



MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

KEIKO MATSUDO ORRALL, EXECUTIVE DIRECTOR



ABOUT MOTT

MISSION

- To promote Massachusetts as both a leisure and business travel destination for domestic and international markets and to contribute to the growth of the Commonwealth's economy.

WHAT DO WE DO?

- MOTT develops integrated tourism, sports and film production marketing programs to brand the Commonwealth as a desirable place to visit, work and live.

OUR STRATEGY

- Market Massachusetts to travelers and support the travel industry in their efforts to do the same.

KEY PARTNER COLLABORATIONS

STATE TOURISM GROUPS

- Regional Tourism Councils (RTCs)
- Mass Cultural Council (MCC)
- Massport / Cruiseport Boston
- Mass Convention Center Authority (MCCA)
- Mass Lodging Association
- Mass Restaurant Association
- Mass Humanities
- Mass Visitors Industry Council
- Massachusetts Camping Ground Association
- Massachusetts Historical Commission
- Massachusetts Gaming Commission
- Massachusetts Audubon Society

STATE GOVERNMENT

- Joint Committee on Tourism, Arts & Cultural Development
- Department of Conservation & Recreation (DCR)
- Mass Department of Agricultural Resources (DAR)
- Mass Labor & Workforce Development
- MassDOT/ Highway Division
- MassDOT/ Aeronautics Division
- Mass Department of Fisheries & Wildlife
- Mass Office of Consumer Affairs
- Municipalities throughout Massachusetts

KEY PARTNER COLLABORATIONS, CONT'D

NATIONAL

- U.S. Travel Association
- National Council of State Tourism Directors
- National Travel & Tourism Office (NTTO)

INTERNATIONAL

- Brand USA
- Foreign Diplomatic Consular Corps
- MOTT International Representatives
- World Tourism Organization

REGIONAL

- Discover New England
- New England Inn Keepers Association
- New England Museum Association
- New England Bus Association
- New England Association of Amusement Parks & Attractions
- New England Association of Chamber of Commerce Executives

COVID-19 & ITS IMPACT ON THE TOURISM INDUSTRY

IN 2020 THE MASSACHUSETTS TOURISM INDUSTRY WAS ON TRACK TO...

Welcome **28 million** Domestic Visitors...



And an additional **2 million** International Visitors...



Spending a combined **\$25.9B**, generating **\$1.7B** in taxes and supporting **163,878** jobs.



CURRENT ESTIMATES IF VOLUME AND SPENDING IS REDUCED BY 40% IN 2020...

\$25.9B in spending...



Reduced by **\$10.4B**...



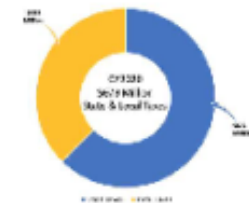
Results in **\$15.5B** in spending.



\$1.7B in state and local taxes...

Loss of **\$679M**...

Results in **\$1B** in state and local taxes.



163,878 Jobs supported...



42,980 Jobs lost...



Results in **\$2.6B** in lost wages.



