



**Massachusetts Marketing Partnership
Annual Report on
State Expenditures

Fiscal Year 2023**

Prepared by the Massachusetts Office of Travel & Tourism
One Ashburton Place, Room 2101
Boston, MA 02108

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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 FY23: in September and December of 2022, and March and July of 2023.

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://malegislature.gov/Laws/GeneralLaws/PartI/TitleII/Chapter23A/Section13T>

The MMP includes the Massachusetts Office of Travel & Tourism, the Commonwealth Marketing Office, and the Massachusetts Office of International Trade & Investment, which are outlined as follows:

1. 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 contribute 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 2022, the Massachusetts travel and tourism industry saw \$24.2 billion in tourism related expenditures. Those dollars generated \$1.9 billion in state and local taxes and supported 131,200 in-state jobs in the Commonwealth. In Calendar Year 2021, the Massachusetts travel and tourism industry saw \$16.5 billion in tourism related expenditures. Those dollars generated nearly \$1.3 billion in state and local taxes and supported 111,000 in-state jobs in the Commonwealth.

MOTT administers and oversees state funding to the sixteen Regional Tourism Councils (RTCs), and administers legislative earmarks. Additionally in FY23, MOTT administered Destination Development Capital (DDC) Grants and Travel and Tourism Season Extension (TTSE) Grants. The DDC grant program is a competitive grant program that awarded 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 Dec 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.

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:

Massachusetts Film Office (MFO) is the official and lead agency to facilitate motion picture production and development within the Commonwealth. Marketing efforts include a comprehensive website 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.

- 2. Commonwealth Marketing Office (CMO)** acts as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development. CMO produces marketing materials to brand Massachusetts as an ideal place to live, work, visit, study, start a business and grow a business.
- 3. 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.

1. International Marketing: MOTT promotes Massachusetts to traveler markets throughout the world. MOTT's international marketing programs for FY 2023 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 FY 2023, MOTT's international activity was to promote Massachusetts as a destination to major international media outlets, key travel and trade publications, and high-value new media targets. MOTT was reactive to any international media inquiries, both directly and through Brand USA and Discover New England, in addition to proactive pitching as well. The Massachusetts Office of Travel & Tourism also maintains memberships in Discover America Canada, Visit the USA Ireland Committee, and Visit the USA-UK in order to promote our Massachusetts destination in key markets to both media and travel trade via newsletters, media submissions, providing information on what's new in Massachusetts and responding to travel trade inquiries.

Familiarization Trips: Familiarization Trips are an important component of the international program at MOTT. A familiarization trip (FAM) enables journalists and travel agents to experience a destination firsthand. For media FAM participants, the goal of the visit is to generate features on Massachusetts in major international publications, including magazines, travel sections of newspapers, and social media channels. For international tour operators who participate in FAMs, the goal is to experience and promote the destination to the operator's consumers through packaged tours and promotions. Familiarization tours promote lodging venues, attractions, events, restaurants and thematic programs unique to the Commonwealth. MOTT hosted over a dozen of international media and/or travel trade FAMs in FY 2023.

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', media's understanding of our destination product. In FY 2023, 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 and tour operators, took either a virtual or in-person approach.

In FY 2023, MOTT conducted various trainings and/or meetings, including:

- January 27, 2023 – 15th Annual North of Boston Tourism Summit Presentation on International Markets
- March 2023 – Presentation to over 40 international tour operators at Massport/MOTT Welcome Reception for DNE Summit in Massachusetts
- March 2023 – Pro-active in-person media pitching on Massachusetts tourism DNE Summit Media Roundtable
- June 2023 – Virtual travel trade and media training for Jet Blue's new Amsterdam-Boston route

International Tradeshows: MOTT participated as an exhibitor at IPW 2023 from May 20-24. IPW is the leading international inbound travel trade show for U.S. destinations, which took place this year in San Antonio, Texas. Over 40 Massachusetts delegates were present at the show, and MOTT had over 100 meetings with international travel trade and media.

Marketing Associations: Discover New England: Regional marketing consortium of the six New England states maintains representation in key international markets, participates in major international trade shows, and hosts a New England trade show for international buyers each year. The trade show took place in Massachusetts in March 2023, the first time since the pandemic. It welcomed more than 200 participants, include over 60 international tour operators and media. Brand USA: National destination marketing organization for the United States; organizes cooperative advertising programs, trade shows, sales missions, and educational events for domestic destinations to collaboratively promote to international audiences. MOTT participates in over a dozen marketing programs annually to promote Massachusetts to key international audiences.

International Marketing Expenditures in FY 2023: \$714,221.56

2.Domestic Marketing: In FY 2023, MOTT promoted Massachusetts as an intra-state destination for Massachusetts residents, as well as an out-of-state destination for domestic travelers. With a focus on niche and thematic assets, MOTT took a multi-channel approach to marketing. Programs were designed to generate awareness, inspiration, and engagement with local MA residents and businesses as well as target audiences in the four-hour drive market outside of Massachusetts interested in leisure travel based on online behavior and media. 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 FY 2023. From a social media perspective, FY 2023 saw a continued increase in followers, especially on Instagram, with a 200% increase. We also introduced a content-creator partnership program for the Regional Tourism Councils, and continued to collaborate with Massport, MassDOT, Massachusetts Convention Center Authority (MCCA), the Kraft Group/New England Patriots, and Red Sox Radio. Additionally, MOTT published guides which included *Historic Women Trailblazers of Massachusetts* and updated the *Massachusetts Travel Guide*.

