



Office of Performance Management Oversight (OPMO)

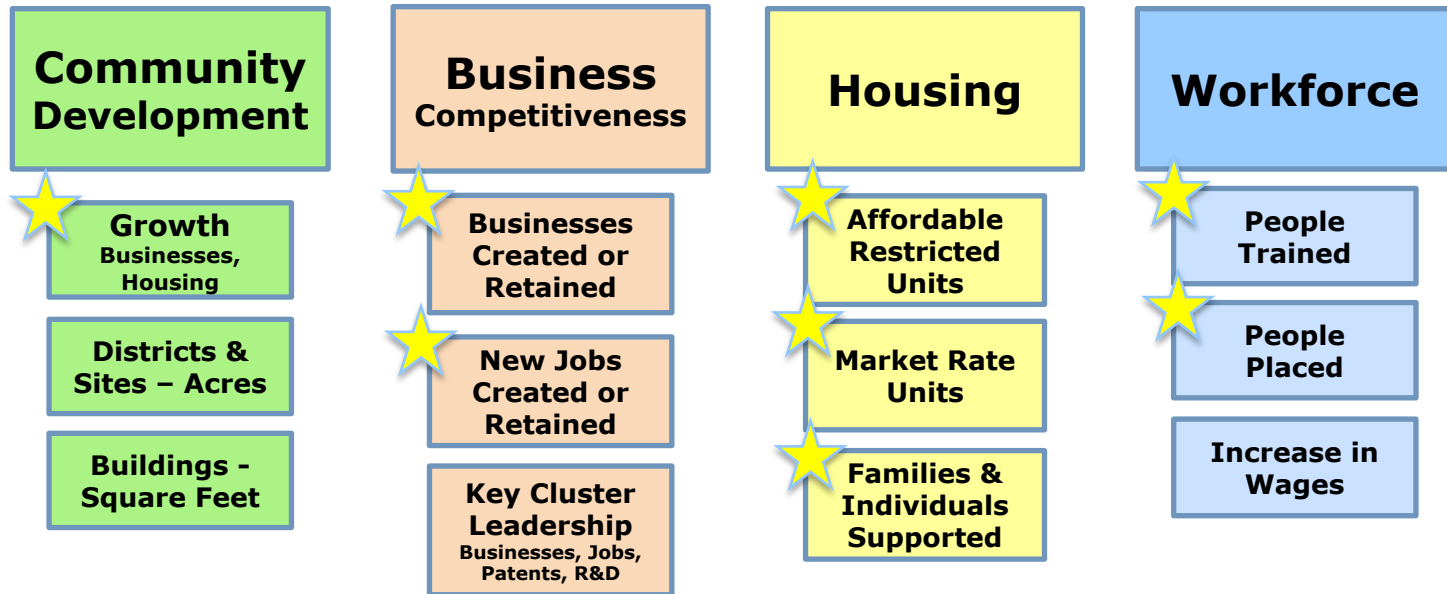
**Massachusetts Office of Travel and Tourism
FY2023 Report**



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, be recognizing that certain regions of the state lack economic parity with others. MOTT is equipped to help with regional strategies such as the destination development capital program, and 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 Regional Tourism Councils, inspire in-state travel through the My Local MA campaign, statewide buy/stay/eat local messaging to support local business recovery.
- **Agency Target for Goal 1:** Continue brand campaign targets and creative; Continue to build upon MOTT benchmark for advertising; create an incremental increase in localized partnerships impacting 3600 businesses.
- **Results of Goal 1:** MOTT developed two out-of-state marketing campaigns which included “Your Massachusetts (This or That)” and “Take a Moment”. Additionally, there was the continuation of the in-state “My Local MA” marketing campaign with a Holiday campaign in Q2 of FY23. 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 3,600 businesses and use of the My Local MA logo. Currently, we are at 44.3K uses of the #mylocalMA hashtag through social media promotion. From a social media perspective, FY23 saw a continued increase in followers, especially on Instagram, with a 200% increase. We also introduced a content-creator partnership program for the regional tourism councils, and continued to collaborate with Massport, MassDOT, MCCA, and the Kraft Group/New England Patriots. On the regional and national front for the international promotion of Massachusetts, we continued to partner with Discover New England, U.S. Commercial Service (Tourism) and Brand USA programming in various markets including Canada, United Kingdom and Germany.



