



GBCVB Destination Video Wins Academy of Interactive & Visual Arts Silver W3 Award

The Greater Boston Convention & Visitors Bureau (GBCVB) partnered with Brand USA, the Massachusetts Office of Travel & Tourism (MOTT), and Miles Media to create 12 In-Language destination videos aimed at 4 international markets: United Kingdom, China, Japan, and Brazil. The videos feature in-language narrations, not translated scripts, from fluent hosts who promote an eclectic Boston experience across themes of Culture, Urban Excitement, and Indulgence.

The GBCVB worked with producers and creative directors from Miles Media to devise dynamic Boston itineraries for the hosts and videographers to experience Boston over a 10-day period. The hosts were granted access to iconic Boston institutions such as the Museum of Fine Arts, Harvard University, Fenway Park, Isabella Stewart Gardner Museum, and the John F. Kennedy Presidential Library and Museum. They also captured spectacular footage of Boston's great outdoor spaces including the Rose F. Kennedy Greenway, Boston Common, Public Garden, Copley Square, and the Boston Harbor Islands.

The videos have attracted more than 100,000 views on Facebook, 10,000 views on the [Brand USA website](#), and 6,000 views on YouTube. In September of 2015 the [UK Culture video](#) received a Silver W3 Award from the [Academy of Interactive & Visual Arts](#). The W3 Awards recognize superior creativity on the web, particularly with web videos.

Boston welcomed over 1,400,000 international visitors (excluding Canada) in 2014 with China overtaking the United Kingdom as the top country producing inbound international visitors to Boston. International visitors (excluding Canada) spent over \$1 billion in the Greater Boston market, and visitation numbers and spending impact are projected to keep rising over the next several years.

GBCVB President and CEO Patrick B. Moscaritolo said, “Boston and Cambridge are compelling, world-class destinations for international visitors. We continue to focus on our traditional markets such as the UK and Germany, while building relationships and robust programs targeting the Middle East, Asia, and South America. The GBCVB will continue to partner with Brand USA, Miles Media, and MOTT to promote Boston and Cambridge as alluring and dynamic destinations for overseas visitors.”

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