



# **Massachusetts Marketing Partnership**

## **Annual Report on**

## **State Expenditures**

### **Fiscal Year 2025**

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## I. Overview

**A. About the Massachusetts Marketing Partnership:** The Massachusetts Marketing Partnership (MMP) was created by legislation in 2010 to promote the Commonwealth as a globally competitive, innovative, and opportunity-rich state. The Massachusetts Marketing Partnership is tasked with coordinating marketing efforts on behalf of the Commonwealth and oversees the activities of the agencies placed within it.

The Partnership oversees marketing Massachusetts domestically and internationally to businesses, entrepreneurs, tourists, and students, ensuring coordinated and streamlined functions that maximize job growth, business investment, and student retention throughout Massachusetts. MMP consists of 11 board members. This Board of Directors met four times in FY25: in July and October of 2024, and January and April of 2025.

The statute pertaining to the Massachusetts Marketing Partnership can be found here: [Section 13A of Massachusetts General Law Chapter 23A](#). The Tourism Trust Fund is a funding mechanism for the MMP. In addition to supporting MOTT, it offers state funding for the sixteen Regional Tourism Councils (RTCs) that operate around the Commonwealth. The statute pertaining to the Tourism Trust Fund can be found here:

<https://malegislation.gov/Laws/GeneralLaws/PartI/TitleII/Chapter23A/Section13T>

The MMP includes the Massachusetts Office of Travel & Tourism (Tourism, Film and Sports) and the Massachusetts Office of International Trade & Investment, which are outlined as follows:

- **Massachusetts Office of Travel and Tourism (MOTT)** is the state agency dedicated to promoting Massachusetts as a business and leisure-travel destination for domestic and international markets and to contributing to the growth of the Commonwealth's economy. MOTT develops integrated tourism, sports and film production marketing programs to brand the Commonwealth as a desirable place to visit, work and live. MOTT travel industry research statistics are measured by calendar year. In Calendar Year 2024, the Massachusetts travel and tourism industry saw \$24.2 billion in tourism related expenditures. Those dollars generated \$2.3 billion in state and local taxes and supported 155,808 in-state jobs in the Commonwealth. In Calendar Year 2023, the Massachusetts travel and tourism industry saw \$23.6 billion in tourism related expenditures. Those dollars generated \$2.3 billion in state and local taxes and supported 154,330 in-state jobs in the Commonwealth.

MOTT administers and oversees state funding to the sixteen Regional Tourism Councils (RTCs). Additionally, in FY25, MOTT administered Destination Development Capital (DDC) Grants, continued to administer

Travel and Tourism Season Extension (TTSE) Grants, and administered the Massachusetts 250 (MA250) Grant Program. The DDC grant program is a competitive grant program that awards funds to strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery and have the potential to increase non-resident visitation. The goal of the TTSE Grant Program is to provide funds to strengthen the Massachusetts economy through the development and enhancement of the Commonwealth's tourism industry, with marketing projects that promote travel and tourism attractions in Massachusetts during the months November through April, known as the shoulder season. In December 2022, MOTT awarded six grants, one in each of Massachusetts' six regions, to ensure geographic diversity across the Commonwealth. The TTSE Grant was competitive, and one organization per region administered their region's TTSE Grant. These grants continued through FY25. The MA250 grant program launched in September of 2024. Awarded projects focused on the commemoration of the 250th anniversary of the American Revolution in vibrant and engaging ways, highlighting the themes of revolution and independence, celebrating significant historical "firsts" in Massachusetts, or utilizing creative approaches to showcase the state's rich 250-year history.

MOTT programs include but are not limited to: Out of state marketing – TV, radio, digital, billboards, print, social media; Website: VisitMA.com and campaign microsites; Public relations and familiarization trips; Industry workshops and trainings; Domestic and International Trade Shows.

Additionally, within the umbrella of the Office of Travel and Tourism are the Massachusetts Film Office and the Massachusetts Sports Marketing Office:

The Massachusetts Film Office (MFO) is the official and lead agency to facilitate motion picture production and development within the Commonwealth. Marketing efforts include an updated and comprehensive website, [mafilm.org](http://mafilm.org), which provides a robust location database, an online production guide which consists of production crew and production support services, and production tax incentive information. Additionally, the MFO is involved in specialized trade shows and industry events that maximize Massachusetts exposure to independent filmmakers, major studios, networks, and streaming services, worldwide. The Massachusetts Film Office facilitates new productions, large and small, feature films and television, scouting every corner of the Commonwealth.

