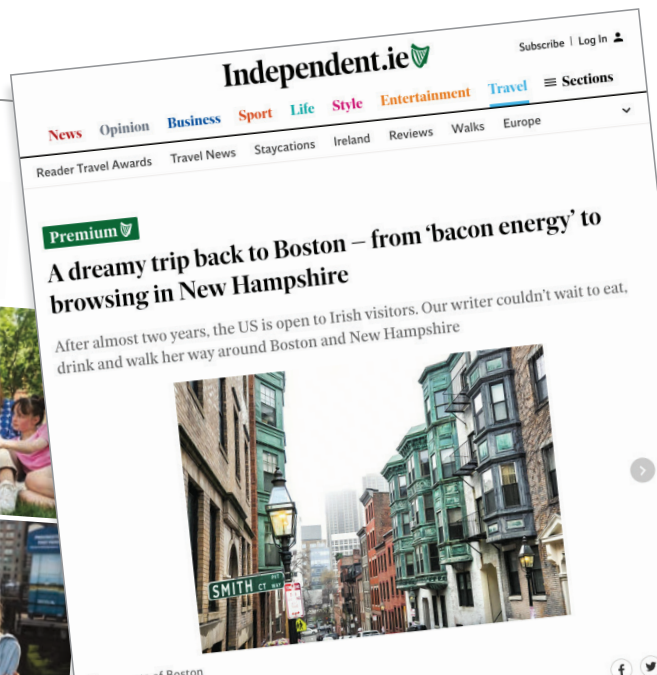
For more information, contact [sales@bostonusa.com](mailto:sales@bostonusa.com)



The GBCVB has signed contracts with agencies in the UK, Ireland and Germany to position Boston at the forefront of recovery for these important overseas markets. These relationships will drive education and inspiration for the travel/trade while strengthening relationships with key trade, media and airline partners. Ultimately this will drive visitation to Boston and Cambridge by positioning

us as the gateway to New England and fostering trade engagements and media partnerships.

The GBCVB will sign additional contracts with other international regions in both traditional and emerging markets. These relationships will be critical as the GBCVB develops a luxury sales initiative for international markets.







The GBCVB underwent a comprehensive process to identify an agency partner for our organizational rebrand. Over 20 firms received the RFP, 13 submitted proposals, 8 were invited to present, and from a final four the GBCVB and its rebranding committee selected Allen & Gerritsen.

**The rebrand will involve many components:**

- New Corporate Identity
- Extensive Creative Production
- Paid Social Media Strategy and Analytics
- New Consumer Research
- Paid Search and SEO Strategy
- Trade Show Booth and Mobile Visitor Center Updates

## Branding Committee

GBCVB Executive Team

Michael Jorgensen (Chair)  
*Omni Boston Hotel At The Seaport*

Arnaldo Almonte  
*Studio Allston Hotel*

Trish Berry  
*YOTEL*

Cindy Brown  
*Boston Duck Tours*

Carrie Campbell  
*Boston Red Sox*

Chris Cook  
*Rose Kennedy Greenway Conservancy*

Dan Donahue  
*Saunders Hotel Group*

Jen Falk  
*ArtsBoston*

Nia Grace  
*Boston Black Hospitality Coalition*

Ed Kane  
*Big Night Entertainment*

Jennifer McMahon  
*Boston Harbor Hotel*






Catherine Morris  
*The Boston Foundation, BAMS Fest*

Nat Sheidley  
*Revolutionary Spaces*

Suzanne Wenz  
*Highgate*

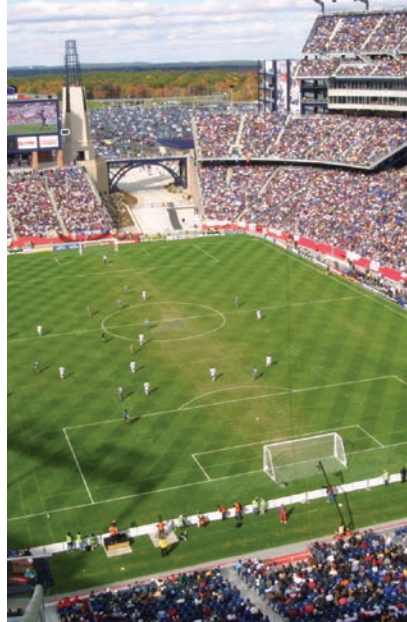
Arun Upneja  
*Boston University*

## TDMD Sales Expenses and Activities as of September 13, 2022

	<b>FAMS (7)</b>	<b>\$53,600</b>
	<b>TRADE SHOWS (11)</b>	<b>\$74,800</b>
	<b>ADVERTISING (2 INITIATIVES)</b>	<b>\$38,843</b>
	<b>CLIENT EVENTS (6 EVENTS)</b>	<b>\$84,047</b>
	<b>RESEARCH</b>	<b>\$10,000</b>
	<b>SPONSORSHIPS (6 EVENTS)</b>	<b>\$112,000</b>
	<b>TOTAL EXPENSES</b>	<b>\$373,290</b>



