

# OUTLOOK 2023

**MB** Meet  
BOSTON

MARTHA J. SHERIDAN



# AGENDA

Group Sales Performance

Travel & Tradeshow

International Update

Sports

Leisure Initiatives  
and Updates



## 2023 SALES PERFORMANCE TO DATE

### Performance Comparison as of July 2023

#### Leads

	R/N's	Transactions
2022	959,874	1,706
2023	1,343,602	2,276

#### Definites

	R/N's	Transactions
2022	151,540	488
2023	230,625	662



# SALES PERFORMANCE

## Leads

❖ **2,276 total leads sent to membership**

❖ **90% of all leads were for 2023 and 2024**

➤ 38% of all leads were for under 50 rooms on peak night

➤ 64.5% were for 2023 and 24.5% were for 2024

❖ **Top 5 Third Parties**

➤ HelmsBriscoe

➤ ConferenceDirect

➤ Maritz

➤ American Express Travel

➤ Meetings & Incentives Worldwide





## TOP MARKET SEGMENTS

### 2023 Top 5 Markets

Healthcare

High-tech / Scientific / Engineering

Finance / Accounting

Education

Athletic & Sports / Recreation





## Trade Show Sponsorships



# 2023 KEY TRAVEL & TRADESHOWS

July

July

August

August

August

August

August

August

September

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October

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November

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December

December

December

Esports Travel Summit - Toronto, ON

CVENT Connect - Las Vegas, NV

CEMA (Corporate Event Marketing Association) - Salt Lake City

Smart Meetings Northeast Regional 1 Day Experience - New York

East Coast USA Sales Mission - Australia/NZ

ASAE - Atlanta

Annual Student Youth Travel Conference Winnipeg, Manitoba

Connect Marketplace - Minneapolis

HPN Global Partners Conference - Tampa, FL

Meetings Made Easy MME Experience - Nassau, The Bahamas

Small Market Meetings Conference - Cedar Rapids, IA

S.P.O.R.T.S the Relationship Conference -South Bend, IN

TEAMS Conference - Palm Beach, FL

Destination East Trade Show - Mohegan Sun, CT

Family Travel Association Summit Boston -Woburn, MA

Brand USA Travel Week Europe - London

IMEX America - Las Vegas, NV

Sports ETA 45 Summit - El Paso, TX

International Travel Show New York - New York, NY

Bienvenue Quebec Annual Tradeshow -Trois-Rivières,

FICP Annual Meeting -Marco Island, FL

Holiday Showcase -Chicago

IBTM World - Barcelona, Spain

USTOA Annual Conference & Marketplace -Los Angeles

AmericanExpress Inter[action] - Seattle

Expo Expo -Dallas





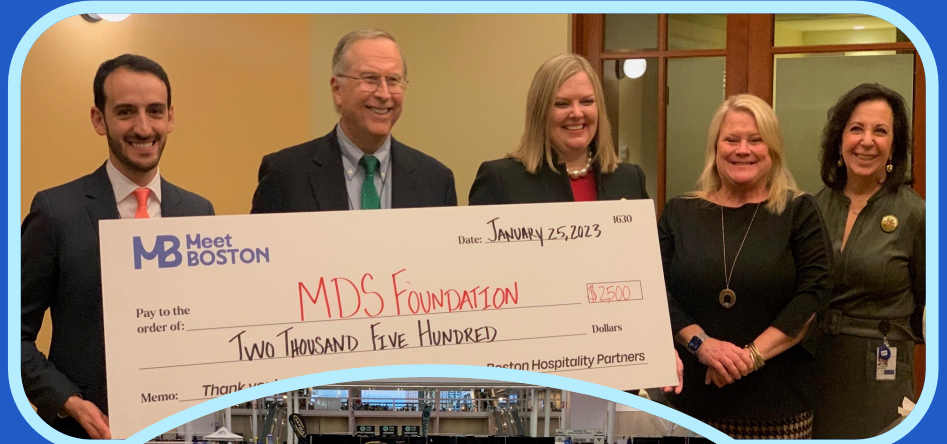
# 2024 KEY TRAVEL & TRADESHOWS

January	PCMA Convening Leaders - San Diego, CA
January	American Bus Assoc. Marketplace -Nashville, TN
January	ESPA Annual Conference - Indianapolis, IN
February	Brand USA Global Marketplace UK & Europe
February	C&IT Agency Forum -London, England
February	The National Sports Forum -Pittsburgh, PA
March	Pharma Forum -Tampa, FL
March	Meetings Industry Council of Colorado -Denver, Colorado
April	Discover New England Summit -Bretton Woods, New Hampshire
April	Business Events Industry Week -Washington D.C
April	Connect Spring Marketplace
May	U.S. Travel Association IPW Los Angeles, CA
May	IMEX Frankfurt - Frankfurt
May	HelmsBriscoe ABC Conference - Las Vegas, NV
June	PCMA EduCon -Detroit
June	The Meetings Show -London, UK
And many more to come	





