

# Year In Review

# 2017

**Boston**  
BostonUSA.com

GREATER BOSTON  
CONVENTION & VISITORS BUREAU



**Greater Boston Convention & Visitors Bureau**



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

Dear Bureau Member:

March 29, 2018

Attached is our 2017 Annual Report that highlights our activities and results over the past year and lays out our initiatives for 2018 and beyond. The key takeaway from 2017 is that creative and well executed partnerships will deliver extraordinary results.

Thanks to our members, our strategic partners, including Mayor Walsh and the city of Boston, the MCCA, MOTT, Massport, The Cambridge Office for Tourism, MLA, American Express, our Board and our passionate staff, we delivered a record setting performance for 2017 and laid the groundwork for an even stronger future. Clearly working together will drive success for everyone in our industry. Over the course of the next two years, we will be launching initiatives that will grow domestic and international visitors, as well as convention and meeting delegates to our city, our region and our member businesses.

All of us at the Bureau are proud to be a part of this wonderful industry of committed people with such terrific partners and we look forward to working with all of you for continued success.

Sincerely,

Patrick B. Moscaritolo  
President & CEO

# Boston - By the Numbers

\* Record Setting Results \*

**7,226,000\***

Hotel Rooms Sold  
in Boston & Cambridge

**\$1,866,100,000\***

Hotel Room  
Revenue Generated

**82.2%\***

Hotel Occupancy Rate

**\$258.25\***

Average Daily Rate

**\$212.25\***

RevPar

**38.3 M\***

Total Boston/Logan  
Passengers

**257,800\***

Overseas Visitors from  
China

**1.7 M\***

Overseas Visitors to Greater  
Boston

**9,575,341\***

Museums & Attractions  
Visitors for Boston/Cam-  
bridge (25 sites)

**21.2 M\***

Visitors to Greater Boston

# Sales and Destination Services | Meetings & Events Leading the Way



The Bureau's Sales team, working with our hotel partners and members, leads the destination sales effort for Boston and Cambridge. In 2017 the team coordinated sales activities at 18 major trade shows and sales events across the US as well as in London, Barcelona and Frankfurt.

- For the 2017 **IMEX America** trade show the Bureau had **20** member companies participate with **419** sales appointments scheduled.
- The Bureau's Sales team in 2017 booked **6** NCAA sports events:
  - 2022 Men's Hockey Frozen Four
  - 2020 Women's Hockey Championships
  - 2020 & 2021 Division I Men and Women's Cross-Country Regionals
  - 2019 & 2020 Division III Men and Women's Indoor Track & Field Championships
- The Bureau's Destination Services & Events team in 2017 booked **545** definite events, a 6% increase over 2016.
- In 2017 the Bureau booked more than **9,000** Group Tour room nights, a **3.5%** increase over 2016.
- In 2017 the Bureau booked **634** meetings with Group Room revenue of **\$46,409,591**.
- 350+ Meeting and Conventions assisted by GBCVB Destination Services/Meetings & Events team

# Leading The Way on a Winter Marketing Campaign



Driving hotel stays and visitors to Boston and Cambridge during the winter is one of our key priorities. Our sales team, working with Expedia and 26 of our hotel partners, launched an expanded winter campaign in 2017/18 that produced record results.

The Bureau's campaign with Expedia ran from November 2017 through February 2018 and generated more than \$11M in hotel revenue, more than 49,000 room nights sold and more than \$1.6M in hotel tax revenue for Boston and Massachusetts.



## *Specific - Boston Hotel Bookings*

	12/15/2016 - 2/28/2017	11/1/2017 - 2/28/2018
# Participating Hotels	24	26
Room Nights	10,074	49,422
Hotel Gross Bookings	2,284,186	11,110,255
Average Daily Rate	\$227	\$225
Length of Stay	1.64	2.0

# Boston & Cambridge Lodging Market



Thanks to the Bureau's sales team and our industry partners, we set a new all time record in 2017 for hotel rooms sold, for occupancy, and for hotel revenue generated. The Boston and Cambridge lodging market has been off the charts with consecutive 80% or more occupancy year after year from 2013 to 2017.

## Boston & Cambridge Lodging Market

Year	Supply	Demand	Occ	ADR	RevPAR	Revenues
2016	8,671,000	7,015,000	80.9%	\$254.74	\$206.16	\$1,787,000,000
2017	8,806,000	7,226,000	82.2%	\$258.25	\$212.25	\$1,866,100,000
% Change	1.5%	3.0%	1.6%	1.4%	3.0%	4.4%

*Supply and demand have been rounded to nearest thousand, revenues rounded to the hundred thousand.*

*Source: Pinnacle Perspective, Pinnacle Advisory Group*

# 2017 Awards

Delivering outstanding destination services to meeting planners, convention delegates, and visitors worldwide is a major focus of the Bureau's teams each year.