MOTT INITIATIVES IN 2020

“My Local MA” Statewide Campaign

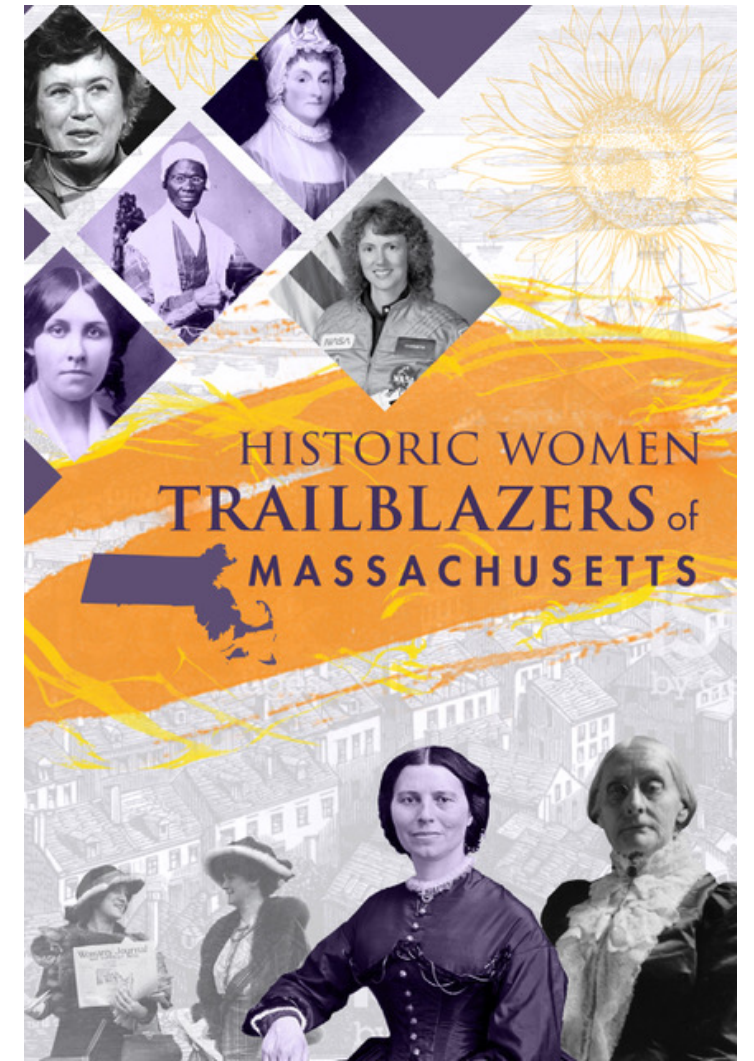
- MOTT launched a My Local MA campaign on **August 28** ahead of Tax Free Weekend. This statewide campaign will run on all channels – social, digital, print, radio, and TV. It will encourage Massachusetts residents to spend their money where their heart is and support local businesses – shop, stay, eat local. Include the hashtags **#MyLocalMA** and **#MaskUpMA** when you post about your local purchases and experiences. **Findmylocalma.com**
- Working with the 16 Regional Tourism Councils and industry leaders to promote all aspects of safe economic recovery through mid December 2020

Visit MA - Refreshed website – launched in August 2020; MOTT can list your business on our website. **VisitMA.com**



