



**Commonwealth of Massachusetts**  
Executive Office of Housing and  
Economic Development

# Massachusetts Office of Travel and Tourism (MOTT)

Agency Overview

Keiko Matsudo Orrall  
Executive Director



## HOUSING & ECONOMIC DEVELOPMENT

Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination. We are part of the Massachusetts Marketing Partnership working with the MA Office of International Trade and Investment (MOITI), Massport, and MA Convention Center Authority to drive the marketing of the Commonwealth.

## 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.

## OUR STRATEGY

Market Massachusetts to travelers across all media channels and support the travel industry in their efforts to do the same.

## WHAT 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.



## ECONOMIC IMPACT OF THE TOURISM INDUSTRY

<u>Calendar Years</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>*2022</u>
<u>Domestic Traveler, Economic Impact and Visitor Volume</u>				
Spending	\$20.9 B	\$9.3 B	\$15.7 B	
Jobs Supported	130,500	93,600	102,200	
State and local taxes generated	\$1.4 B	\$823.7 M	\$1.3 B	
Volume	23.1 M	15.7 M	21.5 M	
<u>International Traveler, Economic Impact and Visitor Volume</u>				
Spending	\$3,983.9 M	\$656.5 M	\$819.8 M	<i>Preliminary estimates are at 80% of where we were in 2019</i>
Jobs Supported	26,800	8,450	8,550	
State and local taxes generated	\$263.9 M	\$56.2 M	\$64.6 M	
Volume (Overseas only)	1.7 M	309,000	525,000	

Source: Smith Travel Research, USTA, MA Department of Revenue

## MOTT PARTNERSHIPS

### STATEWIDE TOURISM GROUPS

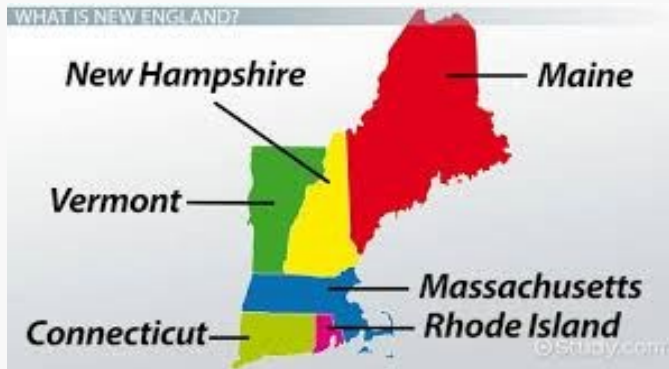
- Regional Tourism Councils (RTCs)
- Mass Lodging Association
- Mass Restaurant Association
- Massachusetts Camp Grounds Association
- Massachusetts Historical Commission
- Massachusetts Gaming Commission
- Massachusetts Audubon Society
- Destination Marketing Organizations
- Trustees of the Reservation

### STATE GOVERNMENT

- Joint Committee on Tourism, Arts & Cultural Development
- Massport / Cruiseport Boston
- MA Convention Center Authority (MCCA)
- MassDOT
- Mass Cultural Council (MCC)
- Department of Conservation & Recreation (DCR)
- Mass Department of Agricultural Resources (DAR)
- Mass Department of Fisheries & Wildlife
- Municipalities throughout Massachusetts

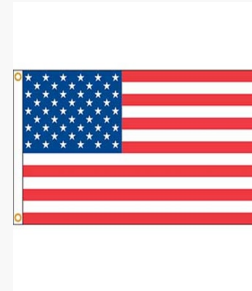
## REGIONAL

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



## NATIONAL

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



## INTERNATIONAL

- Brand USA
- Foreign Diplomatic Consular Corps
- World Tourism Organization

## MOTT GRANT PROGRAMS

### **Regional Tourism Council Grants:**

- The annual state grant provides \$6M in funding for competitive grants. This is funded from room occupancy tax collections and 1% of the Gaming Revenue Fund.

