



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

Office of Performance Management Oversight

FY24 Final Report

Massachusetts Office of Travel and Tourism



Economic Development Leadership

Consumer Affairs and Business Regulation - Undersecretary D'Emilia

- Commissioners of Banking, Insurance, Licensing, Telecoms, Standards
- Partnering closely with Economic Foundations, Economic Strategies, other Cabinets

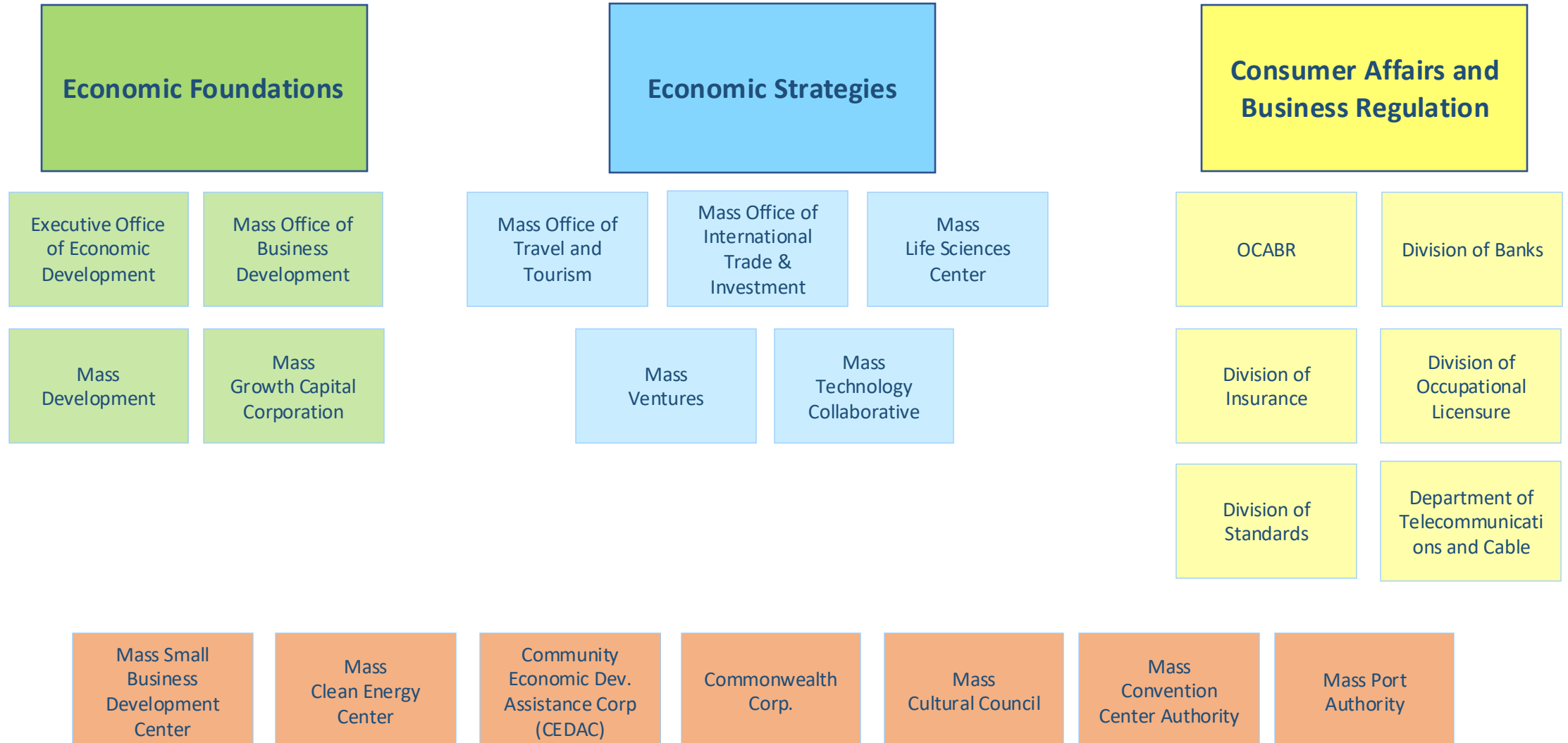
Economic Strategies Undersecretary Stanton

