

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

FISCAL 2012 ANNUAL REPORT

The Office of Performance Management & Oversight (OPMO) measures the performance of all public and quasi-public entities engaged in economic development. All agencies are required to submit an Annual Report. The annual reports of each agency will be published on the official website of the Commonwealth, and be electronically submitted to the clerks of the senate and house of representatives, the chairs of the house and senate committees on ways and means and the house and senate chairs of the joint committee on economic development and emerging technologies.

1) AGENCY INFORMATION

Agency Name Massachusetts Office of Travel & Tourism

Agency Head Betsy Wall Title Executive Director

Website www.massvacation.com; www.mafilm.org; www.masportsoffice.com

Address 10 Park Plaza, Suite4510, Boston MA 02116

2) MISSION STATEMENT

Please include the Mission Statement for your organization below.

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel-related businesses. In FY12, MOTT acquired responsibility for two related units: The Massachusetts Film Office (MFO) and the Massachusetts Sports Office (MSO). Both generate economic activity and jobs based on film and television production and international, national, and regional sports events, respectively.

3) OPERATIONS AND ACCOMPLISHMENT DETAILS

Please provide details on the agency's operations and accomplishments for Fiscal Year 2012 as **Attachment A**. Questions 5 through 10 will provide guidance on the type of information required under Chapter 240 of the Acts of 2010.

4) ACCOUNTING

Please provide financial information for your agency. Below please give a summary of *Receipts and Expenditures* during the fiscal year, and include the *Assets and Liabilities* at the end of the fiscal year. Please include the most recent audited financial report for the agency as **Attachment B**.

Notes:

MOTT's budget is not subject to annual audit.

MOTT's FY12 budget of \$6,910,068 consisted of \$1,910,068 from General Funds and \$5m from the Massachusetts Convention Center Authority.

	AMOUNT
Receipts	\$ 6,910,068 MOTT \$ 6,000,000 Regional Grant Program
Expenditures	\$12,910,068
Assets	\$ n/a
Liabilities	\$ n/a

5) INVESTMENTS OR GRANTS TO BUSINESSES OR INDIVIDUALS

Does your agency make **investments** and/or provide **grants** to businesses or individuals? **Yes** **No**

If **Yes**, please provide detailed information on investments and/or grants made during FY12 in the Operations and Accomplishments Section of this report. Information should include the number, nature and amounts of investments made and grants awarded by your agency along with job, investment and/or other economic development impact. Please list the name(s) of the investment and/or grant programs offered by your agency in the space provided below:

See Attachment A

6) DEBT OR EQUITY INVESTMENT DETAILS

Is your agency involved in **debt** or **equity investments** for businesses? **Yes** **No**

If **Yes**, please provide detailed information on debt and/or equity investments made during FY12 in the Operations and Accomplishments Section of this report along with job, investment and/or other economic development impact. Please list the name(s) of the debt and/or equity investments programs offered by your agency in the space provided below:

[Please enter the debt or equity investment details here.]

7) LOAN DETAILS

Is your agency involved in **real estate loans, working capital loans, or any other type of loan or guarantee**? Yes No

If **Yes**, please provide detailed information on loan(s) and/or guarantee(s) made during FY12 in the Operations and Accomplishments Section of this report along with job, investment and/or other economic development impact. Please list the types of loan(s) and/or guarantee(s) offered by your agency in the space provided below:

n/a

8) OTHER FORMS OF FINANCING OR FINANCIAL ASSISTANCE?

If your agency provides any other form of financing or financial assistance please include FY12 details in the Operations and Accomplishments Section of this report along with job, investment and/or other economic development impact. Please list the types of other forms of financing offered by your agency in the space provided below:

n/a

9) PATENTS OR PRODUCTS

Does your agency track **patents or products** resulting from agency-funded activities? Yes No

If **Yes**, please include details in the Operations and Accomplishments Section of this report along with job, investment and/or other economic development impact. Please list the agency-funded activities of your agency that promote patent and product advancement in the space provided below:

n/a

10) TECHNICAL ASSISTANCE

If your agency provides technical assistance, please provide detailed information on technical assistance provided during FY12 in the Operations and Accomplishments Section of this report along with job, investment and/or other economic development impact. Please list the name(s) of the technical assistance programs offered by your agency in the space provided below:

[Please enter the details on patents or products here.]

PLEASE NOTE:

THE FISCAL YEAR 2013 ANNUAL REPORT WILL REQUIRE DETAILS OF ABOVE MENTIONED CATEGORIES AS WELL AS PERFORMANCE TO PLAN AS OUTLINED IN YOUR AGENCY'S FISCAL 2013 BUSINESS PLAN. THE OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT WILL ANNUALLY RE-EVALUATE THE GOALS AND MEASURES ESTABLISHED BY THE AGENCIES. THE OFFICE WILL RECOMMEND CHANGES TO GOALS AND MEASURES AS ARE APPROPRIATE TO ALIGN WITH THE STATEWIDE ECONOMIC DEVELOPMENT POLICY AND PLAN.

FILING INSTRUCTIONS:

THE FISCAL YEAR 2012 REPORT IS DUE NO LATER THAN MONDAY, OCTOBER 1ST. AN ELECTRONIC COPY OF THE REPORT AND ATTACHMENTS A & B SHOULD BE E-MAILED TO ROB.ANDERSON@STATE.MA.US. THE OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT WILL REVIEW REPORTS PRIOR TO FILING WITH LEGISLATURE AND POSTING TO THE WEBSITE.

Office of Performance Management & Oversight
 Fiscal 2012 Annual Report
Massachusetts Office of Travel & Tourism
Attachment A

OPERATIONS & ACCOMPLISHMENTS

See attached MOTT CY11 Annual Report that includes MOTT and tourism industry metrics. Note that MOTT produces its report on a calendar year basis since much of the industry data is only available by calendar year.

GRANTS

Regional Tourism Grants

MOTT manages a regional tourism grant program established by the legislature and funded from a separate line item. Funds are distributed to 16 regional tourism councils, which are nonprofit, membership-based organizations. The RTCs promote their designated regions through advertising, public relations, web and print materials, and other marketing initiatives. The grant program supports these initiatives.

Funds are allocated based on a performance-based formula, developed and managed by MOTT. The enabling statute mandates a minimum one-to-one match of non-governmental funds.

Regional Tourism Council FY12 Grants	\$ Grant
Berkshires Visitors Bureau	327,610.28
Southeastern Mass Convention & Visitors Bureau	791.33
Cape Cod Chamber of Commerce	550,421.92
Franklin County Chamber of Commerce	198,474.45
Greater Boston Convention & Visitors Bureau	2,254,683.92
Greater Merrimack Valley Convention & Visitors Bureau	346,893.99
Greater Springfield Convention & Visitors Bureau	375,628.68
Martha's Vineyard Chamber of Commerce	233,642.08
Nantucket Chamber of Commerce	236,916.44
North of Boston Convention & Visitors Bureau	256,411.13
Plymouth County Convention & Visitors Bureau	306,538.16
Central Massachusetts Convention & Visitors Bureau	290,685.91
MetroWest Chamber of Commerce	91,409.32
Johnny Appleseed Trail Association	166,173.96
Hampshire County Tourism & Visitors Bureau	234,238.44
Mohawk Trail Association	129,480.00
Total Regional Grants	\$6,000,000.00

Other Grants

MOTT also provides a limited number of grants to support new and expanding tourism-related programs. These grants support programs and marketing initiatives targeted at visitors.

