

Welcome to the

TRAVEL & TOURISM INDUSTRY FORUM

March 26, 2025



cape cod
CHAMBER OF COMMERCE

TITLE SPONSOR REMARKS



PATRICK EHART
Cape Cod Commercial
Linen Service



KEYNOTE

STATE TOURISM UPDATE



KATE FOX
Mass. Office of
Travel & Tourism





Massachusetts Office of Travel & Tourism

Cape Cod Chamber of Commerce March 26, 2025

MAURA T. HEALEY
GOVERNOR

KIM DRISCOLL
LIEUTENANT GOVERNOR

YVONNE HAO
SECRETARY OF ECONOMIC
DEVELOPMENT

Kate Fox, Executive Director
kate.fox@mass.gov





DOMESTIC MARKETING

- MAdE Possible
- Trip Advisor
- Social Media
- Public Relations and Familiarization Tours
- VisitMA.com

MASSACHUSETTS 250

- 2024 – 2026
- Statewide commemorations and celebrations
- Domestic and international marketing strategy
- Massachusetts250.org

FILM

- Increase film projects in Massachusetts
- Promoting the Massachusetts Film Tax Credit
- Creating location brochures

INTERNATIONAL MARKETING

- Primary markets: Canada, UK, Germany
- Discover New England
- Brand USA
- Travel agent training
- Digital campaigns

GRANTS

- Regional Tourism Councils (RTC)
- Destination Development Capital (DDC)
- Massachusetts 250

SPORTS

- FIFA World Cup, NCAA Lacrosse Championships, ISU Figure Skating World's
- Developing a statewide strategy

MOTT ANNUAL ECONOMIC IMPACT STUDY

Measuring the Economic Impact Of Tourism:

MOTT purchases an economic impact analysis annually to estimate the scope of the travel industry across Massachusetts and regionally.

Measuring the economic impact of this industry is complex

1. The travel industry is disaggregated, numerous industries provide goods and services to travelers.
2. Industries serving travelers also serve residents and non-travel related business.

MOTT's economic impact study isolates travel-generated impacts and the industries that serves them.





Massachusetts Tourism Economic Impact 2023

\$ **23.6** billion domestic & international spending
5.3% increase versus CY2022

\$ **2.3** billion in state & local taxes generated from tourism

\$ **350** million local lodging tax collected

154,330 jobs supported

\$ **395** million state lodging tax collected

52.3 million hosted visitors
(international and domestic)

+ **60%** international visitors
+ **80%** international visitor spending
versus CY2022

\$ **6.2** billion wages, salaries, & proprietor income



Cape Cod Tourism Economic Impact 2023

\$ **2.7** billion direct visitor spend
down -2.0 % over CY 2022

\$ **527** million earnings and salaries
up 3.1% over CY 2022

\$ **88** million local tax receipts
up 4.0% over CY 2022

14,116 people employed
up 1.2% in CY 2022

\$ **163** million state tax collected
down -0.8% over CY 2022



DESTINATION DEVELOPMENT GRANTS



From Left to Right: Dennis Chamber of Commerce, Eventide Arts, John F. Kennedy Hyannis Museum, and Sandwich Chamber of Commerce

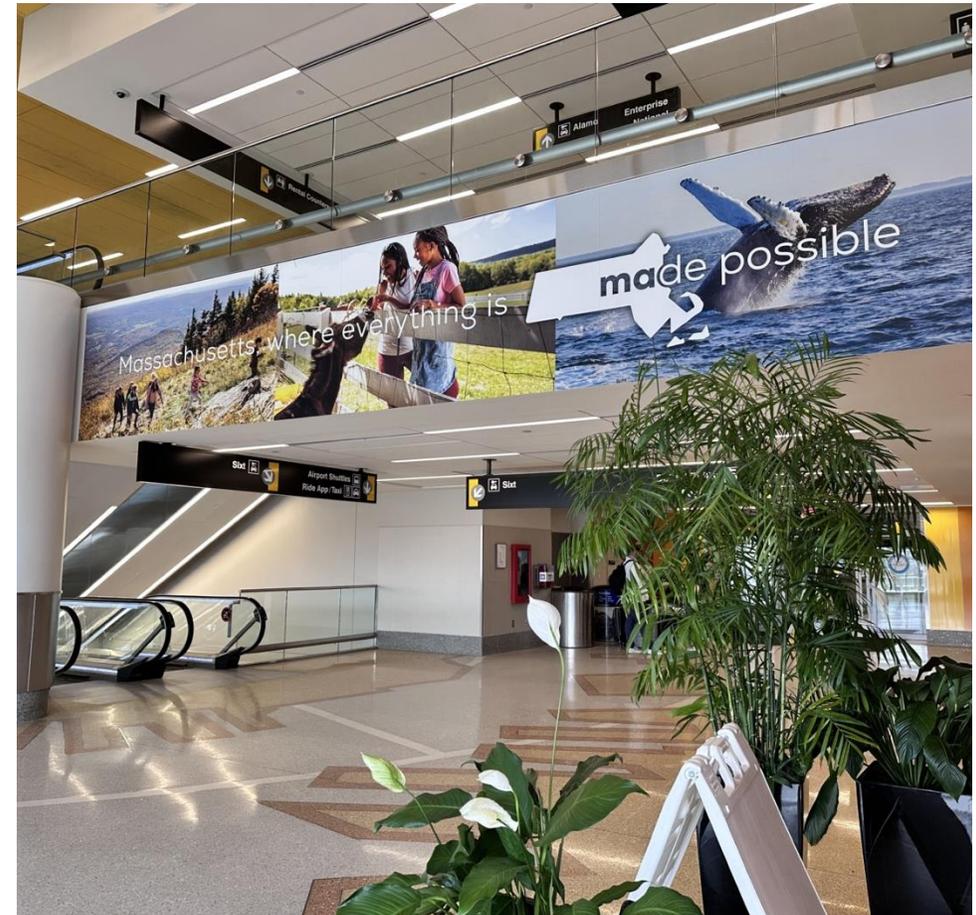
DOMESTIC MARKETING

MAde Possible campaign:

- Shooting for spring and summer creative content will begin soon
- TripAdvisor campaign complete

Recent Domestic Media:

- New York Times 52 Places to Go in 2025 (US)



DOMESTIC MARKETING







MASSPORT NEWS

Notable Updates:

Operations: up 4.6% YoY

Domestic Flights: up 3.5%

International Market: up 15.5%

Total Passengers: up 6.5%

Domestic: up 4.4%

International: up 14.9%

New International Routes:

TAP: Porto

Delta: Barcelona, and Milan (both direct)

JetBlue: Edinburgh, and Madrid

WestJet: Vancouver

New Domestic Routes:

JetBlue: Islip, Norfolk, and Wilmington

Delta: Asheville

Allegiant: Des Moines, and Savannah

INTERNATIONAL MARKETING



Primary Markets:

- Canada, United Kingdom, Germany

Previous Trade & Media Shows:

- BrandUSA Travel Week
- ABA Marketplace
- International Media Marketplace (IMM)

Upcoming Trade Shows:

- Discover New England (DNE) Summit
- US Travel Association's IPW

INTERNATIONAL & DOMESTIC MEDIA



Revolutions Start Here.

Massachusetts honors its rich history while celebrating its ongoing commitment to freedom, equality, and inclusivity. As we mark the 250th anniversary of the American Revolution, we proudly reflect on our role in the fight for independence—while continuing to lead the way in advancing LGBTQIA+ rights. Massachusetts was the first state in the nation to legalize marriage equality in 2004, and we continue to champion LGBTQIA+ equality today.



Boston Pride Parade, Boston, MA

For LGBTQIA+ travelers, Massachusetts offers vibrant experiences that showcase our welcoming spirit. Explore Boston's Equality Trail, which traces the route of Boston's first Gay Pride March in 1971 or join the annual **Pride for the People** celebration each June. This festival and parade are a joyful celebration of the diverse and intersectional LGBTQIA+ community.

In Provincetown, a true LGBTQIA+ haven, the **Carnival** festival in August brings together creativity and community in a weeklong celebration. Can't visit in summer? No problem! Provincetown's **Holly Folly** celebration in December offers a unique holiday experience with a market, a Santa run in bathing suits, sing-alongs, and other festive activities.

Nature lovers can also find their slice of paradise in Massachusetts. The **Tower Hill Botanic Garden** in West Boylston provides a 171-acre sensory escape with beautiful gardens, nature trails, and seasonal blooms. Whether in the warm embrace of the Orangerie and Umonia greenhouses during winter or amidst the first spring flowers like hellebores and daffodils, Tower Hill offers tranquility all year round.



Tower Hill Botanic Garden, Boylston, MA

Head further west to the Pioneer Valley, where small towns in Hampshire County offer a relaxed atmosphere and charming attractions, such as the **Yankee Candle Village** in Deerfield. Just outside Springfield, visit the **Titanic Historical Society**, home to fascinating original artifacts that share the story of the ill-fated ship.



Yankee Candle Village, South Deerfield, MA



Salem Shops, Salem, MA

In Salem, stroll the scenic **Salem Willows Park** with its oceanfront views and refreshing sea breeze, then wander the **Salem Waterfront** for picturesque walking paths. The town is also home to unique independent shops like **HausWitch Home + Healing**, blending wellness and home décor, and **Emporium 32**, which offers vintage-inspired treasures. Enjoy a cozy coffee or craft brew at **Gulu-Gulu Café**, a welcoming spot with a lively vibe.



Marblehead, Marblehead's Wharves, MA

Massachusetts' revolutionary spirit continues to evolve, with a strong commitment to advocacy for LGBTQIA+ rights. We are excited to share our history, welcoming communities, and vibrant culture with you. Here in Massachusetts, history is made, and everyone is welcome, we can't wait to see you!



COME SEE WHAT'S NEXT massachusetts250.org

Eight islands with starring roles in films, from The Beach to Star Wars

Whether it's Thailand's golden sands or the rugged shores of Ireland, islands have provided the backdrops for some of Hollywood's greatest hits – **Tamara Hinson** rounds up a few of the most memorable



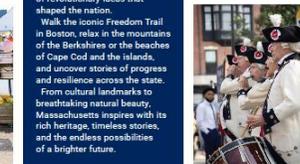
Massachusetts

Timeless Treasures

Steeped in history yet brimming with innovation, Massachusetts offers a unique travel experience



Massachusetts is the state where both basketball and volleyball were first played



★ **DISCOVER MASSACHUSETTS**, a dynamic four-season destination where history collides with innovation and modernity. Join us in celebrating Massachusetts 250 in 2025 and 2028 and explore the birthplace of revolutionary ideas that shaped the nation.

Walk the iconic Freedom Trail in Boston, relax in the mountains of the Berkshires or the beaches of Cape Cod and the islands, and uncover stories of progress and resilience across the state. From cultural landmarks to breathtaking natural beauty, Massachusetts inspires with its rich heritage, timeless stories, and the endless possibilities of a brighter future.

Left: Boston Spirit (US) Top Right: Visit USA (UK) Bottom Right: Independent (UK)

MASSACHUSETTS 250 UPDATES

MA250 Lunch & Learns

- Sign up on Massachusetts250.org

Corporate Engagement

- Connecting with business leaders to champion Massachusetts 250 commemoration
- MA250 Executive Committee

Home » America Travel News » Massachusetts 250 Celebration Invites You to Explore the Heart of the American Revolution with Historic Landmarks, Events, and Hidden Stories

Massachusetts 250 Celebration Invites You to Explore the Heart of the American Revolution with Historic Landmarks, Events, and Hidden Stories

Wednesday, February 26, 2025



As Massachusetts prepares to commemorate the 250th anniversary of the American Revolution, the **Heart of Massachusetts** invites visitors to embark on a journey through its rich revolutionary past. From **Worcester to North Central Massachusetts and MetroWest Boston**, this itinerary highlights **pivotal landmarks, hidden stories, and immersive events** that bring history to life.

Steeped in history and tradition, the **Heart of Massachusetts** offers more than just Revolutionary War sites. **Vibrant downtowns, scenic landscapes, and a seamless blend of past and present** make it an ideal destination for **history enthusiasts and travelers alike**. With **diverse dining options, welcoming accommodations, and easy accessibility**, this region provides a **unique window into America's fight for independence**.

Massachusetts students invited to participate in statewide history competition

Share

WCVB Updated: 7:00 PM EDT Mar 13, 2025

Infinite Scroll Enabled

Brittany Johnson
Investigates Reporter



PLYMOUTH, Mass. — Calling all K-12 students in Massachusetts. The governor's administration is encouraging students to submit history projects as part of a statewide contest.

As part of "Massachusetts Revolutionaries: Bold Stories, Bright Legacies," the Healey-Driscoll administration wants students to submit a project of their choosing that tells a story about one of Massachusetts' revolutionaries.

MASSACHUSETTS FILM OFFICE

Boston: Hollywood's New Favorite Set
Learn more [here](#).

List your property on the locations list
Visit MAfilm.org to learn more.

Productions shot in MetroWest
The Compatriots (2024), *Challengers* (2024),
Julia – Season 2 (2023), *Don't Look Up* (2021)



UPCOMING SPORTING EVENTS

On the radar for MetroWest:

- **NCAA Men's and Women's Lacrosse**
(May 23 – 26, 2025)
- **LPGA – FM Championships**
(August 28 – August 31, 2025)
- **New England Patriots Opening Day**
(Fall 2025 – TBA)
- **FIFA World Cup**
(May – June 2026)
- **Navy / Notre Dame Football**
(Fall 2026)



OPPORTUNITIES TO ENGAGE

Grant Opportunities:

- [Massachusetts 250](#) – Application Deadline is April 11th, 2025
- DDC (Destination Development Capital) – Coming this spring

Stay Informed:

**Massachusetts 250
Industry Newsletter**



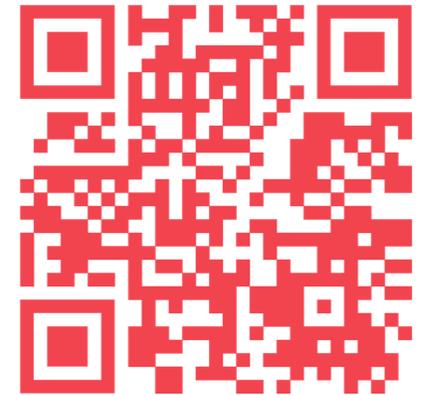
<https://bit.ly/4hPEQjL>

**VisitMA
Industry Newsletter**



<https://bit.ly/4bhlkdr>

**MA250 Grant
Application**



<https://bit.ly/3DH67pN>



GET IN TOUCH!