### **Travel & Tourism Recovery Grants:**

- In FY22 MOTT managed a \$4M grant program and provided 80 awards aimed at supporting the state's tourism industry with funds for marketing projects

### **Destination Development Capital Grants:**

- MOTT is working to support capital investments in tourism assets across the state with \$2M in capital bond funding per year

### **Travel and Tourism Season Extension Grants:**

- The Commonwealth is working with the federal government to provide \$6M in funding for tourism projects between the months of November through April

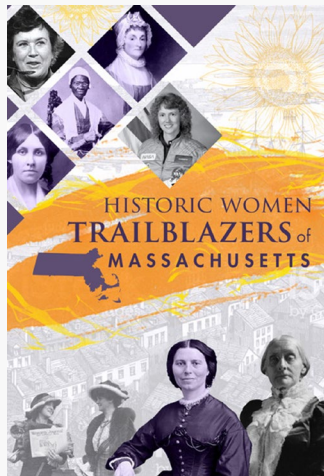
## MOTT MARKETING TOOLS

Website: **VisitMA.com**

Businesses associated with travel and tourism  
can be featured and linked to VisitMA  
by creating a FREE account

Publications: Massachusetts Travel Guide, seasonal, niche

Social media channels: Facebook, Twitter, Instagram





The Massachusetts Film Office (MFO) promotes the Commonwealth as a premier location for film, television, and commercial production. The MFO works with New England Studios in Devens, Red Sky Studios in Foxborough, Marina Studios in Quincy, and other soundstages across the Commonwealth make up a growing network of facilities to meet production needs in Massachusetts.



**Recent and Ongoing Production:**

AMC (series)

HBO (series)

MGM

Miramax

Sculpture Media / Open Road

Sony

Voltage

Warner Brothers

20th Century / Disney

Several Independent Features





## 2023 SPORTING EVENTS IN MASSACHUSETTS

### [2023 HoopHall Classic](#)

January 12 - 16 | Springfield College, Springfield

### [2023 USATF New England Indoor Track & Field Open](#)

January 15 | Wheaton College, Norton

### [New Balance Indoor Grand Prix Track & Field](#)

February 4 | The Track at New Balance, Roxbury

### [2023 Pan-Mass Challenge](#) Winter Cycle

February 4 | Fenway Park, Boston

### [Men's Beanpot Hockey Tournament](#)

February 6 +13 | TD Garden, Boston

### [Women's Beanpot Tournament](#)

February 7 + 14 | Boston College

### [NIKE Boston Volleyball Festival](#)

February 24-26, March 3-5 | BCEC, Boston

### [New England Revolution 2023 Opening Home Game](#)

March 4 | Gillette Stadium, Foxborough

### [Major League Rugby Festival](#)

March 11 | Veterans Memorial Stadium, Quincy

### [Hockey East Championship](#)

March 17 + 18 | TD Garden, Boston

### [Red Sox Opening Day 2023](#)

March 30 | Fenway Park, Boston

### [Woo Sox Opening Day 2023](#)

March 31 | Polar Park, Worcester

### [127th Boston Marathon](#)

April 17 | Hopkinton to Boston

### [Brockton Rox Baseball Opening Home Game](#)

May 24 | Campanelli Field, Brockton

### [2023 Cape Cod Baseball League Opening Day](#)

June 10 | Cape Cod

### [Pan Am Challenge Weekend](#)

August 5-6 | Across Massachusetts

### [Nantucket Lacrosse Festival](#)

August 12 | Nantucket Island

### [2023 Naismith Memorial Basketball Hall of Fame Enshrinement](#)

August 12 | Basketball Hall of Fame, Springfield

### [2023 Spartan Race Boston Sprint Weekend](#)

August 12-13 | Barre

### [Gaelic Athletic Association Championships Weekend](#)

August 12-13 | Irish Cultural Centre, Canton

### [Mass Women's Amateur Golf Championships](#)

August 14-18 Dedham Country and Polo Club, Dedham

### [47th New Balance Falmouth Road Race](#)

August 20 | Falmouth, Cape Cod

### [Head of the Charles Regatta](#)

October 20-22 | Charles River, Boston, & Cambridge

### [International Volleyball Hall of Fame Ceremony](#)

October | Volleyball Hall of Fame, Holyoke

### [124th Army Navy Game](#)

December 9 | Gillette Stadium, Foxborough

Massachusetts is proud to host its very first Army Navy game at Gillette Stadium in 2023.