Other FY12 Grants	\$ Grant
Bay State Games*	200,000
North of Boston Convention & Visitors Bureau*	52,000
Mass Jazz	68,000
Massachusetts Sports Partnership	50,000
Total Other Grants	\$370,000

*Indicates grant mandated in legislative FY12 budget language

Massachusetts

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OFFICE OF TRAVEL & TOURISM



2011 ANNUAL REPORT

Massachusetts

OFFICE OF TRAVEL & TOURISM

2011 ANNUAL REPORT

Commonwealth of Massachusetts



GOVERNOR
Deval L. Patrick



LIEUTENANT GOVERNOR
Timothy P. Murray

SECRETARY OF HOUSING AND ECONOMIC DEVELOPMENT
Greg Bialecki

Massachusetts Office of Travel & Tourism

EXECUTIVE DIRECTOR
Betsy Wall

REPORT DATA

Data in this report are the most current available at the time of publication. Data are based on all travel – domestic and international, leisure and business, unless otherwise specified. Data are reported on a calendar-year basis, unless otherwise specified. A visitor is defined as someone who travels at least 50 miles one way or stays overnight.

TRAVELSTATS

The Massachusetts Office of Travel & Tourism (MOTT) publishes a free monthly research e-newsletter, *TravelStats*, which comprises lodging, attractions, and airport data; lodging tax collections; Massachusetts Tourism Fund receipts; and site and circulation data for massvacation.com. To subscribe, contact tony.dagostino@state.ma.us. Current and past issues are posted at www.massvacation.com/research.

TOP NUMBERS

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS



ECONOMIC IMPACT

- Direct spending by domestic and international visitors totaled \$15.5 billion in 2010 (p. 4).
- Visitor expenditures supported 121,700 jobs in 2010 and \$3.5 billion in wages and salaries (p. 4).
- Visitor expenditures generated just over \$1 Billion in Massachusetts state and local tax revenue in 2010 (p. 4).
- Each dollar spent by a visitor in 2010 generated 4.0 cents in state tax receipts and 2.5 cents in local taxes (p. 4).
- State hotel room occupancy tax collections totaled \$167.3 million and local option room occupancy tax collections totaled \$131.3 million in FY2011 (p. 6).

VISITOR ORIGIN

- In FY2011, Massachusetts hosted 17.3 million domestic visitors.
- In CY2010, there were 2.0 million international visitors; 1.3 million came from overseas and 662,000 from Canada (p. 10).
- Domestic visitors accounted for approximately 90% of all visitors; international visitors, 10% (p. 10).

DOMESTIC & INTERNATIONAL VISITORS

- In FY2011, 57.4% percent of all person trips originated in New England and 20.4% from the mid-Atlantic states (NY, NJ, and PA) (p. 12).
- Visiting friends and relatives is the most frequently reported primary trip purpose (45.8%) (p. 13).
- Travel by personal car is the dominant mode of transportation (68.3%) (p. 13).
- 45.1% of the domestic visitors who spent at least one night in Massachusetts reported staying in a hotel, motel, or bed and breakfast (p. 13).
- Seasonality of domestic visitors; 16% of domestic visitors come in the first quarter of the calendar year (Q1), 25% during (Q2), 37% during (Q3) and 22% during (Q4).
- Canada, the United Kingdom, and Germany are the top three countries of origin and accounted for 50% of all international visitors to MA in CY2010 (p. 26).

MASSACHUSETTS 2011 ANNUAL REPORT

PUBLISHED MARCH 2012

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ECONOMIC IMPACT

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

Direct Economic Impact of Travel on Massachusetts, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
2010	15,529.9	3,475.7	121,700	622.7	383.6
2009	14,352.6	3,407.5	121,500	573.8	341.5
2008	15,576.8	3,650.1	128,800	598.1	364.6
2007	15,144.6	3,582.8	127,800	588.0	355.4
2006	14,211.3	3,381.6	125,800	554.2	333.0

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

Direct expenditures by domestic and international visitors to Massachusetts totaled \$15.5 billion in 2010, an 8.2% increase from 2009 and a 9.3% increase over 2006.

Massachusetts' 2010 direct expenditures represented a 2.0% share of all U.S. direct expenditures (\$758.7 billion).

Domestic visitors spent \$13.5 billion in 2010, 86.8% of all spending; international visitors, \$2.1 billion, 13.2%. An analysis of spending by industry sectors shows major differences between domestic and international visitors' spending behavior.

In 2010, domestic spending increased 8.5%; international increased 6.3%.

Visitor spending supported 121,700 full-time, part-time, and seasonal jobs, an increase of 0.2% from 2009, and payroll of \$3.5 billion, a 2.0% increase.

The state received \$622.7 million in revenues through the state sales tax, excise taxes, and taxes on travel-related personal and corporate income, a 8.5% increase from 2009. Local community revenue totaled \$383.6 million in sales and property tax revenue, a 12.3% increase.

Domestic and International Direct Expenditures by Industry Sector, 2010-2009

2010 EXPENDITURES	DOMESTIC (\$ MILLIONS)	INTERNATIONAL (\$ MILLIONS)	TOTAL (\$ MILLIONS)	% OF TOTAL
Public Transportation	4,322.0	253.7	4,575.7	29.5%
Auto Transportation	1,952.6	29.5	1,982.0	12.8%
Lodging	2,728.3	687.5	3,415.8	22.0%
Foodservice	2,748.8	395.1	3,143.8	20.2%
Entertainment & Recreation	826.0	171.0	997.0	6.4%
General Retail Trade	897.2	518.2	1,415.4	9.1%
2010 Totals	\$13,475.0	\$2,054.9	\$15,529.9	100.0%
Percentage of total	86.8%	13.2%	100.0%	
2009 Totals	\$12,419.2	\$1,933.5	\$14,352.6	
Percentage of total	86.5%	13.5%	100%	

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

ECONOMIC IMPACT

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

THE MULTIPLIER IMPACT

Visitors' direct expenditures have a multiplier impact on the Massachusetts economy through indirect and induced spending. Indirect spending results from Massachusetts' travel-related businesses purchasing goods and services within Massachusetts. Induced spending results from

employees of travel-related businesses spending part of their income in MA. This multiplier impact is measured for expenditures, earnings, and employment. In 2010, the total impact of all travel spending was \$24.7 billion, a 7.9% increase from 2009.

