MASSACHUSETTS

Massachusetts Office of Travel & Tourism

2019 ANNUAL REPORT

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REPORT DATA

Data in this report are the most current available at the time of publication. Data are based on all travel – domestic and international, leisure and business, unless otherwise specified. Data are reported on a calendar-year basis, unless otherwise specified. A visitor is defined as someone who travels at least 50 miles one way or stays overnight in paid accommodations.

TRAVELSTATS

The Massachusetts Office of Travel & Tourism (MOTT) publishes a free monthly research e-newsletter, *TravelStats,* which comprises lodging, attractions, and airport data; lodging tax collections; Massachusetts Tourism Fund receipts; and site and circulation data for massvacation.com. Current and past issues are posted at www.massvacation.com/travel-trade/stats-facts/stats-reports.

NOTE ON INTERNATIONAL RESULTS

The basis for estimating international traveler volume to the United States and Massachusetts is the U.S. Department of Commerce I-94 survey program. The U.S. Department of Commerce has revised its international volume and spending estimates for calendar years prior to 2019. Accordingly, all international volume and spending values in this report include the revised estimates.

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TOP NUMBERS

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

ECONOMIC IMPACT

- Direct spending by domestic and international visitors totaled $24.2 billion in CY2018 (p. 4).
- Visitor expenditures supported 153,200 jobs in 2018 and $5.6 billion in wages and salaries (p. 4).
- Visitor expenditures generated $1.6 billion in Massachusetts state and local tax revenue in 2018 (p. 4).
- Each dollar spent by a visitor in 2018 generated 4.1 cents in state tax receipts and 2.5 cents in local taxes (p. 4).
- State hotel room occupancy tax collections totaled $282 million and local option room occupancy tax collections totaled $227 million in FY2019 (p. 6).

VISITOR ORIGIN

- In FY2019, Massachusetts hosted 26.8 million domestic visitors. In CY2017, there were 2.5 million international visitors; 1.8 million came from overseas and 0.65 million from Canada (p. 10).
- Domestic visitors accounted for approximately 92% of all visitors; international visitors, 8% in 2018(p. 10).

DOMESTIC & INTERNATIONAL VISITORS

- In FY2019, 56.9% percent of all domestic person trips originated in New England and 21.7% from the mid-Atlantic states (NY, NJ, and PA) (p. 12).
- Visiting friends and relatives is the most frequently reported primary trip purpose (49.1%) (p. 13).
- Travel by personal car is the dominant mode of transportation (71.6%) (p. 13).
- 48.5% of the domestic visitors who spent at least one night in Massachusetts reported staying in a hotel, motel, or bed and breakfast (p. 13).
- Seasonality of domestic visitors - historically 16% of domestic visitors come in the first quarter of the calendar year (Q1), 26% during Q2, 35% during Q3 and 23% during Q4.
- Canada, the United Kingdom, and China are the top three countries of origin and accounted for 48% of all international visitors to MA in CY2018 (p. 15).

ECONOMIC IMPACT

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

Direct Economic Impact of Travel on Massachusetts, 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
2018	24,156.5	5,618.8	153,200	990.6	596.5
2017	22,869.8	5,330.6	149,400	943.4	566.5
2016	21,820.2	5,040.9	146,300	904.8	541.5
2015	21,282.6	4,647.1	142,200	855.1	520.0
2014	20,514.0	4,346.2	138,900	789.3	492.6

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

Direct expenditures by domestic and international visitors to Massachusetts totaled $24.2 billion in CY2018, a 5.6% increase from 2017 and a 17.8% increase over 2014.

Massachusetts' 2018 direct expenditures represented a 2.2% share of all 2018 U.S. direct expenditures ($1,089 billion).

Domestic visitors spent $19.9 billion in 2018, 82% of all spending; international visitors, $4.3 billion, 18%. An analysis of spending by industry sectors shows major differences between domestic and international visitors' spending behavior.

In 2018, domestic spending increased 6.0%; international increased 3.7%.

Visitor spending supported 153,200 full-time, part-time, and seasonal jobs, an increase of 2.5% from 2017, and payroll of $5.7 billion, a 5.4% increase.