The Massachusetts Sports Marketing Office (MSMO) is the official and lead agency to facilitate and attract major sporting events and championships in the Commonwealth. MSMO promotes Massachusetts as a premier sports destination and is the official and lead agency to facilitate

and attract major sports events and championships in the Commonwealth.

- **Massachusetts Office of International Trade and Investment (MOITI)** is the Commonwealth's primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world. MOITI focuses on expanding the Massachusetts economy by marketing the state's business internationally, through focused export promotion, attraction of foreign companies to invest in Massachusetts, and handling protocol as it relates to trade and investment. MOITI serves as the Commonwealth's liaison to the diplomatic community and is responsible for relations with foreign governments, trade agencies, and business entities.

## II. Expenditures made by the Partnership from money out of the fund to promote tourism

- A. **Marketing Programs** Promote Massachusetts as a destination to domestic and international travelers and develop, implement, and measure results of programs in key consumer and trade markets.

- **International Marketing:** MOTT promotes Massachusetts to traveler markets throughout the world. MOTT's international marketing programs for FY25 were focused on business-to-business marketing, targeting travel media and major tour operators to ensure Massachusetts was well-represented as an appealing four-season travel destination. Primary international marketing activity programs for MOTT were in partnership with Brand USA and Discover New England and focused primarily on the United Kingdom, Canada, and Germany.

**Overview of International Marketing and Public Relations Activity:** During FY25, MOTT's international efforts centered on positioning Massachusetts as a leading destination for global travelers. This work included pitching major international media outlets, key travel and trade publications, and high-value digital platforms to amplify the state's visibility. MOTT responded to media inquiries from abroad, both directly and through partnerships with marketing associations like Brand USA and Discover New England, while also pursuing a sustained program of proactive outreach. To support these efforts, MOTT maintains active memberships in TravMedia, Discover America Canada, Visit the USA Ireland Committee, Visit USA France, and Visit USA UK, strengthening relationships with international travel trade and media communities.

**Familiarization (FAM) Trips:** Familiarization trips are a key part of MOTT's international marketing program, giving journalists and travel trade professionals firsthand experience with Massachusetts. For media participants, the goal is to generate coverage in major international outlets and across social platforms. For tour operators, FAMs help inform new itineraries and promotions for their consumers. These visits highlight the

Commonwealth's lodging, attractions, events, restaurants, and signature experiences. In FY25, MOTT hosted 26 international media and travel trade FAMs representing 15 countries.

**Sales Calls, Sales Mission, Workshops & Trainings:** MOTT maintains relationships with tour operators, travel planners and media. This work increases MOTT's understanding of travel trends and traveler demands. Additionally, strong relationships increase tour operators', travel planners', and media's understanding of our destination product. In FY25, most of this work was either directly and/or through Discover New England and Brand USA. Meetings to connect regions and tourism businesses with key decision makers, including travel media, travel agent trainings, and tour operators, took either a virtual or in-person approach.

**International Tradeshows:** American Bus Association (ABA) Marketplace: A leading motorcoach and group travel tradeshow that connects tour operators with destinations, attractions, and suppliers. Its audience includes group travel planners, tourism boards, and hospitality partners. MOTT conducted 50 appointments; IMM TravMedia Marketplace: A media-focused event that provides curated one-on-one meetings between travel brands and journalists. Its audience includes domestic and international travel writers, editors, and content creators. MOTT held 24 media appointments; Discover New England (DNE) Tourism Summit & International Marketplace: The primary international tradeshow for promoting New England to overseas markets, offering meetings between regional tourism businesses and international tour operators. Its audience includes receptive operators, global travel planners, and New England tourism organizations. MOTT completed 35 trade appointments, including select media engagements; US Travel Association's IPW: The United States' premier inbound travel tradeshow where destinations meet with international buyers and media to secure future travel business. Its audience includes global tour operators, travel trade professionals, and international travel journalists. MOTT held 155 trade and media appointments; Brand USA Travel Week: A high-level marketplace connecting U.S. destinations with top European travel trade partners through scheduled appointments, education, and networking. Its audience includes international buyers, tour operators, and key travel decision-makers. MOTT conducted 70 travel trade appointments; such as OMCA Marketplace: A focused Canadian group travel event offering structured appointments between tour operators and tourism suppliers. Its audience includes motorcoach operators, group tour planners, and tourism organizations across Canada. MOTT completed 30 trade appointments.