Multiplier Impact of Direct Spending, 2010

Impact Measure	Direct Impact	Indirect & Induced Impact	Total Impact	% change over 2009
Economic Impact (millions)	\$15,529.9	\$9,215.2	\$24,745.1	7.9%
Earnings (millions)	\$3,475.7	\$3,155.0	\$6,630.8	2.3%
Employment (thousands)	121.7	76.0	197.7	-0.7%

Indirect impact — travel industry operators purchasing goods and services in MA

Induced impact — employees of businesses and suppliers spending part of their earnings in MA

Source: TIA, The Economic Impact of Travel on MA Counties, 2010



ROOM OCCUPANCY TAXES

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In FY2011, state room occupancy tax collections (including convention centers) totaled \$167.3 million, a 9.9% increase from FY2010 and a 6.2% increase over FY2007. Local room occupancy tax collections totaled \$131.3 million, a 28.2% increase over FY2010 and a 48.7% increase over FY2007.

In FY2010, Suffolk, Middlesex, and Barnstable counties were the top three room occupancy tax-producing counties, accounting for 72.6% of state and 75.3% of local option room occupancy tax collections. On 10/1/2009 the local option rooms tax rate was increased from a maximum of 4% to 6%.

Room occupancy tax collections are driven by the overall performance of the lodging sector. In CY2011, Massachusetts' lodging industry grew substantially, according to Smith Travel Research. In CY2011, Massachusetts' room occupancy was up 5.5% and room revenue grew 8.7%.

Room Occupancy Tax Collections, FY2007 – 2011

Fiscal Year	State \$ Millions	% Change	Local Option \$ Millions	% Change
2011	167.3	9.9%	131.3	28.2%
2010	152.2	-5.4%	102.4	14.0%
2009	160.9	-7.6%	89.8	-7.3%
2008	174.2	10.6%	96.9	9.6%
2007	157.5	8.8%	88.3	8.2%

Source MA DOR (state totals include convention center collections)

CY2011 vs. CY2010

	Occupancy	Room Rate	Demand	Revenue
US	4.4	3.7	5.0	8.8
MA	5.5	3.3	5.2	8.7
NJ	5.0	1.7	5.1	6.9
NY	2.3	5.0	5.4	10.7
PA	4.2	4.5	5.7	10.5

Source MA DOR (state totals include convention center collections)

Room Occupancy Tax Collections by County, FY2010

County	State Collections (\$000)	Share %	Local Option Collections (\$000)	Share %
Barnstable	\$9,763	9.6%	\$8,173	8.0%
Berkshire	\$3,142	3.1%	\$2,602	2.5%
Bristol	\$1,912	1.9%	\$1,728	1.7%
Dukes	\$1,400	1.4%	\$1,149	1.1%
Essex	\$4,677	4.6%	\$4,431	4.3%
Franklin	\$363	0.4%	\$333	0.3%
Hampden	\$2,605	2.6%	\$2,146	2.1%
Hampshire	\$1,092	1.1%	\$1,155	1.1%
Middlesex	\$20,569	20.3%	\$21,125	20.6%
Nantucket	\$1,330	1.3%	\$1,155	1.1%
Norfolk	\$5,523	5.4%	\$5,537	5.4%
Plymouth	\$1,814	1.8%	\$1,652	1.6%
Suffolk	\$43,360	42.7%	\$47,797	46.7%
Worcester	\$4,019	4.0%	\$3,423	3.3%
Total FY2010	101,569	100.0%	102,406	100.0%
Total FY2009	109,458		89,815	

Source MA DOR

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2010, the largest share of visitors' direct expenditures was for public transportation, followed by lodging and food service. The lodging sector generated the largest payroll of any category; food service generated the most jobs.

Expenditures, Payroll, & Employment by Industry Sector, 2010

Industry Sector	Expenditures (\$ Millions)	% Share	Payroll (\$ Millions)	% Share	Employment	% Share
Public Transportation	4,575.7	29.5%	585.0	16.8%	14,000	11.5%
Auto Transportation	1,982.0	12.8%	124.7	3.6%	3,800	3.1%
Lodging	3,415.8	22.0%	870.9	25.1%	28,200	23.2%
Foodservice	3,143.8	20.2%	842.6	24.2%	46,300	38.0%
Entertainment & Rec	997.0	6.4%	491.2	14.1%	16,900	13.9%
Retail	1,415.4	9.1%	195.0	5.6%	7,400	6.1%
Travel Planning	n/a	n/a	366.3	10.5%	5,300	4.4%
	15,529.9	100.0%	3,475.7	100.0%	121,700	100.0%

Note: Travel Planning does not generate expenditure data

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

PUBLIC TRANSPORTATION

Spending in 2010 for public transportation totaled \$4.6 billion, a 10.8% increase from 2009 and a 4.3% increase over 2006.

Public transportation accounted for 29.5% of all expenditures, 16.8% of payroll, and 11.5% of employment.

The public transportation industry is comprised of air, intercity bus, rail, boat, ship, taxicab and limousine services.

Public Transportation Industry: Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	4,575.7	585.0	14,000
2009	4,131.1	575.0	13,800
2008	4,684.3	598.5	14,800
2007	4,624.8	621.6	14,900
2006	4,385.0	574.5	14,500

Source: TIA, The Economic Impact of Travel on MA Counties, 2010



SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

LODGING

Spending in 2010 for lodging totaled \$3.4 billion, a 10.3% increase from 2009 and a 6.2% increase over 2006.

The lodging industry represented 22.0% of all expenditures. It generated the largest share of payroll, 25.1%, and the second largest share of employment, 23.2%.

The lodging industry comprises hotels and motels, inns, resorts, campgrounds, and ownership or rental of vacation and second homes.

FOOD SERVICE

Spending in 2010 for food service totaled \$3.1 billion, an increase of 5.5% from 2009 and an increase of 16.4% over 2006.

Food service accounted for 20.2% of total expenditures. It generated the second-highest share of payroll, 24.2%, and the largest share of employment, 38.0%.

The labor-intensiveness of the food service sector and the large share of visitor expenditures spent on food results in this sector's major contribution to the travel industry's economic impact and to employment.

Food service comprises restaurants, other eating and drinking establishments, and grocery stores.

AUTO TRANSPORTATION

Spending in 2010 for auto transportation totaled \$2.0 billion, an increase of 7.8% from 2009 and an increase of 8.7% over 2006.

Auto transportation accounted for 12.8% of all expenditures, 3.6% of payroll, and 3.1% of employment.

Auto transportation comprises privately owned vehicles used for trips (i.e., automobiles, trucks, campers, and other recreational vehicles), gasoline service stations, and auto rentals.