Global events drive destination exposure and generate tremendous spending for the Greater Boston region. Events that occur in need periods and fill hotels are paramount. As such, we have strategically invested in large-scale events that will put Boston on the world stage while injecting new spending into the visitor economy.



**FIFA  
WORLD CUP  
2026™**





# Workforce Development and Tourism Diversity Matters Partnership

The GBCVB is partnering with Tourism Diversity Matters (TDM) to launch an apprenticeship program to support workforce development and to diversify the upper management and leadership tiers of Greater Boston's travel and hospitality sector. TDM and the GBCVB also hosted an inaugural job fair this year.



The DIA assessment model utilizes a proven methodology to measure how organizations create equity within their built environment, and through cultural, political, and social capital.





## Accessibility Blueprint

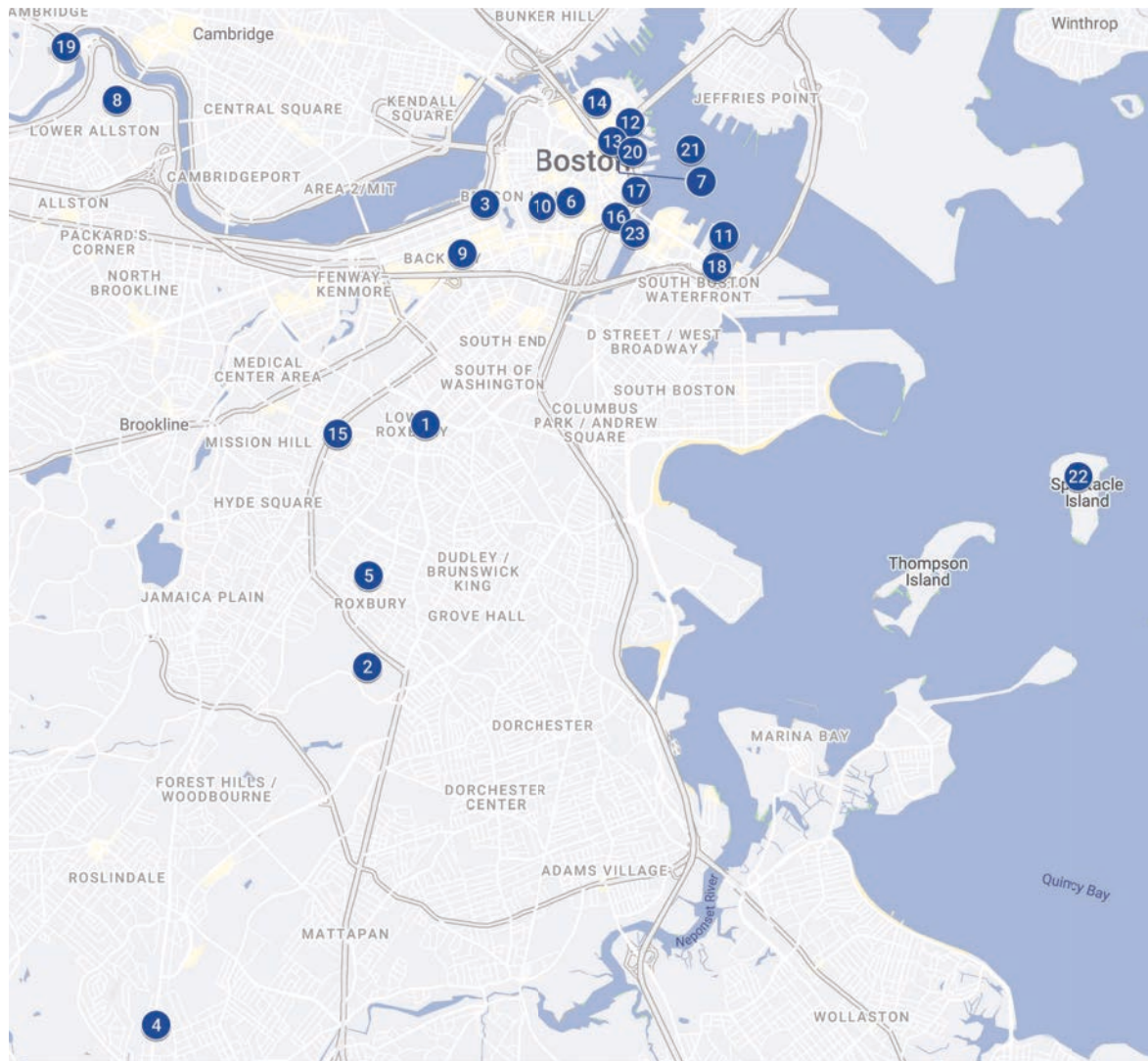
The GBCVB will produce multilingual assets for both digital and print collateral, making the Boston brand readily available to a diverse demographic of visitors through online translation services, programmatic features, and a focus on website functionality. The GBCVB will highlight accessibility options to ensure that visitor amenities and navigational tools are clearly defined.