In 2017 our clients and customers singled us out for a record 7 awards.

## **Award of Excellence**

Corporate & Incentive Travel Magazine

## **Best Destination – History & Culture**

Pacific Area Travel Writers Association (PATWA)

## **Distinctive Achievement**

Association Conventions & Facilities Magazine

## **North America – Best Destination for MICE Meetings**

UK Business Destination

## **Prevue Visionary Awards**

Silver Award for Best CVB/Destination Experience, Northeast USA  
Prevue Magazine

## **Port of the Year**

for Sail Boston  
Tall Ships America

## **Top Destination Award**

Facilities & Destinations Magazine



Glenn McGibbon, Senior Web Marketing Manager, accepts the **Best Destination - History & Culture** award on behalf of the GBCVB at PATWA's International Award Ceremony during ITB Berlin, the worlds' largest trade fair.



North America – Best Destination for MICE Meetings  
UK Business Destination

# 2018 and Beyond

## Future Year Definites at the BCEC and Hynes Convention Center

	BCEC Events	BCEC Room Nights	Hynes Events	Hynes Room Nights	Combined Events	Combined Room Nights
<b>2018</b>	31	431,346	41	186,978	72	618,324
<b>2019</b>	27	268,095	34	186,515	61	456,610
<b>2020</b>	31	362,406	29	153,116	60	515,522

Source: MCCA/BCEC Presentation to Cambridge Office for Tourism February 13, 2018

Governor Baker hitting the pause button and putting the proposed BCEC expansion on hold in 2015 was absolutely the right decision for our industry and the right move by the Governor. It allowed the MCCA Board and David Gibbons to survey our convention center clients and customers and discuss the type of expansion program that would meet their needs. As a result the MCCA will most likely come back to our industry and our clients with options for expansion that will make far more sense and will be far less costly than the 2014 BCEC expansion plan.

 Business & Tech

## Convention Center board approves \$2.2 million to study possible expansion



KEITH BEDFORD/GLOBE STAFF

Earlier this week, the Boston Convention & Exhibition Center hosted a seafood convention.

By Jon Chesto

GLOBE STAFF MARCH 15, 2018

Plans to expand the Boston Convention & Exhibition Center have been on hold for three years. But an expansion of some type could be on the way now that the convention center's overseers have committed up to \$2.2 million to study the possibility.

On Thursday, the Massachusetts Convention Center Authority approved a contract valued at up to \$2.2 million for a team led by Kansas City, Mo.-based architectural firm Populous to craft a campus master plan and to study the feasibility of future expansion options.

# Growing the China Market



In 2013 the Bureau saw the unique opportunity and potential that visitors from China would mean for our visitor economy and launched an integrated and comprehensive campaign. By 2016 we had made China our #1 source market for overseas visitors.

## **\*\* China - Boston's Top Overseas Market \*\***

- Over the next four years the GBCVB has a goal to attract more than 500,000 Chinese visitors to Boston by 2021.
- For the second consecutive year China was Boston's top source market in 2017 with more than 257,800 visitors, up 4.7% over 2016.
- Chinese visitors to the US are forecasted to increase at an annual rate of 13.9% over the next 4 years (2018 - 2021).
- Boston is outperforming the US as a whole in the yearly growth of in-bound visitors from China.



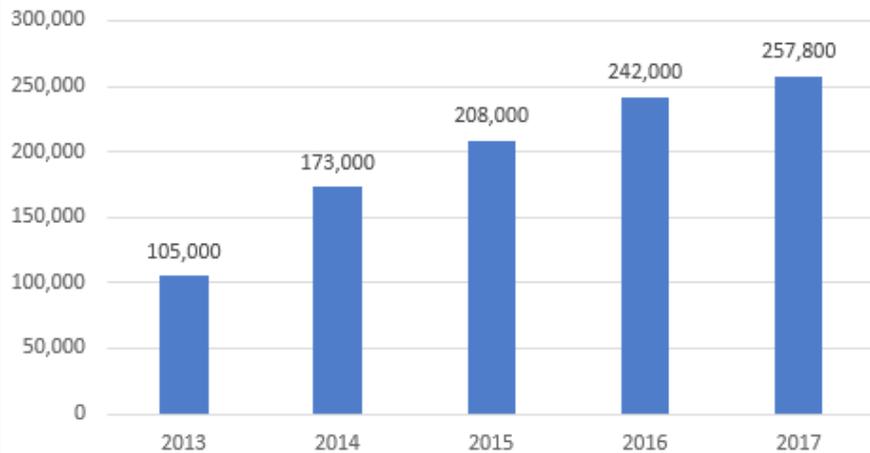
## **2017 Chinese Marketing & Sales Program**

- Hired Chinese Marketing Manager
  - Hosted WeChat Workshop for 160 Bureau Members in November 2017.
  - Launched WeChat Account. Boston is among three CVBs that have done so.
- 
- Organized the first ever Bureau Sales Mission for members to China. Visited 3 cities and met with 33 media outlets, over 200 tour operators, airlines and government officials.

