



Hotel Caring Initiative- Social Impact Analysis

May 2025
Prepared for:



AN INITIATIVE OF



Project Background

Hotels are more than just places to stay – they are pillars of community vitality and service.

Hotel Caring is an initiative led by the California Hotel & Lodging Association (CHLA) to showcase the positive social impact the industry has on local communities. As a research partner with CHLA, Tourism Economics conducted the research and analysis.

The project is intended to highlight all the philanthropic activities carried out by hotels.

This report presents results from the study carried out to scan and map out a portion of the philanthropic activities carried out by hotels in the state of Massachusetts.



Methodology and Data Sources

A survey of hotel operators was the primary form of data collection. The survey was followed by direct communications with the hotel respondents to complete missing data items and confirm/validate the data submitted.

The survey was in the field for an eight-week period starting January 6th, 2025.

Philanthropic activities covered in the survey included cash or in-kind contributions, fundraisers, food/supply drives, employee initiatives, refugee support, and training. Specific details such as hours of volunteering or number of room nights donated were requested.

For each category of giving, the analysis relied on calculating the following:

1. The average contribution per hotel
2. The median contribution per hotel
3. The share of hotels within a specific bracket of giving (e.g., percentage of hotels that provided in-kind donations within each defined range)

Based on hotel size and the share of hotels participating in each type of giving, estimates of total giving, by category, were extrapolated for Massachusetts.

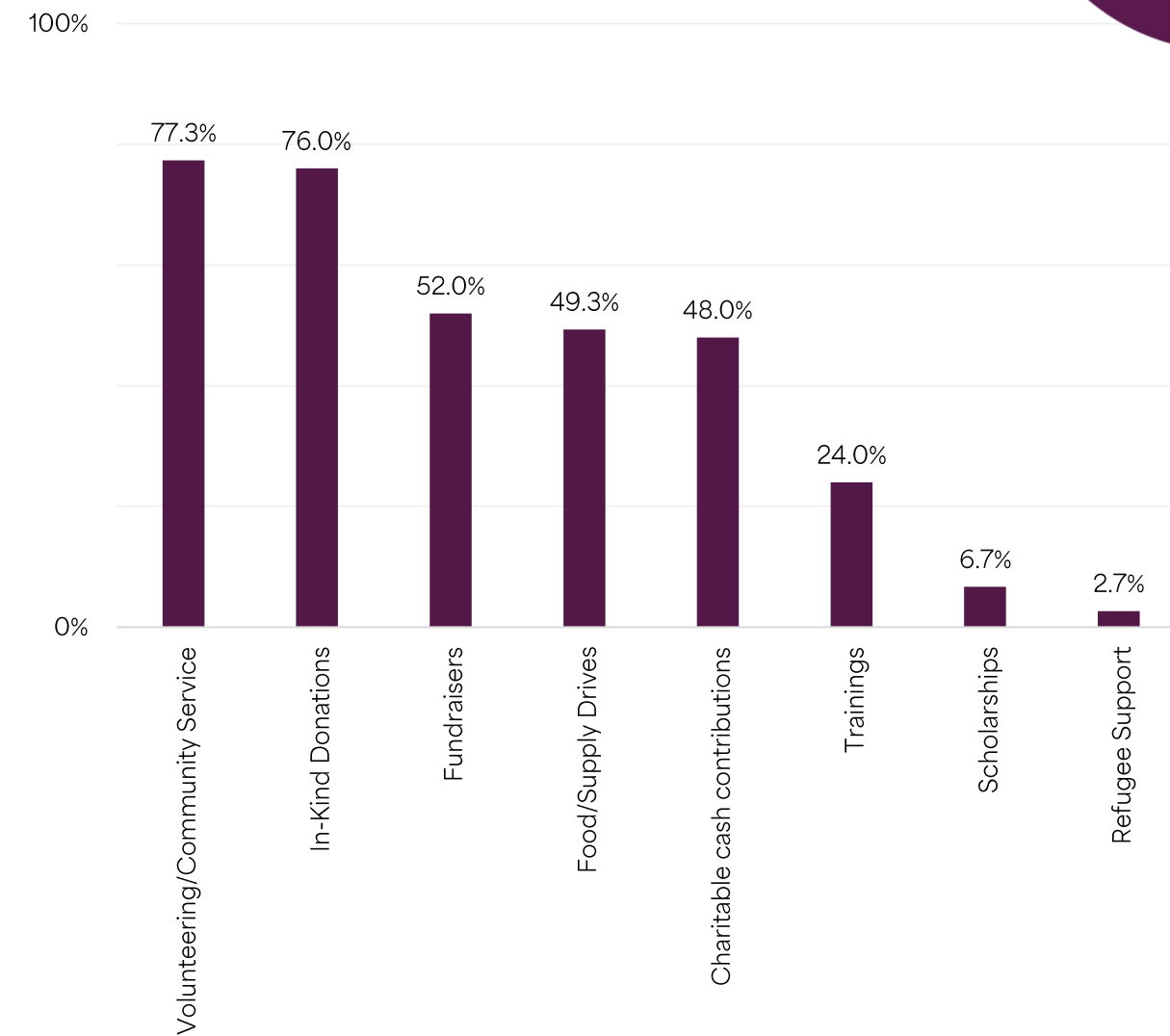
Types of Giving

The most common type of giving among hotels in Massachusetts is volunteering/community service. This is followed by in-kind donations and fundraisers.

HOTEL CARING SURVEY RESULTS



Types of giving, Massachusetts



Types of Giving, Boston

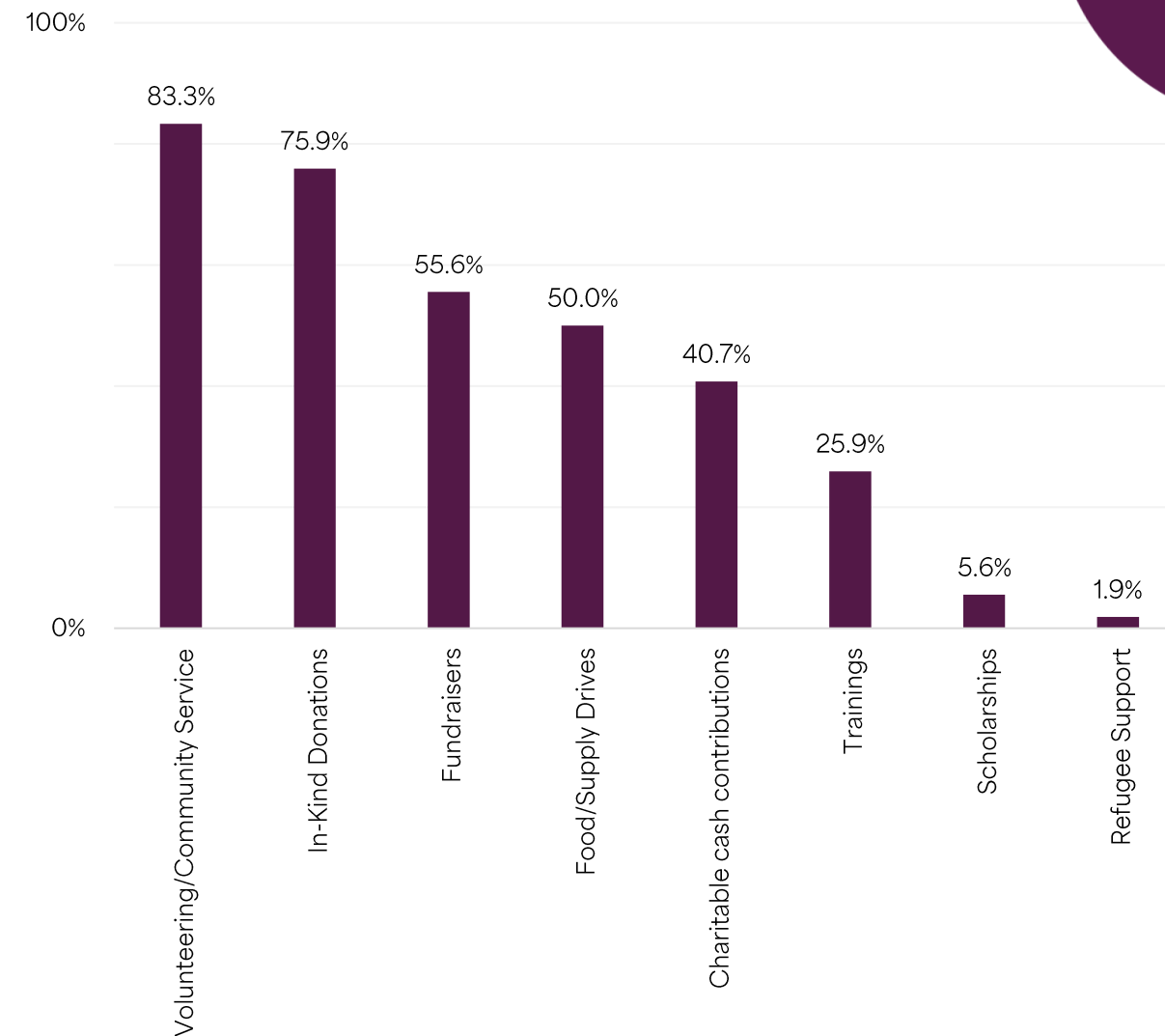
HOTEL CARING SURVEY RESULTS

The results are similar in Boston, where volunteering/community service is the most common type of giving followed by in-kind donations. Fundraisers are the third most common type of giving.

We notice, however, that a larger share of hotels in Boston participate in volunteering/community service compared to the state average.