## Destination Services Gives Back





# International Updates

## COUNTRIES

- United Kingdom
- Ireland
- Germany
- Italy

## PROGRAMS

- Fam Trips
- Sponsorships

## TRAVEL

- IMEX America - October
- ibtm World – November
- Patriots Frankfurt Client Event - November
- IPW – May
- IMEX Frankfurt - May
- The Meetings Show – June
- BrandUSA Mexico – August
- East Coast USA, Australia/NZ - August
- Brand USA CEO Summit, London - October

# 2022 International City & Country Rankings

## Number of international meetings per country

#1	<i>USA</i>	<i>690 meetings</i>
#2	<i>Spain</i>	<i>528 meetings</i>
#3	<i>Italy</i>	<i>522 meetings</i>
#4	<i>Germany</i>	<i>484 meetings</i>
#5	<i>France</i>	<i>474 meetings</i>



## Boston – #1 U.S. City

	Number of In-person meetings 2022
USA	690
Vienna (#1 in the World)	162
BOSTON (#1 US City)	35





# MAJOR SPORTS EVENTS IN GREATER BOSTON AUGUST – DECEMBER 2023



August 19



September 4



September 8



October 7-9



October 20-22



December 9



December 2



**MB** Meet  
BOSTON

## KEY SPORTS EVENTS IN EARLY 2024



January 23, 2024  
Dunkin' Women's  
Beanpot Championship



March 8-9, 2024  
NCAA DI Men's &  
Women's Indoor Track &  
Field Championships



March 28 & 30, 2024  
NCAA DI Men's  
Basketball East  
Regional



April 16, 2024  
128th Boston Marathon



**WE  
ARE**



GBCVB REBRAND



Meet **BOS**



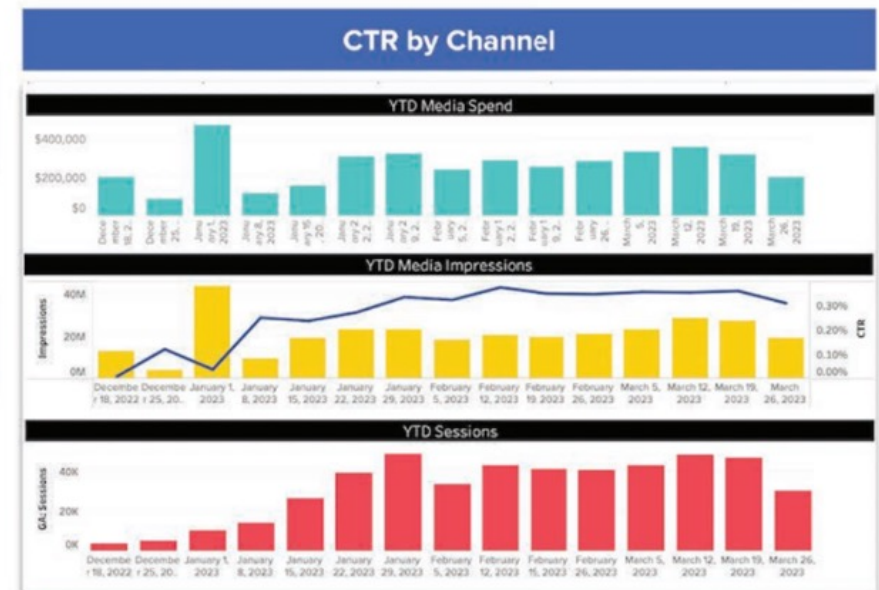
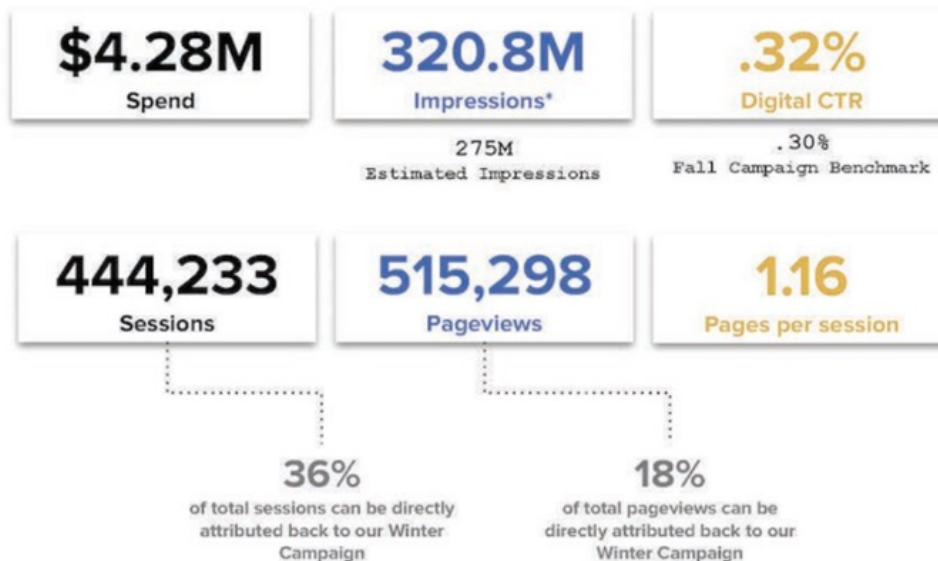
Meet **B**



