



# MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM

March 3, 2010



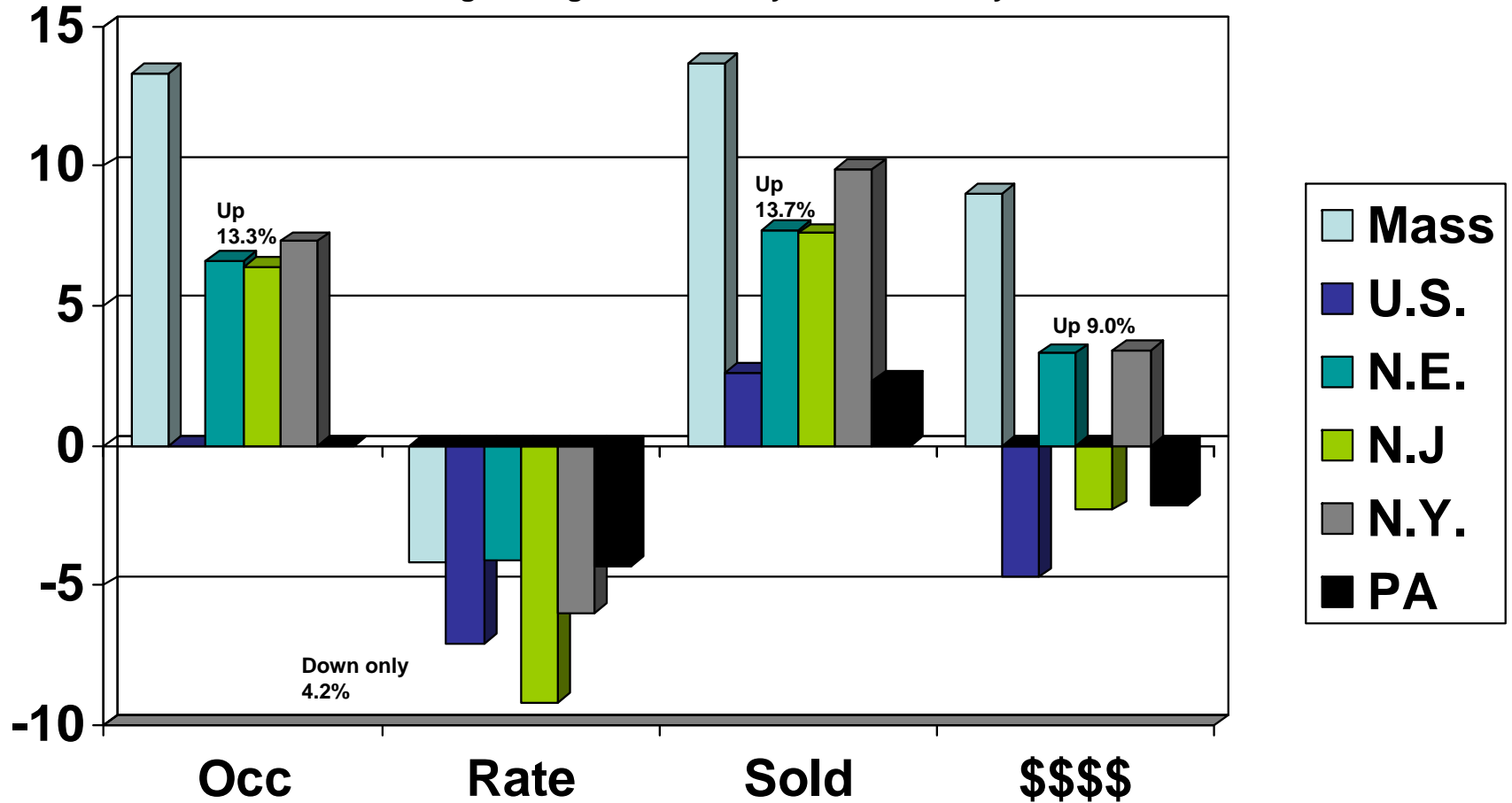
# MOTT UPDATE

- New Data
- Media Buy Publications
- Mass 99
- Email newsletters
- Public Relations Outreach - Leads Pages
- Specialized Marketing on the Web.  
(e.g.,) School Vacation Weeks



# Massachusetts significantly outperforms U.S. and Northeast

Percentage change from January 2009 to January 2010



Mass... Occupancy up 13.3%, ADR -4.2%, Demand up 13.7%, Revenue up 9%

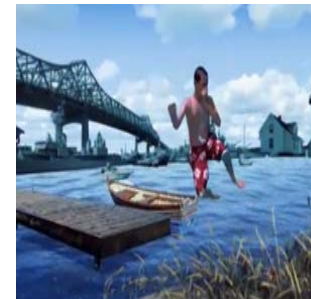
Source: STR



# CURRENT MEDIA BUY FOR PUBLICATIONS

MARCH 2010 – JULY 2010

- Budget Travel
- Boston Magazine
- New England Travel
- AAA Car and Travel
- Travel and Leisure
- Coastal Living
- Yankee Magazine
- New York Magazine
- Arrive (Amtrak)
- Globe Magazine
- Endless Vacation
- COLLABORATIVE ADS: COASTAL LIVING, TRAVEL+LEISURE



# MASS 99

- To promote and build intrigue around the Mass99 program this spring: discount packages on fun things to do all around Massachusetts – no strings attached.
- Cool things to do as a couple, with friends or for the entire family - each for \$99. Every package represents at least a 20% discount.
- This program makes it easy and affordable to choose from a wide variety of fun things to do all across Massachusetts.
- Promotion Dates: Monday April 19 – Wednesday June 30.
- Media Air Date Launch : Monday April 19<sup>th</sup>. MA TV Spots



# EMAIL NEWSLETTER

- 1) Arts/Culture/Romance/History/Tours/Sightseeing (Send: April, July, October)
- 2) Nature/Sports/Outdoor Adventures/Family Fun (Send: June, September, December)
- 3) Deals (Send: May, July, September, November)
- 4) General Interest: (Send: May, August, November)
- 5) Retail, Restaurants & Culinary: Send: (July, September, December)
- 6) LGBT (April, June, August, September, November)
- MOTT will be providing the content and photos (at the beginning of the month for end of the month sends), these will be posted on the leads page.



# PUBLIC RELATIONS OUTREACH

- Pitches to national and local publications
- Leads pages – updated daily
- Thematic Based Calendar
- In FY09 - over \$47 mil in media value for domestic and international PR



# February School Vacation

www.massvacation.com  
**Content Detail:**  
/february\_vacation.php

Feb 2, 2010 - Feb 21, 2010  
Comparing to: Site



**This page was viewed 5,916 times**

5,916 Pageviews

3,088 Unique Views

00:01:42 Time on Page

77.10% Bounce Rate

43.93% % Exit

\$0.00 \$ Index



# Governor's Conference

- March 24, 2010 – Boston Park Plaza Hotel
- One day - \$99 registration
- Tourism Business marketplace
- Hands on opportunities
- Receptive tour operators, travel writers, social media workshop



# Massachusetts

It's all here.®