- Tourism/MOTT, International trade/MOITI
- New growth initiatives: Workforce, CHIPS+Science, Climate-tech, ARPA-H
- Partnering closely with our Quasis: MassTech, MassVentures, Mass Life Sciences

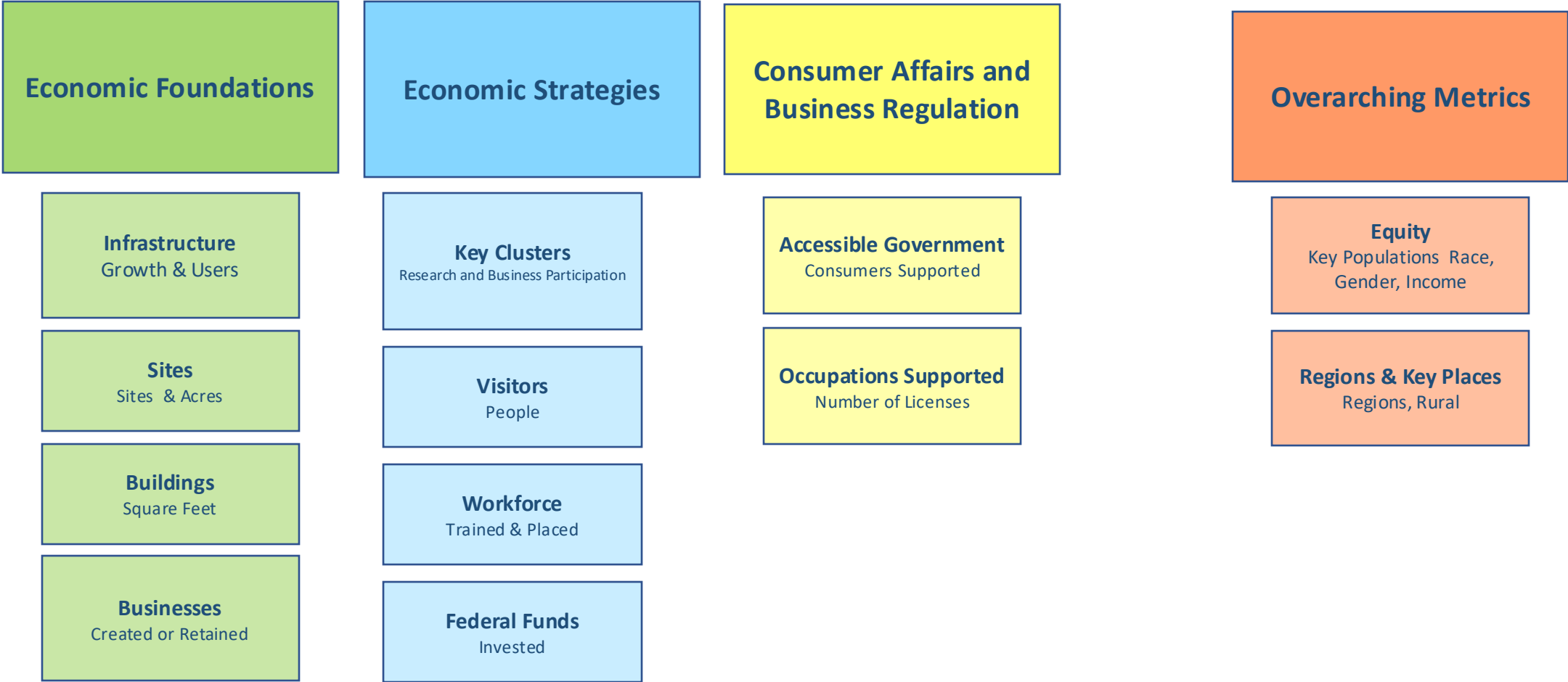
Economic Foundations - Undersecretary Stolba

