



Office of Performance Management Oversight (OPMO)

Massachusetts Office of Travel and Tourism
FY2020 Report



Agency Mission

- **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. Guiding Principles: Implement core marketing programs for long haul domestic and international markets, while supporting the Regional Tourism Council efforts in the short haul markets; Promote collaboration among stakeholders, whether public agencies or private businesses, for greater economic development; Develop niche marketing initiatives that identify iconic, seasonal, innovative and regional thematic assets; Maintain a relationship with all New England states to promote the region, and seek partnerships with other Eastern Seaboard states or provinces as appropriate; Manage the Commonwealth's brand to ensure consistent messaging throughout the travel and tourism industry.
- **Contribution to Partnerships for Growth:** Business & Community; MOTT Participated in EOHEd's regional engagement sessions by coordinating travel and tourism industry stakeholder attendance and engagement at these events.



Agency Goals

- **Agency Goal 1:** Inspire overnight travel through brand marketing: 1) establish baseline; 2) launch brand advertising
- **Agency Target for Goal 1:** Obtain results which will inform brand campaign targets and creative; develop a benchmark for MOTT advertising; generate an incremental increase in trips to MA; and generate incremental increase to economic impact of tourism in MA
- **Results of Goal 1:** MOTT engaged in smaller strategic campaigns but did not participate in overall brand marketing due to the Strategic Review of the Agency Q1-Q3 and COVID-19.
- **Agency Goal 2:** Align & optimize local marketing: 1) Brand platform and industry toolkit ; 2) Regional Tourism Council /regional collaboration to attract MA/New England travel markets
- **Agency Target for Goal 2:** Increased recognition of brand messages and imagery; cost-efficiencies; increased awareness and engagement with collaborative programs.
- **Results of Goal 2:** MOTT collaborated with Brand USA, Discover New England and Regional Tourism Councils to increase brand awareness.



Agency Goals

- **Agency Goal 3:** Drive business from key international markets: 1) Maintain trade and public relations representation in primary international markets; 2) Maintain partnerships with national and regional destination marketing organizations
- **Agency Target for Goal 3:** Year over year statewide increase in visitation volume and expenditures at a greater pace than national visitation volume and expenditure growth; increase year over year sales calls, appointments; increase impact/quality of familiarization visits; increase public relations activity; increase public relations reach
- **Results of Goal 3:** Approximately 25 Familiarization tours conducted with industry partners. Proceeded with strategic review recommendation of decreasing Massachusetts presence from 11 international markets, to two international markets in March 2020. International markets severely disrupted by COVID-19.
- **Agency Goal 4:** Develop schedule for MA tourism businesses for major tradeshow and marketplaces.
- **Agency Target for Goal 4:** Maintain/develop relationships by providing story ideas and leads for media contacts; Increase business relationships among MA industry and travel companies; Strengthen and develop new relationships with travel companies.



Agency Goals

- **Results of Goal 4:** Worked with area partners to represent Massachusetts at major tradeshow in the UK and Ireland.
- **Agency Goal 5:** Identify and recruit industry partners to support & augment presence in major tradeshow and marketplaces: 1) Host pre/post trade show briefings to align messaging; 2) Co-op booth displays, sponsorships, appointments, with regional, local tourism groups.
- **Agency Target for Goal 5:** Increased awareness of MA product; increased partnership among participants; augmented MA presence at shows; reduced partner costs.
- **Results of Goal 5:** Redesigned MOTT Booth Display for 2019 Big E Fair to be repurposed for other large tradeshow and marketplaces. Partnered with City of Boston for economic development trip to Japan. Increased partnership with regional tourism councils: Collaborated on Historic Women Trailblazer's project; Partnered on sales missions in UK and Ireland; Partnered on Ski Massachusetts campaign; Reduced MOTT staff presence at tradeshow and marketplaces by partnering with regional tourism councils for co-op booth displays. Continued 'Applechusetts' campaign through fall 2019. Both the Discover New England Annual Summit and Marketplace and International IPW Tradeshow were canceled due to COVID-19.



Regional Tourism Council Assistance Grants

- **Program Description:** Financial assistance to those public or nonprofit agencies which promote or provide services for tourism, convention, travel and recreation in the Commonwealth. Funds shall be used to strengthen efforts of tourism, convention, travel and recreation agencies to attract and service visitors to the Commonwealth and to better manage and distribute the influx of said visitors. MOTT makes grants to agencies to assist such agencies in planning and carrying out their promotional programs and projects. Grants must be matched 100% by private funds, and reported on effectiveness to the House and Senate Committees on Ways and Means.
- **Program Budget:** \$6 million
- **Partnerships for Growth Goal Alignment:** Business & Community
- **COVID – 19 Response:** MOTT held virtual meetings with all 16 RTCs to review COVID-19 impacts and strategies for recovery. Regional Tourism Councils worked collaboratively on regional marketing program: 'Spirit of MA'/With Love From' postcard.