MOTT 2020: HISTORIC WOMEN TRAILBLAZERS

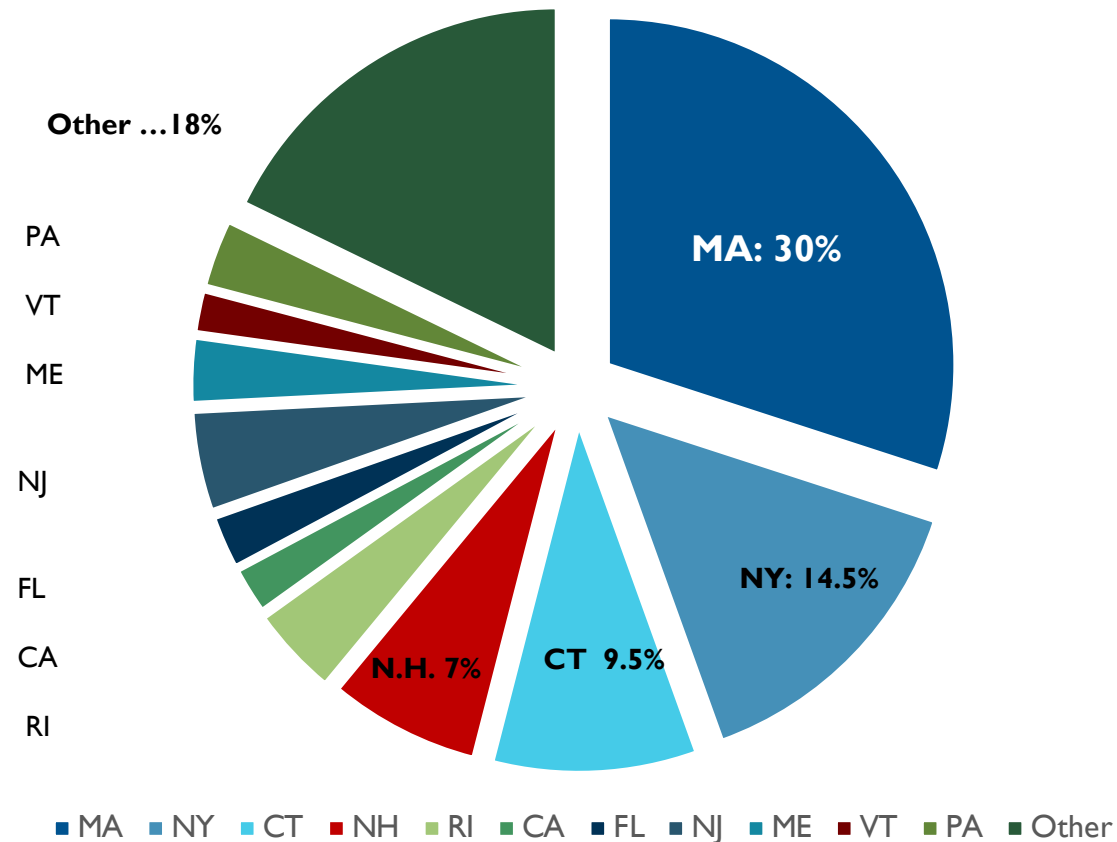
- The Massachusetts Office of Travel & Tourism (MOTT) issues a **Historic Women Trailblazers digital booklet**, celebrating the achievements of women in the Commonwealth. The digital booklet is now live.
- With the historic commemoration of the 100th anniversary of the signing of the 19th Amendment granting women the right to vote, it is the perfect time to celebrate our Massachusetts Foremothers.
- The [digital booklet](#) features over 70 historic women “Trailblazers,” whose contributions to the Commonwealth, the nation, and the world from various fields including sports, arts, and science are unparalleled.
- Learn about the stories of these remarkable women and their ties to Massachusetts, The Woman Suffrage Movement, commemorative sculptures and statues at the Massachusetts State House, the significance of the Sunflower, the Colors of Suffrage and much more!



ORIGINS OF DOMESTIC TRAVELERS TO MA: CY2018

Bay State has always been primary Origin Market

Visiting family and friends
No. 1 reason to travel



New England States: 56%

Mid Atlantic States: 24%

MA is a drive market:
75% arrive by auto

MOTT INITIATIVES IN 2020

KEY MARKETING PROGRAMS

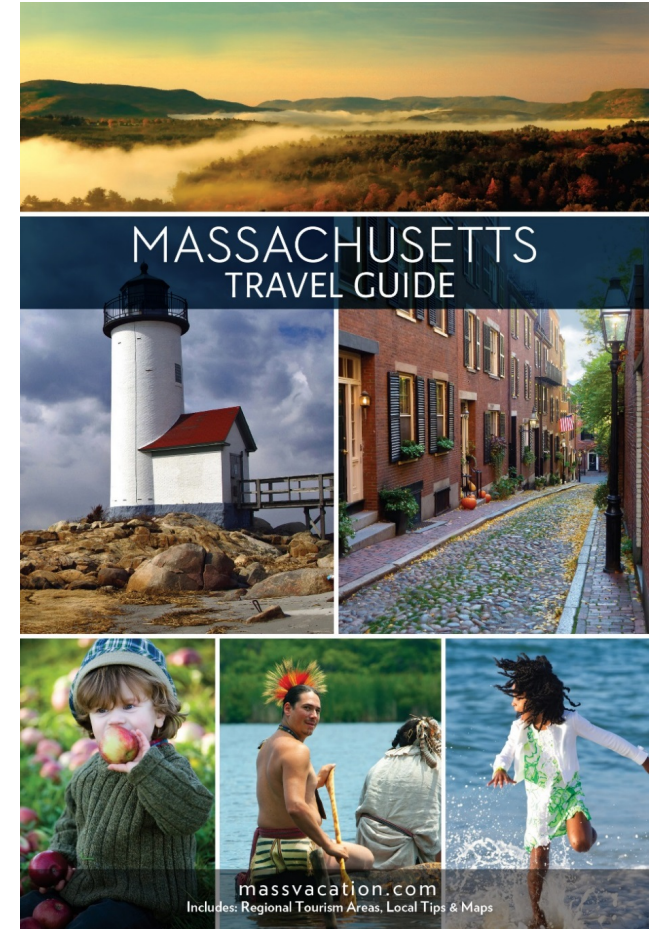
- **Massachusetts Restaurant Promotion Commission/
Restaurant Recovery Commission**
 - The Restaurant Promotion Commission was established to review and develop recommendations and best practices for the promotion and continued growth and vitality of the restaurant industry in Massachusetts
- **Massachusetts Historic Women Trailblazers**
 - Marking the 100th anniversary of the passage of the 19th Amendment to the U.S. Constitution allowing women the right to vote
 - Celebrating the 200th anniversary of Massachusetts native and women's rights leader Susan B. Anthony
- **Plymouth 400**
 - 2020 marks the 400th anniversary of the Mayflower voyage and the founding of Plymouth Colony, two historic events that helped shape the nation