- Infrastructure (MassWorks, One Stop, Broadband), Seaport Council, Military TF
- MOBD/Regional businesses, Rural director, Small/ micro businesses
- Partnering closely with our Quasis: MassGrowth, MassDevelopment, MassCEC

Office of Performance Management – Agencies



Economic Development – Metric Alignment



Agency Goals

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; Expand engagement in previously underserved tourism markets such as sports, agritourism, group tour, cruise, meetings and events, culinary, and outdoor adventure; Promote and advance the Massachusetts film industry through the Massachusetts Film Office; Maintain a relationship with all New England states to promote the region, and seek partnerships with other Eastern Seaboard states or provinces as appropriate; Create a nationally/internationally recognized statewide branding and marketing strategy for consistent messaging throughout the travel and tourism industry; Prioritize the Healey-Driscoll Administration's economic development plan titled: *Team Massachusetts: Leading Future Generations*, by positioning tourism & culture as a sector of opportunity for the state to become a new leader, in particular by leveraging the upcoming celebration of the 250th anniversary of the founding of our country with use of the celebration of Massachusetts' role in the Revolution as a catalyst for economic impact through tourism.

Agency Goals

Agency Goal 1: Increase inbound tourism to Massachusetts through increased marketing programs and efforts at MOTT, including the launch of a new, major domestic marketing campaign.

Agency Target for Goal 1: Track regional tourism data with the goal of increased market share by 3% over FY23.

Results: MOTT developed two out-of-state marketing campaigns in FY24, which included “Take a Moment” and “For Us All.” These marketing campaigns established benchmarks for MOTT marketing efforts which included key performance indicators of marketing reach & effectiveness that helped us achieve our Campaign Goals. The “Take a Moment” campaign generated 100M impressions and over 200k clicks to VisitMA.com from out-of-state audiences. The “For Us All” campaign generated 1.6M impressions and 12K clicks to VisitMA.com from out-of-state audiences. MOTT continued to collaborate marketing efforts with Massport, MassDOT, MCCA, MBTA, DCR, MDAR, MOOR, MCC, and the Kraft Sports Entertainment Group. 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), Brand USA programming in various markets including Canada, United Kingdom, Germany, Ireland, France, Japan, and the U.S. Travel Association. According to Datafy data, MOTT worked to increase tourism visitation to Massachusetts from 128,258,572 in FY23 to 134,937,775 in FY24. This 5.2% increase in FY24 exceeded our goal of a 3% increase over FY23

Agency Goal 2: Use the semiquincentennial (250th) anniversary of the American Revolution as a catalyst for economic impact through tourism.

Agency Target for Goal 2: Develop a collaborative, statewide campaign that engages stakeholders and partners in tourism, recreation, historic resources, education, and private industry, while tracking campaign performance. Track social media data with the goal of 75K impressions by the end of FY24.

Results: The MA250 marketing campaign is launching on September 17, 2024, and MOTT anticipates the impressions on social media to be above 75K once this campaign is in market. Results will be available at the end of FY25



Agency Goals

Agency Goal 3: Support the growth of Massachusetts women and minority businesses within the tourism industry.

Agency Target for Goal 3: Show an increase of 10% over FY23 in women and minority owned businesses engaged in MOTT programs

Results: MOTT well exceeded our goal of engaging more than 40 women and minority owned businesses across MOTT programs, through social media, VisitMA.com, grants, and paid advertising. MOTT estimates that at least 339 women and minority owned businesses were featured and supported.

Agency Goal 4: Support the Massachusetts creative economy through marketing and promotion efforts executed by MOTT.

Agency Target for Goal 4: Work with cultural and creative leaders to support businesses and individuals engaged in the creative economy to increase audience size, ticket sales, engagement, and overall industry visibility. Create an incremental increase in creative economy partnerships impacting at least 100 businesses.