# Chinese Visitors



## Chinese Visitors to Boston



Source: Travel Market Insights based on US Department of Commerce data

- Chinese visitors to Boston grew by 145% between 2013-2017.
- Chinese visitors accounted for 34% of total overseas visitor expenditures (\$1.2B), on average spending \$5,000 per visit.
- Chinese visitors stayed an average 9.7 nights in a Boston hotel and 19.1 days in Boston.
- Overseas travelers to Boston represent 8% of our total visitors but account for 15% of all visitor spending.

**CHINADAILY**  
2017 中国日报 china

### Boston: a study in attracting Chinese visitors

By AMY HE in New York  
amyhe@chinadailyusa.com

Boston, like many US cities, is trying to increase Chinese tourism. It has the added benefit of being a major college hub, which it is using to entice Chinese students, and the city hopes, visits by their friends and families.

Visitors who go to Boston for education-related reasons make up the majority of Chinese tourists in the area, and the Greater Boston Convention and Visitors Bureau (GBCVB) is trying to ramp up efforts to keep increasing that market, said Patrick Moscaritolo, the bureau's president and CEO.

"When you drill down into the number, it's more than just Chinese students at our colleges and universities in Boston and Cambridge," he said.

**209,000** Chinese visitors to Boston area in 2015  
SOURCE: US DEPARTMENT OF COMMERCE

**24%** of visitors came for education purposes (2015)  
SOURCE: US DEPARTMENT OF COMMERCE

**28%** of visitors coming for education purposes (2017, estimated)  
SOURCE: GREATER BOSTON CONVENTION AND VISITORS BUREAU

"It's also now turning out to be Chinese students at secondary schools, Chinese visitors that are coming for summer camps."

Besides the students, Boston wants to attract their parents as well. Parents who drop off their children at summer camps, for example, might spend the week exploring Boston and the rest of Massachusetts, or travel around New England and other parts of the Northeast, before returning to pick up their children and heading back to China.

"Education is such a major part of what Boston and Cambridge offer. Another way to put it, to look at it from a marketing perspective, it is really the underpinning of the Boston and Cambridge brand, as it relates to Chinese visitors," he said.

About a quarter of Chinese visitors going to Boston go for educational purposes, according to 2015 figures published by the US Department of Commerce. More recent figures are not available yet, but Moscaritolo estimates that the number has grown to approximately 28 percent for 2017.

The education category that visitors check off on their surveys can mean attending college in the Boston area, attending secondary schools and academies, short summer education programs or corporate training programs, he said.

There are roughly 20,000 Chinese students attending school in Boston, a number that has seen double-digit growth in the last decade.

See Boston page 2

# Media Coverage

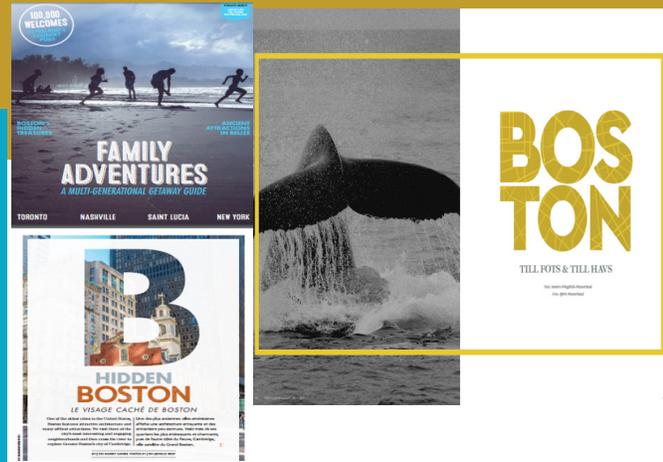
**74**  
Hosted media FAMS

**165**  
Travel journalists and influencers hosted by the GBCVB

## Media hosted in 2017 includes:

Washington Times, Jan. 2017  
Home & Away AAA, Mar. 2017  
WestJet Magazine, Mar. 2017  
ScandinavianTraveler, Apr. 2017  
The Irish Sun, May 2017  
Telegraph UK, May 2017  
Rolling Stone Italy, Jun. 2017  
NME, Jun. 2017

Global Traveler Magazine, Jul. 2017  
Pride Life Magazine, Jul. 2017  
Hainan Airlines, High Above China, Aug. 2017  
Voyage China, Aug. 2017  
Falstaff Germany, Sept. 2017  
Alaska Air, Sept. 2017  
Conde Nast Johansens, Sept. 2017  
UK Sunday Mail, Sept. 2017  
Montreal Gazette, Oct. 2017  
Huffington Post, Oct. 2017  
La Stampa, Oct. 2017



