

Join over 1200 businesses that benefit from the GBCVB's unique access to Boston's visitors, conventions and group tours.



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

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

Our benefits are limitless!

National and regional analysts are forecasting that 2016 should see an overall **2.8% growth** for the visitor economy across our region. We expect to service more than **296** groups attract over **708,000** attendees and delegates, sell more than a record setting **1.6 million** room nights, and attract more than **19 million** international and domestic visitors to our destination.

Thanks to our international sales and marketing initiatives and your support, we will **grow our international visitors** for a second consecutive year by **more than 10%** and see a **9% growth in visitor spending** in 2016.

GBCVB - Who we are and what we do

Our Mission: The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor service organization charged with the development of meetings, conventions and tourism related business. Our goal is to enhance the economy of Boston, Cambridge and the metropolitan area.

Our Organization: The GBCVB is a not for profit, membership driven sales and marketing business comprised of over 1,200 companies across New England that depend upon the visitor and convention industries for their own success and growth.

Conventions & Meetings

The solicitation of conventions and meetings involves city and state government, area hotels, exhibition companies and other GBCVB member companies.

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, the GBCVB works to stimulate growth in international and domestic markets that offer the highest potential for new business for Greater Boston.

Leads & Referrals

Member Access/RFP: Each member has a free listing in the Plan section of BostonUSA which enables you to receive leads directly from GBCVB convention sales and services managers working with domestic and international meeting and event planners.

Convention Calendar: Our exclusive sales tool provides a schedule of meetings and events coming to the Boston area over the next few years. It also contains contact information for the primary meeting planner for each event, available in PDF or Excel format.

Media & Tourism Leads: We send our members inquiries generated from domestic and international travel journalists, photographers, tour operators, travel agents and group tour leaders.

FAM Trips & Tours: We sponsor tours, sales missions and blitzes for meeting planners and tour operators considering Boston. You can participate so that your services or 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 the best of Boston.

Restaurant Reservations Desk: We staff a concierge desk at the Hynes Convention Center and Boston Convention & Exhibition Center to assist attendees with all their needs and interests.

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

Visitor Information Center: We staff the Boston Common Visitor Center and Prudential Information desk to help visitors and locals find what they're looking for in Boston.



Open Houses: Once a month we hold open houses (networking meetings open to all members) at no charge. *You can also host an open house to showcase your venue to members of the GBCVB.*



Marketing Promotions & Programs



Dine Out Boston – (the new Restaurant Week): 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.

Family Friendly VALUE Pass: Because Boston is such a family-friendly destination, we promote special member offers that attract families for a day trip, weekend or a full vacation.

Hotel Package Promotions: We promote specials and packages on our website, in our various publications and marketing campaigns throughout the year. (*Boston Overnight, Dine Out Boston, School Vacation*)

Calendar of Events & Seasonal Highlights: Send us your events and happenings so they may be promoted on our BostonUSA calendar, Paul's Weekly Picks (hotel concierges) and through our social channels.

Member to Member Marketing: Promote your business or special offer to over 3,500 members and industry contacts in the Member Access section of our website.

Partner Promotions: Participate in promotions with our industry partners: American Express, Massachusetts Lodging Association, Massachusetts Office of Travel & Tourism and the Massachusetts Port Authority, to name a few.

Seasonal Promotions: Programs like Summer in the City (May - August) and Boston Overnight (January - March) encourage visitors to come to Boston and stay overnight by highlighting the best the season has to offer.

Business Promotion

BostonUSA.com: Each member receives a free listing on our high-traffic website. Each listing includes your address, phone and fax numbers, description, links to your website and email. *We also List your special events on our calendar, packages/offers in Great Deals, and special dining on our website for no additional cost.*

888-SEE-BOSTON: Our toll-free visitor information line lets visitors and attendees talk to a GBCVB Visitor Information Representative for things to do, where to stay, directions and more.

Publication Listings: The GBCVB produces annual publications to attract visitors and conventions. Members receive free listings in the Destination Planners Directory; The Official Visitors Guide; The Dining, Shopping & Entertainment Guide; and two bi-annual Travel Planners. All have large distributions and are heavily promoted and many are also available online.

Company Brochure Distribution: We can help you reach visitors once they've arrived in Boston. Members can display their brochures at our busy Visitor Information Centers located at the Boston Common, the Prudential Center and Boston's convention centers.

Media Relations Department: The media relations team acts 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 Networking: We spread the word about your special events and offers through our Facebook, Twitter, Instagram, Google +, Pinterest, & Weibo accounts.



Industry Resources

Economic Impact and Industry Reports: Throughout the year you will receive several informative industry reports that serve as a resource and comparative tool.

Electronic 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 BostonUSA.com.

Member Access Section: This exclusive online section of BostonUSA.com is designed specifically for members. It contains updates to our convention calendar, RFPs, leads and other valuable reports and resources.

Membership Newsletter: Distributed monthly, our membership newsletters serve as our main communication with members. In each edition you will find updated information and opportunities, leads, invitations-virtually everything we have going on for members.

Membership Presentations: Members have the opportunity to meet with the GBCVB staff to present their company's products and services. The more we know about your business, the better we can serve to promote you.

Slides/Photo Library: Images and photos are available in our press room for member use. We encourage members to send "best shots" so we have on hand to promote their business.

Advertising Opportunities

BostonUSA Visitor eBlast: Advertise your special events, offers and packages to 40,000 + visitor subscribers and 3,500 + GBCVB member contacts with a dedicated eBlast.

Cooperative Advertising: Several cooperative advertisement opportunities are available throughout the year for the trade, visitor and meetings markets at substantial discounts.

Publications and Marketing Pieces: Increase your presence in our publications and marketing pieces by advertising. Many different opportunities are available throughout the year.

Sponsorship Opportunities: Reach larger audiences by sponsoring our special events, newsletters, Dine Out Boston and more. Opportunities are available throughout the year.

Visitor Mail Brochure Program: Information kits are sent out to visitors that call 888-SEE-BOSTON and request materials. You can include your brochure and reach visitors in their planning stages.

For more information or to join the GBCVB contact Kamilla D. Carmignani:
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Your partnership is key to our success - We look forward to working with you!