Types of giving, Boston



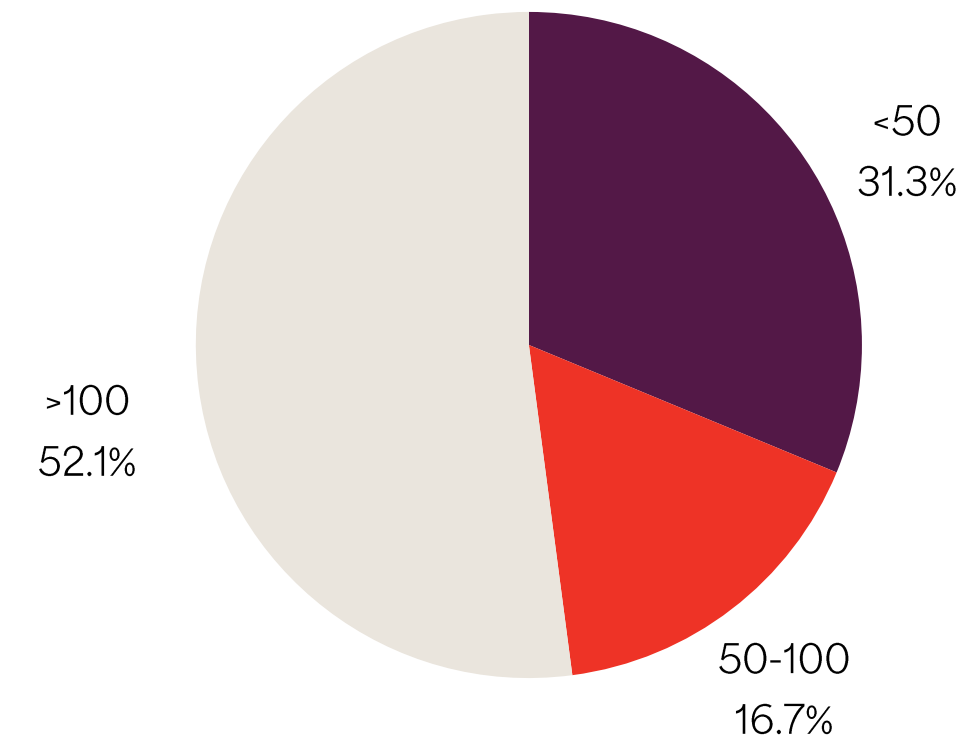
Volunteering & Community Service

Almost eight in 10 (**77%**) hotels in Massachusetts participated in community service activities in 2024. On average, a hotel in Massachusetts donated **498 hours** to the community in 2024. The median contribution was **112 hours** (i.e., 50% of hotels donated a number of hours greater than 112 hours).

More than half (52%) of the hotels in Massachusetts volunteered more than 100 hours in 2024. Almost two in 10 (17%) hotels donated between 50 and 100 hours. The remaining third of hotels (31%) volunteered less than 50 hours to the community in 2024.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of hours volunteered in the community, Massachusetts



Volunteering & Community Service

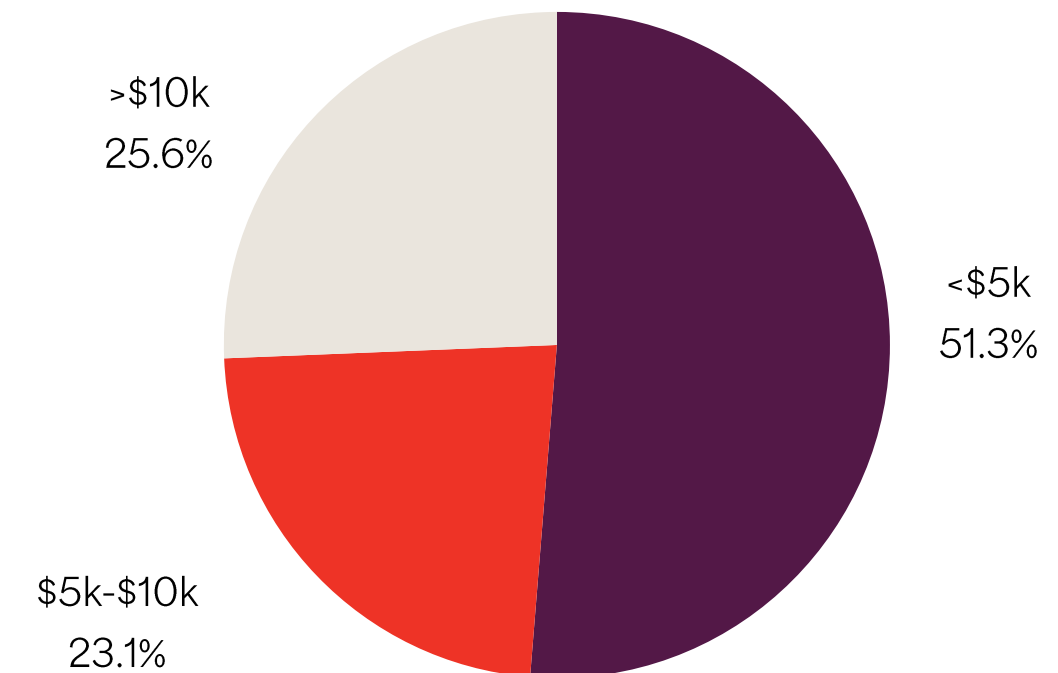
The most common initiative was support for food banks, especially the Greater Boston Food Bank. In addition, a significant share of hotels volunteered time for various clean-up activities for beaches, parks, and neighbourhoods, Boston Harbor, and Copley Square.

The average dollar value for the hours volunteered in the community is estimated at **\$22,990** per hotel.

More than a quarter (26%) of hotels volunteered a number of hours worth \$10,000 or more. Almost another quarter (23%) of hotels volunteered hours estimated between \$5,000 and \$10,000, while half (51%) of hotels donated hours worth \$5,000 or less.

HOTEL CARING SURVEY RESULTS

Share of hotels by dollar value of hours volunteered in the community, Massachusetts



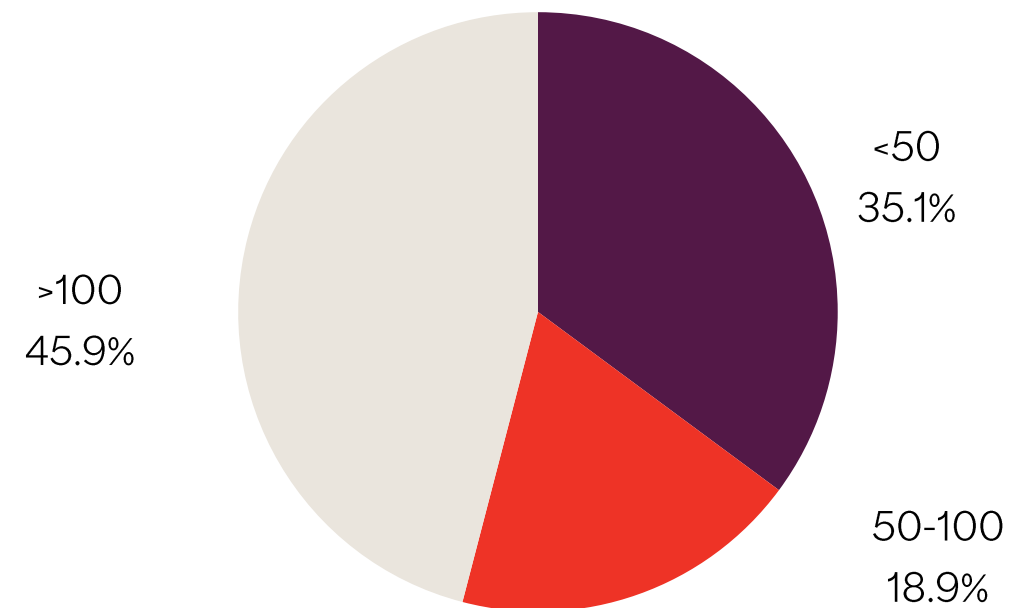
Volunteering & Community Service, Boston

In Boston, the average number of volunteer hours per hotel is higher at **534 hours** and the average dollar value for the hours volunteered is also higher at **\$25,126**.

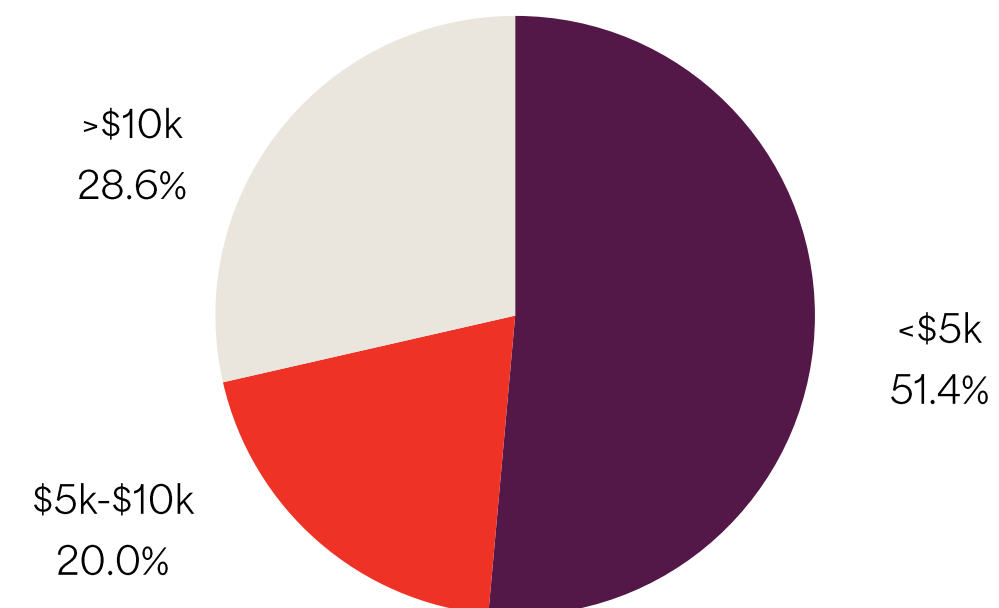
Almost half (46%) of the hotels in Boston volunteered more than 100 hours in 2024. Almost two in 10 (19%) hotels donated between 50 and 100 hours. The remaining 35% of hotels volunteered less than 50 hours to the community in 2024.