The state received $990.6 million in revenues through the state sales tax, and taxes on travel-related personal and corporate income, a 5.0% increase from 2017. Local community revenue totaled $596.5 million in sales, property and excise tax revenue, a 5.3% increase.

Domestic and International Direct Expenditures by Industry Sector, CY2018

2018 Expenditures	Domestic ($ Millions)	International ($ Millions)	Total ($ Millions)	% of Total
Public Transportation	6,235.1	475.0	6,710.1	27.8%
Auto Transportation	2,631.3	58.1	2,689.4	11.1%
Lodging	4,603.8	1,649.8	6,253.6	25.9%
Foodservice	4,015.5	843.6	4,859.1	20.1%
Entertainment & Recreation	1,136.8	327.5	1,464.3	6.1%
General Retail Trade	1,241.3	938.7	2,180.0	9.0%
2018 Totals	$19,863.8	$4,292.7	$24,156.4	100.0%
Percentages	82.2%	17.8%	100.0%	
2017 Totals	$18,731.1	$4,138.7	22,869.8	
Percentages	81.9%	18.1%	100.0%	

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

ECONOMIC IMPACT

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

THE MULTIPLIER IMPACT

Visitors' direct expenditures have a multiplier impact on the Massachusetts economy through indirect and induced spending. Indirect spending results from Massachusetts' travel-related businesses purchasing goods and services within Massachusetts. Induced spending results from employees of travel-related businesses spending part of their income in MA. This multiplier impact is measured for expenditures, earnings, and employment. In 2018, the total impact of all travel spending was $37.8 billion, a 5.4% increase from 2017. Total employment reached 244.7 thousand, a 2.6% increase.

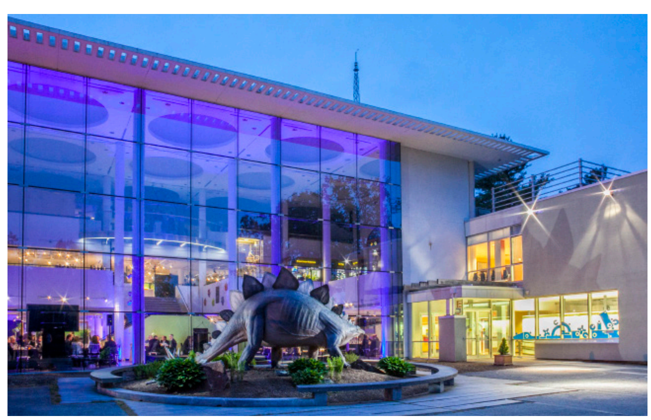
Multiplier Impact of Direct Spending, CY2018

Impact Measure	Direct Impact	Indirect & Induced Impact	Total Impact	% change over 2017
Economic Impact (millions)	$24,156.5	$13,647.8	$37,804.3	5.4%
Earnings (millions)	$5,618.8	$4,736.9	$10,355.7	5.5%
Employment (thousands)	153.2	91.5	$244.7	2.6%

Indirect impact — travel industry operators purchasing goods and services in MA

Induced impact — employees of businesses and suppliers spending part of their earnings in MA

Source: USTA, The Economic Impact of Travel on MA Counties, 2018



ROOM OCCUPANCY TAXES

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In FY2019, state room occupancy tax collections (including convention centers) totaled $283.7 million, a 7.7% increase from FY2018 and a 23.2% increase over FY2015. Local room occupancy tax collections totaled $228.9 million, a 7.8% increase over FY2018 and a 23.5% increase over FY2015.

In FY2019, Suffolk, Middlesex, and Barnstable counties were the top three room occupancy tax-producing counties, accounting for 74% of local option room occupancy tax collections. On 10/1/2009 the local option rooms tax rate was increased from a maximum of 4% to 6%.

Room occupancy tax collections are driven by the overall performance of the lodging sector. In CY2019 Massachusetts' lodging industry room revenue was up 1.2% compared to the U.S. rate, which increased 4.8%.