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THANK YOU!



state of the

**CAPE COD
TOURISM
ECONOMY**



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CHAMBER OF COMMERCE

Regional Visitor Impacts



\$2.7 billion in direct visitor spending

14K jobs supported

\$250+ million in tax revenue

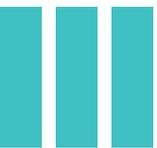
Source: *The Economic Impact of Visitors in Massachusetts, 2023*

Massachusetts Executive Office of Economic Development

Summer 2024 Recap

- Hotel occupancy remained steady
- Hotel average stay values were down slightly compared to last year
- Short-term rental stay value and length-of-stay both increased over last year
- Retail activity is down compared to last year
- Shoulder season growth continues to be strong, mirroring national trends





Summer 2024 Recap



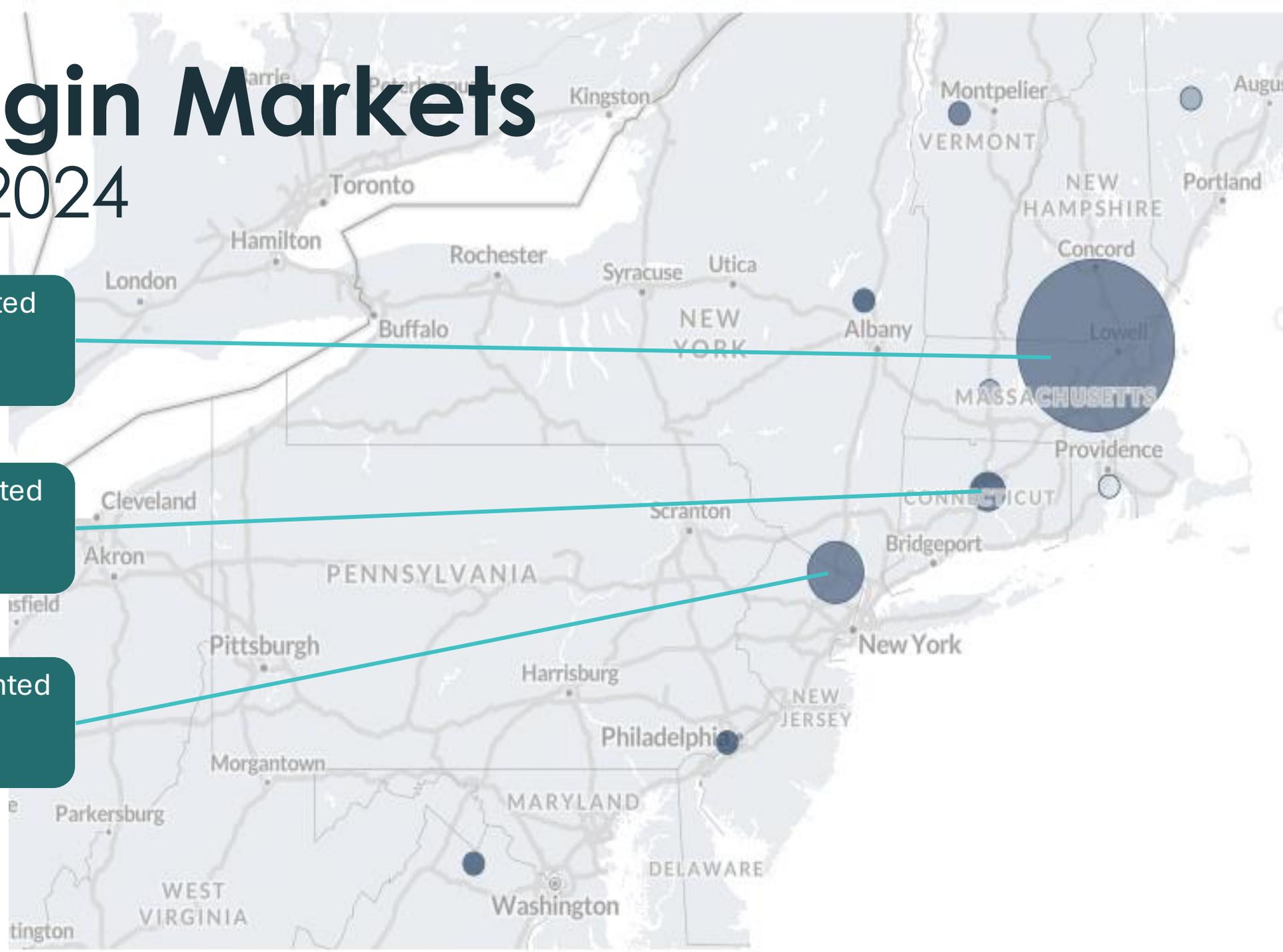
Top Origin Markets

Summer 2024

Boston, MA represented
42% of visitors and
34% of spend

Hartford, CT represented
11% of visitors and
7% of spend

New York, NY represented
14% of visitors and
15% of spend



Average Stay Value and Length of Stay

\$462

Hotel
Average
Stay Value

\$1,734

STVR
Average
Stay Value

2.2 Days

Hotel
Average
Length of
Stay

4.1 Days

STVR
Average
Length of
Stay

Source: Zartico Lodging Data,
Date: April 2024 - September 2024

Visitor Demographics



48%
are 25-54 years old



62%
have an average
household income \$100k+

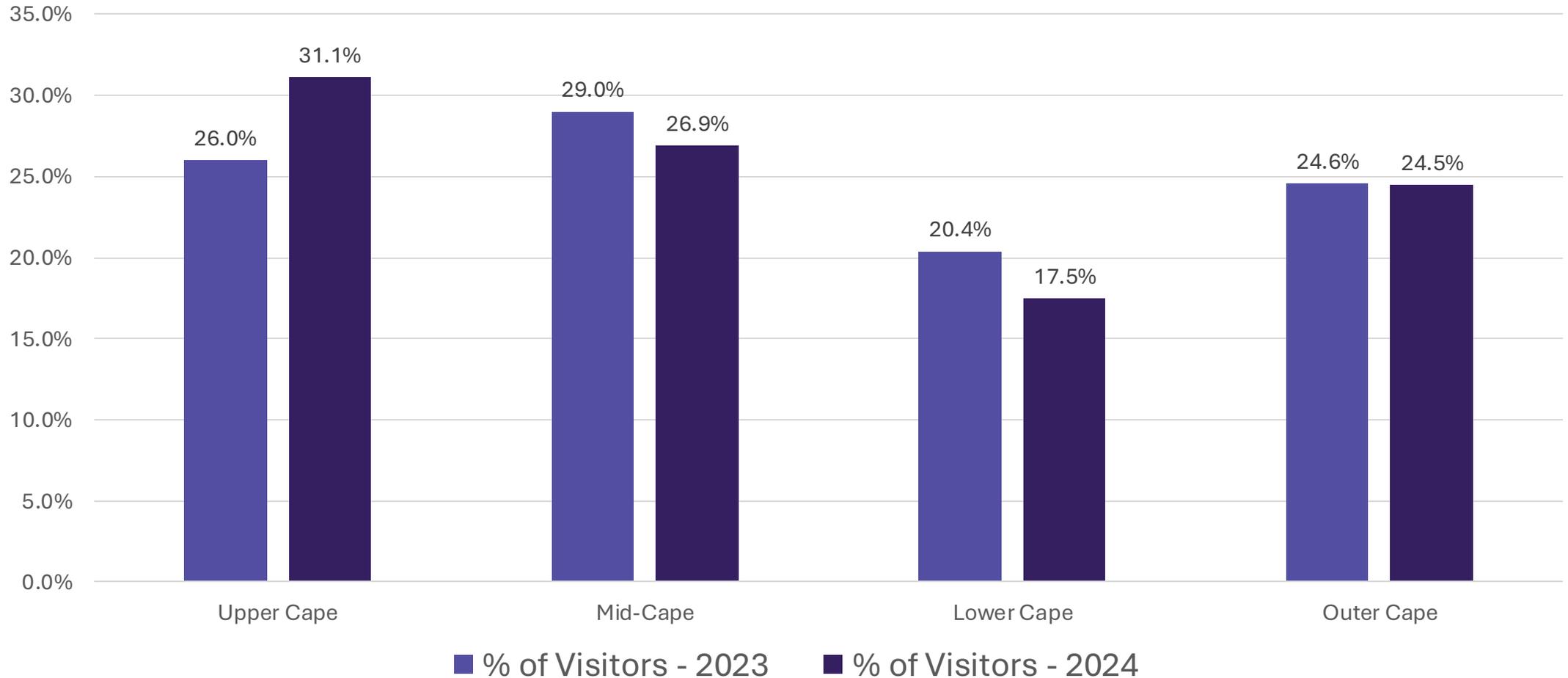


65%
have children in the
household



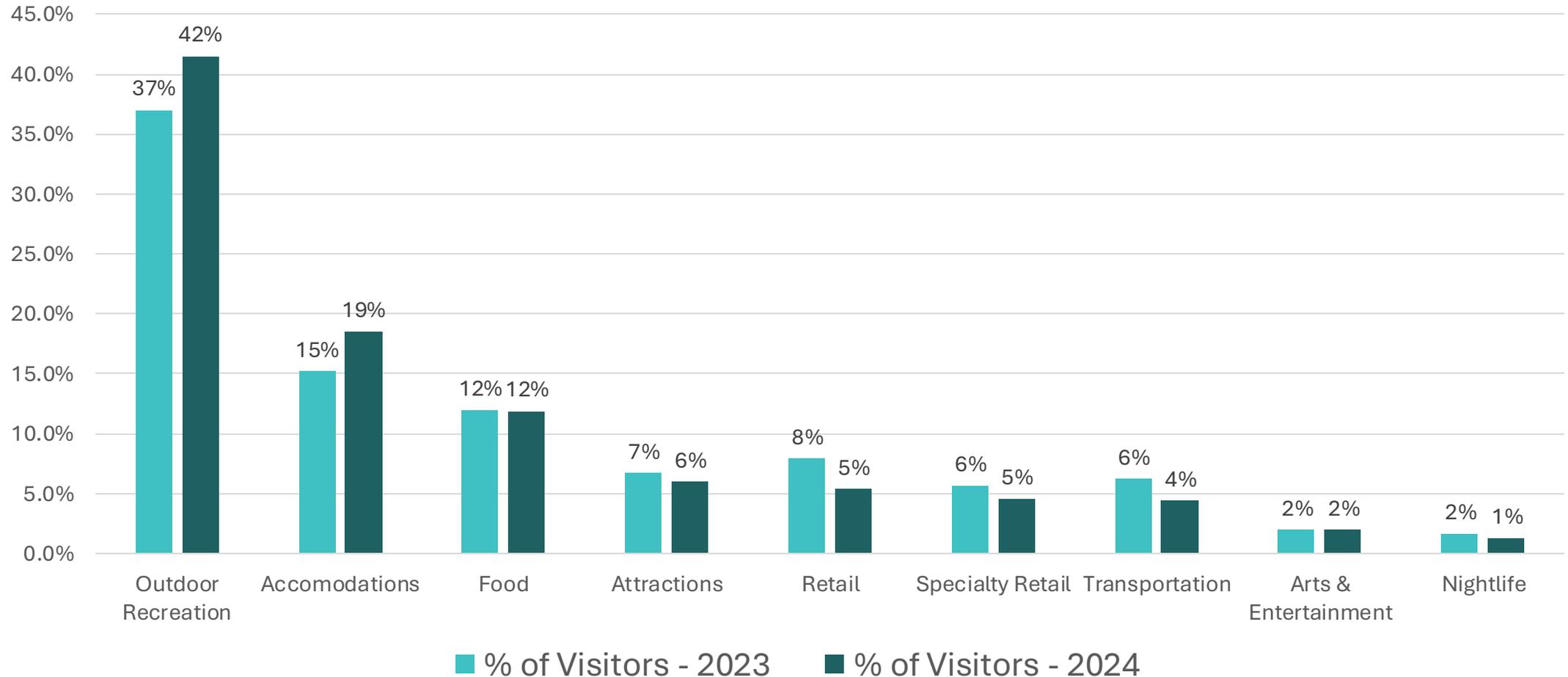
Visitation by Sub-Region

Summer 2023 vs. Summer 2024



Visitor Activity by POI Category

Summer 2023 vs. Summer 2024



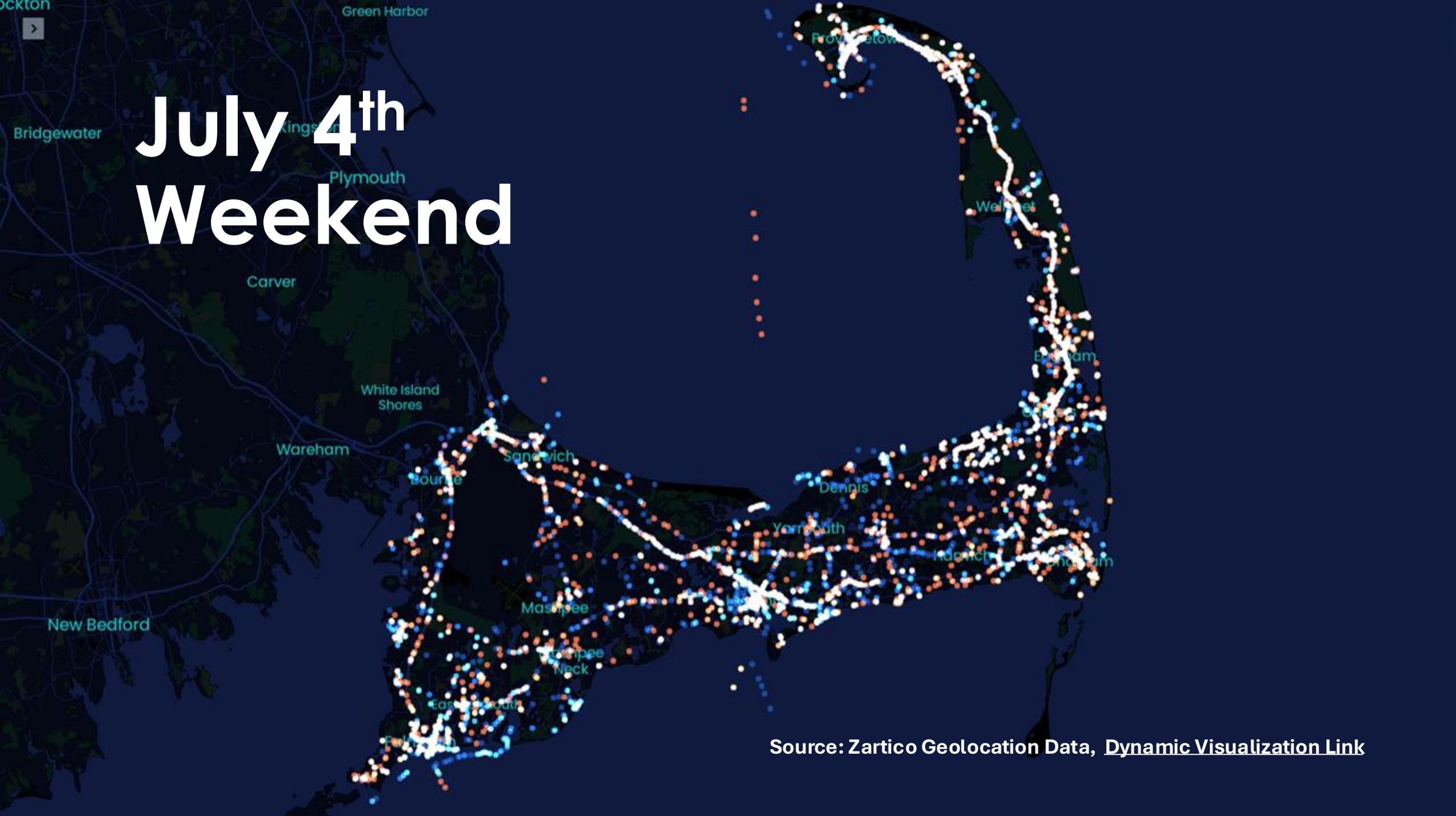
Top Visited Points of Interest (POIs)

