

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

MISSION STATEMENT

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.

STRATEGIC GUIDING PRINCIPLES

- ▶ Implement core marketing programs for long haul domestic and international markets, while supporting the Regional Tourism Councils' 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.
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VISION

Massachusetts is a desirable year-round destination with an innovative and sustainable visitor industry.