



Office of Performance Management Oversight (OPMO)

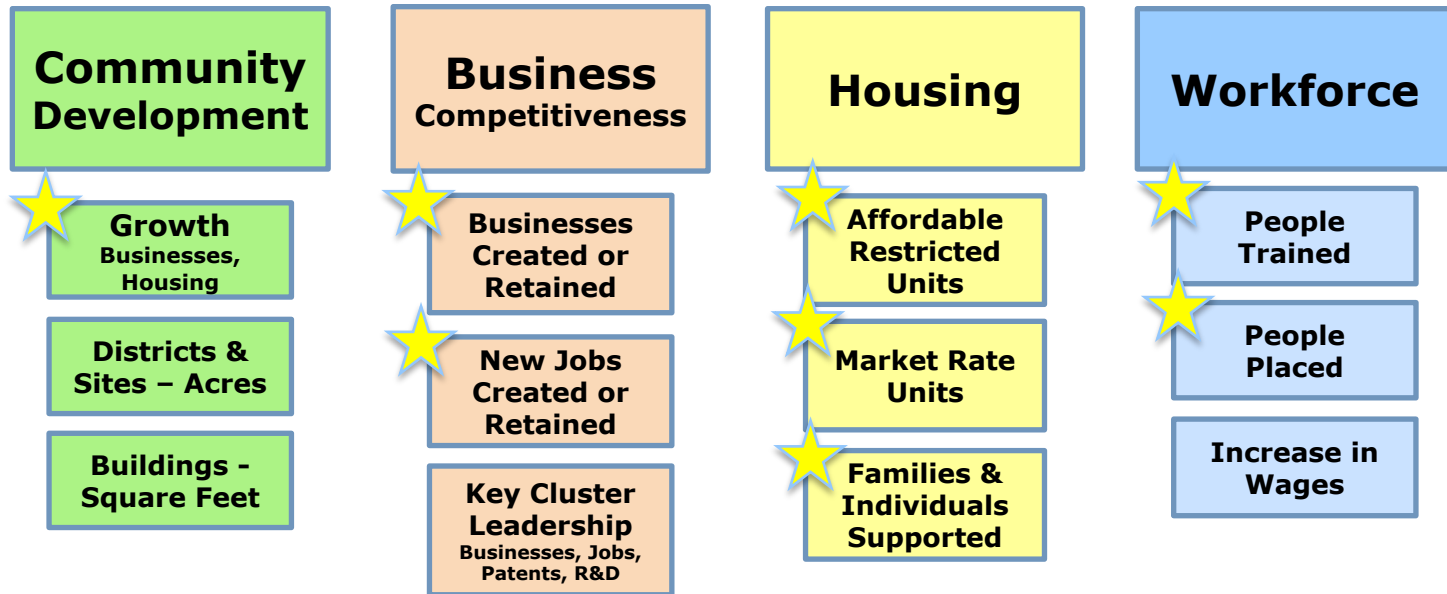
Massachusetts Office of Travel and Tourism
FY2021 Report



Economic Development Plan

Key Outcome Metrics

Economic Development Plan Pillars & Principals



Investment Leveraged from Other Sources - \$

Engagement & Technical Assistance – Contact with Individuals & Companies



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:** MOTT and the state's tourism sector are relevant to three of the four pillars in EOHEd's economic development plan, Partnerships for Growth: Build Vibrant Communities, Support Business Competitiveness and Train a Skilled Workforce.
- Additionally, MOTT's mission also aligns with the Regional Strategies of Partnerships for Growth, by recognizing that certain regions of the state lack economic parity with others. MOTT is equipped to help with regional strategies such as the blue economy for our 78 coastal communities, with Gateway Cities and with rural communities that rely on agritourism and outdoor visitation.



Agency Goals

- **Agency Goal 1:** Through the work with the 16 RTCs and with local businesses, inspire in-state travel through Buy Local campaign: 1) establish baseline; 2) work with marketing agency to roll out campaign.
- **Agency Target for Goal 1:** Develop brand campaign targets and creative; develop a benchmark for MOTT advertising; create an incremental increase in localized StayCations impacting 3500 businesses.
- **Results of Goal 1:** MOTT developed two marketing campaigns: My Local MA and a Let's Go Out extension of the My Local MA campaign. These marketing campaigns established benchmarks for MOTT advertising, and included over 300 tourism industry partnerships across Massachusetts. These partnerships translated to the promotion of well over 3,500 businesses, and use of the My Local MA logo. Currently, we are at 16,000 uses of the #mylocalMA hashtag through social media promotion.
- **Agency Goal 2:** Through all of the programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible, given the impacts of COVID-19.
- **Agency Target for Goal 2:** Track the tourism data for each of the regions of the state, setting a baseline number and ensuring there is at least a 5% increase in tourism in each region.
- **Results of Goal 2:** Using the established statute amount of \$6 million as a benchmark in tourism marketing spend, MOTT worked to increase tourism marketing in each of the 16 regions and statewide by adding in \$329,227 or 5.4% increase in tourism marketing spend through the Travel and Tourism Recovery Grants. This was in alignment with the My Local MA campaign to assist with intrastate tourism recovery.