Summer 2024

1. Cape Cod National Seashore
2. Mashpee Commons
3. Cape Cod Mall
4. Cape Cod Gateway Airport
5. Cape Cod Hospital - Hyannis
6. Park and Ride Lot - Route 132
7. Inner Harbor - Falmouth
8. Nickerson State Park
9. Sandy Neck Beach
10. Sesuit Harbor - Dennis

11. Market Basket
12. Ocean Edge Resort & Golf Club
13. Wequasset Resort & Golf Club
14. Margaritaville Resort Cape Cod
15. Stop & Shop Grocery - Orleans
16. Park and Ride Lot - Sagamore
17. Sea Crest Beach Hotel
18. Barnstable High School
19. Falmouth Hospital
20. Nauset Beach - Orleans

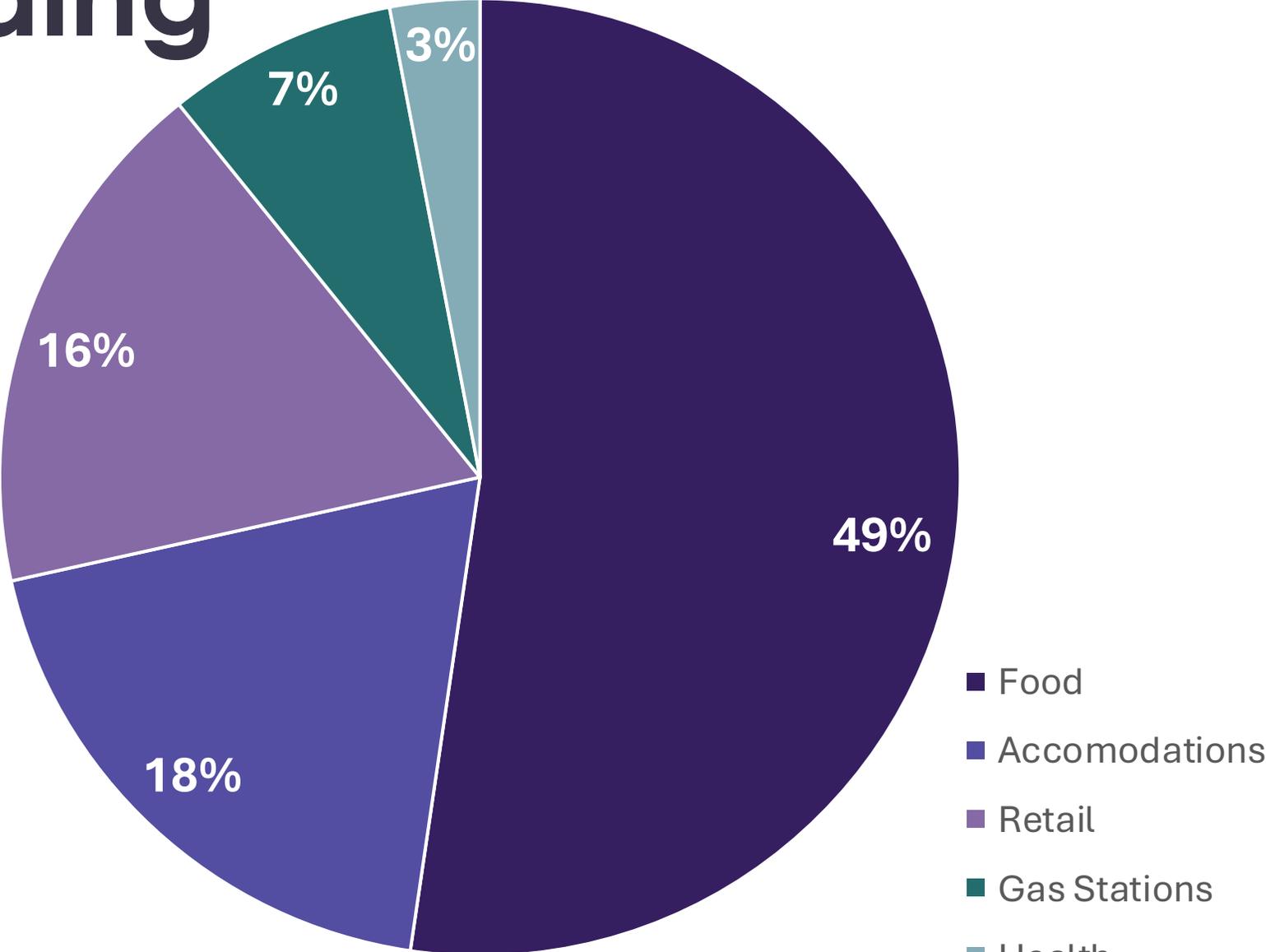
July 4th Weekend



Source: Zartico Geolocation Data, [Dynamic Visualization Link](#)

Visitor Spending

Summer 2024



Source: Zartico Spending Data, Date: April 2024 - September 2024

What is the visitor impact in restaurants?

43%

2% increase compared to 2023

Visitor Spend % of Total

\$156

-4% decrease compared to 2023

Average Visitor Spend

What is the visitor impact in retail?

36%

Spending is from visitors

\$117

2% increase compared to 2023

Average Visitor Spend

What is the visitor impact on local businesses?

47%

6% increase compared to 2023

Spending is from visitors

\$112

1% increase compared to 2023

Average Visitor Spend

Source: Zartico Spending Data, Date: April 2024 - September 2024

**Local business spend excludes discount stores, big-box stores, and chain related businesses*

2025 OUTLOOK

Trends & Challenges

- **Accommodation bookings in April-June are up** but demand for July and August is down compared to last year (*Expedia*)
- **Vacation rental rates are stabilizing** with 32% of STVR owners having lowered their prices for 2025 (*WeNeedaVacation*). The STVR market, however, continues to grow, with **19K** STVRs now registered.
- **Decline in Canadian visitation is a concern.** 59% of Canadians say they're less likely to visit the U.S. this year (*Leger*). Canada is the Cape's top international market.

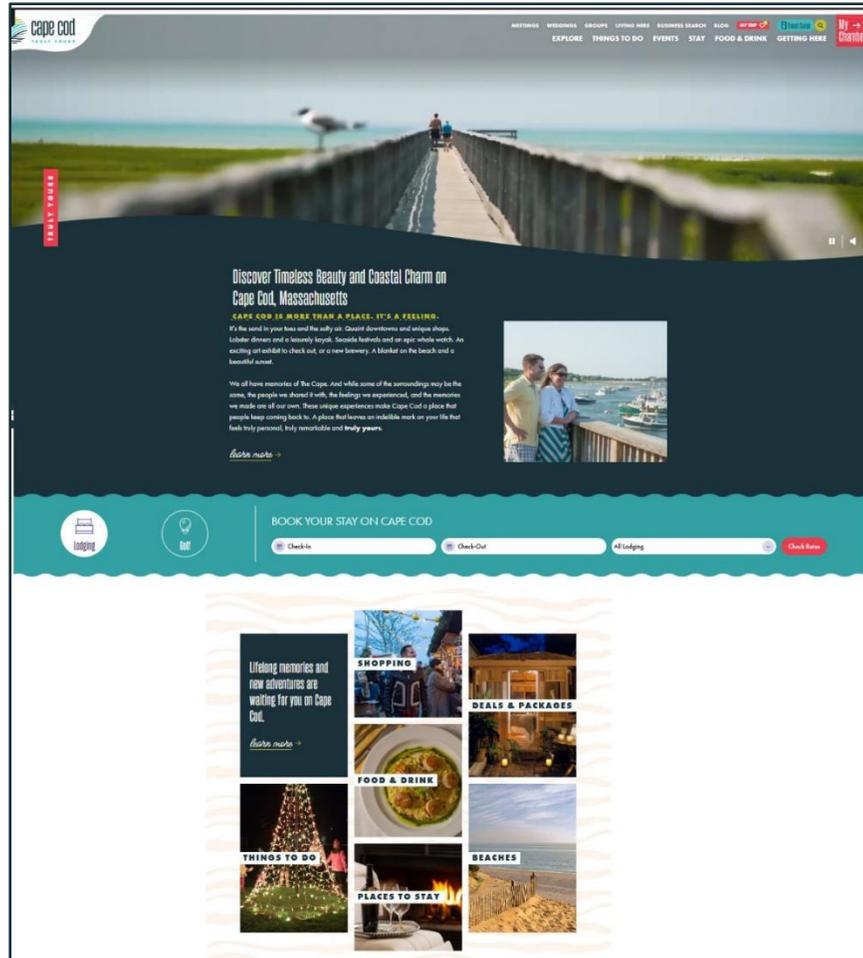


2024-2025
**DESTINATION
MARKETING
PROGRAM**



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CHAMBER OF COMMERCE

CapeCodChamber.org



3.1m
unique
sessions



79k
referrals for
lodging/golf
via BookDirect

Top domestic users: MA NY NJ CT VA CA OH
Top intl. users: UK Canada Australia Germany France

Key highlights of 2024 website performance

> **Significantly outperformed the competition in engagement rate**

> **CapeCodChamber.org achieved an 80% engagement rate for overall traffic (DMO average is 58%)**

> **For organic traffic, CapeCodChamber.org posted a 77% engagement rate (DMO average is 71%)**

> **Conversion rate and pages per session both exceeded industry norms**

2024 Results-Driven Marketing Programs

IG/TikTok Reel Creation • Digital Marketing
Public Relations • Sponsored content • Print Advertising
Trade shows: Groups/Meetings/Sports
JFK Airport Displays • Digital Billboards
Expedia Campaigns • Seasonal Sizzle Videos
Cape Cod Travel Guide • Search engine optimization
Influencers • Social Media & YouTube Advertising
Streaming TV Campaigns • Weddings IG • CrowdRiff
International FAMs & Trade Shows

Seasonal Campaign Highlights

Expedia Campaigns

10.8k room nights booked

\$3.9m in booking revenue

Digital & Social Ad Campaigns

212k website clicks

IG/TikTok Seasonal Reel Campaigns

2.1m views / **101k** interactions

Vacation Sweepstakes Lead Generation

15k leads generated

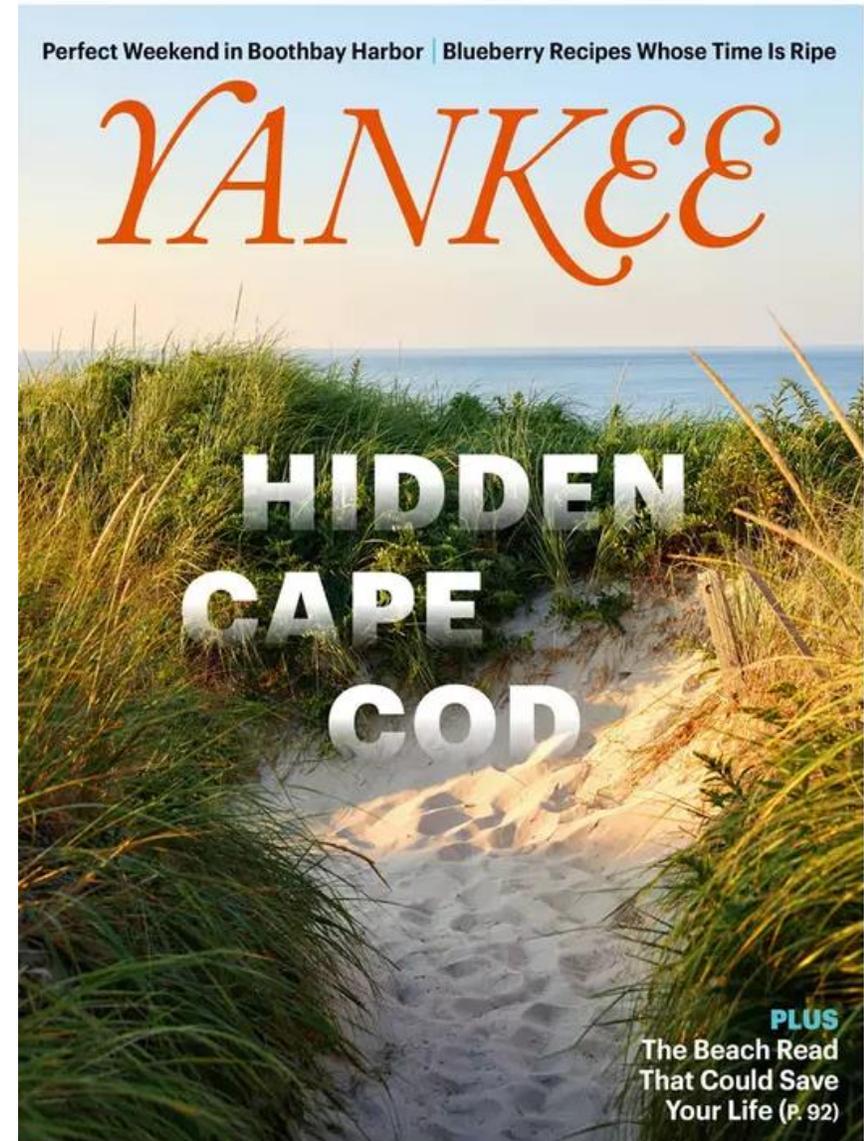
Public Relations

2024

78 travel writers assisted

229 requests for photos/b-roll

Yankee Magazine, The Today Show, Travel & Leisure,
The Boston Globe, National Geographic,
Living Magazine, Conde Nast Traveler,
OutThere Magazine, The Spectator (UK),
TheTravel.com, Boston Magazine,
USA Today, Boston Herald, Forbes.com,
Irish Massachusetts, North Shore Magazine,
MSN.com, The Weather Channel, Town & Country,
Food & Wine, New York Lifestyles,
Luxury Travel Magazine, Newsweek



July/August 2024 Cover Story

Social Media

2024

132k @VisitCapeCod followers
(+10%)

2.6m reach

255k engagements

417k YouTube video views
(+63%)



visitcapecod



1,754 posts 55.5K followers 1,916 following

Visit Cape Cod

We'll share our favorite Cape Cod snapshots and would love to see yours! Tag @visitcapecod and #visitcapecod with photos we can share here. 5 Patti Page Way, Centerville

www.capecodchamber.org/explore/

Professional dashboard

New tools are now available.

Edit profile

Share prof...

Contact



Travel Blogs

572k unique blog views

Welcome to the Cape Cod Travel Blog

STORIES FROM THE COAST

Get inspired for your next vacation with our Cape Cod Travel Blog, your go-to destination for all things Cape Cod. Whether you're a seasoned visitor or a first-time explorer, our blog is designed to inspire, inform, and ignite your passion for exploring our sandy peninsula. Topics include everything from the best spots for fried seafood and waterfront dining to our top picks for seaside festivals and outdoor adventures.