### **International Marketing Expenditures in FY 2025: \$610,403**

- **Domestic Marketing:** In FY25, MOTT promoted Massachusetts to three audiences – fly market, out of state travelers; drive market, out of state travelers, and Massachusetts residents with priority focus on growing overnight stays and engagement with Massachusetts businesses. Programs were designed to capture potential travelers at all points in the tourism marketing funnel dreaming (awareness), research (consideration), and booking (conversion). Partnerships and collaborations with the Regional Tourism Councils and other tourism stakeholders to leverage resources and amplify efforts bolstered the impact of MOTT’s initiatives in FY25. Stakeholders included: Massport, MDAR, DCR, MassDOT, Massachusetts Convention Center Authority (MCCA), the Kraft Entertainment Group, TripAdvisor, Yankee Magazine, Hearst Story Studio, Massachusetts Office of Outdoor Recreation (MOOR), and private and non-profit tourism industry businesses across Massachusetts. In addition, MOTT utilizes web and software-based database subscription services to support our marketing strategy.

In FY25, MOTT continued efforts on a collaborative marketing campaign commemorating the 250th Anniversary of the American Revolution in Massachusetts, known as Massachusetts 250 or MA250. MOTT worked with museums, scholars, indigenous communities, historical societies, and tourism partners to create an effort uniting individuals, businesses, and organizations from across the state. MA250 continues to amplify messaging via marketing and advertising efforts, social media, and more. MA250 focuses on Revolutionary events, Massachusetts firsts and innovations, and untold stories. Partners have included the Boston Globe, Springfield Republican, WBUR and the It’s Revolutionary podcast, GBH and appearances on the Culture Show, Yankee and Weekends with Yankee, and more.

**“Made Possible” Tourism Marketing Campaign:** Domestic marketing campaign launched in June of 2024 focusing on coming to Massachusetts, where everything is made possible, and increasing travel to and within Massachusetts. Target Markets for this campaign include Massachusetts, New York, Hartford-New Haven, Portland-Auburn, Providence-New Bedford, Burlington-Plattsburgh, Washington-DC-Hagerstown, Ft. Myers-Naples, Albany-Schenectady-Troy, Philadelphia, Tampa-St. Pete-Sarasota, Los Angeles, Orlando, Miami, West Palm Beach, Charlotte, Baltimore, Chicago, Bangor, Atlanta, Dallas-Ft. Worth, Denver, San Francisco, Syracuse, Raleigh, Houston, Detroit, and Pittsburgh.

**Public Relations:** MOTT worked on US public relations efforts through a combination of PR agency, marketing agency, and in-house staff. In FY25, based on both reactive and proactive media pitching, MOTT garnered dozens of media placements in key US media outlets. MOTT hosted a handful of media FAMs to Massachusetts during this period as well. MOTT

was frequently collaborating with Regional Tourism Council partners and colleagues in the Executive Office of Economic Development and the Governor's Office to place stories and respond to media inquiries.

**Ski MA Campaign:** Partnership included seven Massachusetts Regional Tourism Councils, the Massachusetts Ski Association representing 11 ski areas, and WCVB (Channel 5) Hearst Media. MOTT ran a ski collaboration sponsored story studio, for the fourth year in a row, to bring new winter/ski visitors to Massachusetts and keep our winter/ski enthusiasts in-state as well. This campaign ran from December 2024 through March 2025. The promotion ran in MA, RI, CT, and NY on WCVB partner sites. The co-op program through Hearst delivered overall over 7M impressions, 54K+ engagements, while the average time spent on the story page was 4:18 – all an increase over FY24.

**Marketing Associations:** American Bus Association (ABA): The leading domestic association of group tour buyers and sellers, connecting destinations and attractions with key tour operators; United States Travel Association (USTA): The leading educational and advocacy organization for the tourism and hospitality industry in the United States; and New England Bus Association: The leading New England of group bus tour buyers and sellers, connecting destinations and attractions with key tour operators.

**Website, Social Media Channels, and Email Marketing:** MOTT's digital marketing tools communicate everything from the fundamentals of traveling to Massachusetts to the latest events, attractions, and restaurant openings. These channels are updated regularly. VisitMA.com serves as the foundation for MOTT promotions and combined with social media, it is a cost-effective tool for generating earned media value.

**Website:** VisitMA.com: 5,938,972 page views from 3,624,379 users to the flagship marketing tool for MOTT in FY25. This site is continuously updated with business listings and events throughout Massachusetts. Landing pages are developed for key promotions and holidays. This site is fed by a business listing database, where users can upload information about their business, including contact information, events, images, and promotional copy. Website updates: MOTT adopted a new template to better showcase blog content, itineraries, news, and events. Coding updates to better manage increased traffic. Industry Portal: MOTT maintains a media and industry portal for use by inquiring media, grant recipients, and tourism industry members. Information on the portal is organized by industry and media assets, including research reports, industry presentations, press releases, imagery, and other digital assets.