## My Local MA 2020-2022 Campaign Overview

- + Beginning in Fall 2020 amidst the first year of the COVID-19 pandemic, MOTT launched a \$2M “My Local MA” campaign to encourage Massachusetts residents across the state to patronize local businesses during the holiday season and throughout the year.
- + In-state advertising has been coordinated around campaign sprints in Fall/Winter 2020, Spring/Summer 2021, and Fall/Winter 2022. In 2021, “Lets Go Out” – a \$2M campaign extension – was launched targeting support for local restaurants.
- + Through November 30, 2022, the “**My Local MA**” and “**Let’s Go Out**” campaigns have generated **287 million impressions** and **284k clicks across all channels**. The current “My Local MA” campaign sprint runs through the end of 2022 and promotes dining, shopping, and staying local during the holidays.
- + My Local MA has featured **more than 500 local businesses** and the **#MyLocalMA hashtag has been used over 34k times**.

### Target Audience

- Adults 35-64
- HHI \$75k
- Statewide Coverage

### Media Channels

- Paid Social  
(Facebook/Instagram)
- Programmatic Display
- Broadcast TV
- Connected TV
- Out of Home
- Broadcast Radio

### Landing Destination/CTA

- [www.visitma.com/lovemylocalma/](http://www.visitma.com/lovemylocalma/)
- [www.visitma.com/letsgoout/](http://www.visitma.com/letsgoout/)

## Destination Development Capital (DDC) Grant Program: FY22 and FY23

The DDC Grant Program grants provide \$4.2M in 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. These projects will have impact for years to come.

Administered by the [Tourism Trust Fund](#), the DDC Grant Program is funded through the Capital Budget. Applicant eligibility selection criteria included any public, nonprofit agency, 501(c)3, 501(c)6, which has been in operation in Massachusetts for at least two consecutive years since January 2020 and is in good standing with taxes and all license and registration requirements in the Commonwealth and is part of the tourism ecosystem.

**FY24 Destination Development Grant Round 3 is open until March 31. DDC Q/A session on March 1.**

### FY22: Round 1

- \$2 million in awards to 34 recipients as part of the Destination Development Capital (DDC) Grant Program, a new competitive grant program created through the economic development [bill signed into law by Governor Baker](#) in 2021.
- Full list of awardees here: <https://www.mass.gov/news/baker-polito-administration-announces-2-million-in-capital-grants-to-34-tourism-destinations>

### FY23: Round 2

- \$2.2 million in awards to 20 recipients as part of the Destination Development Capital (DDC) Grant Program, a program created through the economic development bill [signed into law by Governor Baker](#) in 2021.
- Full list of awardees here: <https://www.mass.gov/info-details/destination-development-capital-grant-program-grant-awardees>



My Local MA Sample Creative

**THIS HOLIDAY SEASON, SHOP LOCAL.**



**MY LOCAL MA GIFTING**

lovelylocalMA.com 

**MY LOCAL MA GETAWAY**

Support your local businesses this holiday season.

[Learn more](#)

**MY LOCAL MA STAY LOCAL.**



**MY LOCAL MA THIS HOLIDAY SEASON, DINE LOCAL.**

[Learn more](#)

Let's Go Out Sample Creative



**YOUR LOCAL RESTAURANT IS WAITING**

Dine local >

**MY LOCAL MA**

**LET'S GO OUT FOR THE FOOD PICS**

Dine local >

**LET'S GO OUT NO COOKING TONIGHT**

Dine local >

**LET'S GO OUT**

**THE LES**

Dine local. VisitMA.com



**MY LOCAL MA MASSACHUSETTS**



## Summer 2022 Out-of-State Tourism Campaign Overview

- + The Commonwealth's first out-of-state tourism campaign in many years ran from 5/31/22 through 9/30/22, delivering a total of **131 million targeted impressions across all media**.
- + The campaign generated nearly **32k clicks to the website** and **exceeded all industry CTR benchmarks** across channels (where benchmarks are applicable) and across target markets, demonstrating that the advertising resonated with consumers.
- + The campaign drove website traffic (**nearly 61k campaign pageviews**), with users averaging 2.42 pages per session.
- + **Instagram follower growth reached 60,705** followers by September 30, exceeding our 50k campaign goal by over 10k.