FOOD & DRINK

Our Picks: Best Places for Fish & Chips on Cape Cod

🕒 4 Min Read

more great stories



CAPE COD WEDDING BLOG

Love is in the Air: Spring Weddings on Cape Cod



OUTDOOR ACTIVITIES

Best Spots for Cocktails by the Sea



FESTIVALS & EVENTS

Food & Drink Fests on Cape Cod

FAMILY FRIENDLY STORIES

Great articles for people of all ages



VACATION GUIDE

Cape Cod's Best Family Beaches

🕒 6 min read



ACTIVE TRAVEL

5 Perfect Family Bike Rides

🕒 4 min read

Whether you make a day of it or



FUN FOR KIDS

Cape-Tastic Family-Friendly Outdoor Activities

🕒 5 min read



ACTIVE TRAVEL

Five-Day Cape Cod Itinerary for Family Fun

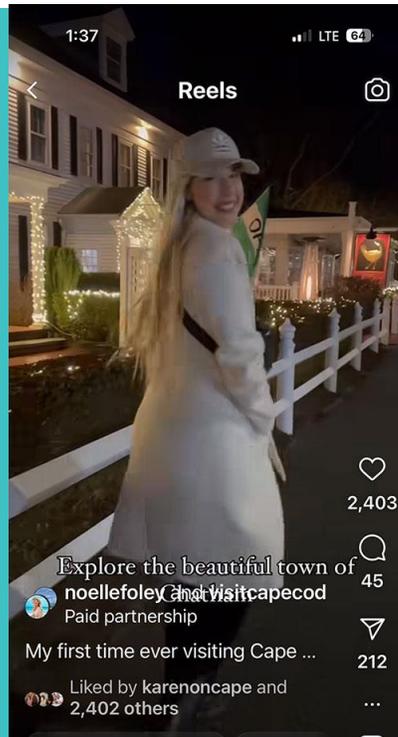
🕒 5 min read

Influencer Campaigns

@noellefoley

993k followers

116k followers



@clynchphotos

43k followers



@simplytasheena

102k followers



@whitneyveport July 12, 2024



@whitneyveport

1.4m followers

117k followers



CrowdRiff Campaigns

49k interactions, 293k views

Follow Us on Social

#VISITCAPECOD



Cape Cod Travel Guide

Targeted Print Distribution of 40k:

Trade shows and AAA offices
Key hotels, visitor centers, transportation hubs
and attractions throughout the Northeast
Available for purchase on website

Digital Platform:

Promoted via website, rack cards,
and social media campaigns

*2023 and 2024 editions recognized with
a Gold MarCom Award for exceeding a
high standard of excellence in publications



Weddings – The Economic Impact

- * **The Cape Cod wedding industry generates over \$50 million annually in vendor-related revenue.**
- * **Wedding venues alone contribute approximately \$10 million per season.**
- * **In 2024, Cape Cod hosted 1,493 weddings; 90% of couples traveled here to get married.**



The Cape Cod Wedding Committee

- * Supports and educates local vendors

Our Marketing

- * CapeCodWedding.com (136k visits in '24)
- * Instagram: @CapeCodWedding
- * Wedding-themed blogs
- * Featured in the Cape Cod Travel Guide

Industry networking opportunities

- * The Social (Fall)
- * Cocktails & Connections (Winter)
- * Truly Boss (Spring)
- * Summer Soirée (Summer)



Where in the world is Amanda Catania?



Groups, Meetings, Sports, International

The Big E (Sept 24)

IMEX America (Oct 24)

Northstar Meetings Group's Destination East (Oct 24)

Smart Meeting Luxury Experience (Oct 24)

Ontario Motor Coach Association Show (Nov 24)

National Tour Association Travel Exchange (Nov 24)

American Bus Association Marketplace (Feb 25)

Northeast Golf Show in CT (March 25)

Discover New England Tourism Summit (April 25)

US Travel's IPW (June 25)



Seasonal Photography



Seasonal Marketing Campaigns

Spring/Summ

Go somewhere you'll always come running back to.

Discover the sun, sea and culture
that make Cape Cod truly magical,
truly remarkable and truly yours.



Predictably chill.
Unexpectedly warm.

MA MASSACHUSETTS
visitma.com

cape cod
TRULY YOURS

visitcapecod.org

MA MASSACHUSETTS
visitma.com

Freely out.
Unbelievably proud.

cape cod
TRULY YOURS

BOOK NOW

MA MASSACHUSETTS
visitma.com

Simply refreshing.
Utterly immersive.

cape cod
TRULY YOURS

BOOK NOW

Fall



MASSACHUSETTS
visitma.com



Joyfully youthful.
Practically ageless.



DISCOVER THE ONE-OF-A-KIND
FALL EXPERIENCES THAT MAKE
CAPE COD TRULY MAGICAL,
TRULY REMARKABLE & TRULY YOURS.



visitcapecod.org



Beautifully bright.
Colorfully crafted.



BOOK NOW



Festively free.
Totally surrounded.



BOOK NOW

Holidays /



Predictably chill.
Unexpectedly warm.



SEE HOW THE HOLIDAYS ON
CAPE COD CAN BE TRULY FESTIVE,
TRULY AWE-INSPIRING,
AND TRULY YOURS.



visitcapecod.org



Magically merry.
Brilliantly bright.



BOOK NOW



Exceptionally nice.
Slightly naughty.



BOOK NOW

Seasonal Sizzle Videos

Thank you!



cape cod
TRULY YOURS



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Amanda Catania
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TOURISM MARKETING PANEL

Dave O'Donnell
Meet Boston

Lea Filson
See Plymouth

Peter Burke
Nantucket Chamber



Cape Cod Chamber of Commerce
Travel & Tourism Forum

March 26, 2025

David O'Donnell
Vice President of Strategic
Communications





Our Path to a Tourism Destination Marketing District





How Will **Boston and Cambridge Benefit** from a TDMD?

- Bolster visitation and hotel occupancy
- Restore leisure, hospitality & hotel jobs
- Enhance Neighborhood Experiences
- Increase single property meeting sales and related spending
- Allow for an Incentive/Special Projects Fund
- Reignite International Visitation
- Resuscitate hotel tax revenue for the Boston/Cambridge/MA general fund



Proposed **Boston/Cambridge TDMD**

- Hotels have voted to **create the TDMD** and will **govern how funds are deployed.**
- **70% of hotels in Boston and Cambridge** with at least 50 rooms have voted to **approve TDMD formation.**
- The hotels will then manage **TDMD expenditures through a 15-member governance board.***
- **Boston/Cambridge TDMD assessment will be 1.5%.**



*4 members will “sunset” after 2 years



Boston/Cambridge TDMD District Plan



"...this is that combination of having good neighbors coming together to want to make sure our neighborhoods thrive as well as our tourism industry. Making sure workers have good jobs, making sure that we all share in that wonderful recovery and all of the benefits that come from it.."

- Lydia Edwards

- Re-Brand Greater Boston CVB
- Build Brand Awareness through Robust Consumer Marketing Campaigns in ALL Seasons
- Launch Global Sales Initiatives
- Develop DEI Strategies – Workforce Development and Vendor Procurement
- Onboard International PR, Trade and MICE Agencies
- Support Major Events
- Incentivize Hotel Bookings in Need Periods
- Ecotourism and Sustainability
- Invest in Community Events



TDMD Revenue

	2022	2023	YOY %	2024	YOY %
January	\$612,578	\$1,234,875	101%	\$1,410,669	14%
February	\$935,611	\$1,402,804	50%	\$1,600,000	14% **
March	\$1,531,193	\$2,222,644	45%	\$2,350,000	6% **
April	\$2,524,260	\$2,914,810	15.50%	\$3,128,119	7%
May	\$4,906,271	\$5,457,029	11%	\$5,672,913	4%
June	\$1,552,206	\$1,673,695	8%	\$1,709,199	2%
July	\$3,155,549	\$3,404,470	8%	\$3,538,983	.04%
August	\$2,880,501	\$3,016,193	8%		
September	\$3,323,247	\$3,536,585	6.50%		
October	\$3,481,161	\$4,487,786	29%		
November	\$2,318,548	\$2,444,020	5.40%		
December	\$1,545,940	\$1,670,000	8%		
Total:	\$28,767,066	\$33,464,911	16.30%	\$5,360,669	

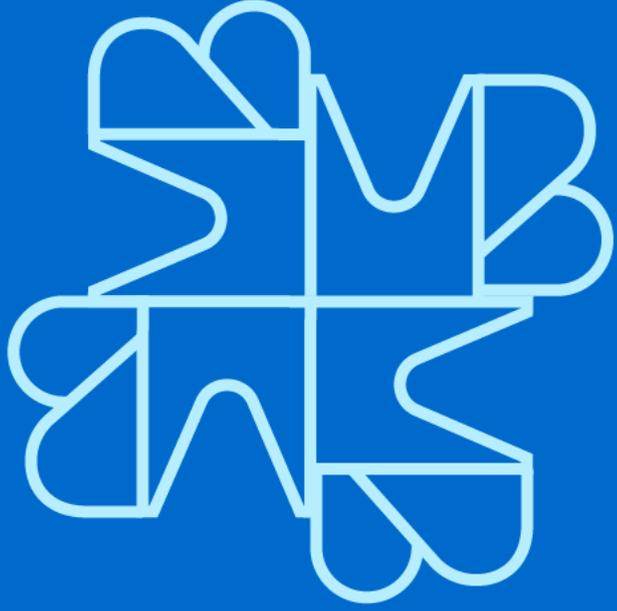
** estimated based on Pinnacle report

New Corporate Identity

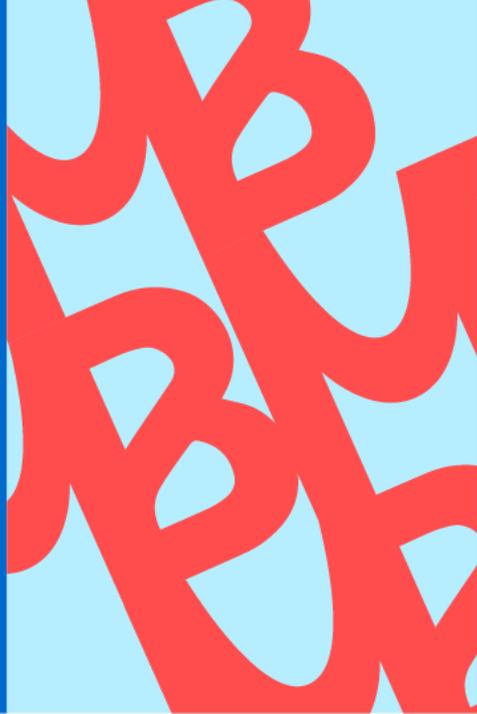
MB

Meet

BOSTON



Meet **BOS**



Meet **B**





MB Meet
BOSTON

**FOUNDED,
NEVER SETTLED.**



MB
Meet
BOSTON



MB Meet
BOSTON



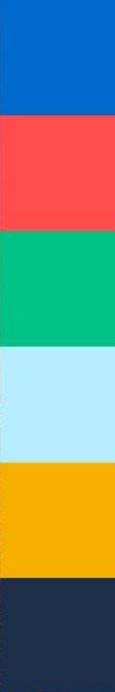
Meet
BOSTON



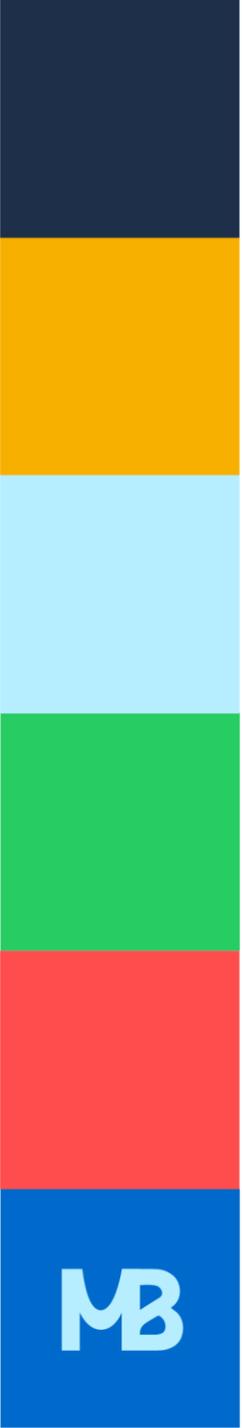
MB Meet
BOSTON



**FOUNDED,
NEVER SETTLED.**



Campaign Platform Exploration



Greater Boston, fueled by
the collective spirit of
transformation, is a city
built by motion and
designed to stay in motion.

BOSTON

**NEVER
GETS OLD**

A low-angle shot of a cobblestone street. In the foreground, a circular bronze seal is embedded in the pavement. The seal features a central figure holding a scale and a sword, surrounded by the text "THE FREEDOM TRAIL BOSTON". The street is paved with dark blue-grey cobblestones, with some red bricks forming a path that leads towards the background. A person's legs, wearing blue jeans and dark brown shoes, are visible on the left side of the frame, walking away from the camera. The lighting is soft, suggesting an overcast day or late afternoon.

FOUNDED IN 1630

BOSTON
= 2024 =

ENOUGH WITH THE POLLS.
WE'VE GOT PADDLES.

Book a weekend

MB Meet BOSTON

BOSTON
= 2024 =

**A TACK AD.
EVERY CAMPAIGN
NEEDS ONE.**

Whether you're whale watching or learning to sail,
there's not a bad thing to say about a weekend on the water.

Book a weekend

MB Meet BOSTON

BOSTON
= 2024 =

**PLENTY TO BE
PROUD OF**

PRIDE BAR CRAWL
BOSTON'S LGBTQ
PAST WALKING TOUR
DRAGTACULAR
TROLLEY TOUR

Book a weekend

MB Meet BOSTON

BOSTON
= 2024 =

**WHO NEEDS SPEECHES?
WE'VE GOT
SOLOS.**

Book a weekend

MB Meet BOSTON

BOSTON
= 2024 =

THERE'S NO DEBATE
THIS YEAR.
CHOOSE BOSTON.

Book a weekend

MB Meet BOSTON

BOSTON
= 2024 =

**SUPPORT OUR
FUN-RAISING
EFFORTS**

Book a weekend

MB Meet BOSTON



Winter 2024 Advertising

MB Meet BOSTON

**THIS
REVOLUTION
COMES WITH MUCH BETTER
DINING OPTIONS**

200+ new restaurants. 12 James Beard Award nominations.
And a year from now, it won't be so easy to get a table.



**BOSTON
NEVER
GETS OLD**

Get a taste of what's new at meetboston.com/culinary

MB Meet BOSTON



Boston has 50 acres of Common
**AND 57,310 THAT
ARE ANYTHING BUT**

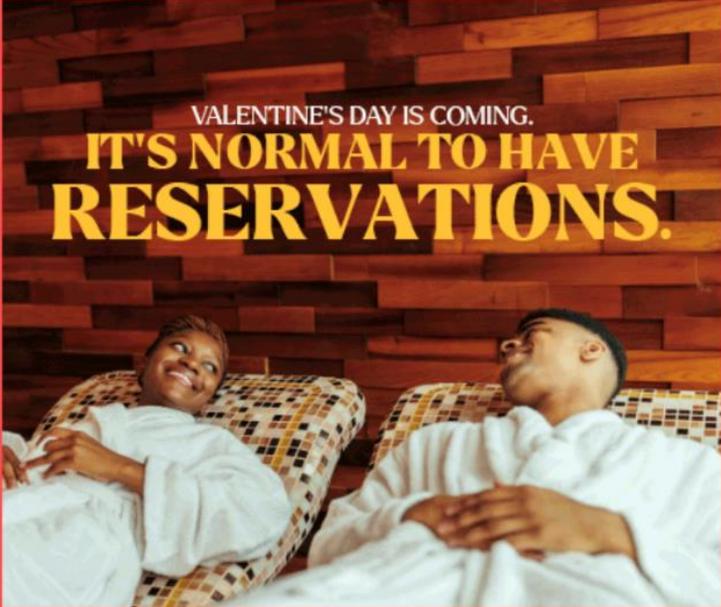
**BOSTON
NEVER
GETS OLD**

Explore the offerings of 23 unique neighborhoods at meetboston.com



Winter 2024 Advertising

MB Meet BOSTON



VALENTINE'S DAY IS COMING.
IT'S NORMAL TO HAVE RESERVATIONS.