More than a quarter (29%) of hotels volunteered a number of hours worth \$10,000 or more. Two in 10 (20%) hotels volunteered hours estimated between \$5,000 and \$10,000, while half (51%) of hotels donated hours worth \$5,000 or less.

Share of hotels by number of hours volunteered in the community, Boston



Share of hotels by dollar value of hours volunteered in the community, Boston



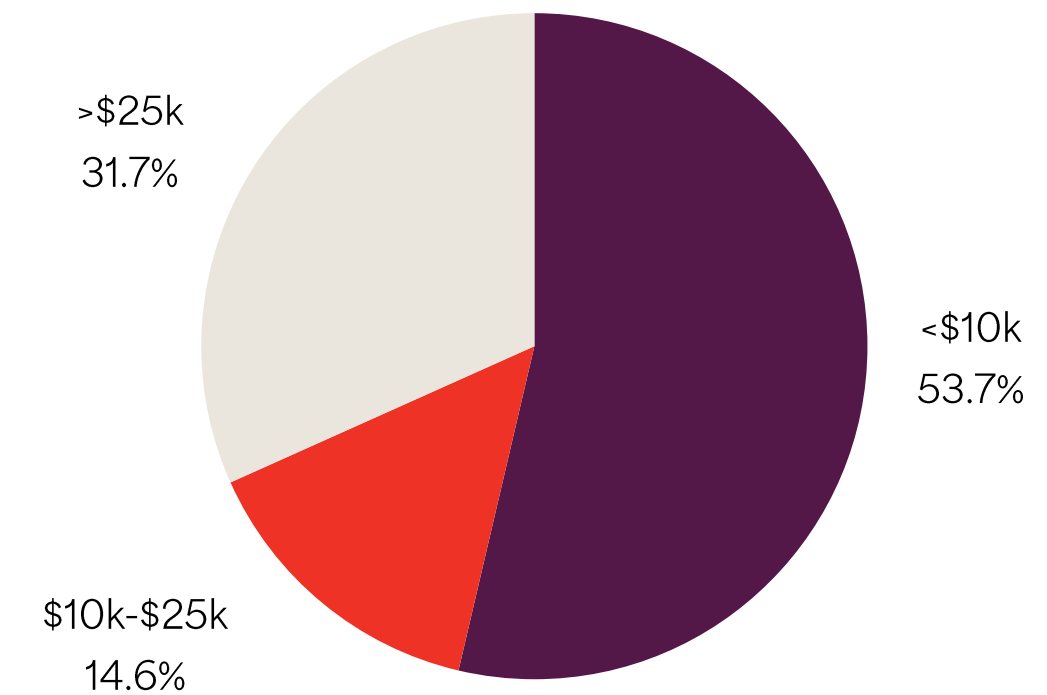
In-Kind Donations

More than three in four (**76%**) hotels in Massachusetts provided in-kind donations* in 2024. On average, a hotel in Massachusetts donated in-kind donations estimated at a value of **\$27,486 in 2024**. The median contribution was **\$10,000** (i.e. 50% of hotels donated in-kind donations of a value greater than \$10,000).

Almost a third (32%) of hotels in Massachusetts gave in-kind contributions with a value of \$25,000 or more. More than one in 10 (14%) gave in-kind contributions estimated at a value of \$10,000-\$25,000, and slightly more than half (54%) of hotels contributed with in-kind donations at a value of less than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by size of in-kind contributions, Massachusetts



* Examples of in-kind donations include hotel rooms, catering, and event space provided at no or reduced cost for nonprofit organizations

In-Kind Donations

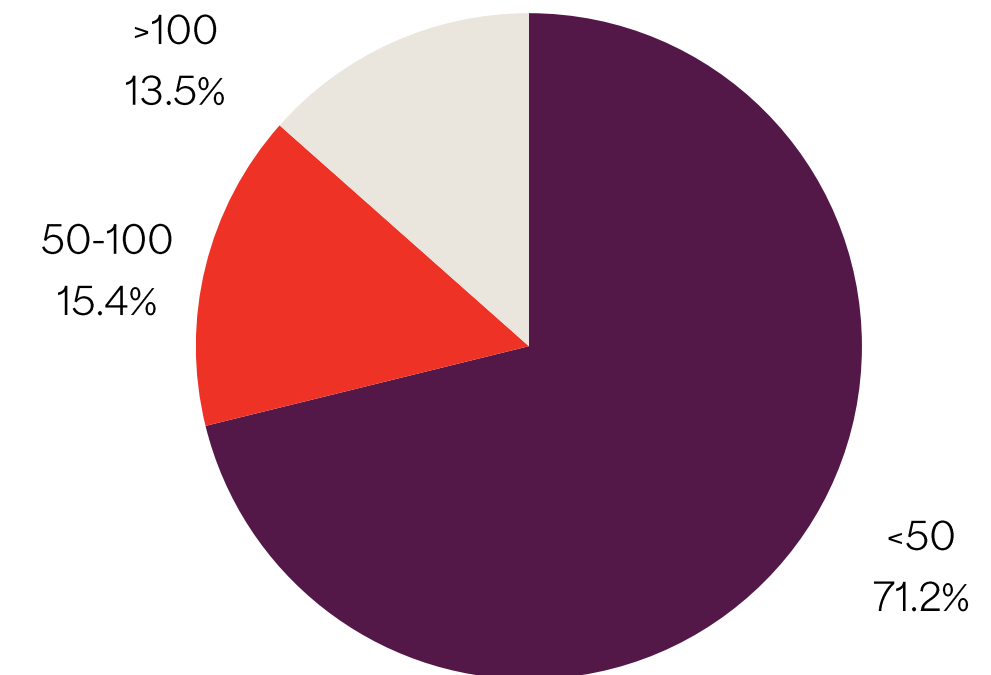
Beneficiaries of the in-kind contributions included the Red Cross, Children’s Miracle Network, Greater Boston Food Bank, among various other nonprofit charities, homeless shelters, schools, and hospitals.

In addition, **69% of hotels** donated room nights with the average donated per hotel estimated at **44 room nights**. The median contribution was **18 room nights** (i.e. 50% of hotels donated more than 18 rooms in 2024).

More than one in 10 (14%) of hotels in Massachusetts donated 100 room nights or more, and 15% donated between 50 and 100 room nights, while the majority (71%) donated less than 50 room nights.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of donated room nights, Massachusetts



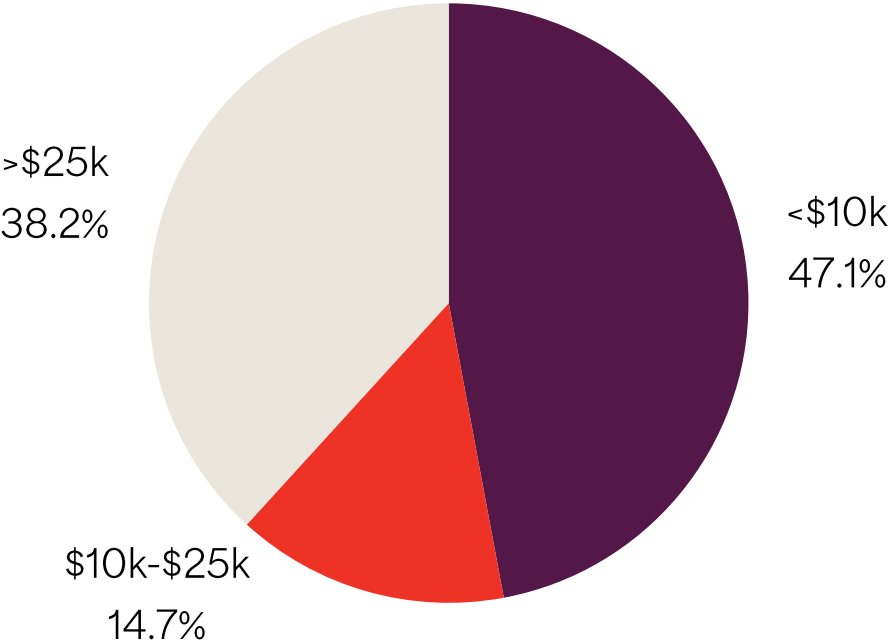
In-Kind Donations, Boston

On average, a hotel in Boston donated in-kind donations estimated at a value of **\$31,866 in 2024** and donated **54 room nights**.

