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Overseas Arrivals to Boston Booming
International Activity Off the Charts in Boston

BOSTON, MA: The Greater Boston Convention & Visitors Bureau (GBCVB), this month, is launching the most comprehensive international marketing campaign in its history with its partners, the Massachusetts Office of Travel & Tourism, the Massachusetts Port Authority, Cambridge Office for Tourism, Boston and Cambridge hotels, and other GBCVB members. The GBCVB's integrated international marketing program will help to drive meetings and leisure business from key target markets across Europe to Boston and Cambridge.

The GBCVB's overall international campaign initiative revolves around partnerships that have been developed with the Massachusetts Office of Travel & Tourism, the Cambridge Office for Tourism, Boston and Cambridge hotel members, and the Massachusetts Port Authority. Campaign elements include attendance at international tradeshows, such as IMEX, IMEX America, AIBTM, EIBTM and Pow Wow, as well as sales missions with GBCVB members, educational trips and dedicated staff to head up the overall sales and marketing effort.

"We're seeing visitors from our key overseas markets start to travel again," said Patrick B. Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau. "With new air service to Boston from Europe, we expect to see these numbers increase exponentially and we're poised to capture and increase our share of this lucrative market."

New international air service into Boston's Logan International Airport through September, 2011 will represent a 19.8% increase in capacity in the second quarter between Boston & Europe and 17.1% increase in capacity in the third quarter. New and additional flights include:

- Delta will offer London to Boston service twice daily and seasonal Paris service to Boston.

- Delta will add a second Amsterdam to Boston daily flight.
- Aer Lingus is adding a second Dublin to Boston flight.
- Air France will add a second daily Paris to Boston flight.
- American will begin daily seasonal Paris to Boston service.
- Icelandair will add a second daily Reykjavik to Boston flight.

- Iceland Express (operated by Astraeus Airlines) begins seasonal Reykjavik to Boston service.
- Lufthansa is adding a second daily Frankfurt to Boston flight.
- SATA is adding seasonal Lisbon to Boston service.

“The UK, Germany, France and Italy are our largest inbound international markets and that’s where we are going to be putting our resources over the next two years,” said Moscaritolo.

Boston received an estimated 1,186,000 million overseas visitors in 2010 (a 4% increase over 2009), the most recent year statistics have been compiled by the Office of Travel & Tourism Industries.

In 2010, Boston and Cambridge hosted 43 international meetings, only four of which used convention centers. The rest used hotel and conference center space for groups that ranged in size from 50 to 3,700 people. According to the International Congress & Convention Association (ICCA), in 2010, for the third time in four years, Boston and Cambridge hosted a record number of meetings, making it the number one destination for international association meetings in the United States.

Added to the mix is the $200 million Travel Promotional Act that was passed by Congress in 2010. The Travel Promotion Act has been designed to generate more international inbound visitors to the United States. It is estimated that the law will help attract upward of 1.6 million new international visitors, which for Boston and New England could translate to 80,000 to 100,000 additional overseas visitors in the first year.