Don't hesitate to book the perfect getaway.

BOSTON
NEVER GETS OLD

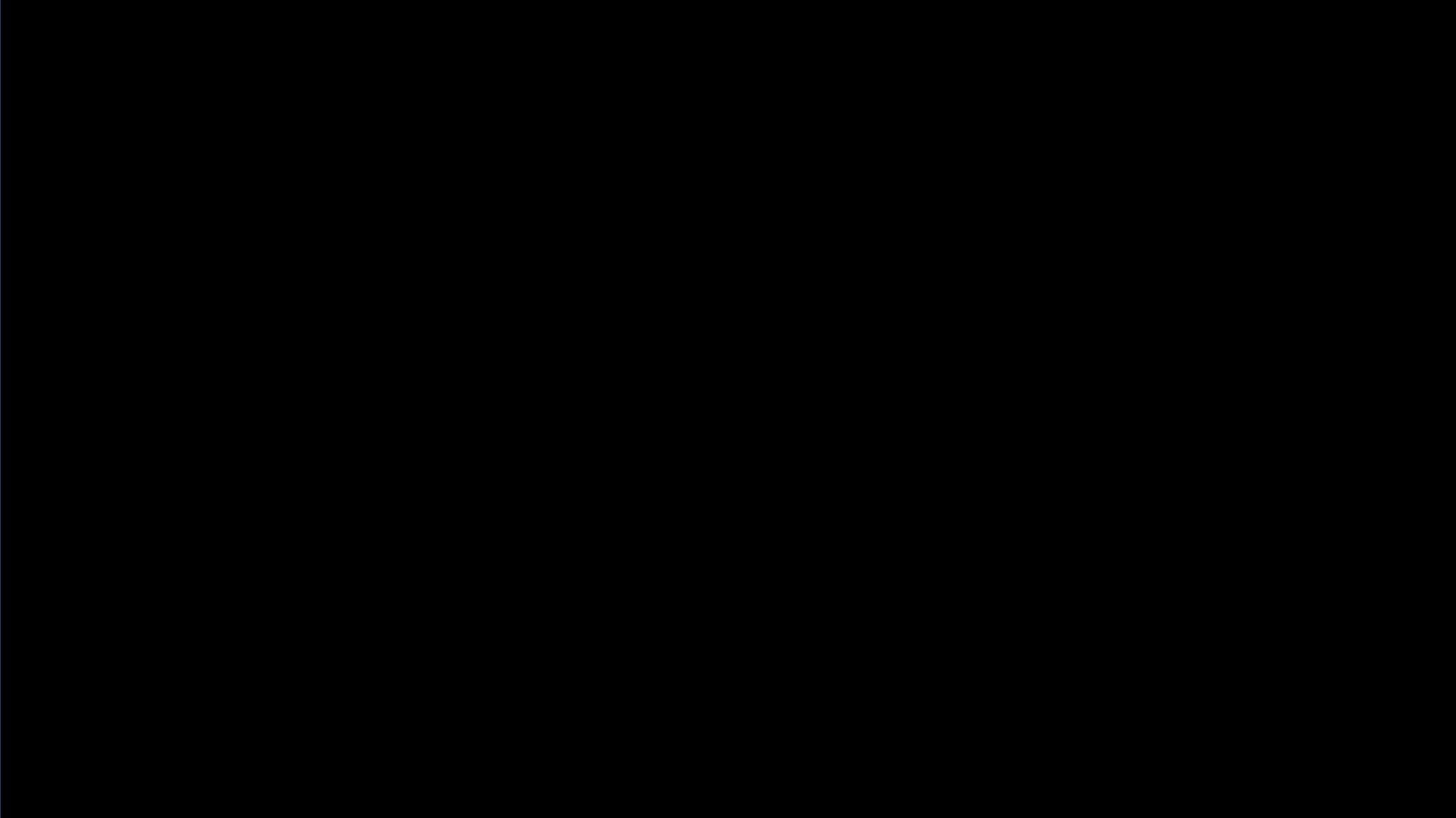
Book your stay

MB Meet BOSTON



**BOOK 2 NIGHTS
GET A \$100 GIFT CARD**

Plus \$25 to Legal Sea Foods*



BRAND LAUNCH

Launched January 1, 2023 – NYC, Penn Station

THE
CAPTAIN
LOVED
BOSTON
SO MUCH,
HE WENT
BACK 144
TIMES.

BOSTON
NEVER
GETS OLD

MB Meet
BOSTON

meetboston.com

GET TO
BOSTON
IN A NEW
YORK
MINUTE.

BOSTON
NEVER
GETS OLD

MB Meet
BOSTON

M
A
C
Y
S



BANK OF AMERICA

BANK OF AMERICA

Subway

ALL
TRAFFIC

BILLY JOEL



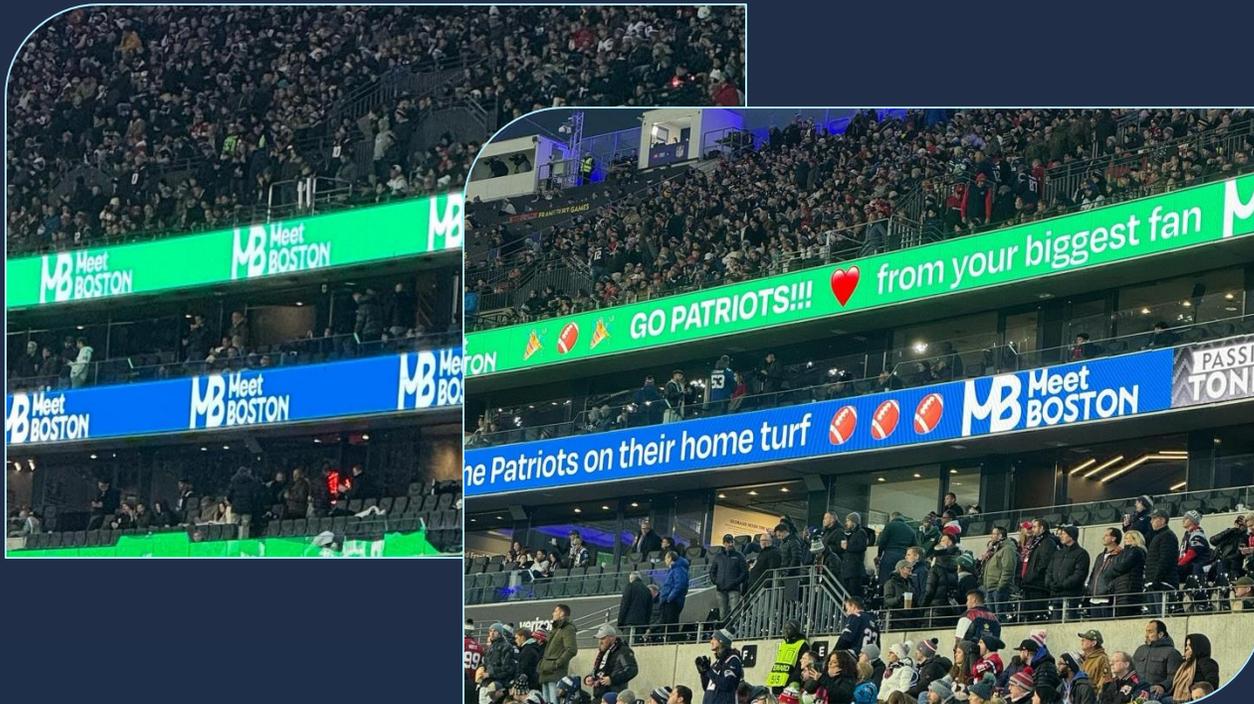
Major Event Sponsorship





MEET BOSTON INTERNATIONAL IMPACT

- In-Market Reps in the following countries: **UK, Ireland, Germany, France, Italy, and Mexico**
- Media Events hosted in London and Frankfurt
- Media missions attended in Amsterdam, Copenhagen, Toronto, Auckland, Melbourne, Sydney, Dublin, Mexico City, Berlin, and Goa



INTERNATIONAL MEDIA

These partnerships generate millions of dollars in earned media in key international markets, including travel TV shows, traditional travel stories, influencer visits, and blogs. Meet Boston has placed destination stories across premium media platforms such as The Telegraph, RTE, The Times, The Sun, Sunday Times, The Guardian, Irish Independent, Sunday World, and more.

Why Boston is still America's most British city

As the Boston Tea Party's 250th anniversary draws, we revisit the city for fans of the football - and a proper cup of tea.

Reinventing Boston

PATRIOTS HAUS HIGHLIGHTS

18.76M	13.86M	4.2M
--------	--------	------

International Coverage Totals

Country	Total Placements	Total Impressions	Total \$ Earned in Media Value
United Kingdom	89	919,470,576	\$3,195,414.28
Ireland	11		\$3,832,338
Italy	11		\$100,550
Germany		116 Billion	\$3,590,000



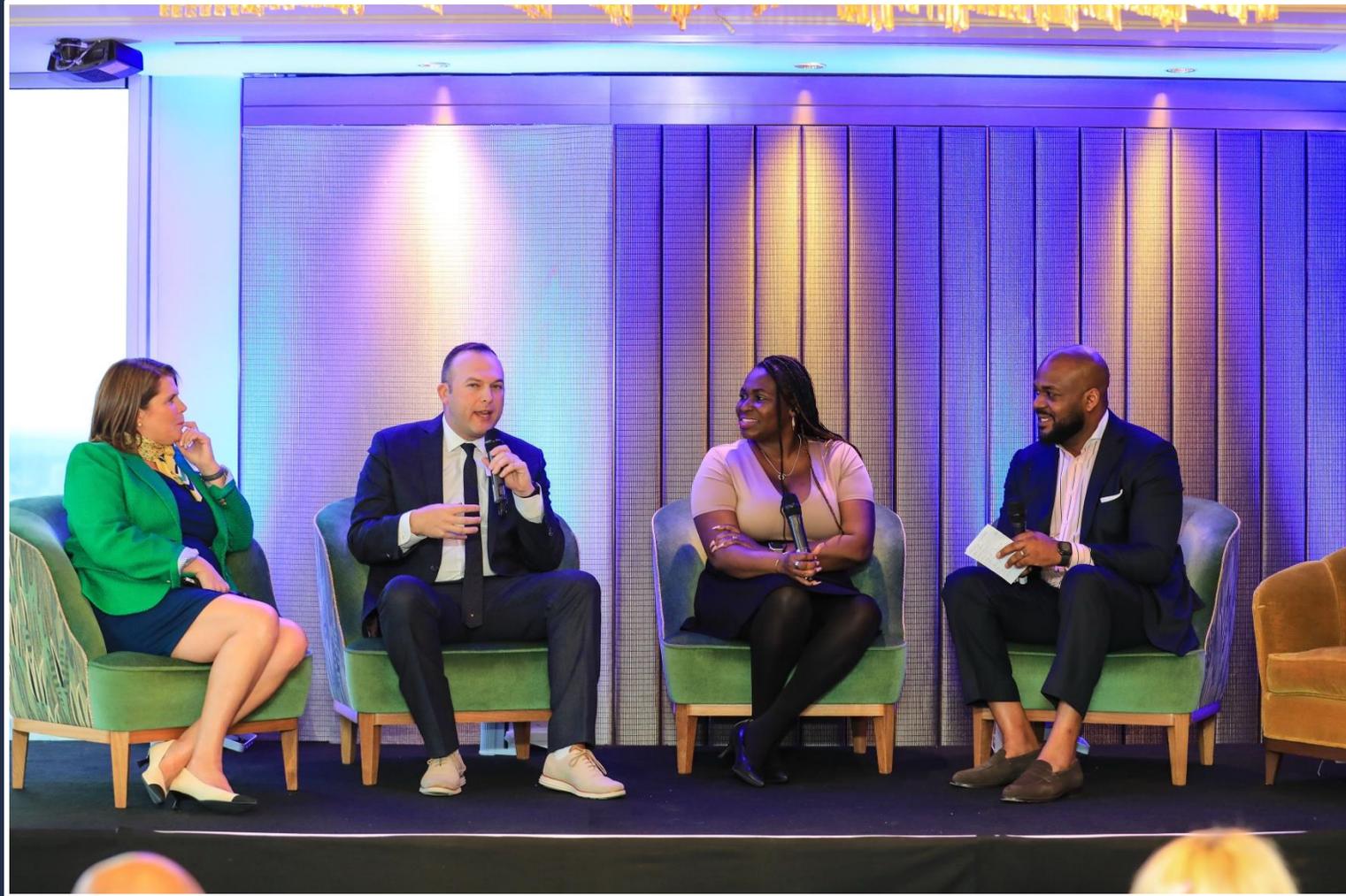
LONDON MISSION

April 2024 – Trade and Media Mission to London

- US Embassy Briefing
- Media and Trade Reception and Program at The Shard
- Cooking Demonstrations and Fireside Chat with High-Level UK Travel Media



 **LONDON MISSION – April 23 Evening Reception**





IPW 2024

May 4-8 – Los Angeles

- Over 250 Booth Appointments
- 58 Media Appointments
- May 5 Lobster Roll Activation
- Media Marketplace Sponsorship
- Meet Boston Press Conference





IMEX 2024

October 7-11 – Vegas

- 476 Booth Appointments
- 22 Meet Boston Partners
- 4,600 Buyers in Branded Buyers Lounge

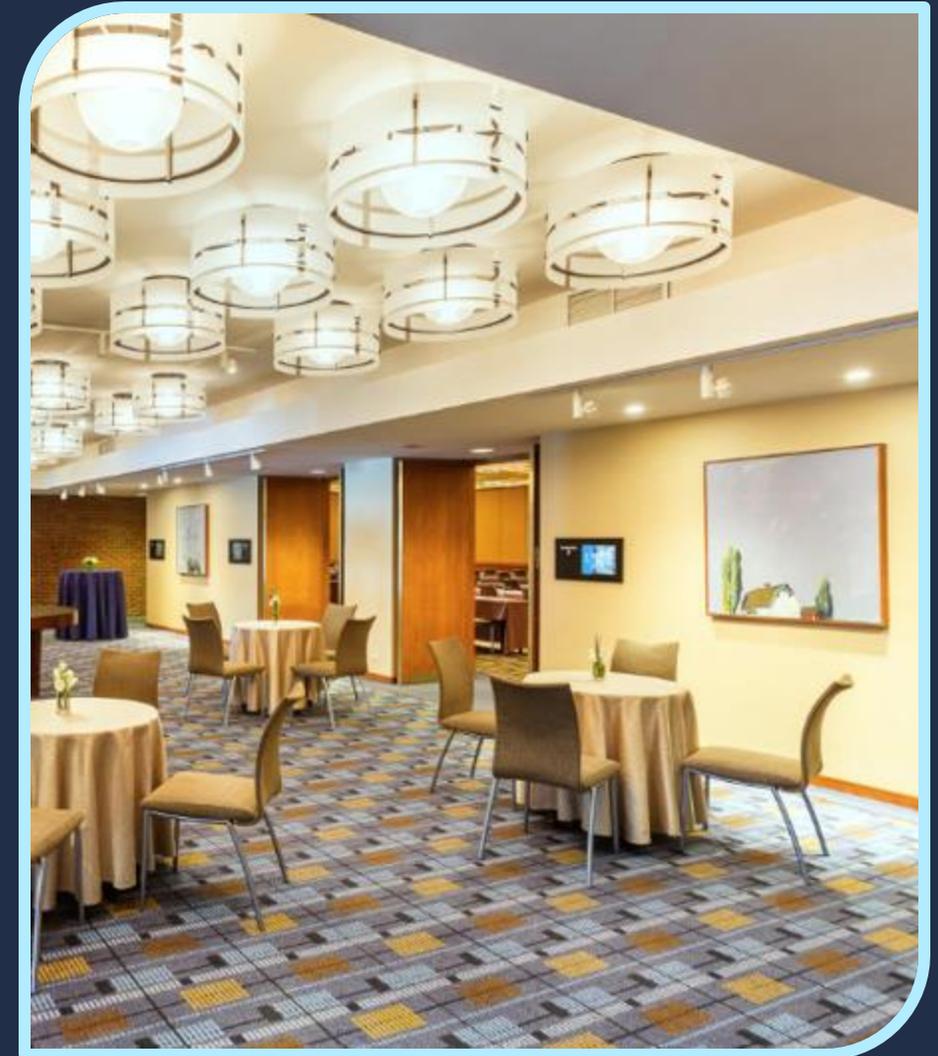




Q1 GROUP INCENTIVE - 2024

Total Number of Groups booked: **333**

Room Nights	53,159
Guest Room Revenue	\$11,399,956
Meeting Room Rental	\$462,995
Banquet F & B	\$9,522,817
Total Revenue	\$21,385,729
Reimbursement Total	\$2,138,573



THANK YOU!