DOMESTIC MARKETING

KEY DOMESTIC MARKETING PROGRAMS

- **Engaging digital channels**
 - **website:** VisitMA.com
 - **social media channels:** Facebook, Twitter, Instagram
- **Massachusetts Travel Guide**
- **Niche, regional, seasonal marketing promotions**

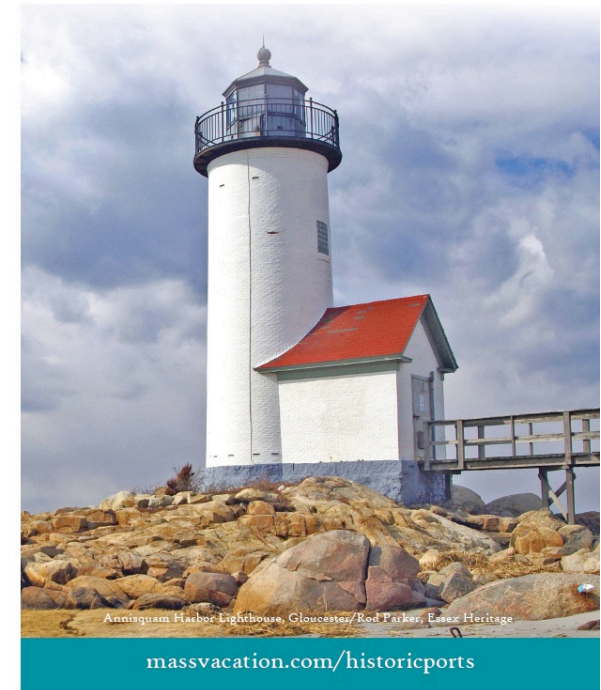



NICHE, SEASONAL, AND REGIONAL PROMOTIONS



Gloucester • Salem • Boston • Provincetown • Plymouth
Fall River • New Bedford • Martha's Vineyard • Nantucket

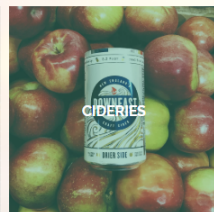
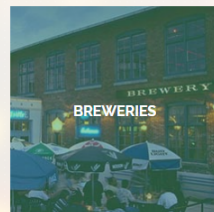
HISTORIC PORTS OF MASSACHUSETTS



DRINK MASSACHUSETTS

Looking for something to wash down all that delicious food you got in Massachusetts? There's no shortage of liquid refreshment either. From artisan beverages to national brands and from Cape Cod to the Berkshires, you'll find some great places to taste and buy the best beer, wine and spirits Massachusetts has to offer.

Sign up to receive emails about Massachusetts food and drink.