## Eco-Tourism and Sustainability COMING Q2 2023

Sustainability is crucial for the tourism industry, particularly for cities such as Boston and Cambridge that border the Atlantic Ocean and are surrounded by waterways. Destination Marketing Organizations play a pivotal role in promoting green initiatives and sustainable practices for businesses operating in the travel economy and the consumers they service. The GBCVB embraces this responsibility

and will work with hotel partners, attractions, restaurants, venues and other tourism-related entities to support programs that encourage sustainable visitation including but not limited to multi-modal transportation, recycling education and awareness, and conservation efforts consistent with the Imagine Boston 2030 and Climate Ready Boston initiatives.





1. Black Market Block Party
2. BAMS Fest
3. King Boston Embrace Festival
4. Hyde Park Juneteenth Celebration
5. Roxbury Film Festival
6. Harborfest-DTX
7. Harborfest Christopher Columbus Park
8. JerkFest
9. Boston Together Now
10. Commonwealth Shakespeare
11. Boston Seafood Festival
12. Fishermans Feast
13. GreenFest
14. St. Anthony's Feast
15. Roxbury Restaurant Week
16. Boston Local Food Festival
17. Greater Boston Arts Expo
18. Boston Jazz Fest
19. Head Of The Charles Regatta
20. Trellis Lighting at CC Waterfront Park
21. New Year's Eve Harbor Fireworks
22. Soulful Bliss
23. 250th Commemoration of the Boston Tea Party





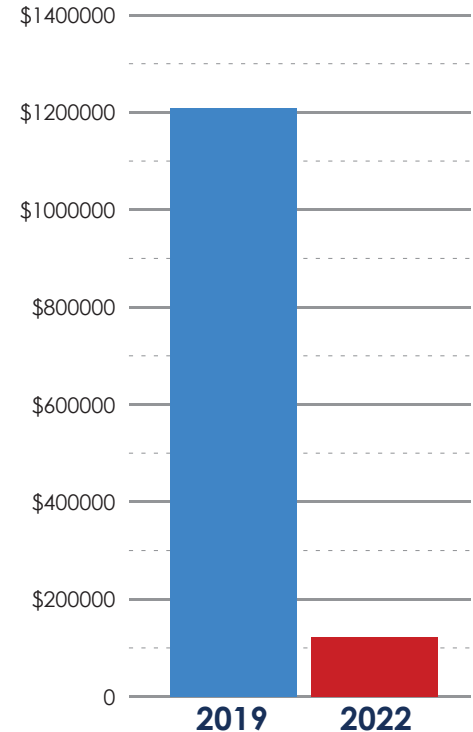
Starting in 2022, the GBCVB reworked membership dues for TDMD hotels in Boston and Cambridge. Hotel dues are now based on a simple formula of \$5 per room.

**Additionally, the GBVCB has added several new positions:**

- Marketing Manager
- Digital Marketing Manager
- Director of Marketing
- Communications Manager
- Assistant Director of Sales (reopening of DC Market)
- Additional West Coast National Sales Manager
- International & Leisure Sales Coordinator
- Director of Sports Sales
- Sports Marketing & Events Coordinator

## Boston/Cambridge Hotels Dues Amount

Overall hotel dues were reduced by over 90%, with each hotel in Boston and Cambridge seeing a decrease of 75%-95% in their membership dues.





Thank you for supporting our efforts in building this bridge  
to a better travel economy for Boston and Cambridge.

**BostonUSA.com**



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**