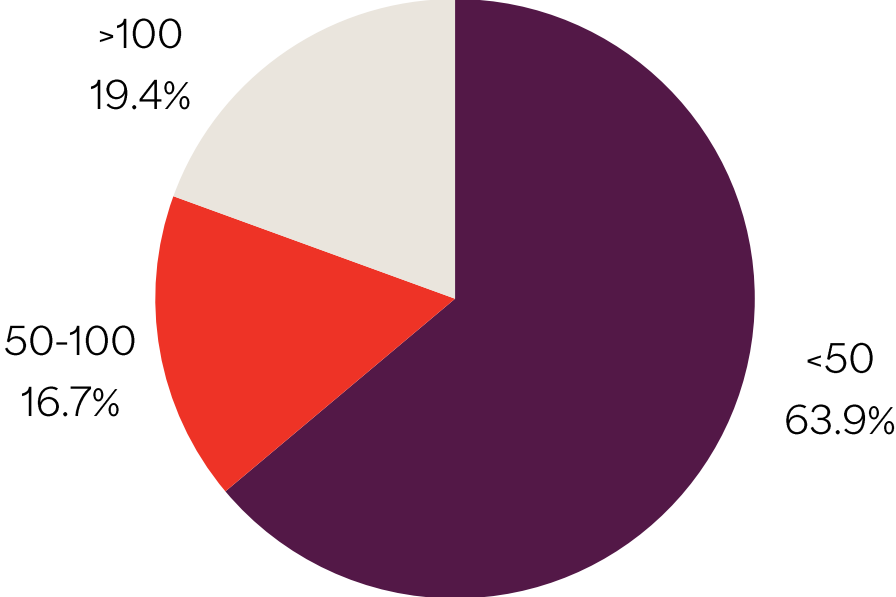
Almost four in 10 (38%) hotels in Boston gave in-kind contributions with a value of \$25,000 or more. More than one in 10 (15%) gave in-kind contributions estimated at a value of \$10,000-\$25,000, and slightly less than half (47%) of hotels contributed with in-kind donations at a value of less than \$10,000.

Almost two in 10 (19%) of hotels in Boston donated 100 room nights or more, and 17% donated between 50 and 100 room nights, while the majority (64%) donated less than 50 room nights.

Share of hotels by size of in-kind contributions, Boston



Share of hotels by number of donated room nights, Boston



Fundraisers

More than half (52%) of hotels in Massachusetts organized fundraisers in 2024. On average, a hotel in Massachusetts raised **\$5,997** through fundraisers in 2024. The median value of a fundraiser was **\$4,961** (i.e. 50% of hotels raised more than \$4,961).

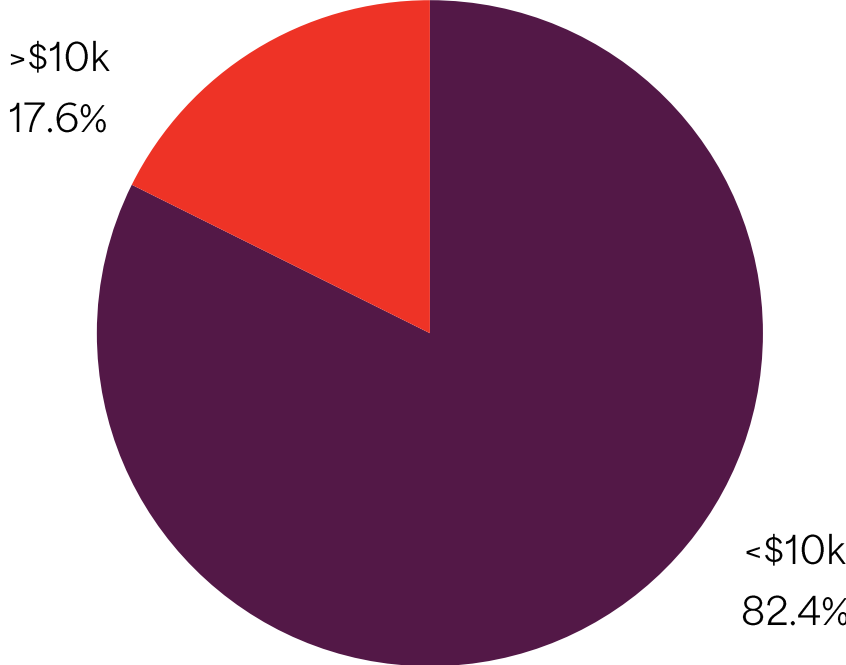
Beneficiaries of the fundraisers included Save the Children, Aga Khan Foundation, Children’s Miracle Network, Red Cross, Making Strides for Breast Cancer, as well as several other local organizations.

The majority of hotels (82%) raised \$10,000 or less through fundraisers in 2024, while another 18% of hotels raised funds with a value between \$10,000 and \$25,000.

* The results for the Boston submarket were identical to the state sample, as the latter was comprised exclusively of Boston hotels.

HOTEL CARING SURVEY RESULTS

Share of hotels by value of funds raised, Massachusetts



Food/Supply Drives

Almost half (49%) of hotels in Massachusetts organized food/supply drives in 2024. On average, a hotel in Massachusetts organized food/supply drives estimated at a value of **\$7,296**. The median value of a food/supply drive was **\$5,000** (i.e. 50% of hotels organized food/supply drives with a value greater than \$5,000).

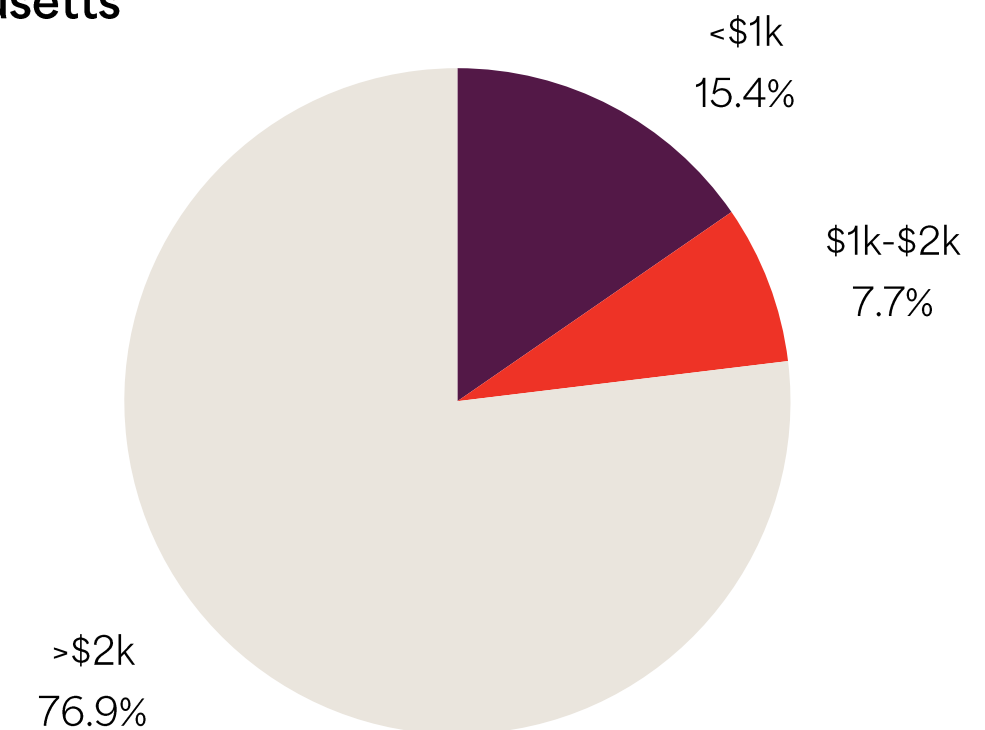
Beneficiaries included the Greater Boston Food Bank, the Boston Fire Department, and Cradles to Crayons.

More than three in four (77%) hotels in Massachusetts organized food/supply drives with values greater than \$2,000 in 2024. Less than one in 10 hotels (8%) organized drives valued between \$1,000 and \$2,000, while 15% organized drives worth \$1,000 or less.

* The results for the Boston submarket were identical to the state sample, as the latter was comprised exclusively of Boston hotels.

HOTEL CARING SURVEY RESULTS

Share of hotels by value of food drive, Massachusetts



Charitable Cash Contributions

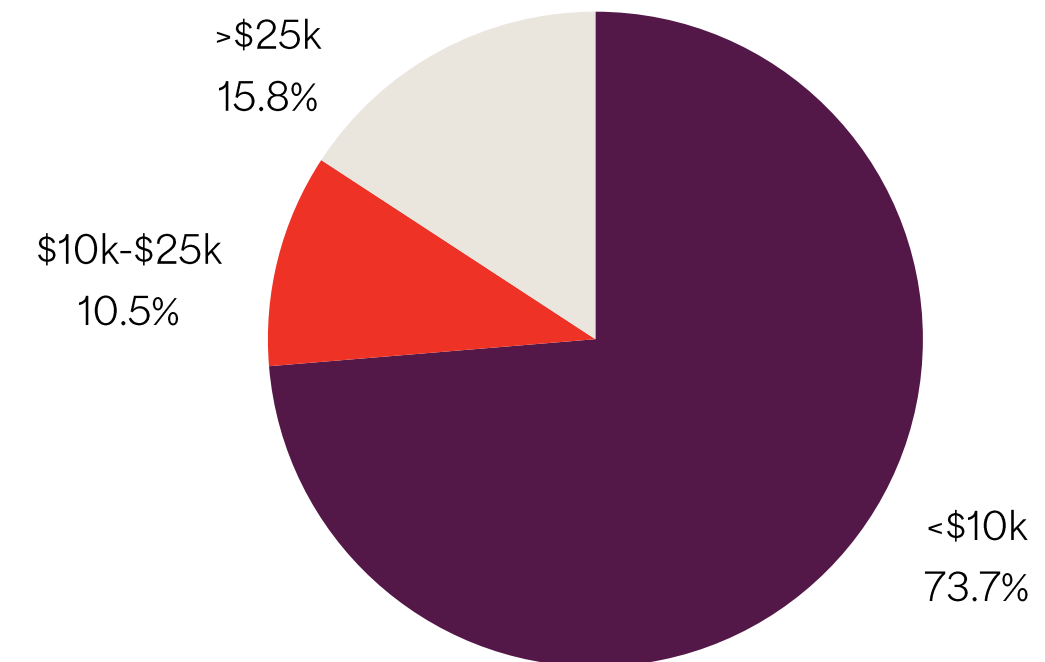
Almost half (48%) of hotels in Massachusetts gave cash contributions. On average, a hotel in Massachusetts donated **\$20,453 in cash** in 2024. The median contribution was **\$4,322** (i.e. 50% of hotels donated an amount greater than \$4,322).