### Target DMAs

- New York, NY
- Hartford, CT
- Providence, RI
- Albany, NY
- Burlington, VT
- Portland, ME

### Media Channels

- 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
- OOH: NYC wallscape & liveboards in subway stations; NYC taxi tops; static billboards

### Target Audience

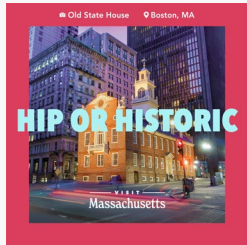
- Females, ages 25+
- Household income above \$75,000
- Within a four-hour drive market
- Interest in leisure travel based on online behavior & media consumption

### Landing Destination/CTA

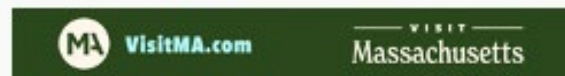
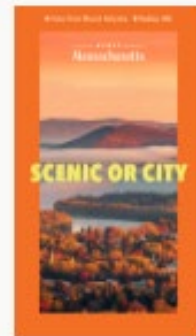
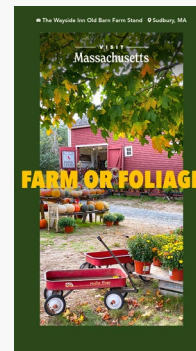
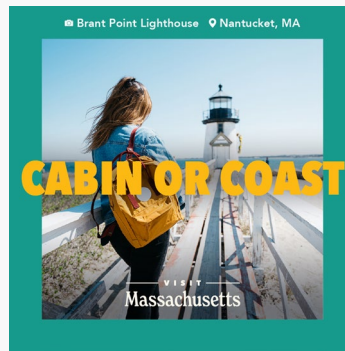
- Programmatic Display, Native, TV, Radio & OOH: **VisitMA.com**
- Social media: **VisitMA profiles**