Results: MOTT emphasized the creative economy in our programming and work, including offering space in our newsletter to the Massachusetts Cultural Council (MCC), hosting MCC Executive Director at the Governor's Conference on Travel and Tourism and a Massachusetts Marketing Partnership Board meeting, and frequently presenting at engagements with the MCC Executive Director. 17 of the Destination Development Grants were to Creative businesses or endeavors. Across social media channels, MOTT featured Creative businesses 1345 times

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. .

Anticipated Program Budget: \$8,149,657.00

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, supporting at least 1100 businesses as reported by the regional tourism councils; increase volume and quality of site traffic year over year among each of the regional tourism councils as reported by the regional tourism councils

Results: MOTT collaborated with the 16 Regional Tourism Councils on several campaigns including Hearst Media WCVB-5 Winter, Brand USA six Super Region Destination pages, Snowbound Expo, Outdoor Expo, the cohesive design of the Massachusetts booth for U.S. Travel Association's IPW tradeshow, the creation/promotion of travel guides, and collaborations for social media giveaways and content creator partnerships. Additionally, the Travel and Tourism Season Extension (TTSE) Grants process encouraged collaboration, communication, and support between community organizations and RTCs. This effort supported over 1,100 businesses

Fiscal Year Goal 2: Increase inbound tourism to Massachusetts through increased marketing programs and efforts at MOTT, including the launch of a new, major domestic marketing campaign

Fiscal Year Target 2: Track regional tourism data with the goal of increased Market Share by 3% over FY23

Results: MOTT distributed \$8,149,657.00 to the 16 Regional Tourism Councils in FY24. This included \$6 million from lodging revenue, an additional \$600,000 from the General Fund, and \$1,549,657.00 in Gaming Revenue. According to Datafy data, MOTT worked to increase tourism visitation to Massachusetts from 128,258,572 in FY23 to 134,937,775 in FY24. This 5.2% increase in FY24 exceeded our goal of a 3% increase over FY23



Destination Development Capital Grants

Program Description: The FY24 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 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. 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, 2024.

Program Budget: The Destination Development Capital (DDC) Grant Program for FY24 is funded at \$2 million through the Capital Plan

Fiscal Year Goal 1: Strengthen tourism assets in communities across Massachusetts

Fiscal Year Target 1: Improvements to at least 40 tourism assets supporting 1,500 jobs

Results: \$1,998,130 in awards to 46 tourism assets supporting at least 1,500 jobs 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 in the fall of 2023

Travel and Tourism Season Extension Grants

Program Description: The Travel and Tourism Season Extension (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 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 Economic Development (EOED).

Travel and Tourism Season Extension Grants

Fiscal Year Goal 1: 25% increase in visitor trips to Massachusetts; demonstrate progress using the November 2020 through April 2021 shoulder season as a benchmark in visitor trips to Massachusetts

Fiscal Year Target 1: 25% increase over the November 2020 through April 2021 shoulder season benchmark

Results of Goal 1: According to Datafy data, MOTT worked to increase Massachusetts tourism visitation from 38,493,026 in November 2020 through April 2021 to 55,685,023 November 2023 through April 2024. This 44.7% increase exceeded our goal of a 25% increase



MA Visitor Trips
TTSE FY24- Datafy

Fiscal Year Goal 2: 25% increase in spending in grantee's super region; demonstrate progress using CY2020 benchmark in spending

Fiscal Year Target 2: 25% increase over CY2020

Results of Goal 2: Spending and economic impact results for CY2023 are in the process of being collected and will be available in the Fall of 2024

Fiscal Year Goal 3: 25% increase in local room tax revenue in Massachusetts; demonstrate progress using the Massachusetts Department of Revenue (DOR) quarterly data from the October 2020 through March 2021 as a benchmark

Fiscal Year Target 3: 25% increase over the October 2020 through March 2021

Results of Goal 3: According to the Massachusetts DOR data, local Massachusetts room tax revenue increased from \$30,589,132 in October 2020 through March 2021 to \$172,434,072 October 2023 through March 2024. This 463.7% exceeded our goal of a 25% increase



MA Local Room
taxes TTSE FY24- DC