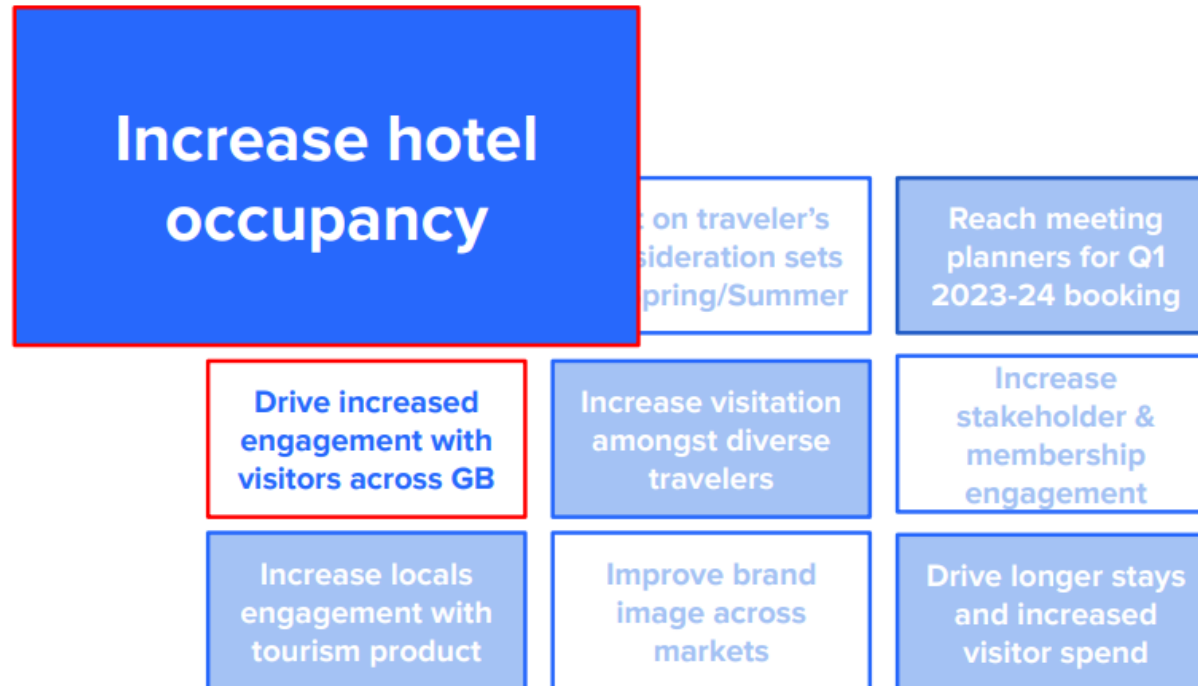




The Winter 'Boston Never Gets Old' campaign drove an **additional 45.8M added value impressions** and was on par with the Fall campaign benchmarks.



## What is our primary objective for Fall 2023?





**The Fall Leisure Travel Audience**

# Fall Fanatics

We're talking to leisure travelers in key drive and fly markets who anticipate the coming of Fall, are considering a Fall getaway, and think of New England as the pinnacle of their fall fantasies - the staples, traditions and rituals they love. They have disposable income (\$115K+ HHI) to put towards travel and pricier Fall hotel stays and are either new or returning to Boston.

- Primary:
  - Empty Nesters, 50+, No Kids in HH, Interested in Travel, HHI \$115K+
  - Young Couples (DINKs), Interested in Travel, HHI \$115K+
  - Families with kids 6-18, Interested in Travel, HHI \$115K+ (New England)
- Secondary:
  - Travelers in Boston (whom we want to motivate beyond the usual)
  - International travelers coming from the UK
  - Alums living in key drive & flight markets













Meet **BOS**