Beneficiaries of the cash contributions included the Children's Miracle Network, Rosie's Place Boston, Fisher House of Boston, Marriott Relief Disaster Fund, among many other local schools and organizations.

Almost two in 10 (16%) hotels in Massachusetts gave cash contributions with an amount of \$25,000 or more in 2024. Another 11% gave an amount between \$10,000 and \$25,000. The remaining 74% of hotels gave an amount less than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by size of cash contributions, Massachusetts



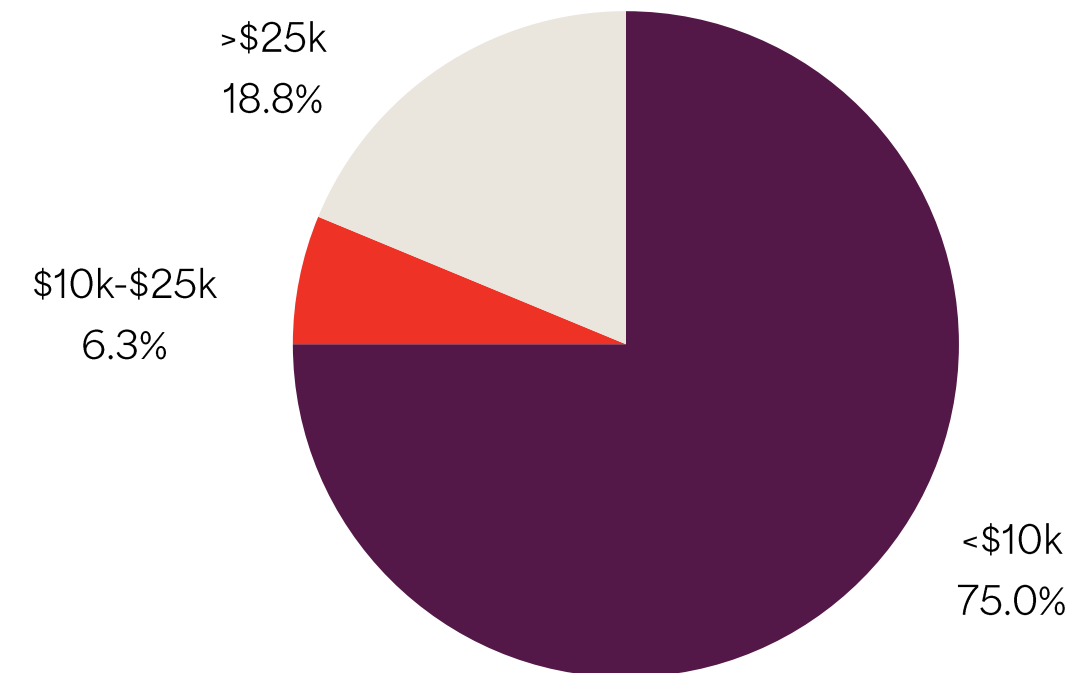
Charitable Cash Contributions, Boston

Four in 10 (41%) hotels in Boston gave cash contributions. On average, a hotel in Boston donated **\$22,851 in cash** in 2024.

Almost two in 10 (19%) hotels in Boston gave cash contributions with an amount of \$25,000 or more in 2024. Another 6% gave an amount between \$10,000 and \$25,000. The remaining 75% of hotels gave an amount less than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by size of cash contributions, Boston



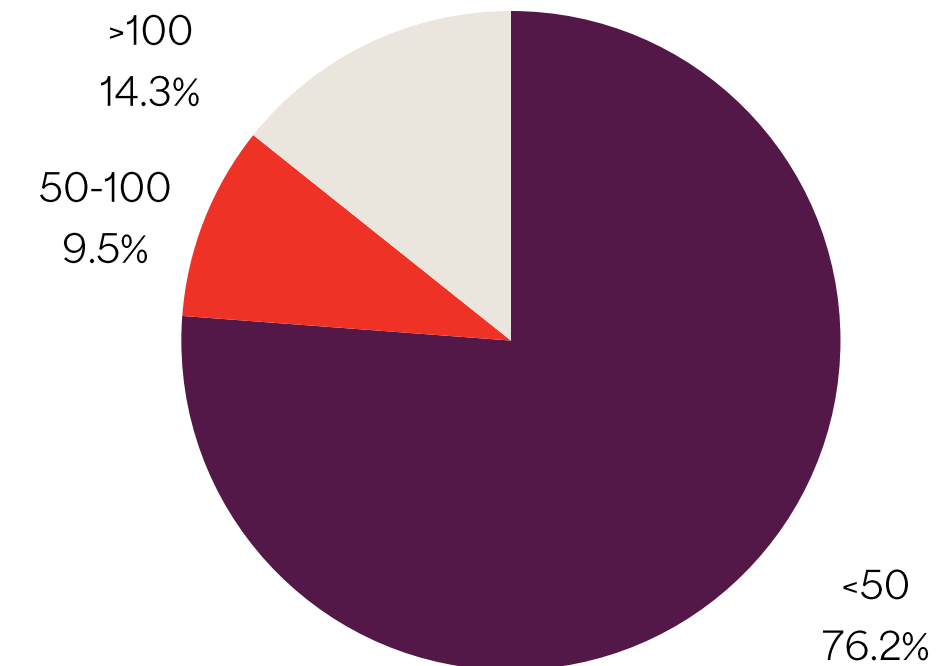
Trainings

Almost a quarter of **(24%) hotels** in Massachusetts organized no-cost workforce trainings. On average, a hotel in Massachusetts held **298 hours** of workforce training in 2024. The median value was **18 hours** (i.e., 18% of hotels provided more than 18 hours of training).

More than one in 10 (14%) of hotels held more than 100 hours of no-cost workforce training in 2024. One in 10 hotels held 50 to 100 hours of workforce training, while the remaining 76% held less than 50 hours of workforce training.

HOTEL CARING SURVEY RESULTS

Share of hotels by hours of workforce training, Massachusetts



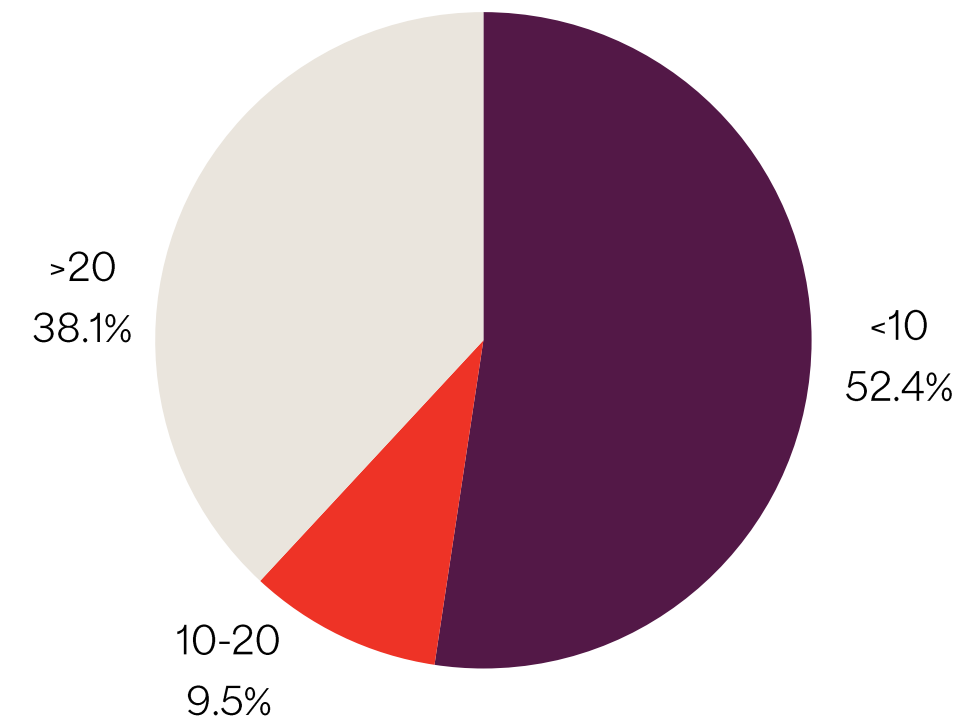
Trainings

On average, **61 individuals** participated in no-cost workforce training per hotel and acquired skills as CPR, management, customer service, interviewing, first aid, safety, and anti-trafficking. While many of the hotels provided the trainings to their staff, a number of hotels extended the trainings to college and high school students and particular organizations like Partners for Youth with Disabilities.