Lodging Industry: Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	3,415.8	870.9	28,200
2009	3,095.5	848.3	28,400
2008	3,564.0	938.3	30,900
2007	3,498.5	910.7	30,300
2006	3,215.8	852.5	29,800

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

Food Service Industry: Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	3,143.8	842.6	46,300
2009	2,980.9	833.9	46,000
2008	2,981.3	856.3	47,300
2007	2,876.0	832.7	47,100
2006	2,700.6	791.9	46,100

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

Auto Transportation Industry: Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	1,982.0	124.7	3,800
2009	1,838.4	126.3	3,900
2008	2,045.8	128.0	4,000
2007	1,933.3	129.6	4,100
2006	1,824.1	127.8	4,200

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

ENTERTAINMENT & RECREATION

Spending in 2010 for entertainment & recreation totaled \$997.0 million, up 4.4% from 2009 and an increase of 14.7% over 2006.

Entertainment & recreation accounted for 6.4% of all expenditures, 14.1% of payroll, and 13.9% of employment.

Entertainment & recreation comprises user fees, sporting events, admissions at amusement parks, and attendance at movies.

RETAIL

Spending in 2010 for general retail totaled \$1.42 billion, an increase of 4.7% over 2009 and an increase of 16.3% over 2006.

General retail accounted for 9.1% of all expenditures, 5.6% of payroll, and 6.1% of employment.

General retail comprises gifts, clothes, souvenirs, and other incidental retail purchases.

TRAVEL PLANNING

In 2010, travel planning accounted for 10.5% of payroll and 4.4% of employment. This sector does not generate direct expenditures in Massachusetts because the expenditures take place in visitors' points of origin.

Travel planning comprises travel agents, tour operators, and others involved in planning trips.

Entertainment & Recreation Industry:
Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	997.0	491.2	16,900
2009	955.2	473.4	16,600
2008	955.9	496.3	17,300
2007	918.0	478.2	17,000
2006	868.9	453.6	16,800

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

Retail Industry: Economic Impact, 2006 – 2010

Calendar Year	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment
2010	1,415.4	195.0	7,400
2009	1,351.5	194.8	7,500
2008	1,345.5	193.6	7,700
2007	1,293.9	191.2	7,700
2006	1,216.8	181.4	7,600

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

Travel Planning Industry:
Economic Impact, 2006 – 2010

Calendar Year	Payroll (\$ Millions)	Employment
2010	366.3	5,300
2009	355.9	5,300
2008	439.1	6,800
2007	418.7	6,600
2006	400.0	6,700

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

VISITOR VOLUME

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

Massachusetts hosted 17.3 million domestic person trips in FY2011. See the chart of domestic visitor origins for FY2011 on p. 12.

In CY2010, Massachusetts hosted 2.0 million international person trips. 66% of the person trips were from overseas, 34% from Canada.

Massachusetts' share of all Canadian travel to the U.S. in 2010 stayed the same as 2009 at 3.4%; Massachusetts' share of overseas travel to the U.S. decreased from 5.3% to 5.0% in 2010.

For visitation numbers from top international markets, see p. 26.



DOMESTIC VISITOR ECONOMIC IMPACT BY COUNTY

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2010, domestic visitors spent \$13.5 billion in direct expenditures, a 8.5% increase from 2009 and an increase of 7.0% over 2006.

Greater Boston - Suffolk, Middlesex, and Norfolk counties - generated 68.6% of all travel expenditures, 60.7% of state tax receipts, and 56.8% of local tax receipts.



Domestic Economic Impact on Massachusetts Counties, 2006-2010

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
Barnstable	\$812.66	\$213.62	8.42	\$34.65	\$49.23
Berkshire	327.25	84.95	3.45	16.56	9.17
Bristol	384.36	82.24	2.94	20.78	7.60
Dukes	112.29	28.45	1.16	4.35	6.65
Essex	690.84	162.44	6.10	37.34	18.29
Franklin	50.73	9.69	0.36	2.91	1.69
Hampden	442.86	97.96	3.14	24.74	8.87
Hampshire	102.42	22.77	0.83	5.61	2.83
Middlesex	2,003.99	530.29	19.25	111.09	54.05
Nantucket	140.46	29.59	0.98	4.13	4.93
Norfolk	838.10	257.59	9.02	45.39	18.60
Plymouth	474.98	95.96	3.58	23.48	22.09
Suffolk	6,408.03	1,237.97	40.26	170.69	120.38
Worcester	686.02	139.08	5.24	37.16	15.50
Statewide 2010	\$13,474.99	\$2,992.62	104.73	\$538.88	\$339.88
Statewide 2009	12,419.6	2,929.5	104.4	495.2	301.8
Statewide 2008	13,539.5	3,150.6	110.9	518.5	323.5
Statewide 2007	13,346.5	3,137.0	111.7	516.9	319.1
Statewide 2006	12,592.2	2,976.0	110.5	489.9	300.4

Source: TIA, The Economic Impact of Travel on MA Counties, 2010

DOMESTIC VISITOR ORIGIN

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In FY2011, visitors from New England and the mid-Atlantic states (NY, NJ, and PA) accounted for 77.8% of all domestic person trips to the state.

The largest source of visitors was Massachusetts residents themselves, 5.5 million person trips, 32.0% of all domestic trips; followed by New York state with 2.3 million person trips, 13.5% of trips; and Connecticut, 1.6 million person trips, 9.4% of trips.

Again, the definition of a visitor is one who travels 50 or more miles one way or who stays overnight.

Domestic Visitor Origin: Top 10 States, FY2011

State	Person Trips to Massachusetts	Share of all Person Trips
Massachusetts	5,544,000	32.0%
New York	2,331,000	13.5%
Connecticut	1,625,000	9.4%
New Hampshire	953,500	5.5%
Rhode Island	713,500	4.1%
California	368,500	2.1%
Florida	534,000	3.1%
New Jersey	694,500	4.0%
Maine	694,000	4.0%
Virginia	232,500	1.3%
All Other States	2,708,500	15.6%
All New England States	9,933,000	57.4%
All Mid Atlantic States	3,536,500	20.4%

Source: TNS, Travels America, FY2010 & FY2011



DOMESTIC VISITOR BEHAVIOR, FY2011

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

DOMESTIC TRIP DURATION & COMPOSITION

Just under 2/3 of all person trips in FY2011 included an overnight stay. Overnight visitors averaged 4 nights in Massachusetts. All visitors — overnights and those on day trips — averaged 3 nights.

22.0% of all travel parties included one or more children less than 18 years of age.

DOMESTIC TRANSPORTATION MODE

The majority of visitors, 68.3%, drive their own vehicle to Massachusetts. Air travel ranks second at 18.4%.

Domestic Visitor Transportation Mode, FY2011	
Own Auto/Truck	68.3%
Airplane	18.4%
Rental Car	3.2%
Camper/RV	0.5%
Train	2.2%
Bus	3.4%
Ship/Boat	1.1%
Motorcoach	0.3%

Source: TNS, Travels America, FY2011 & FY2010

DOMESTIC LODGING

45.1% of overnight visitors stay in a hotel/motel/inn or B&B, 44.3% in a private home.