Agency Goals

- **Agency Goal 3:** Supporting the growth of women and minority businesses within the tourism industry.
- **Agency Target for Goal 3:** Retain and support at least 32 women and minority businesses through the MOTT programs.
- **Results of Goal 3:** Through the My Local MA campaign as well as the Let's Go Out extension, we featured and supported 32 diverse groups of businesses through our advertising campaign, featuring these businesses in social media posts as well as business stories.
- **Agency Goal 4:** Support key hospitality sectors such as restaurants and lodging during COVID-19.
- **Agency Target for Goal 4:** Work with hospitality leaders to secure economic relief and to help marketing these properties when the time is right; support and retain at least 3,500 hospitality businesses.
- **Results of Goal 4:** Through our website visitma.com, we partnered with the Massachusetts Lodging Association, the Massachusetts Restaurant Association, and statewide chambers of commerce to feature businesses through the My Local MA campaign as well as the Let's Go Out extension. Over 35,00 hospitality businesses are now included in the visitma.com database, including 845 lodging establishments, and 2,107 restaurants.



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:** (Housing, Business, Community, Workforce)
- **COVID – 19 Response- overall observations of RTC commonality:**
 - Reacted immediately to pandemic by posting resource pages on their websites
 - Projected leadership for staff and amongst members; worked remotely
 - Worked collaboratively on regional marketing program: 'Spirit of MA'/With Love From' postcards
 - Reallocated funding for marketing on local radius at first, expanding as safe with state guidelines
 - Developing new payment structures for membership dues
 - 14 of 16 joined the Spirit of MA Billboard/With Love From post card campaign (sans MetroWest/Hampshire County)
 - They thank MOTT, EOHED, Commonwealth for leadership and constant, valuable information



Regional Tourism Council Assistance Grants

- **Fiscal Year Goal 1:** Increase economic impact of tourism through greater collaboration among local tourism councils.
- **Fiscal Year Target 1:** Increase in volume and visitor spend within local tourism councils, supporting and retaining at least 1,000 businesses; increase volume and quality of site traffic year over year among each of the local tourism councils.
- **Results of Goal 1:** MOTT participated in collaboration with Regional Tourism Councils on the Spirit of MA Billboard/With Love From post card campaign. Additionally, the Travel and Tourism Recovery Grant application process encouraged collaboration, communication, and support between community organizations and RTCs. This effort supported at least 1,000 businesses. Other target parameters were difficult to measure given the impacts of COVID-19.
- **Fiscal Year Goal 2:** Through all of the programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible, given the impacts of COVID-19.
- **Fiscal Year Target 2:** Track the tourism data for each of the regions of the state, setting a baseline number and ensuring there is at least a 5% increase in tourism in each regions.
- **Results of Goal 2:** Using the established statute amount of \$6 million as a benchmark in tourism marketing spend, MOTT worked to increase tourism marketing in each of the 16 regions and statewide by adding in \$329,227 or 5.4% increase in tourism marketing spend through the Travel and Tourism Recovery Grants. This was in alignment with the My Local MA campaign to assist with intrastate tourism recovery.



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. 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 website, Massitsallhere.com, promotes the work of the MMP entities, and includes the initiatives of the Administration, HED and the quasi agencies.
- **Program Budget:** \$4.2 million (MOTT's budget)
- **Partnerships for Growth Goal Alignment:** CMO is relevant to three of the four pillars in EOHEd's economic development plan, Partnerships for Growth: Build Vibrant Communities, Support Business Competitiveness and Train a Skilled Workforce.



Commonwealth Marketing Office

- **COVID – 19 Response:** During COVID-19, CMO has become a regular conduit for conveying MA COVID-19 updates, policy announcements, travel orders and other news from the Commonwealth to business travelers, transportation agencies, small businesses and regional and national travel organizations.
- **Fiscal Year Goal 1:** Shift focus from conventions and conferences to small business organizations including SBA, MOBD, REDOs and RTCs. Use massitsallhere.com website as a conduit to promote workshops, online webinars and news updates to MMP organizations and affiliates. Target is to publish 120-140 posts in FY21, an equivalent of 4-6 posts per week.
- **Fiscal Year Target 1:** Post least 40 posts specifically targeting Women and Minority businesses.
- **Results of Goal 1:** In FY21, we highlighted 50+ Women & Minority businesses on massitsallhere.com LinkedIn & Social Media, plus and My Local MA output. Examples: Lunar New Year restaurants, Black Restaurant Week, Women's Trailblazer project, Hispanic Heritage Month.
- **Fiscal Year Goal 2:** Ensure that the message is getting to regions.
- **Fiscal Year Target 2:** Post at least 8 posts per region.
- **Results of Goal 2:** In FY21, we posted 112 blogs on massitsallhere.com, Breakdown: Greater Boston 18; SouthEast Mass & Cape 18; Central 12; Western 10, NorthEast 9 & MetroWest 4. The remaining 41 posts covered statewide programs that included all six super regions.