Almost four in 10 (38%) trained 20 individuals or more, 10% trained between 10 and 20 individuals, while more than half (52%) of the hotels trained 10 individuals or fewer.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of individuals participating in trainings, Massachusetts



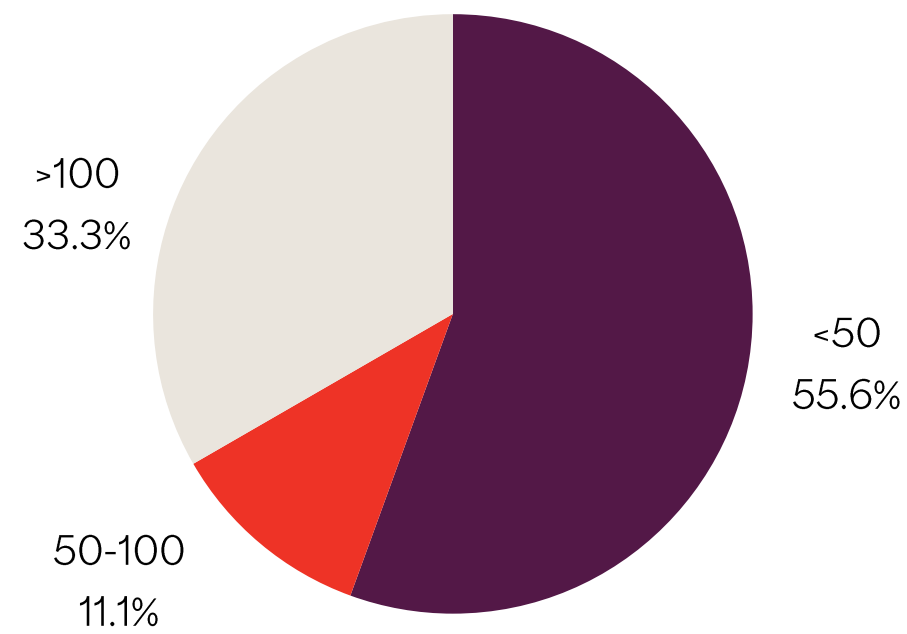
Trainings, Boston

On average, a hotel in Boston held **661 hours** of workforce training in 2024 and **126 individuals** participated in no-cost workforce training per hotel.

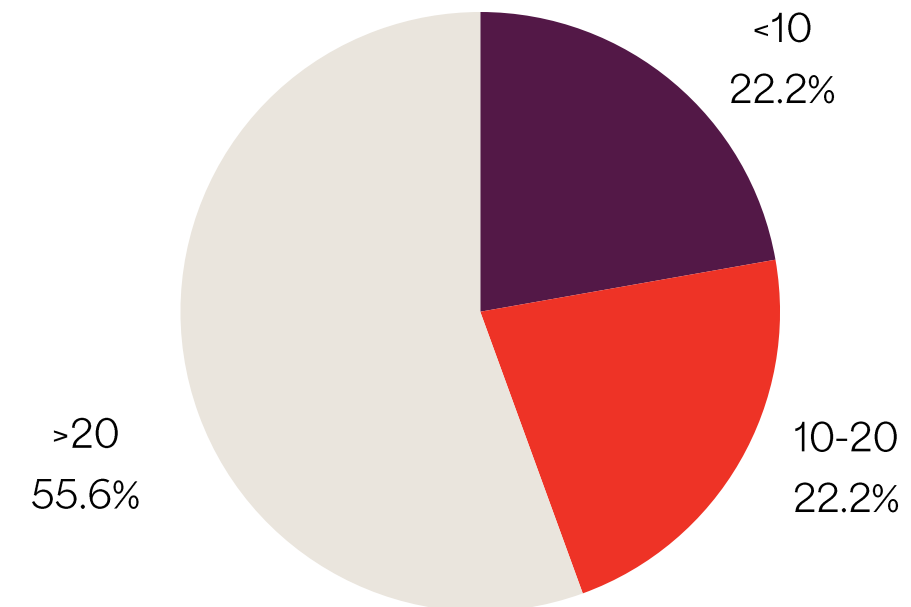
A third (33%) of hotels held more than 100 hours of no-cost workforce training in 2024. One in 10 hotels (11%) held 50 to 100 hours of workforce training, while the remaining 56% held less than 50 hours of workforce training.

More than half (56%) of Boston hotels trained 20 individuals or more, almost a quarter (22%) trained between 10 and 20 individuals, while another quarter (22%) of the hotels trained 10 individuals or fewer.

Share of hotels by hours of workforce training, Boston



Share of hotels by number of individuals participating in trainings, Boston



Social Impact Analysis Approach

To estimate the size of philanthropic contributions by hotels in Massachusetts, Tourism Economics designed a model to extrapolate the total amount based on hotel size and the share of hotels participating in each type of giving.

A conservative assumption – based on the distribution of hotels by class – was made to adjust for potentially lower levels of typical giving among non-respondent hotels.

The results on the state level are presented in this section by type of giving.



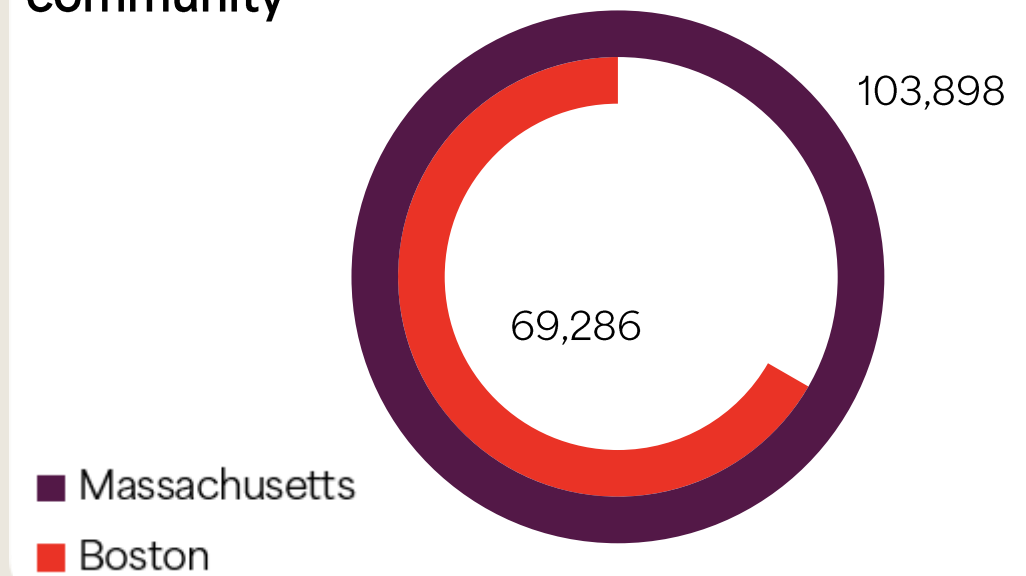
Volunteering/ Community Service

It is estimated that hotels in Massachusetts donated a total of **103,898 hours** in **2024**, with a value of **\$4.3 million**.

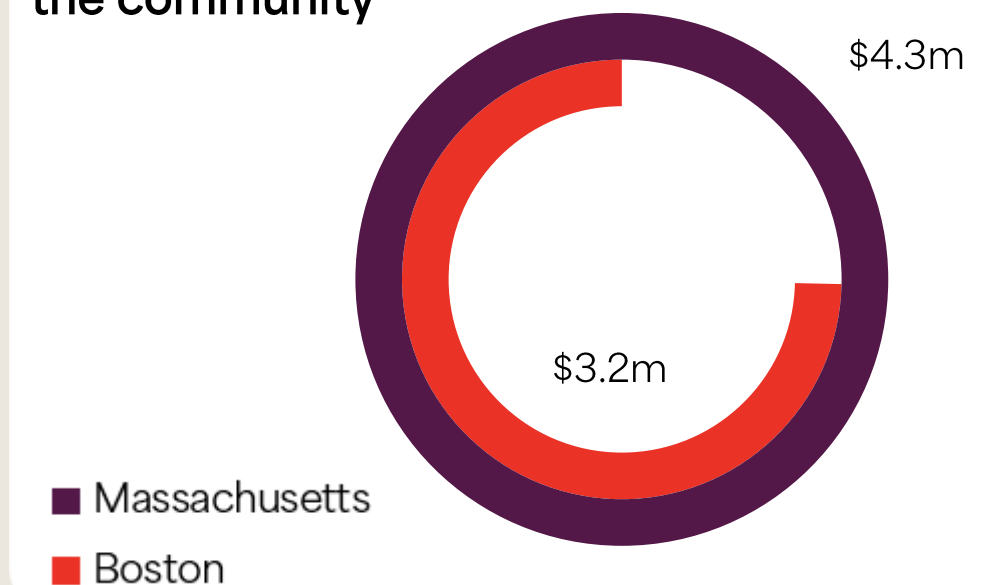
Hotels in Boston are estimated to have donated a total of 69,286 hours in 2024, with a value of \$3.2 million.

HOTEL CARING SURVEY RESULTS

Estimated hours volunteered in the community



Estimated value of hours volunteered in the community



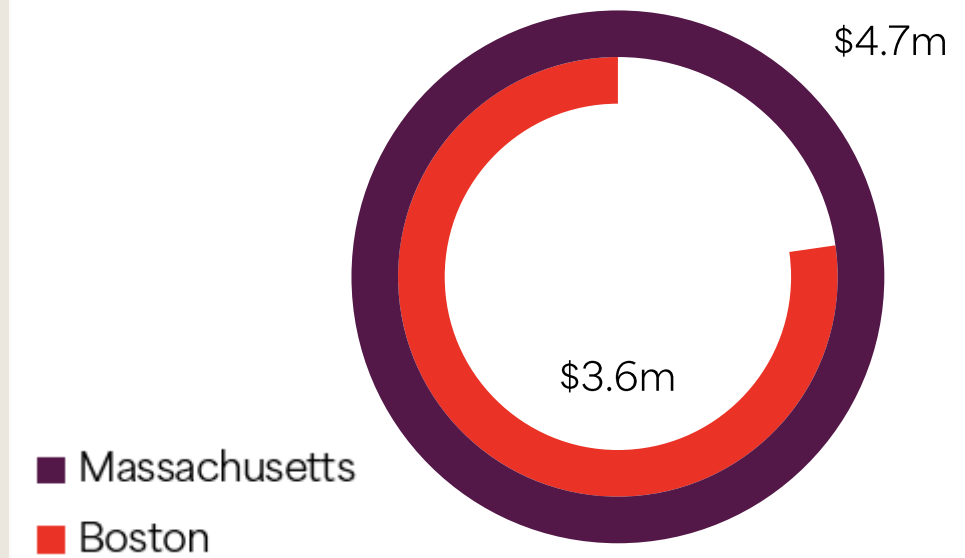
In-Kind Donations

It is estimated that hotels in Massachusetts donated in kind contributions with a value of **\$4.7 million in 2024** and a total of **9,918 room nights**.