Room Occupancy Tax Collections, FY2015 – 2019

Fiscal Year	State $ Millions	% Change	Local Option $ Millions	% Change
2019	283.7	7.7%	228.9	7.8%
2018	263.4	3.1%	212.4	3.1%
2017	255.5	3.7%	206.1	3.5%
2016	246.5	7.1%	199.1	7.4%
2015	230.2	9.8%	185.3	9.6%

Source: MA DOR (state totals include convention center collections)

Calendar Years 2019 vs. 2018; % Change

	Occupancy	ADR	RevPAR	Room Rev
US	0.6	2.0	2.6	4.8
MA	0.3	-1.8	-1.5	1.2
NJ	3.1	0.9	4.1	5.9
NY	1.5	0.8	2.3	5.5
PA	0.4	1.5	2.0	3.8

Source: Smith Travel Research

Room Occupancy Tax Collections by County, FY2019

County	Local Collections ($000)	Share %
Suffolk	$104,554	46.1%
Middlesex	$49,303	21.7%
Barnstable	$14,482	6.4%
Norfolk	$14,439	6.4%
Essex	$10,841	4.8%
Worcester	$8,674	3.8%
Berkshire	$4,813	2.1%
Plymouth	$3,926	1.7%
Bristol	$3,536	1.6%
Nantucket	$3,808	1.7%
Hampden	$4,043	1.8%
Dukes	$2,096	0.9%
Hampshire	$1,784	0.8%
Franklin	$518	0.2%

Source: MA DOR

Local option rooms tax collections data reflect rates imposed by municipalities only

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In Calendar Year 2018, the largest share of visitors' direct expenditures was for public transportation, followed by lodging and foodservice. The foodservice sector generated the largest payroll of any category; food service also generated the most jobs.

Expenditures, Payroll, & Employment by Industry Sector, CY2018						
Industry Sector	Expenditures ($ Millions)	% Total	Payroll ($ Millions)	% Total	Employment (Thousands)	% Total
Public Transportation	6,710.1	27.8%	1,053.9	18.8%	17.5	11.4%
Auto Transportation	2,689.4	11.1%	149.8	2.7%	4.3	2.8%
Lodging	6,253.6	25.9%	1,352.4	24.1%	35.2	23.0%
Foodservice	4,859.1	20.1%	1,369.2	24.4%	57.2	37.3%
Entertainment & Rec	1,464.3	6.1%	745.5	13.3%	22.7	14.8%
Retail	2,180.0	9.0%	268.1	4.8%	8.9	5.8%
Travel Planning	n/a	n/a	680.0	12.1%	7.3	4.8%
TOTAL	24,156.5	100.0%	5,618.8	100.0%	153.2	100.0%
Note: Travel Planning does not generate expenditure data						
Source: USTA, The Economic Impact of Travel on MA Counties, 2018						

PUBLIC TRANSPORTATION

Spending in 2018 for public transportation totaled $6.7 billion, a 4.7% increase from 2017 and a 12.3% increase over 2014.

Public transportation accounted for 27.8% of all expenditures, 18.8% of payroll, and 11.8% of employment.

The public transportation industry comprises air, inter-city bus, rail, boat and ship, and taxicab and limousine services.

Public Transportation Industry: Economic Impact, CY 2014 – 2018			
Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	6,710.2	1053.9	17,500
2017	6,407.6	967.8	16,700
2016	6,172.6	890.5	16,300
2015	6,115.6	813.9	15,900
2014	5,976.1	733.9	15,300
Source: USTA, The Economic Impact of Travel on MA Counties, 2018			

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

LODGING

Spending in 2018 for lodging totaled $6.3 billion, a 7.3% increase from 2017 and an 26.6% increase over 2014.

The lodging industry represented 25.9% of all expenditures. It generated the second largest share of payroll, 24.1%, and the second largest share of employment, 23.0%.

The lodging industry comprises hotels and motels, inns, resorts, campgrounds, and ownership or rental of vacation and second homes.