Overnight Domestic Visitor Lodging, FY2011	
Hotel/Motel/Inn	43.0%
Private Home	44.3%
Condo/Timeshare	3.9%
RV/Tent	2.4%
Bed & Breakfast	2.1%
Other	4.6%

Source: TNS, Travels America, FY2011 & FY2010

DOMESTIC TRIP PURPOSE (PRIMARY)

Visiting friends or relatives is the dominant trip purpose and accounts for 45.8% of all domestic trips. Entertainment and sightseeing accounts for 11.2% of all trips.

Domestic Visitor Primary Trip Purpose, FY2011	
Visit Friends/Relatives	45.8%
Personal	16.0%
Entertainment/Sightseeing	11.2%
Business	10.2%
Outdoor Recreation	5.2%
Combined Business/Leisure	8.4%
Other	3.3%

Source: TNS, Travels America, FY2011 & FY2010

DOMESTIC TRIP ACTIVITIES

Visiting relatives is the most frequently reported trip activity by domestic visitors, 26.8%, followed by visiting friends, 18.5% and shopping, 17.3%. Fine dining, beaches, urban sightseeing, rural sightseeing, historical places/churches, museums and state/national parks make up the remaining top activities.

Domestic Visitor Top 10 Activities, FY2011	
Visiting Relatives	26.8%
Visiting Friends	18.5%
Shopping	17.3%
Fine Dining	15.2%
Beaches	15.7%
Urban Sightseeing	13.9%
Rural Sightseeing	13.6%
Historical Places/Churches	10.9%
Museums	8.7%
State/National Parks	6.1%

Source: TNS, Travels America, FY2011 & FY2010

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

MOTT MISSION

MOTT is the state agency dedicated to promoting Massachusetts as a leisure travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel-related businesses.

DOMESTIC MARKETING OVERVIEW

MOTT's domestic marketing programs focus on generating overnight leisure travel by consumers in selected media markets within Boston, New England and New York. Research is used extensively to determine best customer prospects, markets, campaign timing, messages and collateral materials. It is also used to evaluate results. Advertising spending is focused heavily on the summer and fall seasons. In FY11 we added more focus on the winter season to support the program activities taking place in Massachusetts during those seasons. Public relations is used year round to help keep MOTT's messaging in the marketplace. MOTT's marketing programs are fully integrated with a mix of broad-based media.

Massachusetts Market Share From Target DMAs			
DMA	Total Visitors from DMA (000)	Visitors from DMA to MA (000)	MA Market Share
New York City DMA	53,890	2,276	4.2%
Hartford/New Haven DMA	8,165	1,396	17.1%
Albany/Troy DMA	5,484	638	11.6%
Providence/New Bedford DMA	4,984	1,286	25.8%
Boston DMA	21,746	4,903	22.5%
Sprgfld/Hlyke DMA	2,387	695	29.1%

Source: TNS FY2011 & FY2010

FY2011 DOMESTIC MARKETING PROGRAMS

MOTT's programs are research driven and targeted at best customer prospects and are rigorously evaluated both during and post program. All marketing programs target Massachusetts' best customer prospects: 35-64 years old with a household income of \$75,000+. Media is skewed toward women, who have a greater propensity to plan and make travel decisions. In FY11, we allocated 36.48% of media budget to online and radio and reduced our print and broadcast expenditures to niche markets.

Programs: Television, Radio, Online Advertising Campaign, www.massvacation.com, Public Relations, Targeted Consumer Outreach, Social Media: Facebook, Twitter, Blog; Niche Programming; LGBT; group tour; Multicultural. (see media chart table on page 15)

- Television
- Radio
- Online Advertising Campaign
- www.massvacation.com
- Public Relations
- Targeted Consumer Outreach
- Social Media: Facebook, Twitter
- Massachusetts Lure Brochure
- Niche Programming:
 - MA Green
 - LGBT
 - Small Meetings
 - Multicultural
 - Weddings
 - Accessibility
 - Culinary
 - Group Tour

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

Domestic Marketing Budget

Domestic Marketing	FY11: \$4.0	FY10: \$5.1m
Public relations	FY11: \$0.2m	FY10: \$0.21m
Total	FY10: \$4.2	FY10: \$5.51m

Media

	FY11
Net media	\$2,076,077.93
ALLOCATION BY MARKET	
New York DMA	59.99%
Massachusetts	24.91%
Both Markets	14.76%
National	.35%
ALLOCATION BY MEDIA	
TV	
New York	\$1,112,811.53
Boston	\$76,712.50
RADIO	
Boston	\$74,825.50
PRINT	
New York Print (includes eth)	\$57,311.50
Boston Print (includes eth)	\$64,562.99
Group Tour (nat)	\$7,247.60
DIGITAL	
Ma Digital	\$300,960.00
New York Digital	\$75,219.00
Both Markets (includes social search and ad serving)	\$306,357.31

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

FY11 MARKETING CAMPAIGN

- Tagline: It's All Here®
- Markets: Massachusetts , New York DMA
- Television: (See page 18)
- Radio Spots

February Vacation Radio

Better to Stay in MA - Skiing :30

Focused on why it's better to stay in Massachusetts for February school vacation.

Created in January/February 2011

Ran on air in Massachusetts - 2 weeks in February 2011

April Vacation Radio

Vacation Requirements :30

Focused on why it's better to stay in Massachusetts for April school vacation.

Created in March/April 2011

Ran on air in Massachusetts - 2 weeks in April 2011

- Print (See page 19)

- Online

Fall Foliage Campaign

Display banners that focused on Massachusetts being a great destination to view fall foliage and for fall events.

Created in August/September 2011

Ran on sites in Massachusetts & New York DMA - September & October 2011

Winter Fun

Display banners that focused on planning a winter getaway in Massachusetts, as there's so much Winter Fun here. Ran on sites in Massachusetts & New York DMA - January - May 2011

February Vacation Campaign

Display banners focused on planning your February School vacation in Massachusetts.

Created in January 2011

Ran on sites in Massachusetts & New York DMA - February 2011

Mass Insider & Spring/Summer Fun Campaigns

Display banners promoted the Mass Insider program, where consumers can "like" Visit Massachusetts on Facebook for deals, exclusive giveaways and insider info on Massachusetts.

We also ran another banner campaign focused on planning a summer vacation in Massachusetts.

Created in March/April 2011

Ran on sites in Massachusetts & New York DMA - May & June 2011

Social Media Ads

We ran ad copy on Facebook and Twitter that promoted the Mass Insider program.

Created in March 2011

Ran on Facebook & Twitter, targeting Massachusetts & New York DMA - April - June 2011

Pay-Per-Click Search Ads

We ran ad copy on Google, which aligned with which ever campaign/message was running online at the same time.