Marketing Presentation

Prepared For
Cape Cod Travel & Tourism Industry Forum
March 26, 2025



See Plymouth
MASSACHUSETTS

Strategic Data Analysis



See Plymouth Booking Engine >

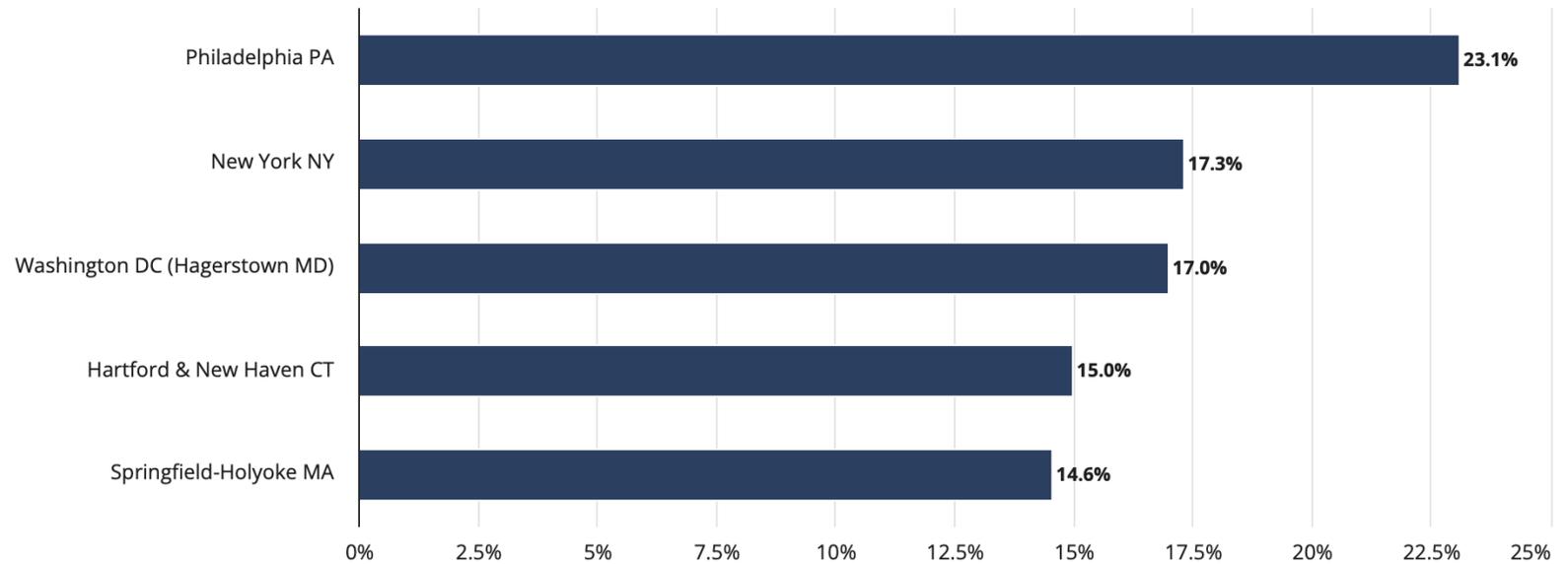


	ADR	Room Nights	Total \$
Cape Codder Resort and Spa	\$343.00	77	\$26,394.00
John Carver Inn Spa	\$219.00	109	\$23,872.00
TownePlace Suites by Marriott Wareham Buzzards Bay	\$197.00	94	\$18,563.00
Pilgrim Sands on Long Beach	\$210.00	87	\$18,241.00
Best Western Plus Cold Spring	\$198.00	81	\$16,054.00
Hotel 1620 Plymouth Harbor	\$197.00	78	\$15,331.00
Hampton Inn Suites Plymouth	\$184.00	79	\$14,504.00
Hilton Garden Inn Plymouth	\$160.00	89	\$14,218.00
The Dan I Webster Inn and Spa	\$301.00	43	\$12,954.00
Mirbeau Inn Spa	\$341.00	33	\$11,238.00
Holiday Inn Express Hotel Suites Middleboro Raynham an IHG Hotel	\$149.00	48	\$7,171.00
Fairfield by Marriott Inn Suites Raynham Middleborough Plymouth	\$117.00	58	\$6,787.00
The Inn At Scituate Harbor	\$219.00	5	\$1,096.00

Geo-Fencing/CC >



Top 5 Origin Markets - Share of Visitors Observed at Accommodations ▾



Search Engine Optimization SeePlymouth.com >



See Plymouth: Analytics

Jul 1, 2023 - Jun 30, 2024

Overall Website Traffic (GA4) Jul 1, 2022 - Jun 30, 2023

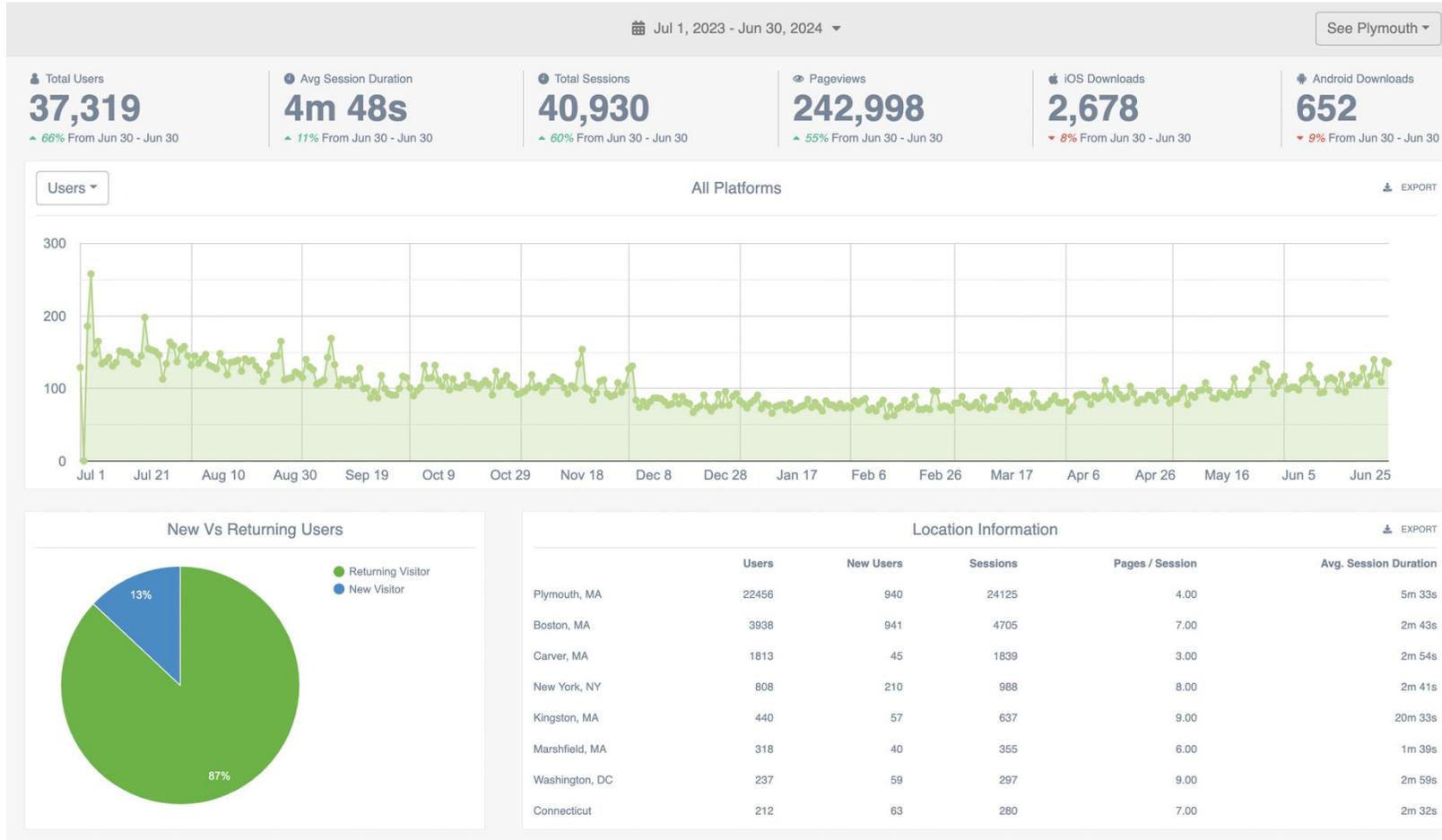
Overall Sessions	Organic	Direct	Paid Search/Display	Referral
517,217	314,561	47,779	42,424	16,135

Overall Website Traffic (GA4) Jul 1, 2023 - Jun 30, 2024

Overall Sessions	Organic	Direct	Paid Search/Display	Referral
751,297 ▲31.15%	443,582 ▲32.74%	74,140 ▲55.17%	125,157 ▲195.0%	24,493 ▲51.80%