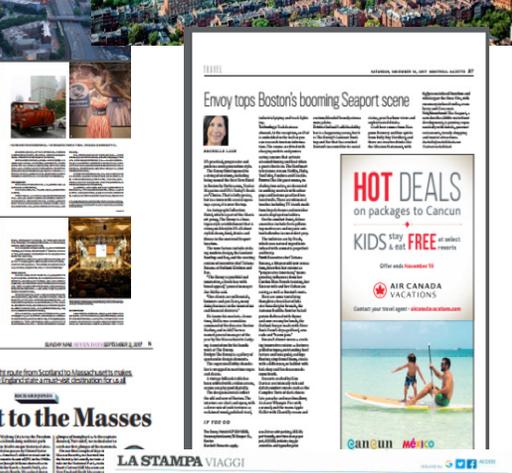
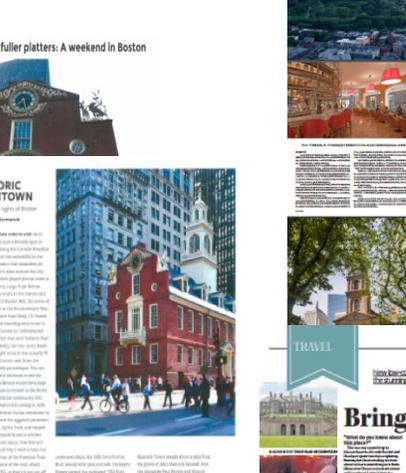
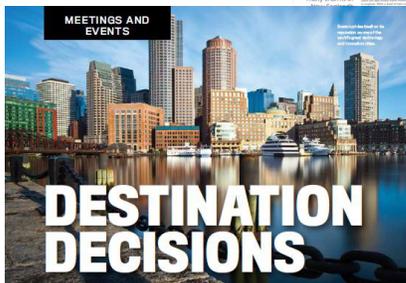
### Massachusetts

#### Greater Boston embraces history as it looks toward future

By Jeff Helman

In his 1869 published letter, "A First Visit to Boston," Mark Twain, who named Boston as one of only four unique cities in the U.S. (along with New Orleans, San Antonio and San Francisco), noted that "One of the most engaging peculiarities Boston is her reverence for her tradition, her relics, her antiquities."

Boston is also unusually serious about progress. With some \$ billion in new construction since 2012, including the skyline-busting 61-story Four Seasons tower rising in the Back Bay, groups have more options than ever.



Gia Hui, Contributor  
Wine, produce, locale  
**L.A. Escape: 72 Hours in Boston**  
Some Angelenos think you can't see Boston in 72 hours—and they would be correct. But you can get a taste of Beantown, whether you're in the city for a short business trip or a family visit.



Boston si accende all'ora del "foliage"  
L'autunno è la stagione migliore per visitare la città culla della storia e della cultura americana

# Media Coverage

## MLB Europe Initiative

The GBCVB worked with MLB Europe and the Boston Red Sox on a media FAM that brought 8 European influencers, plus 2 MLB Europe representatives, to Boston from May 24-28. This program was initiated by MLB Europe to build engagement and excitement for the MLB brand across Europe. Boston and LA were selected as the two “battleground states” for the 2017 campaign. Media visits revolved around themes of craft beer, culinary clashes, fashion and technology. MLB Europe sent travel writers, bloggers and social media influencers to both cities to explore local culture while adorned in Red Sox and Dodgers apparel.

The FAM features influencers from UK, Germany, Italy and France who cover topics of fashion, food, music and technology. The participating media outlets included:

**Italy:** Rolling Stone, GQ; **UK:** NME, Clash; **France:** Konbini.co, Les Inrockuptibles

The next phase of the MLB Europe initiative is to have two MLB teams play a regular season series in Europe in 2019.



# Marketing & Communications

## BostonUSA.com

In addition to our home page, our most popular landing page is 'Things To Do.'

With continuous review of design elements and content, pages are refreshed and repurposed daily. The site has a full Events Calendar and Blog which align with social media messaging.



# 1.3M

BostonUSA.com User Sessions

# 20%

Traffic Increase YOY

## Social Media

Expanded social media/communications strategy, includes a calendar of posts that correspond to programs and promotions throughout the year.