Agency Goals

- **Agency Goal 2:** Through all of the marketing programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible, continuing on a path towards the travel and tourism sector recovery.
- **Agency Target for Goal 2:** Track regional tourism data to show results of all Massachusetts tax funded statewide tourism marketing efforts with the goal of increasing visitation by 6% over FY22.
- **Results of Goal 2:** According to Datafy data, MOTT worked to increase tourism visitation statewide from 41,018,677 in FY22 to 63,143,062, exceeding our target goal of 6%, for a 53.9% increase in FY23.



Agency Goals

- **Agency Goal 3:** Support the growth of women and minority businesses within the tourism industry.
- **Agency Target for Goal 3:** Support at least 35 women and minority businesses through MOTT programs.
- **Results of Goal 3:** Through MOTT's out-of-state marketing campaigns which included "Your Massachusetts (This or That)" and "Take a Moment", and through the continuation of the in-state My Local MA holiday marketing campaign, we exceeded our target goal of promoting 35 women and minority owned businesses. MOTT featured and supported 773 diverse businesses. We featured these businesses in social media posts, small business stories, out-of-state campaign photography, and on My Local MA billboards.
- **Agency Goal 4:** Support key hospitality sectors such as restaurants and lodging.
- **Agency Target for Goal 4:** Work with hospitality leaders to support at least 3600 hospitality businesses with marketing efforts.
- **Results of Goal 4:** Through our website visitma.com, we partnered with the Massachusetts Lodging Association, the Massachusetts Restaurant Association, and chambers of commerce across the state to feature businesses through the My Local MA campaign as well as through the visitma.com business database. 10,808 hospitality businesses are now included in the visitma.com database, including 1,922 lodging establishments and 2,667 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)



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 at least 1100 businesses; increase volume and quality of site traffic year over year among each of the local tourism councils.
- **Results of Goal 1:** MOTT collaborated with Regional Tourism Councils on several campaigns including Hearst Media WCVB5 Winter/Ski + More, Yankee Magazine, and Red Sox Radio Broadcast, in addition to the creation/promotion of travel guides and collaborations for social media giveaways and content creator partnerships. Additionally, the Travel and Tourism Season Extension (TTSE) Grant application process encouraged collaboration, communication, and support between community organizations and RTCs. This effort supported over 1,100 businesses.
- **Fiscal Year Goal 2:** Through all of the marketing programs at MOTT, ensure that the strength of the regional tourism sectors are as strong as possible.
- **Fiscal Year Target 2:** Track regional tourism data to show results of all Massachusetts tax funded statewide tourism marketing efforts with the goal of increasing visitation by 6% over FY22
- **Results of Goal 2:** MOTT distributed \$9,458,456.87 to the Regional Tourism Councils. This included \$6 million by statute, an additional \$2 million from the Legislature, and \$1.458 million in gaming revenue. This in turn worked to increase tourism visitation statewide by 53.9% in FY23.



Destination Development Capital Grants

- **Program Description:** The FY23 Destination Development Capital (DDC) Grant Program is a competitive grant program that will award funds to strengthen the economy of Massachusetts through destination development projects that enhance tourism recovery, support the statewide My Local MA campaign, and have the potential to increase non-resident visitation. Eligible projects will enhance tourism resources and infrastructure and will aid in destination recovery and resiliency. Applications will be accepted for projects that include plans to expand, construct, restore or renovate Massachusetts tourism destinations and attractions. Applicants must demonstrate how the tourism capital project will work to promote the tourism goals of the MA Office of Travel and Tourism and the corresponding Regional Tourism Council. Successful tourism capital projects will also complement the goals and strategies of the statewide My Local MA campaign. The DDC grant is focused on capital improvements with a direct relationship to tourism, and other physical/structural items with a greater than five year lifespan. Projects must be completed by June 30, 2023.
- **Program Budget:** The Destination Development Capital (DDC) Grant Program for FY23 is funded at \$2 million through the Capital Budget
- **Partnerships for Growth Goal Alignment:** (Housing, Business, Community, Workforce)