See Plymouth App >

Performance - Ad Units - Favorites

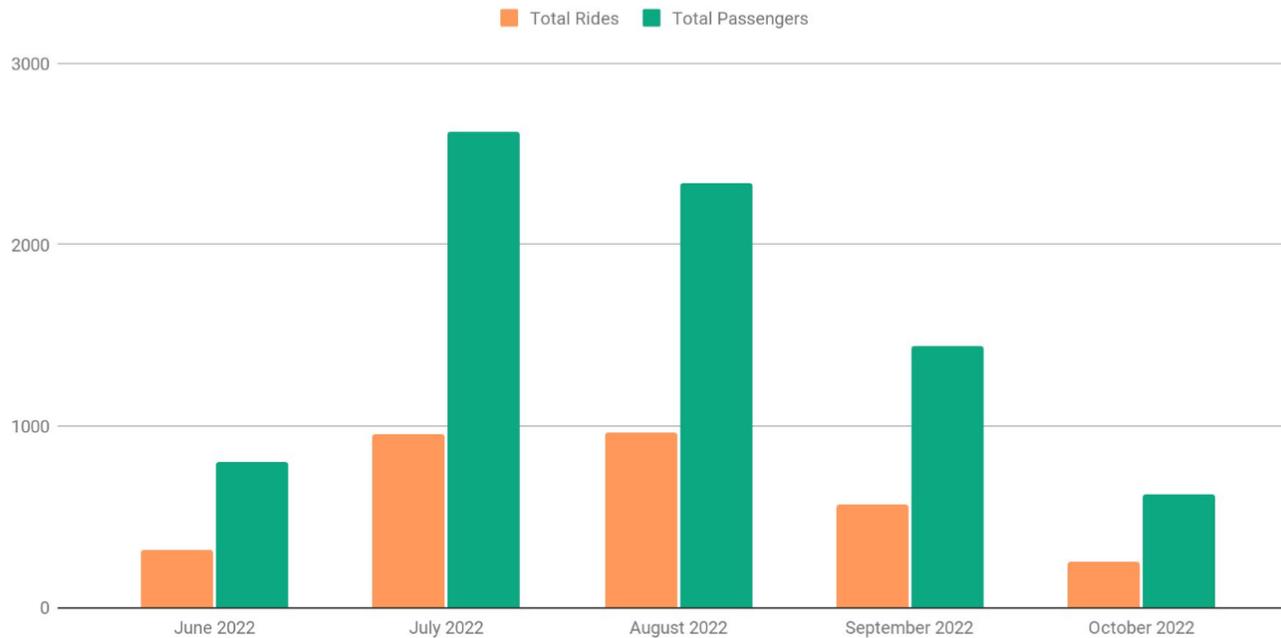


Ride Circuit >



7,830 Passengers **YTD**

MoM Rides & Passengers



National, State, Local Trends >

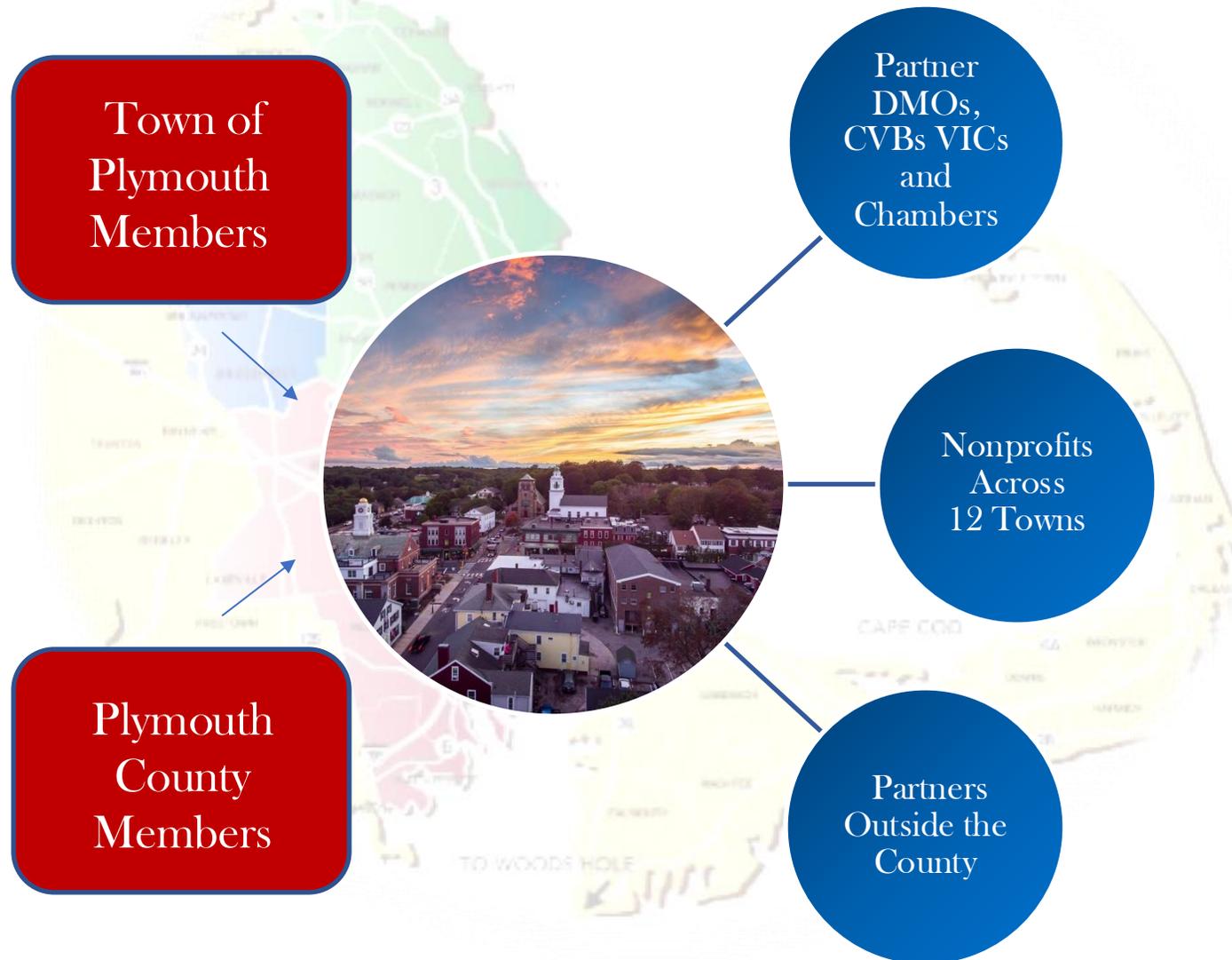
U.S. TRAVEL
ASSOCIATION®



ECONOMIC IMPACT OF TRAVEL

YEAR	TRAVEL SPENDING	STATE AND LOCAL TAX RECEIPTS	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$26.5 Billion	\$1.8 Billion	163,000	9
2020	\$12.4 Billion	\$1.1 Billion	80,500	13
2021	\$15.3 Billion	\$1.1 Billion	91,200	13
2022	\$25.5 Billion	\$1.4 Billion	110,700	12

Tourism Member Partners



Collaborative Partnerships

Plymouth Regional Economic Development Foundation

Over 1 dozen Plymouth County Chambers

Scituate Visitor Center

Plymouth Growth and Development Corporation

U. S. Travel Association

300 See Plymouth Member Partners

66 Non-Profit Partnerships

South Shore Irish Heritage Trail

MA Office of Travel & Tourism (MOTT)

Plymouth County Convention Center Steering Committee

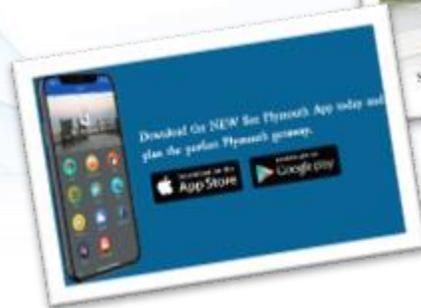
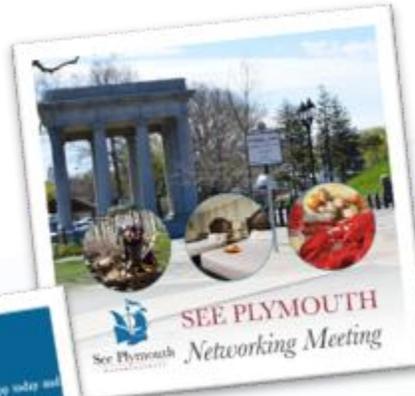
Regional Tourism Councils

Town of Plymouth

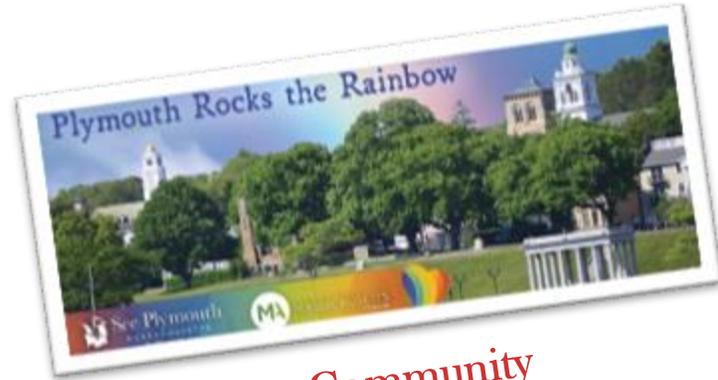
MA 250

How We Communicate

- Advertising
- Quarterly Updates
- Monthly Networking
- Annual Legislative Tourism Event
- See Plymouth Website
- See Plymouth App
- Social Media
- Guidebook



Digital Advertising



Our Community



American Road



USA Tourism Center

Social Media



See Plymouth
August 20 at 9:54 AM · 🌐

Celebrating Two Centuries of Making History at Pilgrim Hall Museum! Join us on Sunday, September 1st from 6 PM - 9 PM for a 17th-century style English Country ... [See more](#)

Facebook



Instagram



Tik Tok

Broadcast



**AMERICA'S
HOMETOWN
THANKSGIVING
CELEBRATION**

WCVB
**AMERICA'S
HOMETOWN
THANKSGIVING
CELEBRATION**

STREAMING LIVE ON  **VERY LOCAL**
SATURDAY NOV. 18TH | 10AM ET 7AM PT

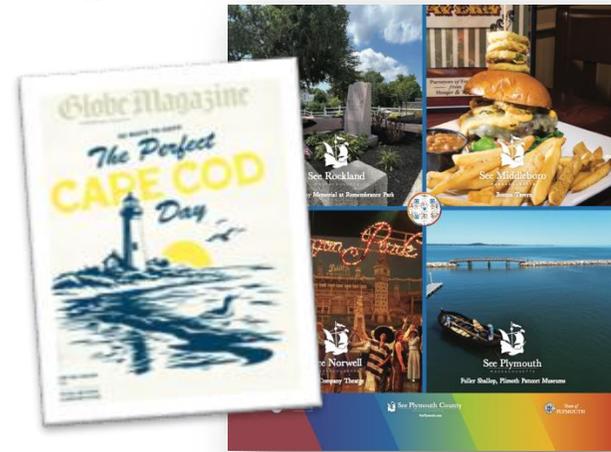
Print Advertising w Digital



Boston Spirit



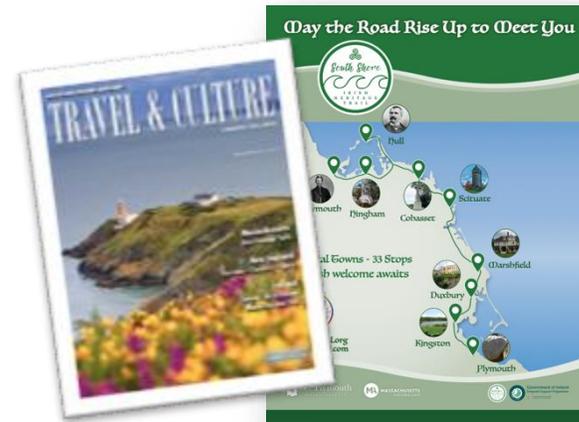
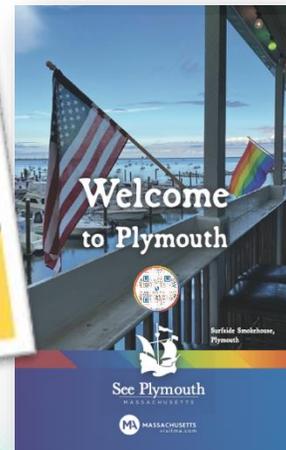
Edible Southeastern MA



Boston Globe

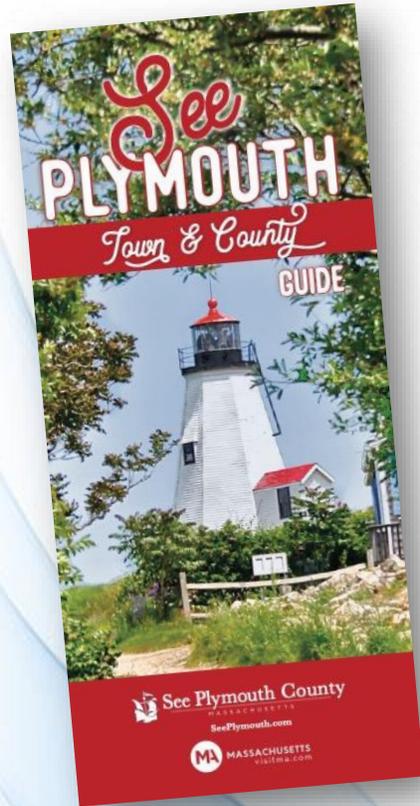


Pridely



Travel & Culture - Boston Irish Tourist

See Plymouth Publications

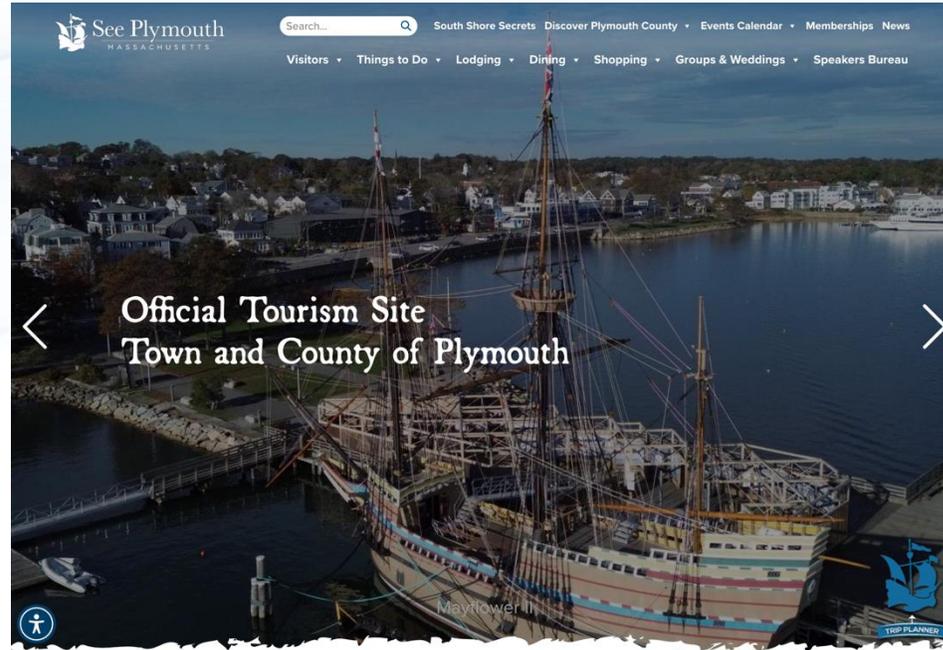


Digital Brochures and Maps

Website and App

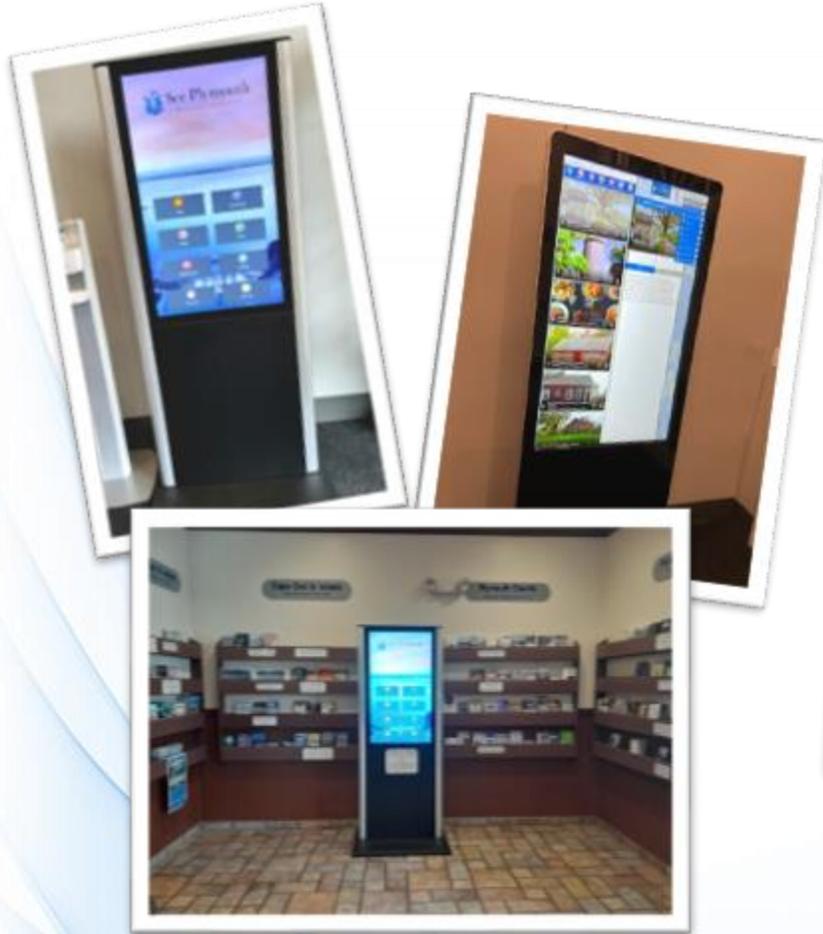


See Plymouth App



Website

Digital and Print Signage



Digital Kiosks



Visitor Information Center Signage

Earned Media FY24

- **Media Stories**
- **Awards**
- **Press Releases**
- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube Channel**
- **TikTok**

Unique
Monthly
Visitors
7.8 B

Publicity
Coverage Value
\$4.4 M

Digital Reach
2.2 B

Trade Shows



**American Bus
Association Marketplace**
Nashville, TN
January 13 -16, 2024



Discover New England
Karl Kaltenecker,
NÖN Niederösterreichische
Nachrichten Vienna, Austria
October 16 - October 26, 2023



