



*Boston*  
BostonUSA.com

**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

# OUTLOOK 2018

## BETH STEHLEY GBCVB



# AGENDA

- Statistics and Trends
- Group Meeting Initiatives
- Group Tour
- International Update
- Leisure Marketing
- Upcoming Special Events





# Year to Date Statistics



## January-June

### Definites

2014	137,564 / 321 transactions
2015	126,790 / 351 transactions
2016	93,965 / 346 transactions
2017	

### Leads

2014	463,147 / 845 transactions
2015	453,295 / 829 transactions
2016	435,279 / 868 transactions
2017	413,368 / 895 transactions





# Trends Leads by Territory

## 2016

- DC/VA/MD
- Massachusetts
- New York/New Jersey
- California
- Illinois

## 2017

- DC/VA/MD
- California
- Illinois
- NY/NJ
- Massachusetts





# Top Market Segments



## 2016 – January-June

- Health/PhRMA/Biotech – 27%
- Scientific/Engineering/Technology – 14.2%
- Education – 9.2%
- Finance/Accounting – 5%

## 2017 – January - June

- Healthcare/PhRMA/Biotech – 23%
- Education – 11.3%
- Scientific/Engineering/Technology – 9.1%
- Government- 6.9%
- Finance/Accounting – 6%





# Trends



## Third Parties

- HelmsBriscoe remains #1
- Third Party Business
  1. Massachusetts
  2. NY/NJ
  3. DC/VA/MD
  4. California

## Size of Meetings/Lost Business

- Size of meetings – Flat to same time LY
- 90% of meetings under 250 on peak
- Lost Business
  - Geographic
  - Rates
  - Hotel Availability





# Future Initiatives

- Connect – August
- IMEX America – October
- Ice Cream Trips – Chicago – DC Small targeted receptions and events targeting local planners
- First Quarter – Expedia – get numbers from LY
- PCMA - Nashville
- Springtime – MB?
- Domestic Travel – success from some of these?????
  - San Francisco
  - Denver
  - Chicago/Midwest
  - North Carolina
  - Washington DC
  - NY/Philadelphia





# Record Attendance

Year	Number of "Citywides"	Groups with Record Attendance
2015	22	16
2016	30	????
2017*	15	6









# Group Tour Update

- Student Youth Travel – August 25-29 – Albuquerque
- National Tour Association - Travel Exchange – December 14-18 – San Antonio
- American Bus Association – Marketplace - January 24-30 – Charlotte
- Discover New England – Summit – April 24-30 – Cape Cod – Sea Crest
- IPW – May 19-23 - Denver



# International MICE Initiatives

## International Shows

- IMEX America – October 10-12 – Las Vegas
- Ibtm world – November 28-20 – Barcelona
- IMEX Frankfurt – May 15-17 – Frankfurt
- The Meetings Show - London





# Boston and Cambridge

## International Meetings Rankings - 2016

City	Ranking	# Meetings
New York City	41	61
Washington DC	46	57
<b>BOSTON</b>	<b>53</b>	<b>48</b>
Chicago	62	42
San Francisco	66	40







# Boston and Cambridge Overseas Visitor - 2016

- Registered 1,590,000 overseas visitors
- Visits declined 1.2% from 2015 but are up 12%, or 175,000, since 2014
- Overseas visitors had an average house hold income of over \$100,000 for the second year.
- Top Countries include:
  - China – 236,000 – up 13.5%
  - UK – 205,000 – down 4.7%
  - Germany – 104,000 – down 11.1%
- Top Leisure activities in 2015 include:
  - Shopping
  - Art Museums
  - Historical locations