Regional Tourism Council Assistance Grants

- **Fiscal Year Goal 1:** Increase economic impact of tourism through greater collaboration among regional tourism councils.
- **Fiscal Year Target 1:** Increase in volume and visitor spend within regional tourism councils; increase volume and quality of site traffic year over year among each of the regional tourism councils.
- **Results of Goal 1:** Trends show that in Calendar Year 2019, we saw a decrease in visitor volume. We do not have exact visitor spend data for Calendar 2019, to date.
- **Fiscal Year Goal 2:** Improve quality and ease of access of quarterly reporting on grant expenditures.
- **Fiscal Year Target 2:** Streamlined, cohesive quarterly report submissions from all regional tourism council assistance grantees.
- **Results of Goal 2:** Streamlined regional tourism council grant process by adjusting based on feedback from strategic review. MOTT created a new grant process that was interrupted and adjusted because of COVID-19; Shifted grant process on the Administration's request to level funding; Communicated changes of reduced reporting to two submissions per year instead of four.



Sports Event Grants

- **Program Description:** The Massachusetts Sports Marketing Office works on behalf of the Commonwealth of Massachusetts to promote and support the sports industry across the state. The Sports Event Grant is designed to assist sporting events and meetings which will generate economic impact and visibility for Massachusetts and its individual regions as sports designations. MSMO will evaluate Sports Event Grant applications on an individual basis, focusing on several key factors, including: • Economic impact & visitor spending • Attendance of out-of-state visitors • Community impact & involvement • Media exposure Events which will be considered for Sports Event Grant funding, can include youth, amateur and professional events. Existing, established events will not be considered for grant funding, unless a case can be made for a change in the event format, participation, or status on a regional or national level where funding will be used to facilitate this change. The grant must be used within the fiscal year that MOTT/MMP appropriated the funding and assist a future event.
- **Program Budget:** \$50,000.00
- **Partnerships for Growth Goal Alignment:** N/A
- **COVID – 19 Response:** N/A



Sports Event Grants

- **Fiscal Year Goal 1:** Statewide distribution of sport grant funds
- **Fiscal Year Target 1:** Year over year increase in number of regions impacted by sports event grant recipients
- **Results of Goal 1:** N/A- Grants were not distributed per the Administration's request.



Commonwealth Marketing Office

- **Program Description:** The Commonwealth Marketing Office (CMO) is part of the Massachusetts Marketing Partnership (MMP). Its focus is to coordinate marketing efforts on behalf of MMP, with an emphasis on economic development in the areas of tourism, sports, film, international investment and business development. CMO has these goals: - Promote Massachusetts as an ideal place to work, study and visit, and to start and grow businesses - Create printed and digital materials for tourism, sports and business - Support strategies to reach emerging tourism markets around the world - Cross-market Massachusetts across a variety of business, educational, cultural and tourism platforms The Commonwealth Marketing Office works with departments across the administration, and with businesses, nonprofits, tourism entities and others to promote Massachusetts in a broad-based, positive way. CMO's role is to help create marketing products and strategies for strengthening the Massachusetts brand, and in a practical way, to supply marketing materials to be used at conferences, meetings, media visits and other purposes.
- **Program Budget:** \$4.2 million (MOTT's budget)
- **Partnerships for Growth Goal Alignment:** Business & Community



Commonwealth Marketing Office

- **COVID – 19 Response:** CMO has worked directly with MMP Board and related business organizations and tourism groups to exchange information on state regulations and guidance regarding COVID-19. Additionally CMO attends relevant federal webinars involving the CARES Act and legislation on the tourism industry, and shares those summaries with MMP partners.
- **Fiscal Year Goal 1:** Identify incoming conferences in FY 20 that align with MMP priorities such as maritime, culinary, sports and tourism as well as core industries such as life sciences, education and cybersecurity.
- **Fiscal Year Target 1:** 24 conferences and exhibits.
- **Results of Goal 1:** In FY20, CMO attended 31 conferences and exhibits at BCEC, Hynes, and small meeting conferences throughout the state.
- **Fiscal Year Goal 2:** Branding inventory to include MMP agencies and departments, and extend to other departments across state government as well as private sector entities.
- **Fiscal Year Target 2:** Identify 50 agencies, departments, and business groups that are currently branding Massachusetts.
- **Results of Goal 2:** We have identified and reached out to 60+ groups branding Massachusetts.



Mass It's All Here

- **Program Description:** As the public face of Mass Marketing Partnership, the blog massitsallhere.com promotes the work of the MMP entities: Massport, MCCA, MassEcon, MOTT, MOITI, Sports and Film. The blog reflects the initiatives of HED and of the Administration generally, including the quasi agencies.
- **Program Budget:** \$4.2 million (MOTT's budget)
- **Partnerships for Growth Goal Alignment:** (Business & Community)
- **COVID – 19 Response:** Since March 2020, Massitsallhere.com had provided a constant update of COVID-19 regulations, guidance and information. Between March and June 2020, the site posted 86 blogs, an average of 21 per month or 5 per week. These posts reflected the work of the Commonwealth in addressing COVID-19 issues on an ongoing basis.



Mass It's All Here

- **Fiscal Year Goal 1:** The goal of Mass It's All Here blog is to promote the activities of the MMP partners by chronicling their latest events and openings, policy announcements, initiatives, awards, yearend statistics and marketing campaigns.
- **Fiscal Year Target 1:** Our target is to post 100-120 blogs per year, and to post a curated business calendar of 200- 225 listings per year, mainly conventions and meetings for the business traveler.
- **Results of Goal 1:** In FY20 Mass It's All Here posted 168 blogs, exceeding the goal by 48 posts. It posted 270 calendar events, exceeding the goal by 50 calendar events.