



GREATER BOSTON
CONVENTION & VISITORS BUREAU



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Seattle and Boston Bet City Travel Package on Super Bowl Outcome
Local Charities to Benefit; Airlines, Restaurants, Visitor Attractions "All In"

BOSTON – Visit Seattle and the Greater Boston Convention & Visitors Bureau will wager a travel package based on the outcome of Super Bowl XLIX. The "Super 2 Days in Seattle/Boston" Travel Package includes roundtrip airline tickets, hotel accommodations, dining and visits to attractions in either Boston or Seattle, depending on the winning Super Bowl team.

Contingent upon a New England Patriots win, Visit Seattle will contribute a travel package to the Emerald City, which the Greater Boston Convention & Visitors Bureau will donate to Boston's NE Patriots Charitable Foundation for auction to raise funds for the foundation. The Seattle travel package includes:

- Two round-trip tickets from Boston to Seattle on Alaska Airlines
- Two night stay at Seattle's Fairmont Olympic Hotel, a four-star luxury hotel located in the heart of downtown Seattle, within walking distance to all major attractions
- Dinner at The Georgian restaurant in the hotel
- Breakfast in the hotel each morning
- Two Seattle CityPasses which can be used for entrance to the Space Needle, Museum of Flight, Argosy Cruises and Harbor Tour, Pacific Science Center, Seattle Aquarium, Woodland Park Zoo and EMP Museum

Contingent upon a Seattle Seahawks win, the Greater Boston Convention & Visitors Bureau will offer a travel package to Boston, which Visit Seattle will donate to Fare Start, a culinary job training and placement program for homeless and disadvantaged individuals, for its fundraising purposes. The travel package includes:

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- Two round-trip tickets from Seattle to Boston on JetBlue
- Two-night stay at Boston's Fairmont Copley Plaza Hotel, a four-star luxury hotel located in fashionable Back Bay and walking distance to all major attractions.
- Dinner for two at the Top of the Hub restaurant
- A Boston Harbor luncheon cruise
- Dinner for two in Boston's Little Italy with the President of the Greater Boston Convention & Visitors Bureau and the President of the Massachusetts Lodging Association
- A VIP Experience at Boston's Tea Party Ships & Museum where winners will throw tea wrapped in a New England Patriots jersey into Boston Harbor
- Two Boston CityPasses, which can be used at the New England Aquarium, Museum of Science, Skywalk Observatory, Museum of Fine Arts, Boston, Harvard Museum of Natural History or Old State House

Additionally, the CEOs from each convention and visitors bureau have agreed that the "losing" CEO will pose for a photo in the winning team's uniform in a major tourism industry publication.

"The Patriots will win for sure," said Pat Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau.

"Two in a row for the Hawks – no doubt about it," said Tom Norwalk, President & CEO of Visit Seattle.

Destination marketing organizations such as Visit Seattle and the Greater Boston Convention & Visitors Bureau work collegially with the U.S. Travel Association via its travel advocacy campaign *The Travel Effect* to promote the importance of the travel experience. The campaign proves through new and original research the economic, societal, business and personal benefits of travel, demonstrating the real truth behind the "hidden" impacts that travel can have on us all. To learn more, visit www.traveleffect.com.

About The Greater Boston Convention & Visitors Bureau

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.

About Visit Seattle

Visit Seattle, a private, nonprofit marketing organization, has served as Seattle/King County's official destination marketing organization (DMO) for more than 50 years. The goal of these marketing efforts is to enhance the employment opportunities and economic prosperity of the region.

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