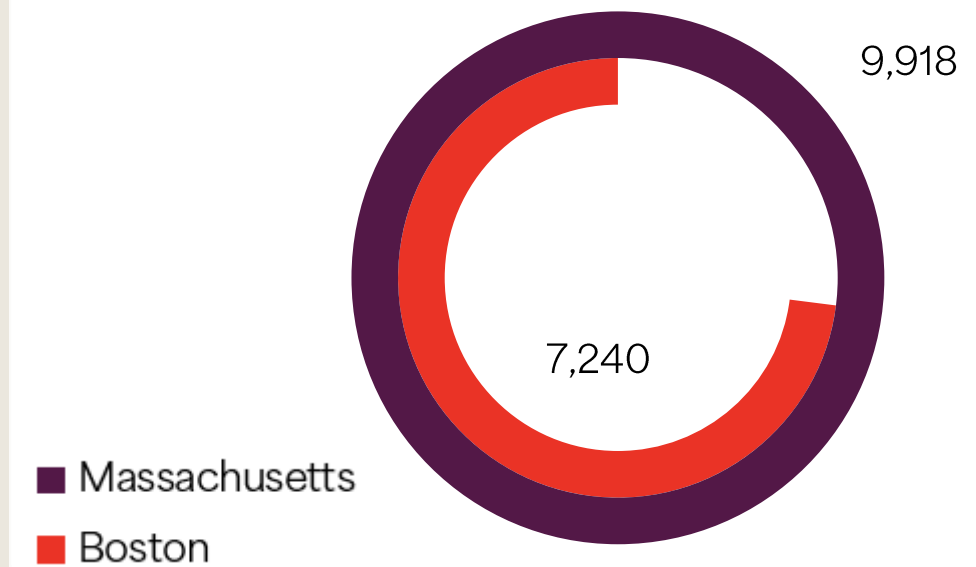
Hotels in Boston are estimated to have donated in kind contributions with a value of \$3.6 million in 2024 and a total of 7,240 room nights.

HOTEL CARING SURVEY RESULTS

Estimated value of in-kind donations



Estimated room nights donated



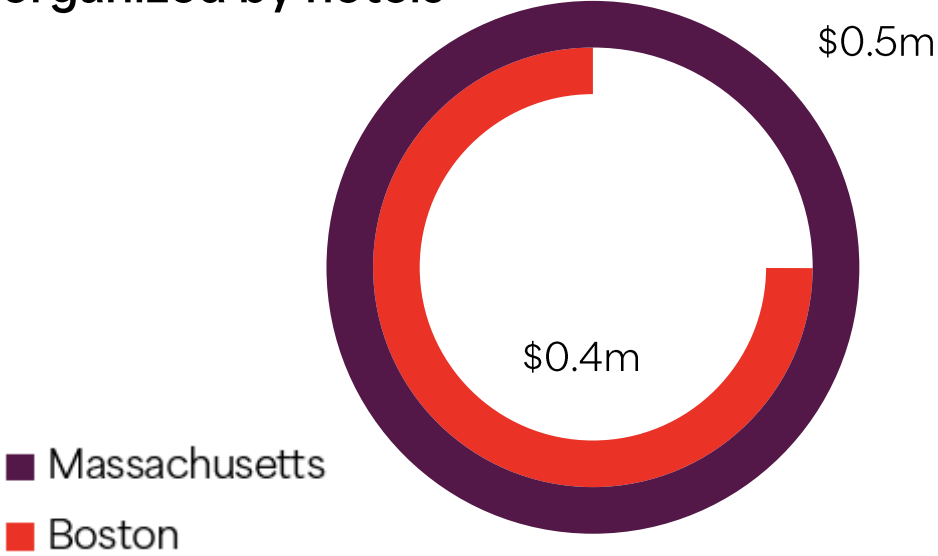
Fundraisers

It is estimated that hotels in Massachusetts organized fundraisers that raised **\$0.5 million** in 2024.

Hotels in Boston are estimated to have organized fundraisers that raised \$0.4 million in 2024.

HOTEL CARING SURVEY RESULTS

Estimated value of fundraisers organized by hotels



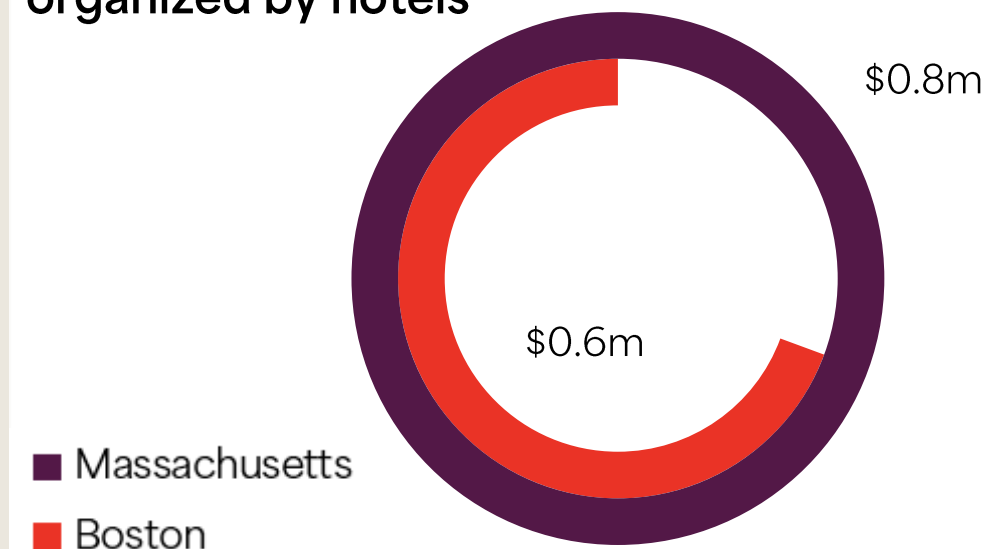
Food/Supply Drives

It is estimated that hotels in Massachusetts organized food/supply drives with a total value of **\$0.8 million** in 2024.

Hotels in Boston are estimated to have organized food drives with a value of \$0.6 million in 2024.

HOTEL CARING SURVEY RESULTS

Estimated value of food drives organized by hotels



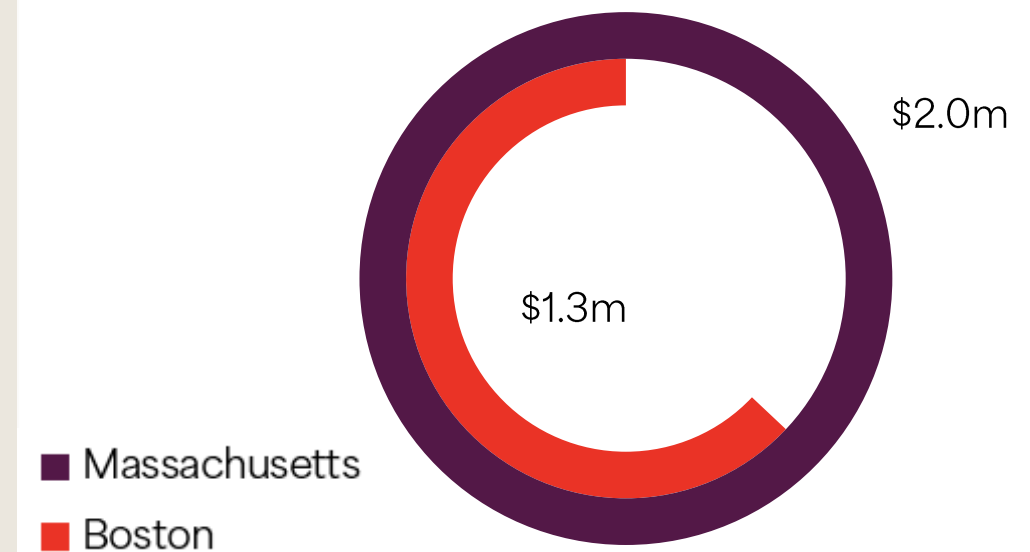
Charitable Cash Contributions

It is estimated that hotels in Massachusetts donated a total of **\$2.0 million** in cash in 2024.

Hotels in Boston are estimated to have donated **\$1.3 million** in cash in 2024.

HOTEL CARING SURVEY RESULTS

Estimated value of cash contributions



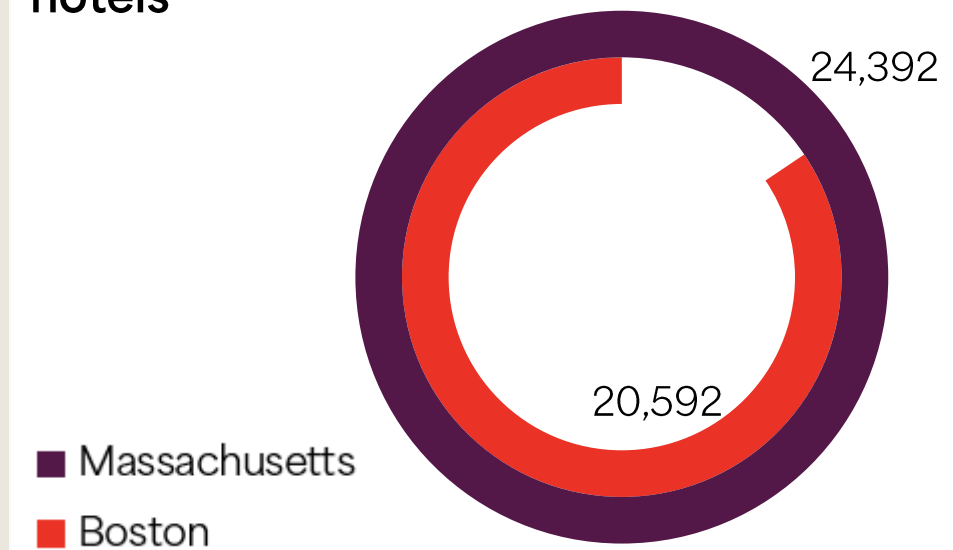
Trainings

It is estimated that hotels in Massachusetts organized **24,392 hours** of no-cost workforce trainings, teaching a total of **5,171 members** of the community.