FILM INITIATIVES IN 2020

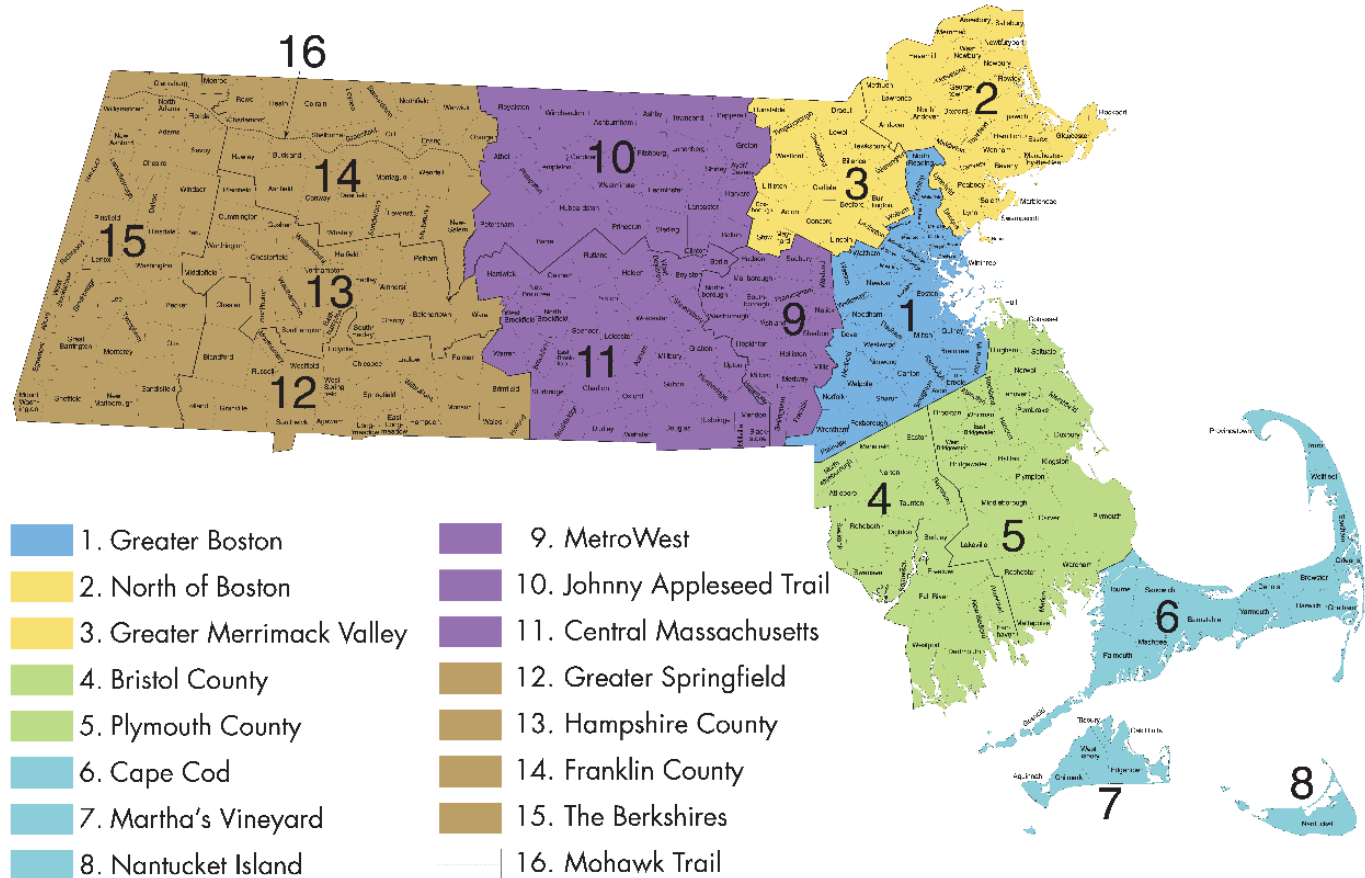
Film Tourism

- Mass Film Office is the state agency dedicated to promoting the Commonwealth as a premier location for commercial, film and television production
- The Film Office recently created a “Massachusetts Film Location Map for Little Women” and translated it into French, Italian and Japanese for the international market. Little Women was filmed in Boston, Concord, Lawrence, Ipswich, Groton, Harvard, Waltham, Canton, Franklin, Lancaster and Stoughton
- New England Studios in Devens is a great resource for film production in Massachusetts



16 REGIONAL TOURISM COUNCILS

\$6 million annual grant program
for regional tourism marketing





MASSACHUSETTS
massvacation.com

STAY STRONG, STAY SAFE, WE WILL MAKE IT!