Destination Development Capital Grants

- **Fiscal Year Goal 1:** Strengthen tourism assets in communities across Massachusetts.
- **Fiscal Year Target 1:** Improvements to at least 20 tourism assets supporting 1200 full time employees.
- **Results of Goal 1:** \$2.2M in awards to 20 recipients supporting at least 1,200 employees as part of the Destination Development Capital (DDC) Grant Program, a competitive grant program created through the economic development bill signed into law in 2021. The announcement was made at Abolition Row Park in New Bedford.



Travel and Tourism Season Extension (TTSE) Grants

- **Program Description:** The TTSE Grant Program is funded by the US Department of Commerce Economic Development Agency. The goal of the TTSE Grant Program is to provide funds to strengthen the Massachusetts economy through the development and enhancement of the Commonwealth's tourism industry. As part of the COVID19 pandemic recovery package, these funds will assist with marketing projects that promote travel and tourism attractions in Massachusetts during the months November through April, known as the shoulder season. In Dec 2022, MOTT awarded six grants, one in each of Massachusetts' six regions, to ensure geographic diversity across the Commonwealth. The TTSE Grant was competitive, and one organization per region administers their region's TTSE Grant.
- **Eligible uses** of TTSE Grant funds include marketing content development, website development and optimization, visitor/consumer outreach, digital advertising, language translations, signage, photography and videography, itineraries, and other marketing initiatives. These marketing projects must encourage experiences that are not necessarily season-dependent and can be sustained for more than one annual cycle.
- **Program Budget:** The Travel and Season Extension (TTSE) Grants for FY23- FY25 is funded at \$6 million by the US Department of Commerce Economic Development Agency through the MA Executive Office of Housing and Economic Development (EOHED).
- **Partnerships for Growth Goal Alignment:** (Housing, Business, Community, Workforce)



Travel and Tourism Season Extension (TTSE) Grants

- **Fiscal Year Goal 1:** 25% increase in visitation to grantee's super region; demonstrate progress using Calendar Year (CY) 2020 benchmark in domestic visitation
- **Fiscal Year Target 1:** 6.5% increase each quarter over CY2020
- **Results of Goal 1:** First payments for TTSE grant recipients went out in February of 2023. TTSE funding grant projects are being deployed in Q2 and Q3 of FY24 and results will be available at the end of the fiscal year.

- **Fiscal Year Goal 2:** 25% increase in spending in grantee's super region; demonstrate progress using CY2020 benchmark in spending
- **Fiscal Year Target 2:** 6.5% increase each quarter over CY2020
- **Results of Goal 2:** TTSE funding grant projects are being deployed in Q2 and Q3 of FY24 and results will be available at the end of the fiscal year.

- **Fiscal Year Goal 3:** 25% increase in local tax revenue across grantee's super region; demonstrate progress using CY2020 benchmark in local tax revenue
- **Fiscal Year Target 3:** 6.5% increase each quarter over CY2020
- **Results of Goal 3:** TTSE funding grant projects are being deployed in Q2 and Q3 of FY24. Tax revenue data will be available in FY25.

“Your Massachusetts (This or That)” | Campaign Performance

The following analysis of MOTT’s summer campaign was produced with data inputs from Arrivalist (device tracking) and OmniTrak (MOTT’s domestic visitor profile and campaign survey vendor) and USTA (MOTT’s economic impact of travel to MAC vendor).

