



*Commonwealth of Massachusetts*

**EXECUTIVE OFFICE OF  
HOUSING & ECONOMIC DEVELOPMENT**

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**OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT**

**Massachusetts Office of Travel & Tourism**

**Annual Report for 2017 Fiscal Year**

The Massachusetts Office of Travel & Tourism 2017 Annual Report complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance metrics to evaluate goals, programs, and initiatives.

**AGENCY OVERVIEW**

MOTT is the state agency dedicated to promoting Massachusetts as a travel destination.

**Annual Budget**

\$3 million

## FY2017 REPORT DETAILS

<b>Goal: Promote Massachusetts as a destination to domestic and international travelers</b>		
<b>Strategy</b>	<b>Measurement(s)</b>	<b>Outcome(s)</b>
Research and execute promotional campaigns	<ul style="list-style-type: none"> <li>• Level of market research conducted and reported on</li> <li>• Impact of campaigns: viewers, engagement rates, leads generated</li> <li>• Encourage regional collaboration among RTCs and local tourism organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Collected and reported on available visitor data from key sources: STR, USTA, OTTI, TNS, and Visa</li> <li>• Performed analysis on 2 years of quantitative studies to better understand demographics of travelers to MA</li> <li>• Launched seasonal digital campaigns to increase website engagement, social media followers and engagement, email sign ups, and drive traffic to local tourism organization sites</li> </ul>
Represent Massachusetts at key domestic and international trade shows	<ul style="list-style-type: none"> <li>• # of trade shows attended</li> <li>• Increased private sector participation in MA shows</li> <li>• # of leads</li> </ul>	<ul style="list-style-type: none"> <li>• Attended 15 major trade shows and hosted 6 sales events</li> <li>• Produced over 150 leads for sales opportunities</li> </ul>
Engage and interact with high-level media and journalists from target markets	<ul style="list-style-type: none"> <li>• # of familiarization trips</li> <li>• # of articles produced</li> <li>• Estimated media value of coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Hosted 49 familiarization visits for media from 12 international markets</li> <li>• 275 articles as direct result of media outreach</li> <li>• \$16 million in estimated media value of coverage</li> </ul>
Maintain an interactive presence through website, social media, video, and niche/thematic marketing	<ul style="list-style-type: none"> <li>• Website analytics: unique views, length of page views, origin of web traffic</li> <li>• Social media analytics: followers/friends, engagement rates</li> <li>• # of campaigns promoting niche, thematic markets</li> </ul>	<ul style="list-style-type: none"> <li>• 1.5 million unique pageviews of massvacation.com</li> <li>• Increased engagement rates and followers in key social media channels: facebook, Instagram, twitter</li> <li>• Launched 5 thematic marketing campaigns:</li> </ul>

		“Love Winter in Central MA”, “Step it Up MA”, “In Bloom MA”, “the Sun & the Sea”, and “Seafood Favorites”
<b>Goal:</b> Support small business and local marketing efforts to promote tourism across MAs		
Strategy	Measurement(s)	Outcome(s)
Communicate industry trends, research, brand campaigns, and other news with stakeholders	<ul style="list-style-type: none"> <li>Regularly produced output on industry communication channels</li> <li>Volume and accessibility of research reports</li> <li>Increase # of educational forums: webinars, seminars, reports, briefings, board meetings</li> </ul>	<ul style="list-style-type: none"> <li>Produced monthly industry newsletter, monthly travel statistics newsletter, and regional association meetings</li> <li>Produced monthly and periodic reports on key market research including Visa spending data, USTA spending data, OTTI volume data, TNS volume data, and STR reports</li> <li>Hosted briefings prior to key trade shows; developed new webinar series on marketing insights, co-hosted China ready seminar; presented to regional association, chamber, and visitor bureau meetings in all 16 tourism regions</li> </ul>

## Contacts

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