**Social Media Channels:** Facebook: 329,108 Total Followers; Instagram: 151,043 Total Followers; Threads: 29,128 Total Followers; YouTube: 2210

Subscribers; MOTT launched its LinkedIn page in February of 2025, and by the end of FY25, gained 684 followers.

**Email Marketing:** List of 43,877 general audience, 5,501 industry contacts, 3,700 MA250 subscribers. Consumers opt to receive emails and select which lists they want to receive; Industry Newsletter: distributed monthly to an email list of over 5,000 industry professionals. The bulk of the list are users who have created business listings on visitma.com, as well as other members of the Massachusetts tourism industry. News is related to major MOTT activity, participation opportunities, grant opportunities, marketing campaign updates, and major tourism developments in Massachusetts. In FY25, MOTT staff refined email marketing efforts and relaunched emails to seven audiences at a regular cadence, resulting in above-industry average engagement for open and click through rates.

**Trade Shows and Consumer Shows:** These shows are a key mechanism for interacting with consumers, learning industry best practices, engaging with the Massachusetts and regional tourism industry, and interfacing with decision makers in the tourism industry. THE BIG E: September 2024; Dream Destination: October 2024; Snowbound Expo: November 2024; American Bus Association: January 2025; International Media Marketplace: January 2025; Governor's Conference on Travel and Tourism: March 2025; Boston Run and Outdoor Expo: March 2025.

### **Domestic Marketing Expenditures in FY 2025: \$1,168,987**

**B. Industry Support Programs:** These programs support small business and local marketing efforts to promote tourism across Massachusetts.

- **Tourism Research:** Communicate research, trends, and opportunities for growth to MA travel industry. MOTT's research director met with the 16 Regional Tourism Councils (RTCs) to discuss tourism trends and explain MOTT's new online research library hosted on Symphony, an online platform from Tourism Economics. MOTT purchased two Economic Impact Reports in FY25 that quantified tourism metrics for the state and regions during the calendar years 2023 and 2024, with such metrics as visitor spend, taxes generated, number of jobs supporting tourism, etc. MOTT purchased the following tourism data subscriptions: STR (CoStar Realty Information): lodging data; AirDNA: short-term rental data; Azira: geolocation data showing travel activity by origin and destination.

### **Tourism Research Expenditures for MOTT and RTC programs in FY 2025: \$242,232.00**

- **Tourism Industry Support:** Included quarterly board meetings such as the Advisory Commission on Travel & Tourism and the Massachusetts

Marketing Partnership Board of Directors. Additionally, MOTT hosted the Massachusetts Governor's Conference on Travel and Tourism, which occurred on March 18-19, 2025, in Springfield, MA. This annual statewide event brought together tourism professionals, industry leaders, and state officials to discuss trends, share strategies for growth, celebrate successes, and plan future marketing for the state's hospitality sector. It served as a vital networking and learning summit for hotels, attractions, marketing teams, and local tourism boards, working to boost Massachusetts economy through tourism.

**Tourism Industry Support Expenditures in FY 2025: \$167,784**

**III. Expenditures made by the Partnership for Administrative Costs**

**A. Administrative and Operations Expenditures:** These expenditures are shared among the following Massachusetts Marketing Partnership (MMP) agencies: Massachusetts Office of Travel & Tourism (MOTT), Massachusetts Film Office (MFO), and the Massachusetts Office of International Trade and Investment (MOITI). Administrative and Operations expenses included payroll, meeting related costs, programmatic costs, subscriptions, travel, print, and office supplies.

**Administrative and Operations Expenditures in FY 2025: \$2,903,768**

**TOTAL MMP EXPENDITURES IN FY 2025: \$ 5,093,174**

**IV. Expenditures made by the Regional Tourism Councils to Promote Tourism**

**A. Noted in a separate report; funded through the Tourism Trust Fund**

- Regional Tourism Council Grants:** Administered by MOTT as a matching state grant for promotion of local tourist councils each fiscal year. In FY25, the \$8,148,636.00 grant was distributed among the 16 legislatively designated regional tourism councils by a performance-based grant formula. This included revenue from gaming, which was distributed according to the performance-based grant formula.

**Regional Tourism Grant Expenditures in FY 2025: \$8,148,636.00**

**V. Expenditures made by the Regional Tourism Councils for Administrative Costs**

**A. Noted in a separate report.**