# 130,000+

 followers across social channels

### Facebook

- Total followers (Dec 31): 70,101
- Following increase: ~9% (Jan 1 – Dec 31)
- 2017 average post reach: 18,492

### Instagram

- Total followers: 36,935
- Following increase: ~24% (Jan 1 – Dec 31)
- Likes in 2017: 151,900
- Comments in 2017: 1,500

### Twitter

- Follower increase: 23,833 (Jan 1 – Dec 31)
- Total page visits: 24,019
- Total 2017 impressions: 1,166,600

### Pinterest

- Average daily impressions: 1,423
- Average daily viewers: 703
- Average monthly viewers: 32,295
- Average monthly engaged: 949

### We Chat

- Total followers: 3,000 (Since November 2017)



### Performance for Your Post

28,667 People Reached

1,382 Reactions, Comments & Shares

930 Like	704 On Post	226 On Shares
63 Love	46 On Post	17 On Shares
14 Wow	8 On Post	6 On Shares
72 Comments	45 On Post	27 On Shares
304 Shares	286 On Post	18 On Shares

1,134 Post Clicks

244 Photo Views	152 Link Clicks	738 Other Clicks
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#### NEGATIVE FEEDBACK

35 Hide Post	6 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



### 功能介绍

波士顿是美国最古老的海洋过海的五月花号带着洋洲，到波士顿倾茶事件点的导火索，亦是莱克星顿美国人追求自由的第一个活跃在美国历史的每一个展现着其独特的魅力。

帐号主体 亿世(北京)公关广告有限

### 接收文章推送

若关闭此开关，你将不再收到该公众号的，他通知类消息不受影响

### 置顶公众号

### 查看历史消息

### 进入公众号



### Performance for Your Post

25,504 People Reached

1,615 Reactions, Comments & Shares

1,187 Like	873 On Post	314 On Shares
143 Love	116 On Post	27 On Shares
1 Haha	1 On Post	0 On Shares
5 Wow	5 On Post	0 On Shares
1 Angry	0 On Post	1 On Shares
47 Comments	22 On Post	25 On Shares
234 Shares	227 On Post	7 On Shares

1,034 Post Clicks

290 Photo Views	4 Link Clicks	740 Other Clicks
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#### NEGATIVE FEEDBACK

22 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

# Leisure Marketing Initiatives

## American Express Partnership



Our Strategic Partnership with AMEX affords the GBCVB an opportunity to collaborate on the bi-annual Dine Out Boston program (formerly Restaurant Week Boston), the annual Small Business Saturday (the Saturday after Thanksgiving), Hospitality Exchanges, and China Ready Workshops, among other initiatives. The partnership was renewed in 2018 for another 3 years.

## Dine Out Boston®

The ever popular Dine Out Boston, formerly known as Restaurant Week Boston, takes place March 18-30 for its 17th year run with close to 200 restaurants participating. The GBCVB, in partnership with American Express, presents this annual event twice a year in March and August. Dine Out Boston provides locals and visitors an opportunity to sample area restaurants at special prices. Two photo contests, one in English and one in Chinese, foster engagement over social media. The Dine Out Boston program also features an online auction with proceeds each year benefitting a Charitable Partner: The Boston Park Rangers were chosen as the Charitable Partner for the 2018 program.



**New for 2018** is a partnership with Lyft - an on-demand car service. Serving as the official rideshare partner, Lyft is offering existing customers 25% off a ride to or from a DOB restaurant and two \$5-off rides for new clients. The promotion will run for the 13 days of Dine Out Boston.

## BostonUSA Marathon Value PASS



For the past two years the GBCVB has produced the Boston Marathon Value PASS offering discounts to visitors and locals at area member restaurants, shops, museums and attractions. 10,000 copies were printed and distributed at key outlets including both Visitor Information Centers\*, the Hynes Convention Center and Back Bay hotels. The Pass was also available online.

**New for 2018:** Renaming the Pass to the BostonUSA Value Pass and expanding to include Spring/Summer and Fall/Winter editions. This new PASS would ideally incorporate the traditional Marathon and Family-Friendly participants and expand member participation. The PASS and all its offers will be posted online. Visitors can print the online Pass or pick one up at one of several distribution outlets. We will increase distribution points and promote through press releases, social media, blogs and Facebook advertising.

\* Boston Common and Copley Place Visitor Information Centers

# Leisure Marketing Initiatives

## Visitor E-Newsletters

Our Visitor e-newsletters were redesigned in the beginning of 2017 producing a clean, colorful and content rich format. Five e-newsletters were deployed, in addition to many e-blasts for specific events, i.e. Dine Out Boston and member marketing messages. Current opt-in subscribers total over 37,000.



## ArtWeek



The GBCVB has been an active member of the ArtWeek Advisory Board since its inception in 2013. This annual award-winning innovative festival features hundreds of unique and creative experiences that are hands-on, interactive or offer behind-the-scenes access to artists or the creative process. The Bureau promoted and marketed the bi-annual festival on BostonUSA, the monthly Arts & Cultural Bulletins and throughout all our social media channels.

**New for 2018:** The Boch Center announced ArtWeek was expanding statewide. In addition to MOTT and the Bureau, 5 other Regional Tourism Councils and the Mass Cultural Council have joined the partnership. For the statewide ArtWeek (April 27-May 6) the GBCVB will create a microsite, initiate a cost per click campaign, deploy e-blasts, press releases and share on all social channels.