**Boston Spirit LGBTQ+ Executive
Networking Night** Marriot Copley
Place, Boston
May 9, 2024



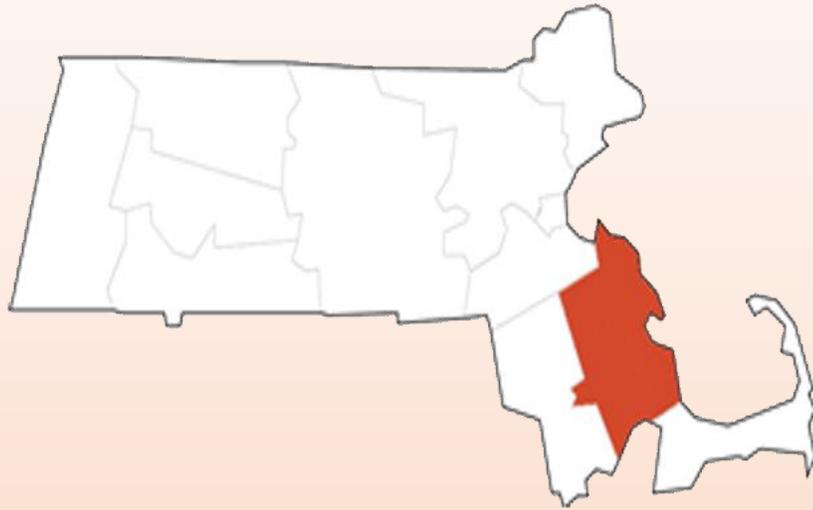
Discover New England
Clever Reisen German FAM
Armin Moeller, Germany
October 9 - October 20, 2023



**Dream Destinations
Travel Show**
MGM Springfield, MA
April 27, 2024

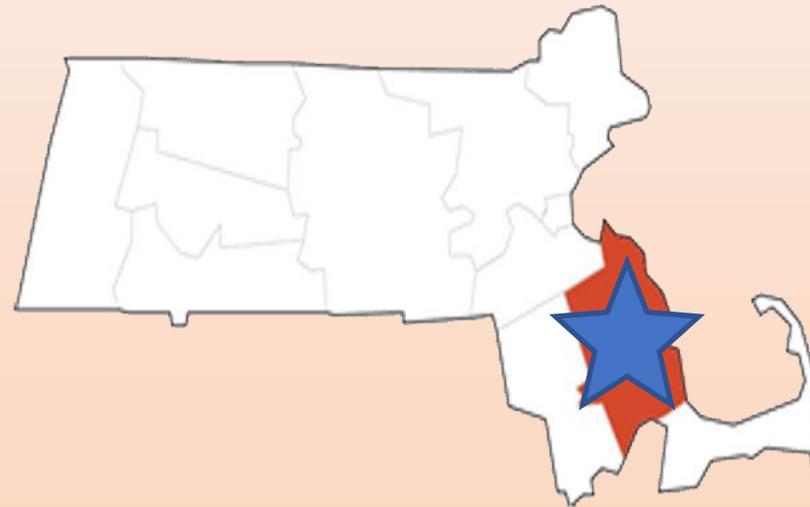
2023 Economic Impact

Visitor Spend

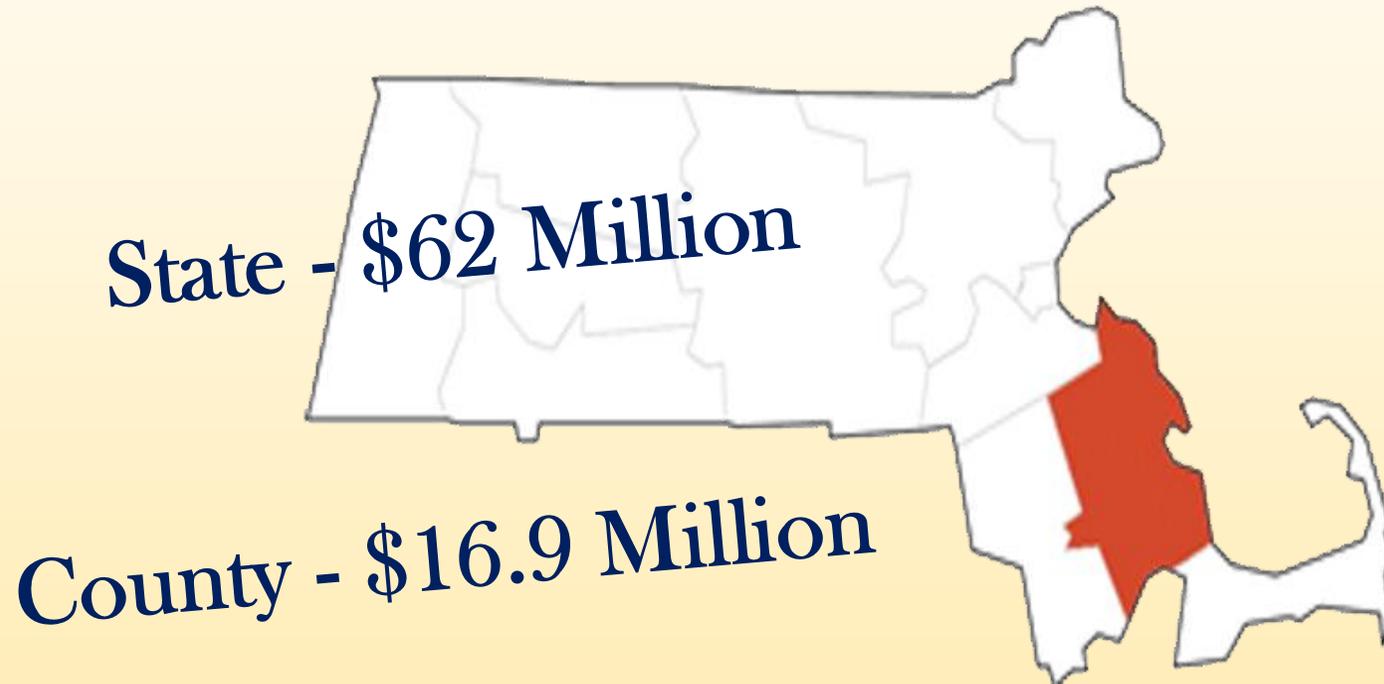


Plymouth County
\$975 Million

Earnings/Salaries
\$239 Million
7626 Employed



2023 Economic Impact Tourism Tax Revenue Generated



FY25 Strategy

Increase Overnight Visitation



Strategic Advertising & Promotion



Smithsonian Magazine

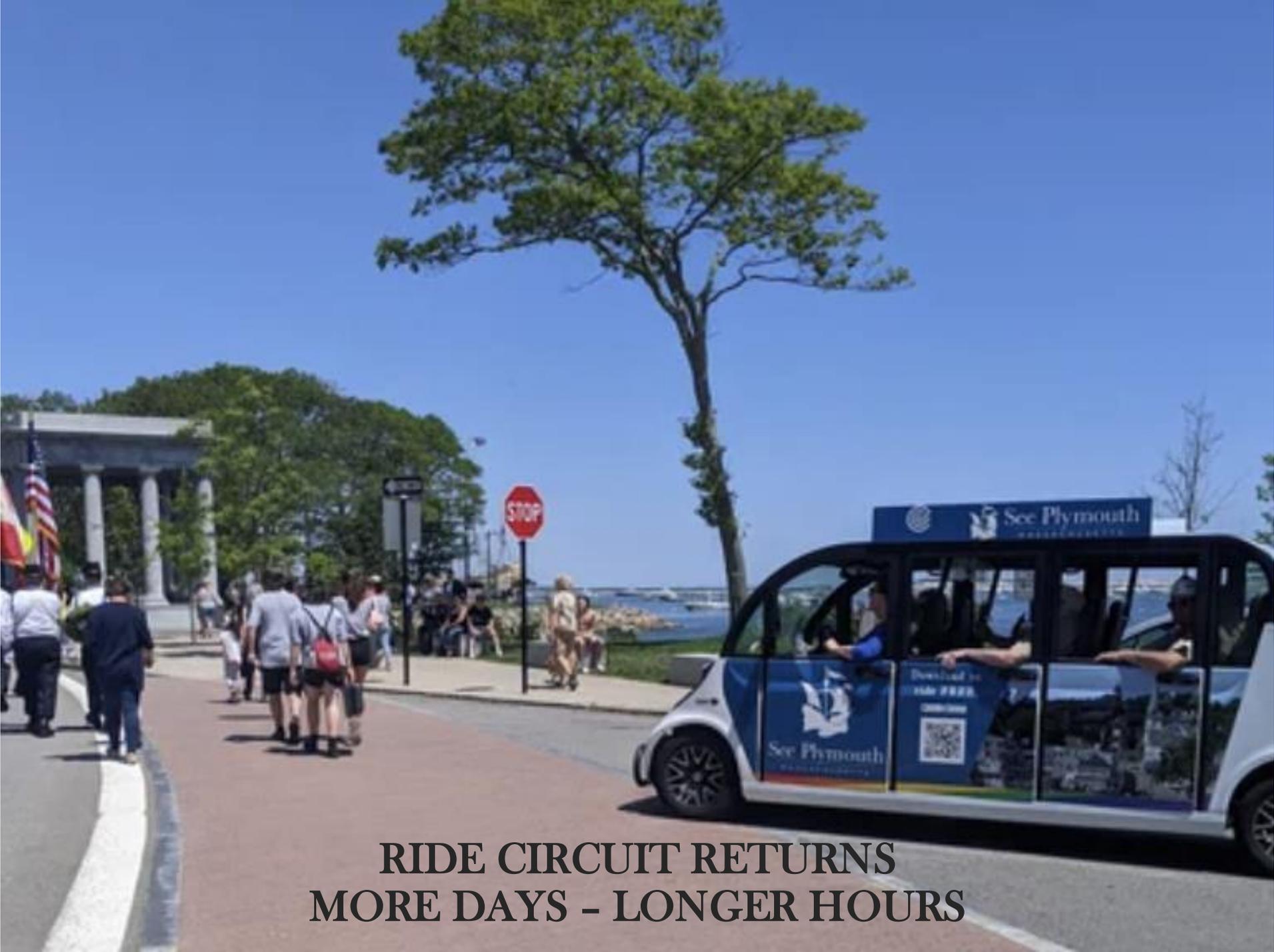
Additional Infrastructure

South Shore Convention Center Feasibility Study





**AMERICAN CRUISE LINES
INCREASED VISITATION**



**RIDE CIRCUIT RETURNS
MORE DAYS - LONGER HOURS**

Improved Visitor Services

Enlarged and Modernized Waterfront Info Center



Continual Measurement *Using Most Recent Technology*



*Thank
You!*



See Plymouth

MASSACHUSETTS



See Plymouth
MASSACHUSETTS



MASSACHUSETTS
visitma.com



Town of
PLYMOUTH



See Plymouth County
MASSACHUSETTS

Cape Cod Travel & Tourism:

WHAT'S NEXT?



cape cod

CHAMBER OF COMMERCE

TOURISM FUNDING

Travel & Tourism Trust Fund

Tourism Marketing Districts



Sports Facility





Big Blue

CONFERENCE

April 29 & 30, 2025
Cape Cod Tech



Quahog Day



June 20, 2025 @ Blue Water Resort

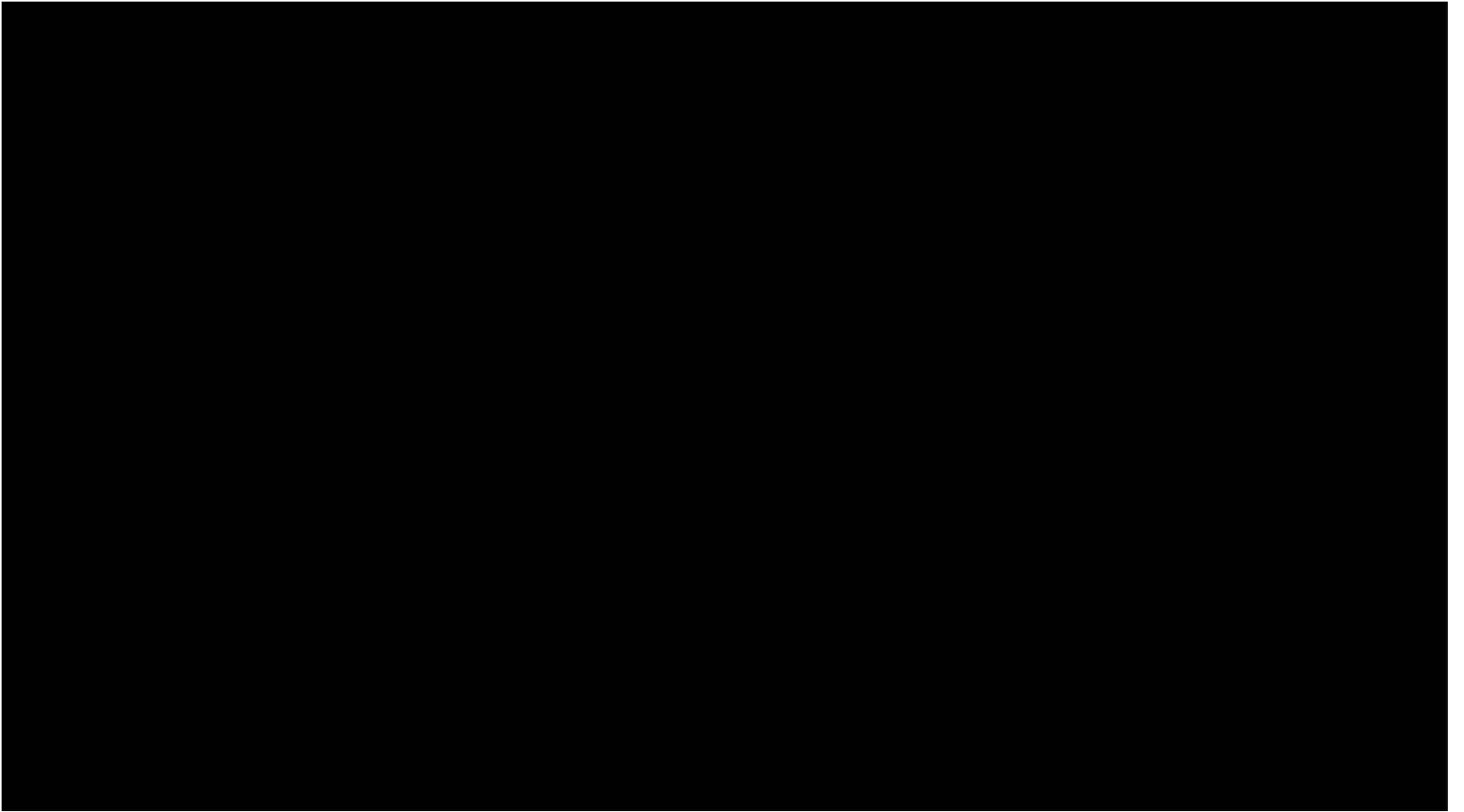
Celebrating 11 Years!



Cape Cod Hydrangea Festival

July 11-20, 2025

Cape-Wide Summer Garden Celebration



GIVEAWAY



GIVEAWAY

GIVEAWAY



MARGARITAVILLE RESORT CAPE COD
\$100 GIFT CERTIFICATE

THE STEAMSHIP AUTHORITY
TWO HIGH-SPEED FERRY PASSES

HERITAGE MUSEUMS & GARDENS
TWO ADMISSION PASSES

THE ADVENTURE PARK AT HERITAGE
FOUR TICKETS FOR THE ADVENTURE PARK

CAPE COD COMMERCIAL LINEN SERVICE
YETI BUCKET & CUP WITH LUXURY MATOUK BATH SET
(2 TOTAL)

CAPE COD COMMERCIAL LINEN SERVICE
YETI COOLER & CUP WITH LUXURY MATOUK BATH SET

Thank You!