Campaign: MOTT’s summer campaign “Your Massachusetts”

Duration: June - September 2022

Nearly 1.4 Million visitors from campaign target areas visited Massachusetts during campaign. **Based on Arrivalist and OmniTrak*

Process & Analysis

- Survey of 600 travelers as to their awareness and impact of the campaign on their decision to come to Massachusetts (OmniTrak).
- 50,600 travel arrivals (3.3 persons per travel party) were attributed to the campaign (OmniTrak).
- Additionally, the campaign was well received from a technical standpoint by survey participants.

“Take a Moment” Campaign Performance | April through August

- The campaign includes: **television spots, taxi toppers, paid social media ads on Instagram and Facebook, Amtrak posters, radio and podcasts spots and billboards, including an 18-story-high video billboard placement in New York City’s Times Square featuring distinctive Massachusetts Moments**
- With this campaign, we are increasing awareness of Massachusetts as a travel destination by effectively reaching and engaging our target audiences with compelling creative messaging. Through effective audience targeting, ongoing ad and keyword optimizations, and strategically managed ad spending, we have achieved a strong click-through rate (CTR) across our digital channels: **0.45% (vs. an industry CTR benchmark of 0.05%)**. As of August 31, 2023, our efforts have resulted in **87.7M impressions** and **131K clicks**, contributing to a positive impact on website traffic.

Target Markets:

- New York, NY
- Hartford, CT
- Providence, RI
- Albany, NY
- Burlington, VT
- Portland, ME

Target Audience:

- Females ages 35-64
\$75k+ household income
- Four-hour drive market outside of Massachusetts
Interested in leisure travel based on online behavior & media

Media Channels:

- TV
- Out-of-Home
- Radio & Podcasts
- Native
- Programmatic Display
- Paid Instagram & Facebook

Key Executions:

- Times Square billboard
- Amtrak posters
- Augmented-Reality filters
- “Take a moment” TV ads

“My Local MA” Holiday 2022 | In-State Campaign Performance

- The 2022 “My Local MA” Holiday Campaign is an extension of earlier advertising efforts that originated in Fall 2020 amidst the first year of the COVID-19 pandemic. MOTT launched the My Local MA campaign to encourage Massachusetts residents across the state to patronize local tourism businesses affected by the pandemic, during the holiday season and throughout the year
- This in-state advertising My Local MA campaign sprint ran from November 1st through the end of 2022, promoting dining, shopping, and staying local during the holidays

Target DMAs:

- State of Massachusetts (full coverage)

Target Audience:

- Adults 35-64
- HHI \$75k+ statewide

In-Market Media Channels:

- Programmatic display & Paid social to visitma.com/lovemylocalma

Key Metrics:

- Drive awareness
- Drive website traffic

Measure of Success:

- CTR

Performance Overview

The 2022 Holiday Campaign delivered more than **11 million highly targeted impressions** in total across Programmatic Display and Paid Social.

Programmatic Display advertising generated over **7k clicks** and an impressive **CTR of 0.09%** (industry average is 0.05%). The best-performing creative ad units were “Dine” and “Shop”, 728x90 with a 0.20% CTR.

In total, Paid Social delivered more than **3.1M Facebook/Instagram impressions** and generated over **49k clicks** with an overall **CTR of 1.57%** (well above industry benchmark of 0.90% CTR). There were three paid social creative concepts to capture attention and interest. The “Stay” creative generated the highest CTR of 3.16%.

The campaign also generated 1.14M video plays, with nearly 276k video plays that ran to 100% completion.

11m

highly targeted Display & Paid Social impressions generated

We encouraged MA residents to support local businesses during the holiday season with strong reach across our target audience and geo.

56k

total clicks to the website delivered from Display & Paid Social

We exceeded all industry CTR benchmarks across channels, which is a strong indicator that targeting is on point and that the creative messaging is resonating with consumers.

Key display metrics »

7.8m Impressions
0.09% CTR

Key social media metrics »

3.1m Impressions
1.57% CTR
534.5k Post engagements