“My Local MA” In-State Marketing Campaign: Local campaign focusing on driving MA residents to buy, stay, eat local with the objective of creating awareness and inspiring behavioral changes emphasizing small business recovery; reminding residents of MA to support the neighborhoods and communities they love the most. This campaign continued through FY 2023, with a holiday marketing campaign in Q2 encouraging Massachusetts residents to support local businesses during the holiday season. Components/Tactics included: Television, Radio, OOH, Social Media, Print, Connected TV, Microsite, Digital Advertising, and Industry Communication. The My Local MA campaign featured more than 773 diverse local businesses, and generated over 40K social media hashtag uses in FY 2023.

“Your Massachusetts (This or That)” Out-of-State Tourism Marketing Campaign: The first out-of-state tourism campaign for MOTT in seven years, continued through Q1 of FY 2023. Target Destination Marketing Areas (DMAs) include New York, NY, Hartford, CT, Providence, RI, Albany, NY, Burlington, VT, and Portland, ME. Media Channels include: Broadcast TV, Streaming TV, Social Media (Twitter, Instagram & Facebook), Programmatic Display & Native Advertising, TripAdvisor Display & Boost, Radio: Podcasts, Streaming Audio, Traditional Radio, iHeart Radio, Red Sox Radio. Out of Home displays include: NYC wallscape & liveboards in subway stations, NYC taxi tops,

and static billboards.

“Take a Moment” Out-of-State Tourism Marketing Campaign: Out-of-state marketing campaign launched in March 2023, continuing through the end of FY 2023, and focused on finding unique “moments” in Massachusetts. With this campaign, we increased awareness of Massachusetts as a travel destination by effectively reaching and engaging target audiences with creative messaging. Target Destination Marketing Areas (DMAs) included New York, NY, Hartford, CT, Providence, RI, Albany, NY, Burlington, VT, and Portland, ME. Media Channels included: Broadcast TV, Out-of-Home displays, Radio and Podcasts, Paid Social Media (Instagram & Facebook), Programmatic Display & Native Advertising, Taxi Toppers, Amtrak Posters, Augmented-Reality Filters, and spots and billboards including an 18-story high video billboard placement in New York City’s Times Square.

Public Relations: MOTT worked on US public relations efforts through a PR agency, led and managed by in-house staff. For FY 2023, MOTT hosted six super-region PR sessions over zoom with over 100 Massachusetts tourism entities in attendance, in order to gather what’s new ideas for the promotion of Massachusetts to the media, and to promote cross-collaboration via Regional Tourism Councils within a super-region. In FY 2023, based on both reactive and proactive media pitching, MOTT garnered nearly 40 media placements in key US media outlets including but not limited to Travel + Leisure, Conde Nast Traveler, Reader’s Digest, AARP, New York Times, TripAdvisor, Forbes and USA Today. MOTT hosted a handful of media FAMs to Massachusetts during this period as well.

Yankee Magazine: Partnership included features in: Boston Athletic Association’s Boston Marathon Official Program 2023, Weekends with Yankee Season 7, two premium branded full-page ads, four in-print advertorial spreads, six articles-(four from print, two custom) New England Focus E-Newsletters & NewEngland.com posts, six New England Traveler E-Newsletters, one Digital Travel Guide and Digital Promotion, one seasonal giveaway, ten New England Today Native Text Ads, and one million native run of site ad units.

Ski Campaign: Partnership included six Massachusetts Regional Tourism Councils, the MA Ski Association representing 11 ski areas, and WCVB (Channel 5) Hearst Media. MOTT ran a “winter and more” ski collaboration sponsored story, for the second 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, 2022 through March, 2023. The promotion ran in MA, RI, CT, and NY on WCVB partner sites, while NH & VT were secondary markets based solely on organic interaction. The co-op program delivered overall over 27.5M impressions, 68,763 engagements, while the average time spent on the story page was 4:06.

Associations & Memberships: 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; Hosts the major international trade show IPW each year; New England Bus Association: The leading New England of group bus tour buyers and sellers, connecting destinations and attractions with key tour operators.

Subscriptions: Flickr: Photo-storage service which MOTT uses to store and catalog thousands of images of Massachusetts; MailChimp: email marketing platform used to send MOTT’s consumer and industry emails; Visit Widget: Digital itinerary development tool, personalized to the user and linked to the back-end of the visitma.com website; Submittable: Subscription Software utilized to manage MOTT’s Grant Process. This includes grant applications, data collection, communication with grant recipients, and reviewing grant submissions.

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, is a cost effective tool for generating earned media value.