## Boston Diversity

The GBCVB will be promoting and highlighting the diversity of Boston, our neighborhoods and heritage by expanding the amount of editorial content on BostonUSA.com, social channels, imagery and video as well as in our publications.

**New for 2018:** The MultiCultural Committee, together with CVB staff, has been planning a Meet & Greet event with goals of community outreach, participation in upcoming FAMS, increased Committee and CVB membership. The Committee, along with GBCVB, is also developing a cross-cultural landing page set to launch in 2018.



# Leisure Destination Services

The Bureau provides a wide range of services to assist visitors who are planning a trip to Boston as well as providing a quality visitor experience when they arrive. Our Visitor Information Centers and Concierge Service Desks assisted a record number of visitors in 2017. Our services range from making restaurant reservations, selling tours, and answering questions about Boston and the region.

## Visitor Information Centers

- Boston Common
- Copley Place

## Visitor Services

- Visitor Information fulfillment requests
- Phone Center
- Online Store

## Convention Concierge Services Desk

- Hynes Convention Center
- Boston Convention & Exhibition Center
- Concierge Cruise Ship Desk at Black Falcon Cruiseport



**952,861**

Visitor Center Visitation

**9,875**

Visitor Fulfillment Request

**5,236**

Phone Center Calls

**541,515**

Convention and group attendees were assisted at our 2 Convention Center Concierge Service Desks

**8,572**

Visitor Information Requests

**16**

Cruise ships served by our Concierge Cruise Ship Desk



# Signature Special Events

The GBCVB co-sponsored and promoted a variety of special special events during 2017, the largest being Sail Boston. Events were promoted online, in Visitor E- newsletters and through our social channels.



## Sail Boston

Thanks to the extraordinary support of Mayor Walsh and Governor Baker, Sail Boston (June 17-22) had an estimated attendance of more than 3M people, generating an economic impact exceeding the estimated \$120M. Boston was named Port of the Year for 2017. The GBCVB created a landing page for this spectacular and long-awaited event with links to the entire 6-day schedule as well as to member restaurants, shops, and museums. A cost per click campaign was also conducted to promote this event.

## World Cup Bid

The Kraft Sports Group, the GBCVB, and Mayor Walsh and the city of Boston have partnered on a bid to host games of the 2026 FIFA World Cup. Currently Boston is one of 25 United States cities bidding to be a host city for 2026.



## NCAA Lacrosse Championships

In 2017 and again in 2018 the GBCVB partnered with Harvard, Patriot Place, and with the Kraft Group to host the NCAA Lacrosse Championships over Memorial Day weekend at Gillette Stadium. This is the fifth time that the Bureau, Harvard and the Kraft Group had won the NCAA bid and teamed up to bring the NCAA Lacrosse Championships to Boston.

**First Night/First Day - December 31-January 1** - Most of the signature events were held in and around Copley Square. Additionally, midnight fireworks illuminated the Boston Harbor sky. The GBCVB was a participating financial partner and marketed and promoted the event via a special landing page, inclusion in visitor e-newsletters, in the Massachusetts Arts & Cultural Bulletin, at our two Visitor Information Centers and through all our social media channels.



## Harborfest



The GBCVB was a participating financial partner and also co-sponsored and promoted the annual festival celebrating America's birthday. Harborfest's schedule of events was prominently displayed on the Bureau's July 4th landing page. This page produced significant organic traffic with over 12,000 unique views in one day alone on July 3, 2017.

## Mayor's Holiday Special

The GBCVB once again partnered with ArtsBoston and the city of Boston for the 14th Annual Mayor's Holiday Special. The two-month celebration of performing arts featured thousands of great deals to over 500 performances. The Bureau coordinated with our member restaurants to offer a \$10 voucher - good towards a purchase of \$40 or more. For 2018 we will continue to be a partner in this program and will work to expand the number of restaurants participating in the voucher discount program as well as add hotel packages.



# GBCVB's 2018/19 Initiatives

The Bureau will be focusing its 2018/19 initiatives on programs that offer unique experiences and special memories that today's visitors are seeking when visiting a destination.



## Path of Presidents:

Greater Boston is home to a fascinating array of presidential artifacts, anecdotes and historical locales. With the Path of Presidents, the GBCVB will work with its members to create an overarching narrative revealing an unparalleled catalogue of presidential history in Greater Boston. The GBCVB will launch social media campaigns, host press FAMs, and design a digital map to bring further exposure to the Path of Presidents.

## Culinary & Craft: What's Brewing in Boston

What's Brewing in Boston shares information on craft beer events, festivals, breweries and trails. From brewery tours to international craft beer festivals, Greater Boston hosts a multitude of experiential beer events that celebrate the proliferation of craft beer locally and across the globe. The GBCVB will launch social media campaigns, host press FAMs, and design a digital craft beer map to bring further exposure to What's Brewing in Boston.