Ran on Google, targeting Massachusetts & New York DMA - February 2011 - June 2011

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

MASS INSIDER PROGRAM

The 'Mass Insider' program is currently a social media initiative (Facebook only). We encourage users to "Like" MOTT on FB to receive the latest deals, insider tips, event information and exclusive promotions via the news feed. The program has been successful in growing MOTT Facebook fans (roughly 4k to 80k). We've encouraged others to join the conversation on our page and to gain access to the following benefits as a Mass Insider:

- Fun events & activities around the state
- Insider tips/Community of people sharing tips, info, "off the beaten path" recommendations
- Last minute deals/discounts around the state
- Giveaways

The purpose of this program is to grow MOTT's social media fan-base and continue the conversation with fans of Massachusetts by engaging them with contests, giveaways, etc. We've also been able to increase traffic to the site by designing a Mass Insider landing page that the Mass Insider display banners now click-thru to. On this landing page, the program is explained and the user can "like" the Visit Massachusetts Facebook page right from massvacation.com.

NO ROI study done in FY11



The graphic features the 'Mass INSIDER' logo at the top center. Below it are three blue callout boxes: 'DAILY DEALS' on the left, 'INSIDER TIPS' in the center, and 'EXCLUSIVE PROMOTIONS' on the right. The background shows a stylized landscape with a lighthouse, a city skyline, and people enjoying outdoor activities. At the bottom, there is a call to action: 'You'll get specials on lodging, attractions and events throughout Massachusetts, right in your Facebook feed.' and 'LIKE US ON FACEBOOK TO GET INSTANT ACCESS' with a right-pointing arrow.

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

TELEVISION SPOTS

Created in May 2011. Ran on air in Massachusetts & New York DMA from May 2011 - July 2011

TELEVISION

Couples :30 and Couples :15

Features 3 different couples who are visiting art galleries, beaches, parks and picnicking on Charles River. The idea being that although you may spend money on your vacation in Massachusetts, there are also great places in the state that don't cost a thing.

Families :30 and Families :15

Features 2 different families who are on a fun and adventurous vacation in Massachusetts, going to amusement parks, the aquarium, parks and beaches. The idea being that although you may spend money on your vacation in Massachusetts, there are also great places in the state that don't cost a thing.



MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

PRINT

Opportunistic Print

Colors Campaign “Green” Creative

Visual and copy representing the “green” in Massachusetts, including the 37-foot-high Monster in Fenway Park, trees along the Ipswich River or the fairways at Pinehills golf course.

Created in 2010; Repurposed in February 2011

Ran in Boston & New York - March - June 2011

Group Tour Print

Colors Campaign “All Colors” Creative

Visual and copy representing the various colors in Massachusetts, including a 40-ton humpback whale leaping out of the deep blue Atlantic Ocean or the red bricks of the Freedom Trail.

Created in 2010; Repurposed in April 2011

Ran Nationally & in New England - May 2011

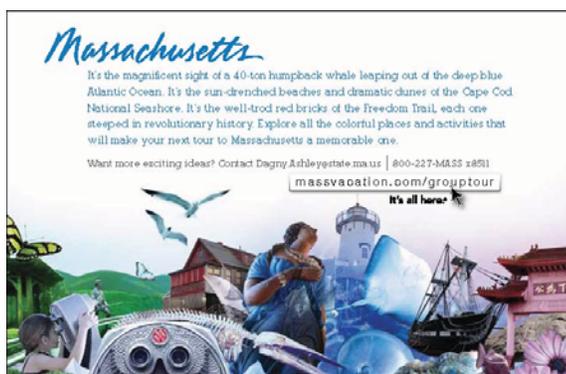
Ethnic Print

“Open Book” Creative

Visual of an open book with various different sights, attractions and things to do in Massachusetts. The copy of the ad was promoting our Mass Insider program on Facebook.

Created in April 2011

Ran in Boston & New York - May - June 2011



MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

LGBT MARKETING PROGRAM

In CY2011, MOTT enhanced the marriage resource microsite geared towards the LGBT community. The site contains information about how to get married in the Commonwealth of Massachusetts and simplifies the process for both residents and non-residents. In addition, the LGBT Facebook page had nearly 14,000 fans and the LGBT Twitter account surpassed 1,300 followers. The LGBT site had 78,000 visits and 180,000 page views in CY2011.

GROUP TOUR

MOTT markets Massachusetts year round as a group travel destination, working proactively with tour operators and travel agents.

Group Tradeshows:

MOTT staff attended, maintained and created new relationships with tour operators and travel agents as well as generating leads for the Massachusetts travel industry. Massachusetts (MOTT) attended American Bus Association Marketplace, National Tour Association Travel Exchange, Ontario Motor-coach Association Marketplace and Cruise Canada New England Symposium.

Group Travel Advertising

MOTT advertising can be found in Destinations (American Bus Association publication), Courier (National Tour Association publication), Black Meetings & Tourism, Packaged Travel Insider and Group Tour Magazine.

Group Travel Promotions

Massachusetts participated in the National Tour Association Tour Operator Profile Book

MOTT collaborated with Regional Tourism Councils and other New England state tourism offices on joint group tour programs.

GOALS

To consistently educate domestic tour operators and travel agents on the newest Massachusetts product and position Massachusetts as a top group tour destination.

RESULTS

In FY11, the Massachusetts group tour program generated over 250 qualified leads from new and current tour operators and travel agents who actively book groups to Massachusetts.

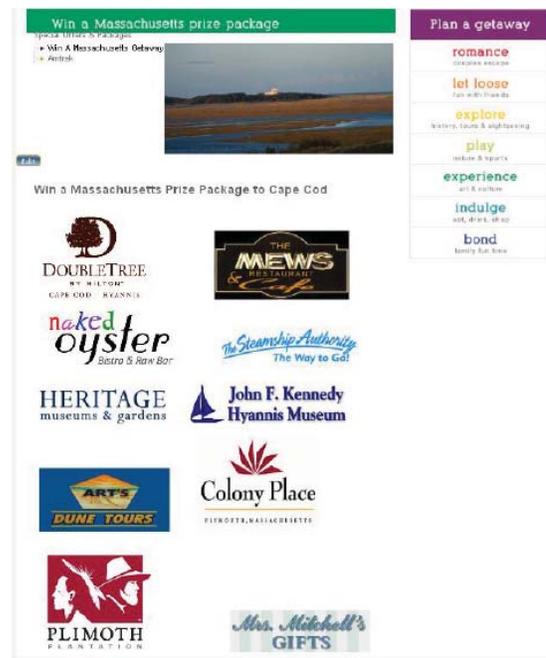


MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

massvacation.com

MOTT operates a highly interactive Web site, massvacation.com, that provides users with comprehensive information about what to see and do, where to stay, and how to plan a trip. In CY11, MOTT, once again, had seasonal micro sites for fall foliage and winter fun which generated high seasonal traffic. Other content:

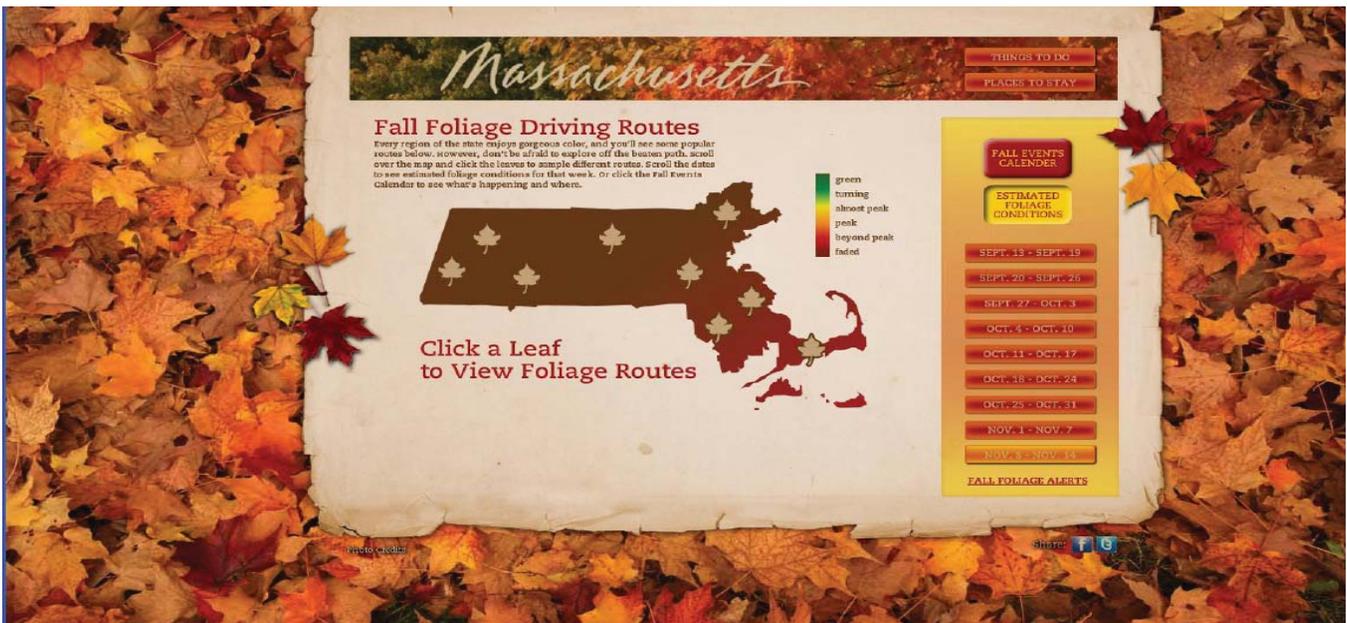
- Information centers
- Events up to 24 months in advance
- Mapping and travel directions
- Special lodging deals
- Special offers from MOTT's marketing partners
- Order form for travel information from RTCs and Chambers of Commerce
- Links to attractions, hotels, regional tourism councils, and other travel sites
- Ongoing contest to win a Massachusetts prize package
- Press room
- Free listings for all Massachusetts businesses



MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

RESULTS

In 2011, the site hosted 1,080,604 visits (a 13.4% increase from 2010) which resulted in more than 4.2 million page views. 88% of users were U.S. residents. The next five top countries of origin were Canada, the U.K., Germany, Italy, and France. The most visited topical pages viewed after the Homepage were Fall Foliage and Winter Fun pages. The top region pages visited, in order, were Cape and the Islands, Greater Boston, Western Mass, North of Boston, and South of Boston.



MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

FARM FULFILLMENT AND RELATIONSHIP MARKETING

Throughout 2010 MOTT continued to increase FARM, our consumer Fulfillment and Relationship Marketing database. This database is used to support the seasonal promotions, and direct mail programs. The primary source for acquiring new FARM customers and for updating existing customer records is via www.massvacation.com. FARM complies with CAN-SPAM best practices.

RESULTS

At the end of 2010 the number of consumer records in FARM totaled 960,223. Of these, 284,326 were permission emails. 88.3% of the total records are U.S customers. 5.5% are Canadian and 6.2% represent all other countries.

GOVERNOR'S CONFERENCE

MOTT host the annual Governor's Conference on Travel & Tourism. 2011 marked its 24th year, the conference attracts more than 400 industry professionals who convene for networking with their colleagues from across the Commonwealth's travel sector. The conference features a Keynote by the Governor and presentations by other industry leaders. The conference includes panel discussions, workshops and an industry marketplace with relevant information and tools for tourism professionals. 2012 celebrates 25 years.



PUBLIC RELATIONS

MOTT's public relations program aims to promote the Commonwealth as a premier leisure destination, rich in culture and diversity. The majority of the program's focus is on media relations, gaining valuable third-party endorsements from respected travel press, and in turn, influencing consumer behavior when it comes to visiting Massachusetts.

As a result of MOTT's public relations efforts, Massachusetts has enjoyed positive coverage in nation's top circulating publications, regional newspapers and magazines and online travel and lifestyle sites

JOURNALISTS TO MASSACHUSETTS

MOTT works closely with Massachusetts' lodging facilities and attractions to stay up-to-date on their services and special events, in order to serve as an information resource to journalists wishing to visit the state. Working personally and directly with journalists, MOTT packages tours throughout the commonwealth for coverage online, in print, broadcast & radio.

Through the efforts MOTT's public relations team, journalists representing the following publications visited or wrote about the Commonwealth in CY 2011:

- AAA New England
- About.com
- Alaska Airlines Inflight Magazine
- Away.com
- Bing Travel
- Black Meetings & Tourism
- Boston Globe
- Boston.com
- Boston Herald
- Boston Metro
- Bringing it Home with Laura McIntosh
- BUMP – logo TV
- Exhale Magazine
- Edge Publications
- Globetrotting
- Go:AirTran airways inflight magazine
- GO! Magazine

MOTT DOMESTIC MARKETING PROGRAMS AND RESULTS

L.L. Bean's Guide to the Outdoors
METRO
National Geographic Traveler
Newsday
NY Post
NY1 News
Nylon Magazine
P3 Magazine
Taking –the-Kids
Time Out New York
Travel & Leisure
Today Show
USA Today
Washington Examiner

LOCAL AND NATIONAL CONSUMER BUSINESS AND TRADE MEDIA RELATIONS

MOTT regularly researches, prepares and distributes press releases that cover a wide range of topics aimed to stimulate media interest. In FY11, a sample of the releases MOTT distributed :

Seaside Autumn Escape
From Haunts To Harvest
Massachusetts Latin Vibe
Iconic Thanksgiving
MA Taverns Warm Travelers
Holiday Massachusetts
Celebrating Massachusetts
Spectacle of Lights and Holiday Festivities
Not Your Average New Years Celebrations
Welcome the New Year with an offbeat, only-in-Massachusetts Way.
Snowy State of Mind
New England Clam Chowder vs. Manhattan Clam Chowder
"Souper Cook-Off" during National Soup Month.
Black History Month
Celebrating Chemistry in Massachusetts
February School Vacation Week
April School Vacation Week
Massachusetts Music Scene: Marching to a New Beat

Global Eats in Modern Massachusetts
A State of Green
The Art of Great Gardens

MASSVACATION.COM PRESS ROOM

In CY2011 MOTT updated its press room with new images, information, press materials and story ideas. In addition, HD footage is available free of charge to promote the state via broadcast. The press room also posts leads for the entire industry to take advantage of, and get the opportunity to showcase their properties, attractions or events for interested journalists

SUPPORT ADVERTISING AND MARKETING PROGRAMS

MOTT's integrated marketing team launched a new and innovative promotional campaign in FY2011. The public relations group promoted the campaign in national and regional trade and consumer press. Coverage appeared in the following press:

WCVB-TV (Ch. 5)
The BostonChannel.com/Boston Globe
Associated Press
Boston Herald
NECN
NY1
NY DMO Targets

TOURISM U

Tourism U is a series of FREE presentations hosted around the state by the Massachusetts Office of Travel & Tourism (MOTT) for the travel and tourism industry. Tourism U is designed to help increase awareness of the programs that MOTT offers to the industry and to encourage participation.

