



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

FOR IMMEDIATE RELEASE

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GREATER BOSTON CONVENTION & VISITORS BUREAU TO PARTICIPATE IN "TOURISM DAY" May 14th AT STATE HOUSE

BOSTON, MA (May 8, 2014) – On Wednesday, May 14, the Greater Boston Convention & Visitors Bureau will join state tourism leaders and legislators who will come together to foster awareness of Massachusetts' third largest industry during Tourism Day at the State House in Boston. Tourism Arts & Culture Development Committee chairs, Representative Cory Atkins and Senator Kathleen O'Connor-Ives are expected to speak at the event, along with Massachusetts Office of Travel & Tourism director, Betsy Wall.

Vital to the Commonwealth's success, the Massachusetts tourism industry was responsible for more than 126,500 jobs and direct spending of \$17.7 billion in the Commonwealth in calendar year 2012, while paying out \$3.7 billion in wages for the same period.

To celebrate these achievements and the importance of the industry to the state, the Massachusetts Regional Tourism Councils, Massachusetts Office of Travel and Tourism (MOTT), and the Joint Committee on Tourism, Arts & Cultural Development are working together to present the event, which will be held from 11 am – 1 PM in the Grand Staircase and Hall of Flags in the State House.

As part of the ceremonies, the Regional Tourism Councils will bestow their *Champions of Tourism Award* to Senator Kathleen O'Connor-Ives (D-Newburyport) and Representative Cory Atkins (D-Concord), who are current co-chairs of the Joint Tourism, Arts, and Economic Development and successfully led to a 25% increase in regional marketing funds in the FY 14 state budget.

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