Lodging Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	6,253.6	1,352.4	35,200
2017	5,828.9	1,261.7	33,700
2016	5,572.6	1,227.0	33,800
2015	5,398.1	1,183.6	33,200
2014	4,938.8	1,116.3	32,600

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

FOODSERVICE

Spending in 2018 for food service totaled $4.9 billion, a 4.9% increase over 2017 and an increase of 22.7% over 2014.

Food service accounted for 20.1% of total expenditures. It generated the highest share of payroll, 24.4%, and the largest share of employment, 37.3%.

The labor-intensiveness of the food service sector and the large share of visitor expenditures spent on food results in this sector's major contribution to the travel industry's economic impact and to employment.

Foodservice comprises restaurants, other eating and drinking establishments, and grocery stores.

Foodservice Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	4,859.0	1,369.2	57,200
2017	4,629.9	1,314.0	56,500
2016	4,393.8	1,222.5	55,200
2015	4,226.7	1,135.7	53,700
2014	3,973.5	1,064.9	52,700

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

AUTO TRANSPORTATION

Spending in 2018 for auto transportation totaled $2.7 billion, an increase of 8.4% over 2017 and an increase of 9.6% over 2014.

Auto transportation accounted for 11.1% of all expenditures, 2.7% of payroll, and 2.8% of employment.

Auto transportation comprises privately owned vehicles used for trips (i.e., automobiles, trucks, campers, and other recreational vehicles), gasoline service stations, and auto rentals.

Auto Transportation Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	2,689.4	149.8	4,300
2017	2,481.4	145.3	4,300
2016	2,338.2	143.3	4,300
2015	2,323.4	141.6	4,200
2014	2,453.1	137.1	4,100

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

ENTERTAINMENT & RECREATION

Spending in 2018 for entertainment & recreation totaled $1.5 billion an increase of 2.6% over 2017 and an increase of 17.4% over 2014.

Entertainment & recreation accounted for 6.1% of all expenditures, 13.3% of payroll, and 14.8% of employment.

Entertainment & recreation comprises user fees, sporting events, admissions at amusement parks, and attendance at movies and other cultural events.

Entertainment & Recreation Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	1,464.3	745.5	22,700
2017	1,427.6	708.9	21,800
2016	1,343.7	679.9	21,200
2015	1,282.6	641.8	20,500
2014	1,247.5	602.1	19,700

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

RETAIL

Spending in 2018 for general retail totaled $2.2 billion, an increase of 4.1% over 2017 and an increase of 13.2% over 2014.

General retail accounted for 9.0% of all expenditures, 4.8% of payroll, and 5.8% of employment.

General retail comprises gifts, clothes, souvenirs, and other incidental retail purchases.

Retail Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2018	2,180.0	268.1	8,900
2017	2,094.5	260.9	8,700
2016	1,999.3	253.5	8,800
2015	1,936.2	253.8	8,900
2014	1,925.1	246.1	8,800

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

TRAVEL PLANNING

In 2018, travel planning accounted for 12.1% of payroll and 4.8% of employment. This sector does not generate direct expenditures in Massachusetts because the expenditures take place in visitors' points of origin.

Travel planning comprises travel agents, tour operators, and others involved in planning trips.

Travel Planning Industry: Economic Impact, CY 2014 – 2018

Calendar Year	Payroll ($ Millions)	Employment
2018	680	7,300
2017	672.1	7,600
2016	624.2	6,900
2015	476.7	5,900
2014	445.8	5,800

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

VISITOR VOLUME

Massachusetts hosted 26.8 million domestic person trips in FY2019. See the chart of domestic visitor origins on p. 12.

In CY2018, Massachusetts hosted 2.5 million international visitors. 74% were from overseas, 26% from Canada.

Massachusetts' share of all Canadian travel to the U.S. has remained about 3% for the past several yers. Massachusetts' share of overseas travel to the U.S. increased from 4.5% in CY 2017 to 4.6% in CY 2018.

For visitation numbers from top international markets, see p. 15.

DOMESTIC VISITOR ECONOMIC IMPACT BY COUNTY

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2018, domestic visitors spent $19.9 billion in direct expenditures, a 6.0% increase from 2017 and an increase of 17.9% over 2014.