## BOSTON Hip and Historic from Old Masters to Brew Masters

Discover Boston's vibrant culture while strolling cobblestoned streets lined with Victorian architecture. The city's diverse neighbourhoods have their own flavor and flair. The restaurants, shops, galleries, and locals blend Boston's history with a modern, cosmopolitan vibe.

Accessible historic landmarks are aplenty along the Freedom Trail and Black Heritage Trail. Visitors will also delight amidst the bustling maritime activity of Boston's working waterfront. The harbor area booms with breweries, hotels and attractions. Cruise to the Boston Harbor Islands, frolic with seals at the New

England Aquarium, and dump tea overboard at the Boston Tea Party Ships & Museum. Cross the channel into the Seaport District and visit Boston Children's Museum, sample delicious craft beer, and take in a comedy show or outdoor concert. For a quintessential Boston experience, ride the pedal-powered Swan Boats. Explore Boston on foot, bike, trolley, or aboard amphibious "ducks" - or blaze a trail of your own!

See more of this historic city at [BostonUSA.co](http://BostonUSA.co)

VisitTheUSA.co 33

## BrandUSA / Canada

As Canada is one of our top five international markets, the GBCVB is participating in a co-op with MOTT and BrandUSA in a Canada East Multi-Channel program. This initiative which includes print, Google display Network, Facebook and Expedia, launches this spring and runs for 6 weeks targeting the Eastern Canadian market for summer and fall travel to the Boston area.

## Discover New England FAM

In 2018, for the third year the GBCVB and local hotels and venues and attractions will host a familiarization trip for approximately 50 international travel buyers, tour operators and receptives. Our guests will be visiting us from Italy, United Kingdom and Ireland, France, Germany, Scandinavian The Netherlands, Australia, New Zealand, Japan and China. They will spend two nights and two days learning about What's New in Greater Boston before attending The Discover New England Summit on Cape Cod.



## Destination Airline Training

To assist the airlines in marketing and growing Boston as a vacation visitor destination, the Bureau will develop a new program to train airline personnel about Boston and include a What's New component. Initially we will hold the destination training as an in-person program in Boston with the plan to create an e-training module for airline personnel to do on their own time. We will do the initial launch with JetBlue and then offer the program to our other domestic and international airline members.

# GBCVB's 2018/19 Initiatives

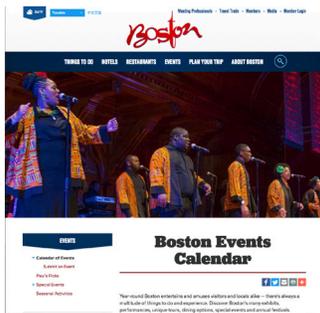
## Chinese Marketing & Sales Program

The Bureau's China Marketing Committee has a very ambitious set of initiatives for 2018/19 including: growing our WeChat Account – 3,000 followers since November; hosting a third China Workshop for our members; launching of new Chinese Marketing Services for Members; participating in Chinese tour operators and receptive tour operators sales events; increasing content and videos on our Chinese microsite on BostonUSA and launching MICE programs.



## BostonUSA.com and Social Media

In 2018 we'll be expanding BostonUSA.com content to include new information on Boston neighborhoods, history, attractions, and points of interests. We will create itineraries, a What's New for Visitors feature and a Pet Friendly landing page. We also plan to integrate SnapChat into our social media channels as another way to attract Millennials and to engage online influencers to bolster user generated content.



## Cruise Canada New England Symposium

The GBCVB is partnering with Massport to organize and produce this Symposium, May 30-June 1. The CCNE Symposium will bring to Boston 200 industry delegates representing ports, cruise lines, tourism organizations, marine agencies, government partners and tour operators to introduce their product and services, build relationships, discover the newest trends in cruising and share ideas to shape the future of the Cruise Canada New England marketplace. The Symposium also provides a perfect opportunity for the attendees to experience all Boston has to offer.



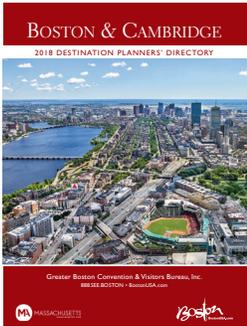
## Revolution 250

The GBCVB will be working with Revolution 250, a consortium of cultural tourism, public history and non-profit organizations, to draw visitors to Boston for signature celebrations of the 250th anniversary of the American Revolution and the major events that led up to it. Revolution 250 anniversary events and reenactments will focus on the 250th anniversary of the occupation of Boston. This multi-day event will take place in October, 2018. Other signature events will include the Boston Massacre in 2020, the Boston Tea Party in 2023, the Battles of Lexington & Concord in 2025, the Battle of Bunker Hill in 2025, Evacuation Day in 2026, and the Declaration of Independence in 2026.