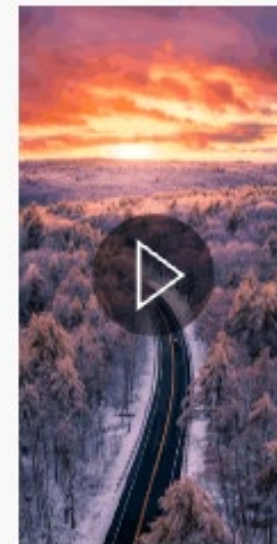
**Sample Summer Creative**



**Sample Fall Creative**



**Sample Winter Creative**





## Massachusetts Marketing Partnership Marketing Overview

### Master Marketing Overview FY23 (Q3 + Q4)

Key:		FY23 - Q3			FY23 - Q4			FY24 - Q1			FY24 - Q2			
PROGRAMS		Jan	Feb	March	April	May	June	July	August	September	October	November	December	
<b>DOMESTIC</b>														
MOTT	OOS Advertising Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	OOS Public Relations	●	●	●	●	●	●	●	●	●	●	●	●	
	My Local MA Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	Yankee Magazine	●	●	●	●	●	●	●	●	●	●	●	●	
	MyLocalIQ	●	●	●	●	●	●	●	●	●	●	●	●	
MASSPORT	Kraft - New England Patriots	●	●	●	●	●	●	●	●	●	●	●	●	
	Hearst/VTVBS: Winter, Ski + More Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	Hearst/VTVBS: Multiculturalism in Massachusetts (tbl)	●	●	●	●	●	●	●	●	●	●	●	●	
	Drone Safety Awareness	●	●	●	●	●	●	●	●	●	●	●	●	
	Human Trafficking Awareness	●	●	●	●	●	●	●	●	●	●	●	●	
	Delta Incentive Funds Campaign for ORH	●	●	●	●	●	●	●	●	●	●	●	●	
	Cruise Wave Season	●	●	●	●	●	●	●	●	●	●	●	●	
	Feb Vacation / HOV Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	Spring Vacation / HOV Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	JetBlue Incentive Funds for ORH	●	●	●	●	●	●	●	●	●	●	●	●	
MCCA	NetZero / Sustainability Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	Global Connectivity	●	●	●	●	●	●	●	●	●	●	●	●	
	Logan 100	●	●	●	●	●	●	●	●	●	●	●	●	
	FlyLogan App and BOS Rewards Program	●	●	●	●	●	●	●	●	●	●	●	●	
	Tourism and Partnership	●	●	●	●	●	●	●	●	●	●	●	●	
MassECON	Monthly Environmental Sustainability Messaging	●	●	●	●	●	●	●	●	●	●	●	●	
	Infrastructure Improvements	●	●	●	●	●	●	●	●	●	●	●	●	
MOTT	Logan Express	●	●	●	●	●	●	●	●	●	●	●	●	
	Nonstop Flight Promotion	●	●	●	●	●	●	●	●	●	●	●	●	
	Revolutionary Events Ad Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
	PCMA Convening Leaders Boston Activation & Boston Party	●	●	●	●	●	●	●	●	●	●	●	●	
	Sales Missions & Events	●	●	●	●	●	●	●	●	●	●	●	●	
MOTT	General Marketing Outreach	●	●	●	●	●	●	●	●	●	●	●	●	
	Site Selector Campaign	●	●	●	●	●	●	●	●	●	●	●	●	
MOTT	Bring your business to MA (Video promotions)	●	●	●	●	●	●	●	●	●	●	●	●	
	<b>INTERNATIONAL</b>													
MOTT	CANADA	MC Canada East Spring 2023 - Tier 1 (Expedia)	●	●	●	●	●	●	●	●	●	●	●	
		Market Programs - Rogers Media - Tier 3 (Montreal TV)	●	●	●	●	●	●	●	●	●	●	●	
		Digital Magazine/Interactive Travel Guide: English/French Canadian	●	●	●	●	●	●	●	●	●	●	●	●
MOTT	UK	Interactive Travel Guide - Redistribution - Canada	●	●	●	●	●	●	●	●	●	●	●	
		MC UK Winter 2023 - Tier 1 (Expedia)	●	●	●	●	●	●	●	●	●	●	●	
MOTT	GERMANY	Market Programs - The Telegraph 2023 (Video, Print, Digital)	●	●	●	●	●	●	●	●	●	●	●	
		MC Germany Spring 2023 - Tier 1 (Expedia)	●	●	●	●	●	●	●	●	●	●	●	
MOTT	GLOBAL	Market Programs: Canusa - Germany Tour Operator - Tier 2	●	●	●	●	●	●	●	●	●	●	●	
		Condor Airlines - Germany	●	●	●	●	●	●	●	●	●	●	●	
		Global Inspiration Program (multiple languages) - Co-op Tier 2	●	●	●	●	●	●	●	●	●	●	●	
		Global Marketplace	●	●	●	●	●	●	●	●	●	●	●	●
		USA Discovery Annual Program renewal	●	●	●	●	●	●	●	●	●	●	●	●
MOTT	MOITI	Destination 101 video w/ Clicktivated Technology - Travel Trade	●	●	●	●	●	●	●	●	●	●	●	
		With Opportunities: Visit the USA Experience Page New	●	●	●	●	●	●	●	●	●	●	●	
		Content Distribution: Core Native Programmatic 1.7 million impressions	●	●	●	●	●	●	●	●	●	●	●	
		2023 Discover New England Summit & International Marketplace	●	●	●	●	●	●	●	●	●	●	●	
		U.S. Travel - IPW 2023	●	●	●	●	●	●	●	●	●	●	●	
MOTT	MOITI	SELECT USA	●	●	●	●	●	●	●	●	●	●	●	
		Oceanology International	●	●	●	●	●	●	●	●	●	●	●	
		Diplomatic Corps meet Governor Healey/LT Driscoll (TRC)	●	●	●	●	●	●	●	●	●	●	●	



# Thank you!

**Keiko Matsudo Orrall,  
MOTT Executive Director  
[Keiko.m.orrall@mass.gov](mailto:Keiko.m.orrall@mass.gov)**