Suffolk, Middlesex, and Norfolk counties generated 70.2% of all domestic travel expenditures, 62.3% of state tax receipts, and 58.6% of local tax receipts.

Domestic Economic Impact on Massachusetts Counties, CY 2018

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
Barnstable	$1,122.1	$309.4	9.6	$50.2	$69.3
Berkshire	467.9	124.5	4.0	24.2	13.8
Bristol	533.4	116.3	3.3	29.2	10.8
Dukes	150.5	39.8	1.3	6.0	8.9
Essex	1,008.4	246.8	7.3	55.6	26.3
Franklin	66.5	13.1	0.4	3.8	2.2
Hampden	578.2	138.9	3.5	33.3	12.1
Hampshire	148.5	34.0	1.0	8.3	4.1
Middlesex	2,913.1	818.8	22.7	167.8	79.5
Nantucket	181.3	41.7	1.1	5.8	6.5
Norfolk	1,268.4	410.0	11.3	70.8	28.7
Plymouth	671.4	142.2	4.2	34.1	31.8
Suffolk	9,760.7	2,011.1	49.6	266.8	187.0
Worcester	993.4	206.0	6.1	54.9	23.1
Statewide 2018	$19,863.76	$4,652.63	125.43	$810.76	$503.82
Statewide 2017	$18,731.08	$4,403.34	122.18	$769.90	$477.43
Statewide 2016	$17,904.73	$4,160.91	$119.71	$739.75	$457.14
Statewide 2015	$17,484.71	$3,805.29	$116.02	$699.99	$439.38
Statewide 2014	$16,846.42	$3,540.24	$113.27	$645.85	$416.10

Source: USTA, The Economic Impact of Travel on MA Counties, 2018

DOMESTIC VISITOR ORIGIN

In FY2019, there were 26.8 million total domestic visitors to MA. Visitors from New England and the mid-Atlantic states (NY, NJ, and PA) accounted for 78.5% of all domestic person trips to the state.

The largest state source of visitors was Massachusetts residents themselves, 8.4 million person trips, 31.4% of all domestic trips; followed by New York state with 3.8 million person trips, 14.1% of trips; and Connecticut, 2.7 million person trips, 10.1% of trips.

The definition of a visitor is one who travels 50 or more miles one way or who stays overnight in paid accomodations.

Domestic Visitor Origin: Top 10 States, FY 2019

State	Person Trips to Massachusetts	Share of all Person Trips
Massachusetts	8,389,000	31.4%
New York	3,779,000	14.1%
Connecticut	2,698,000	10.1%
New Hampshire	1,785,000	6.7%
Rhode Island	1,070,000	4.0%
California	604,000	2.3%
Florida	614,000	2.3%
New Jersey	1,246,000	4.7%
Maine	692,000	2.6%
Vermont	583,000	2.2%
Pennsylvania	775,000	2.9%
All Other States	4,538,625	17.0%
All New England States	15,217,000	56.9%
All Mid Atlantic States	5,800,000	21.7%

Source: TNS, Travels America, FY2019

DOMESTIC VISITOR BEHAVIOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

DOMESTIC TRIP DURATION, COMPOSITION & SATISFACTION

Nearly 80% of all person trips in FY2019 included an overnight stay. Overnight visits averaged nearly 3.5 nights. Also, nearly 23.5% of all travel parties included one or more children less than 18 years of age, 31.0% included only one adult, 53.0% had two adults.

DOMESTIC TRANSPORTATION MODE

The majority of visitors, 71.6%, drove to Massachusetts. Air travel ranks second at 15.2%.

Domestic Visitor Transportation Mode, FY2019	
Own Auto/Truck/Motorcycle	71.6%
Airplane	15.2%
Rental Car	4.7%
Bus	1.8%
Train	2.7%
Ship/Boat	1.1%
Motorcoach/Campers/RV/Other	2.3%
Motorcycle	0.8%

Source: TNS, Travels America, FY2019

DOMESTIC LODGING

48.5% of overnight visitors stay in a hotel/motel/inn or B&B, 36.9% in a private home.