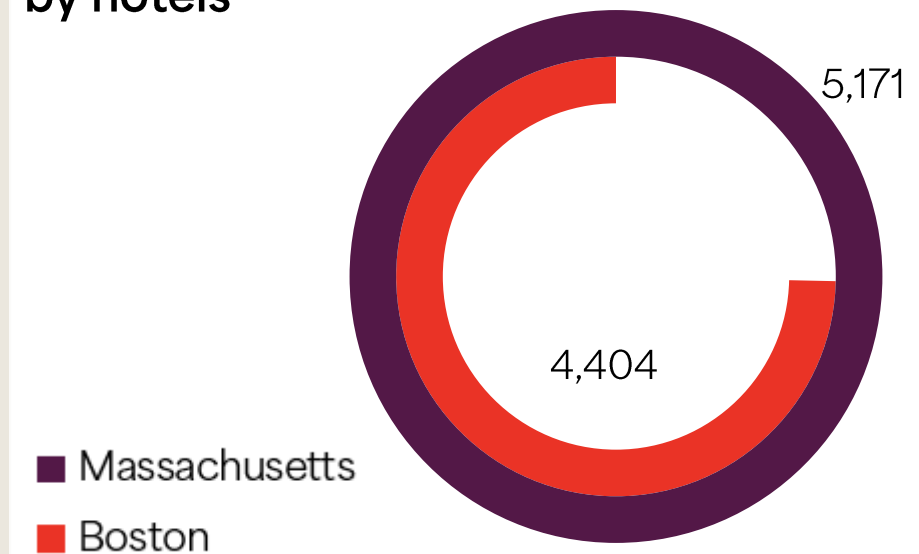
Hotels in Boston are estimated to have organized 20,592 hours of no-cost workforce training, teaching 4,404 members of the community.

HOTEL CARING SURVEY RESULTS

Estimated hours of training provided by hotels



Estimated number of trained individuals by hotels



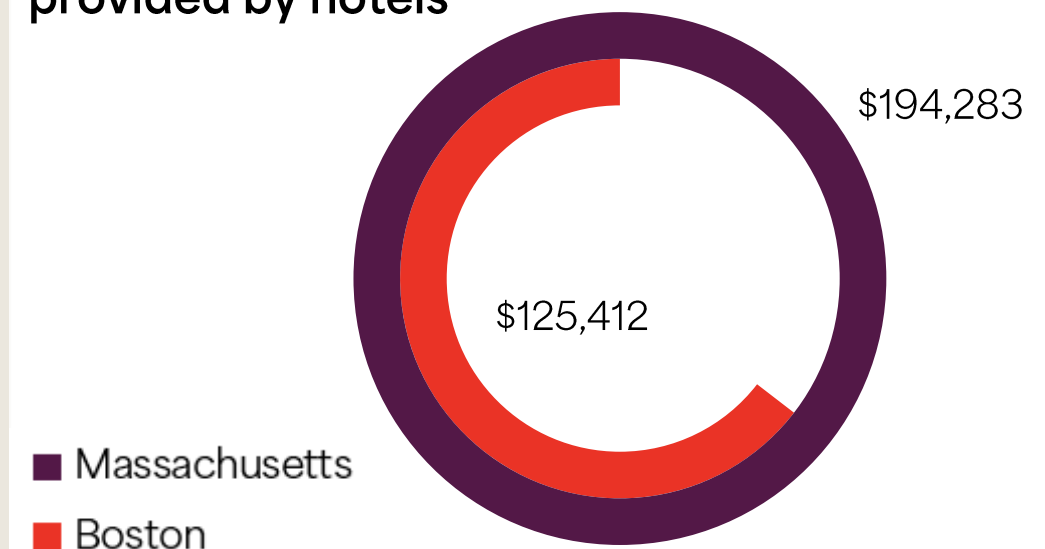
Scholarships

It is estimated that hotels in Massachusetts provided scholarships worth **\$194,283** in 2024.

Hotels in Boston are estimated to have provided scholarships worth **\$125,412** in 2024.

HOTEL CARING SURVEY RESULTS

Estimated value of scholarships provided by hotels



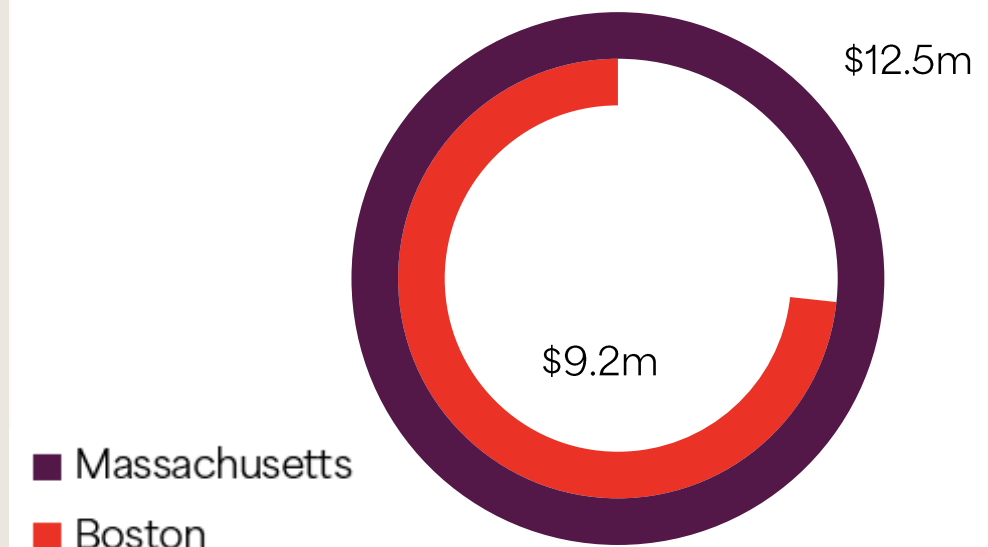
Total Contributions

Aggregating hotel contributions in the various forms of giving, it is estimated that hotels in Massachusetts contributed **\$12.5 million** in the form of cash, in-kind, fundraising, scholarship, and food drive donations.

Hotels in Boston are estimated to contributed close to \$9.2 million in 2024.

HOTEL CARING SURVEY RESULTS

Estimated total contributions by hotels



Key Findings - Massachusetts

Average Giving Contributions In Massachusetts

On average, a hotel in Massachusetts contributed \$34,317 in the community in 2024, with 50% of hotels making a contribution higher than \$8,403.



\$34k

Average Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations



498

Average Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



298

Average Training Hours

in the form of no-cost workforce trainings to members of the community.

Key Findings - Massachusetts

Total Giving Contributions In Massachusetts

It is estimated that all hotels in Massachusetts contributed \$12.5 million in the community in 2024 in the form of volunteering, cash, in-kind, fundraising, scholarship, and food drive donations.



\$12.5M

Total Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations.



103,898

Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



24,392

Training Hours

in the form of no-cost workforce trainings to members of the community.

Key Findings – Boston

Average Giving Contributions In Boston

On average, a hotel in Boston contributed \$46,112 in the community in 2024, with 50% of hotels making a contribution higher than \$10,600.



\$46k

Average Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations



534

Average Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



661

Average Training Hours

in the form of no-cost workforce trainings to members of the community.

Key Findings – Boston

Total Giving Contributions In Boston

It is estimated that all hotels in Boston contributed \$9.2 million in the community in 2024 in the form of volunteering, cash, in-kind, fundraising, scholarship, and food drive donations.



\$9.2M

Total Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations.



69,286

Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



20,592

Training Hours

in the form of no-cost workforce trainings to members of the community.

About MLA

The Massachusetts Lodging Association (MLA) stands as a unified voice for the lodging industry within the Commonwealth. Formed in 1992 through the merger of the Massachusetts Hotel/Motel Association and the Greater Boston Hotel Association, the MLA's core mission is to champion the business environment and overall image of hotels, motels, resorts, inns, and bed and breakfasts across the state. The association actively engages in legislative efforts at the local, state, and federal levels to advocate for favorable policies that support the growth and prosperity of the travel and leisure sector in Massachusetts.

Beyond advocacy, the MLA is dedicated to the professional development of its members and the wider hospitality workforce. Through its Education Foundation, the association provides a range of educational resources, including coursework, internships, seminars, and workshops, aiming to cultivate a qualified and skilled workforce.

Furthermore, the MLA offers valuable networking opportunities, allowing members to connect, share insights, and foster collaborations within the industry.

The MLA offers various membership levels for both property owners and industry partners, such as management firms and students. Membership benefits extend beyond advocacy and education, encompassing marketing and legal resources, as well as strategic partnerships. By promoting the travel and leisure industry and providing essential support to its members, the Massachusetts Lodging Association plays a crucial role in the vitality of the Commonwealth's hospitality sector.



About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.