MOTT offered presentations on International, Research, Film, Sports, Domestic Marketing, Online Digital Marketing and LGBT Marketing in various regions around the state.

MOTT INTERNATIONAL MARKETS OVERVIEW

STRATEGY

To market and promote Massachusetts as a premier travel destination in primary overseas markets (Canada, United Kingdom, and Germany) and in secondary markets (Japan, France, Italy, and Ireland).

MOTT contracts with destination marketing agencies in its primary and secondary markets to implement comprehensive promotional programs.

Marketing and public relations activities include, but are not limited to: ongoing proactive travel trade outreach, international travel trade and consumer shows, destination training programs, cooperative marketing with in-market travel partners, familiarization (FAM) tours, media relations, and consumer promotions.

TRAVEL TRADE PROMOTION

MOTT's travel trade promotion consists of proactive outreach to tour operators whose brochures feature New England and Massachusetts product. MOTT works to secure current product, to expand product offerings, to support cooperative opportunities (consumer promotion, direct mail, point of purchase, etc.), and to assist in itinerary development. As needed, MOTT will provide tour operators with videos, promotional items, and literature to support promotion.

MOTT works in partnership with major airlines in each primary and secondary market to develop cooperative promotions.

MEDIA RELATIONS

Media relations conducted in MOTT's primary and secondary markets generate valuable earned media coverage for the state. MOTT's in-market agencies provide story ideas, issue press releases, develop/distribute e-newsletters, and respond to image/b-roll requests. In fiscal year 2011, the earned media value totaled \$10.8 million.

INDUSTRY PARTICIPATION

Familiarization Tours; Event Information; Thematic Itineraries; New Product; Imagery; Events/Shows: Governor's Conference, Pow Wow, Discover New England Summit

INTERNATIONAL VISITS TO MA, CY2010

	Visitor Est. Volume (000)s	Share of Country Market
Canada	662	3.4%
ALL OVERSEAS	1,292	4.9%
United Kingdom	189	4.9%
Germany	121	7.0%
Japan	71	2.1%
Ireland	21	5.8%
France	70	5.2%
Italy	41	4.9%
Netherlands	35	6.2%
Brazil	54	4.5%
Spain	30	4.7%
Argentina	19	4.4%
South America	133	4.1%
Belgium	13	5.2%
Australia	86	9.5%
China	79	9.9%

Source: Dept. of Commerce, Stats Canada

MOTT INTERNATIONAL MARKETS OVERVIEW CY2010

Canada	
Marketing Firm:	VOX International Inc
Visitation to MA	662,000 Visitors
Est. Visitor Spending	\$352 M
Est. MA State Taxes	\$14.3 M

United Kingdom	
Marketing Firm:	Travel & Tourism Marketing
Visitation to MA	189,000 Visitors
Est. Visitor Spending	\$312 M
Est. MA State Taxes	\$12.7 M

Germany	
Marketing Firm:	Buss Consulting
Visitation to MA	121,000 Visitors
Est. Visitor Spending	\$187 M
Est. MA State Taxes	\$7.6 M

Japan	
Marketing Firm:	Global Consulting
Visitation to MA	71,000 Visitors
Est. Visitor Spending	\$129 M
Est. MA State Taxes	\$5.2 M

Ireland	
Marketing Firm:	Tara Travel Services
Visitation to MA	21,000 Visitors
Est. Visitor Spending	\$27 M
Est. MA State Taxes	\$1.1 M

France	
Marketing Firm:	Express Conseil
Visitation to MA	70,000 Visitors
Est. Visitor Spending	\$119 M
Est. MA State Taxes	\$4.8 M

Italy	
Marketing Firm:	Thema Nuovi Mondi
Visitation to MA	41,000 Visitors
Est. Visitor Spending	\$68 M
Est. MA State Taxes	\$2.7 M

MOTT REGIONAL GRANT PROGRAM

REGIONAL TOURIST COUNCILS AND REGIONAL TOURISM GRANT PROGRAM

Massachusetts' 16 Regional Tourist Councils (RTCs) are independent, membership-based, not-for-profit organizations that market their regions as travel destinations. RTCs are funded by membership fees, other private-sector revenues sources, and funds from the Regional Grant Program.

The Regional Grant Program was established by statute (Chapter 23A, Section 14) and is managed by MOTT. It provides state funds to each RTC to support its destination marketing programs. The grant program requires that RTCs match their grants with a minimum one-to-one match of nongovernmental funds. Grants are awarded based on a performance-based formula which evaluates the economic impact of RTCs' efforts (50%), their marketing plans (30%), and their abilities to raise matching funds (20%).

Photography Courtesy of:

Cover: Tim Grafft/MOTT

Page 2: Battleship Cove

Page 5: Arnold Arboretum, Basketball Hall of Fame

Page 7: Bill DeSousa-Mauk

Page 10: Tim Grafft/MOTT

Page 11: Kindra Clineff/MOTT

Page 12: Tim Grafft/MOTT

Page 15: Tim Grafft/MOTT

Page 16: Cambridge Riverfront Festival, Chinatown Cultural Association

Page 17: Boston Athletic Association, Golf Cape Cod

RTC FY2012 Grant Allocation Summary	
Regional Tourist Council	FY 2012 Grant Allocation
Berkshire VB	\$342,010.78
SE Mass CVB	\$92,910.75
Cape Cod Chamber	\$564,528.84
Franklin County Chamber	\$224,675.23
Greater Boston CVB	\$2,056,153.95
Merrimack Valley CVB	\$346,298.12
Greater Springfield CVB	\$332,861.46
Martha's Vineyard Chamber	\$265,677.64
Nantucket Chamber	\$279,097.81
North of Boston CVB	\$278,430.91
Plymouth County CVB	\$258,755.64
Central Mass CVB	\$300,955.84
Mohawk Trail Association	\$129,480.00
METROWEST	\$90,000.00
JOHNNYAPPLSEED	\$174,611.32
HAMPSHIRE	\$263,551.72
TOTAL:	\$6,000,000
Source: MOTT	