# Leisure Marketing Co-ops & Initiatives

Summer	Fall	New
<ul style="list-style-type: none"><li>Tall Ships- Sail Boston 2017</li></ul>	<ul style="list-style-type: none"><li>Boston Local Food Festival</li></ul>	<ul style="list-style-type: none"><li>BostonUSA Signature Events Value Pass</li></ul>
<ul style="list-style-type: none"><li>Boston Harborfest</li></ul>	<ul style="list-style-type: none"><li>HUBweek</li></ul>	<ul style="list-style-type: none"><li>Path of Presidents</li></ul>
<ul style="list-style-type: none"><li>Taste of Cambridge</li></ul>	<ul style="list-style-type: none"><li>Head of the Charles Regatta</li></ul>	<ul style="list-style-type: none"><li>Craft Beer / Culinary Tourism</li></ul>
<ul style="list-style-type: none"><li>Whale Trail</li></ul>	<ul style="list-style-type: none"><li>AIG Hurling Classic &amp; Irish Festival</li></ul>	<ul style="list-style-type: none"><li>ArtWeek Mass</li></ul>
<ul style="list-style-type: none"><li>GBCVB 2017 Summer Outing</li></ul>	<ul style="list-style-type: none"><li>Mayor's Holiday Special</li></ul>	
<ul style="list-style-type: none"><li>Dine Out Boston</li></ul>		



# Leisure Marketing Co-Ops and Initiatives

## First Quarter 2018

The header features a blue background with white clouds on the left and a white city skyline silhouette on the right.

### **GBCVB**

- Boston Overnight
- First Night First Day
- Hotel Week Boston
- 29<sup>th</sup> Anniversary of the Boston Wine Festival
- Boston Wine Expo
- February School Vacation
- Dine Out Boston® - March 2018



# Leisure International Initiatives



- GBCVB, MOTT and BrandUSA partnerships
- Media, FAMS for traditional and emerging international markets
- GBCVB partnership program for international airlines
- Advertising and Marketing
  - Social – Facebook, Instagram, Pinterest and Twitter
  - China-Friendly Seminar & Workshop
  - China Marketing Services – Weibo, WeChat, digital marketing campaigns





# Leisure International Initiatives

## - continued

### Sales Missions and Tradeshows

- World Travel Market – London
- ITB – Berlin
- Tokyo
- Japanese and Chinese Sales Calls – Los Angeles
- Japanese Sales Calls – NYC and Toronto
- Canadian Sales Mission to Ontario and Quebec
- DNE Summit, Falmouth
- Cruiseport New England Symposium with Flynn Cruiseport
- IPW
- Active-America China
- Other collaboration with MOTT, DNE, and RTC





# GBCVB News



- BostonUSA.com
  - Re-launched in June of 2016
  - Web traffic increased 25% YOY
  - In the month preceding July 4<sup>th</sup>, web traffic increased 37% YOY and the BostonUSA July 4<sup>th</sup> landing page saw 12,000 sessions compared to 6,500 in 2016
  - The website is enhanced by aggressive SEO, paid SEM, and social media integration, yielding engagement that exceeds the industry average
  - More than ever before, BostonUSA uses imagery and video to drive impressions and engagement
  - A new extranet will debut in August, to learn more about “The Hub” contact Kamilla Carmignani at [kcarmignani@bostonusa.com](mailto:kcarmignani@bostonusa.com)





# Upcoming Special Events

- Forbes Under 30 Summit – October 1-4, 2017
- HUBweek – October 10-15, 2017
- 53<sup>rd</sup> Head of the Charles Regatta – October 21-22, 2017
- College Football at Fenway Park – November 10,11 & 18, 2017
- AIG Hurling Classic and Irish Festival at Fenway Park – November, 19 2017
- NCAA Men’s Basketball East Regional at TD Garden – March 23 & 25, 2018
- Boston Marathon – Monday, April 16, 2018
- ArtWeek MA – April 27-May 6
- NCCA Division 1 Lacrosse semifinals and final – Gillette Stadium May 25-28, 2018
- NCCA Division II and III National championship game – Gillette Stadium – May 25-28, 2018





# THANK YOU

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