Website: VisitMA.com: Over 770,462 sessions and 1,797,646 unique page views to the flagship marketing tool for MOTT in FY 2023. 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:** New image-centric home page; Launch of new itinerary content type aimed at promoting specific itineraries across Massachusetts; Increased blog activity promoting Massachusetts businesses and tourist locations. **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:** New page likes 85,492; 546,365 new page visits; 364.1k content interactions (up 256% vs. '22); 478.6k link clicks (up 75.8% over '22) **Instagram:** New followers: 61,406; new profile visits: 417,585 (up 58.7% over '22).

Emails: List of 50,827 general subscribers and 6,022 industry contacts who receive information 3-4 times per month regarding events, deals, and giveaways. Consumers opt in to receive these emails, and select which lists they want to receive. Emails are based on holidays, seasonal themes, and activity type; **Industry Newsletter:** distributed monthly to an email list of over 4,000 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, My Local MA campaign information, and major tourism developments in Massachusetts.

Trade Shows: 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 16 through October 3, 2022:** Total attendance was 1,603,354, and six daily attendance records were broken. MOTT's 2022 updates included: Distribution of over 9,000 pieces of MOTT printed material distributed including Massachusetts Travel Guide, Historic Women Trailblazers of Massachusetts, Massachusetts State Highway Maps, over 5,000 pieces of Regional Tourism Council printed material, 500 Massachusetts tote bags, and over 600 entries for the Regional Tourism Council Gift Basket.

Domestic Marketing Expenditures in FY 2023: \$6,624,054.89

B. Industry Support Programs Support small business and local marketing efforts to promote tourism across Massachusetts.

1. Tourism Research: Communicate research, trends, and opportunities for growth to MA travel industry. MOTT's research director met individually with the 16 Regional Tourism Councils (RTCs) to present and discuss tourism spending and volume reports, which is purchased annually by MOTT and the RTCs. These reports show traveler spending and demographics including traveler origin, spending by city/town, and type of spending/business, and places visited. Subscriptions included: Smith Travel Research (STR)- hotel and lodging data;; OmniTrak TravelTrak America- Domestic visitor profile

data; US Department of Commerce-Overseas visitor arrivals data; US Travel Association-Economic impact report by state and local tourism regions; AirDNA- Aggregating shared accommodation data by MA and regions; Arrivalist-Domestic travel activity by origin and destination; Datafy- Domestic travel activity by origin and destination

Tourism Research Expenditures for MOTT and RTC programs in FY 2023: \$169,204.00

2.Tourism Industry Support: Included quarterly board meetings such as the Advisory Commission on Travel & Tourism; Massachusetts Marketing Partnership Board of Directors; Discover New England. This also included Destination Development Capital Grants, Travel and Tourism Season Extension Grants, and Regional Tourism Council Grants (Noted in a separate report).

Destination Development Capital (DDC) Grants: The DDC Grant Program grants provide funding for projects that expand, construct, restore, or renovate Massachusetts tourism destinations and attractions, and aid in destination recovery and resiliency. The aim of the program is to strengthen the Massachusetts economy through destination development projects that enhance tourism resources and infrastructure, especially physical or structural upgrades that have a lifespan of greater than five years. MOTT awarded 20 organizations with DDC Grants, totaling \$2.2 million.

Travel and Tourism Season Extension (TTSE) Grants: 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. As part of the COVID19 pandemic recovery package, these funds will assist with marketing projects that promote travel and tourism attractions in Massachusetts during the months November through April, known as the shoulder season. In Dec 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 administers their region's TTSE Grant. This program was funded at \$6 million by the US Department of Commerce Economic Development Agency through the MA Executive Office of Economic Development (EOED).

Tourism Industry Expenditures in FY 2023: \$8,200,000

III. Expenditures made by the Partnership for Administrative Costs

A. Administrative Expenditures are shared among the following Massachusetts Marketing Partnership (MMP) agencies: Massachusetts Office of Travel & Tourism (MOTT), Massachusetts Film Office, Commonwealth Marketing Office (CMO), and Massachusetts Office of International Trade and Investment (MOITI).

1.MMP Staff List: MOTT Staff: Executive Director; Special Projects Manager; Director of International Public Relations; Director of Partnership Marketing; Web Manager; Research Director; Grants Coordinator; Earmark Coordinator; Director of Strategic Initiatives; Massachusetts Film Office (3 employees). Additional MMP Staff: MOITI (2 employees); CMO (1 employee)

Administrative Payroll Expenditures in FY 2023: \$1,912,564.52

2.Operations Expenses: Included rent, office supplies, print, programmatic, Massachusetts Film Office and Massachusetts Office of International Trade and

Investment expenses.

Operations Expenditures in FY 2023: \$794,874.63

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

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

1. Regional Tourism Council Grants: Are administered by MOTT as a matching state grant for promotion of local tourist councils each fiscal year. In FY 2023, the \$9,458,456.87 grant was distributed among the 16 legislatively-designated regional tourism councils by a performance-based grant formula. This included revenue from gaming was distributed according to the performance based grant formula.

Regional Tourism Grant Expenditures in FY 2023: \$9,458,456.87

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

A. Noted in a separate report.

VI. Legislative Earmarks: MMP administered \$19,629,446.14 in earmarks from the Legislature.

TOTAL MMP EXPENDITURES IN FY 2023: \$47,502,823