# Publications

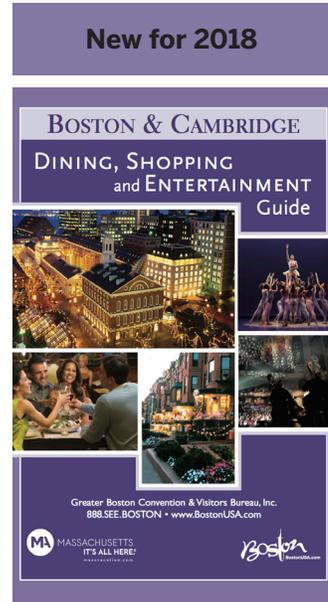
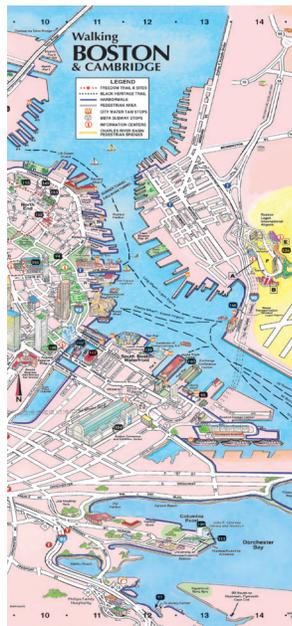
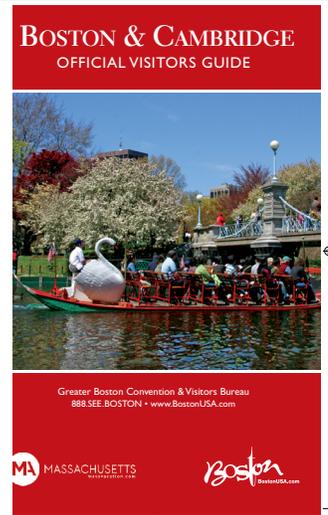
## Convention and Meetings Market



**The Destination Planners' Directory** is direct-mailed to meeting and travel professionals. The GBCVB sales team also uses the Directory in their outreach to meeting planners and when attending key meeting market trade shows. New this year is a web key postcard produced along with the printed DPD. When plugged into a computer with Internet access, the web key opens to the meeting professionals page on BostonUSA.com, which includes an online version of the Directory as well as other destination resources. These postcards will be used at trade shows and will also be mailed directly to meeting and travel professionals.

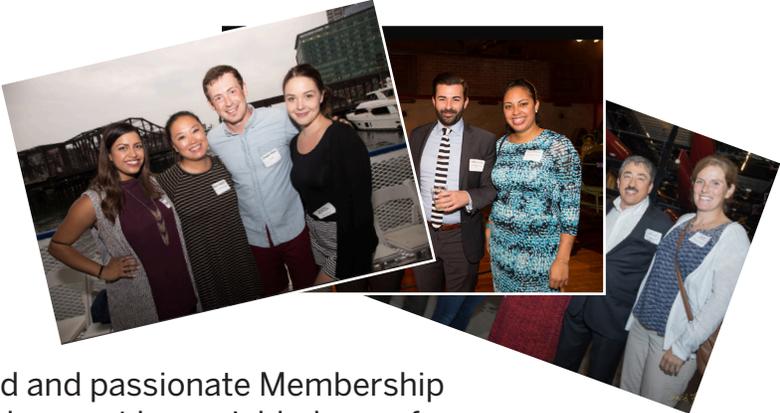
## Leisure Market

Leisure publications including the **Official Visitors Guide**, **Travel Planners** and **Boston and Cambridge Map** are distributed at numerous locations including Boston Common Visitor Information Center, Copley Place Visitor Information Desk, Logan Airport (Information Booths in all terminals) and Massachusetts Visitor Information Centers. They are also distributed to groups at the Hynes Convention Center and BCEC.



The new **Dining, Shopping & Entertainment Guide** will be distributed free at numerous locations including: Logan Airport (Information Booths in all terminals), on-site Restaurant Reservation Desks at the Hynes and BCEC, Boston Common Visitor Center, Copley Place Visitor Information Desk, Massachusetts Visitor Information Centers and to groups at the Hynes Convention Center and BCEC.

# Membership Development



The core of the Bureau's success in 2017 is its broad and passionate Membership base. Our programs that support membership development have yielded one of the highest retention rates among major CVBs.

<b>1,150</b> Members	<b>94.7%</b> Member Retention for 2017 making us one of the top CVBs in the US for retention rate
<b>74</b> New Members in 2017	<b>37</b> Member Presentations hosted in our office
<b>10</b> Open House Networking Events hosted in partnership with our members	<b>2,500+</b> Member contacts who receive our monthly e-newsletter

## The Hub - Extranet launch

Membership worked with our tech partner to launch a more user-friendly member access site in August 2017.