Overnight Domestic Visitor Lodging, FY2019	
Hotel/Motel/Inn	48.5%
Private Home	36.9%
Rental Condo/Timeshare	3.2%
Personal 2nd Home/Condo	3.4%
RV/Tent	1.0%
Bed & Breakfast	3.7%
Shared Economy/Other	7.2%

DOMESTIC TRIP PURPOSE (PRIMARY)

Visiting friends or relatives is the dominant trip purpose and accounts for 49.1% of all domestic trips. Entertainment/sightseeing accounts for 15.0% of all trips. Pleasure/Personal travel accounts for 13.4% of all trips.

Domestic Visitor Primary Trip Purpose, FY2019	
Visit Friends/Relatives	49.1%
Pleasure/Personal	13.4%
Entertainment/Sightseeing	15.0%
Personal Business	5.1%
Outdoor Recreation	6.4%
Business	9.1%
Other	2.1%

Source: TNS, Travels America, FY2019

DOMESTIC TRIP ACTIVITIES

Visiting relatives and friends combined is the most frequently reported trip activity by domestic visitors, 43.0%, followed by shopping, 21.1% and fine dining 14.2%

Domestic Visitor Top Activities: FY2019	
Visiting Relatives	26.6%
Visiting Friends	16.4%
Shopping	21.1%
Fine Dining	14.2%
Beaches	12.6%
Rural Sightseeing	10.2%
Urban Sightseeing	10.9%
Historical Places/Churches	11.8%
Museums	11.8%
State/National Parks	9.5%
Art Galleries	6.8%

Source: TNS, Travels America, FY2019

MOTT INTERNATIONAL RESULTS, VOLUME + MARKET SHARE

In 2018, 2.5 Million International visitors to Massachusetts spent $4.3 Billion generating $272.5 Million in state and local taxes for the Commonwealth. Historically, about one third of all international visitors to MA come from Canada, another third from Europe and the rest from all other countries. The Massachusetts market share of all overseas (not including Canada and Mexico) was 4.6% in 2018. Listed below are data from origin countries where MOTT has representation and also countries that MOTT monitors closely.

MOTT International Visitor Economic Impact, Volume and Market Share by Origin Country CY 2018

Origin Country	Volume to MA	MA Share	Spending in MA (millions)	State & Local Taxes (millions)	Marketing Firm
Canada	650,000	3.3%	$681	$42	VOX International
United Kingdom	243,000	5.3%	$354	$21	Travel & Tourism Marketing
China (PROC)	298,000	9.7%	$970	$62	N/A
Germany	113,500	5.5%	$246	$16	Marketing Services Int'l GmbH
France	99,500	5.8%	$211	$9	Express Conseil
Japan	53,500	1.5%	$157	$10	Global Consulting
India	88,500	6.7%	$163	$10	N/A
Italy	60,500	5.7%	$144	$9	Thema Nuovi Mondi
Korea, South	65,000	2.9%	$171	$11	N/A
Australia	51,000	3.8%	$135	$9	N/A
Ireland	55,500	10.9%	$113	$7	Travel & Tourism Marketing
Scandinavia	73,500	5.4%	$256	$16	N/A

REGIONAL GRANT PROGRAM

REGIONAL TOURISM GRANT PROGRAM

Massachusetts' 16 Regional Tourism Councils (RTCs) are independent, membership-based, not-for-profit organizations that market their regions as travel destinations. Each RTC focuses on the travel market segments that generate the greatest economic return for its region: domestic visitors, international visitors, leisure visitors, group travel, meetings, conventions, and sports events. RTCs are funded by membership fees, other private-sector revenues sources, and funds from the Regional Grant Program.

The Regional Grant Program was established by statute (Chapter 23A, Section 14) and is managed by MOTT. It provides state funds to each RTC to support its destination marketing programs. The grant program requires that RTCs match their grants with a minimum one-to-one match of nongovernmental funds. Grants are awarded based on a performance-based formula which evaluates the economic impact of RTCs' efforts (50%), their marketing plans (30%), and their abilities to raise matching funds (20%).

RTC FY 2019 Final Summary

Regional Tourist Council	Allocation
1 Berkshire	$362,964
SE Mass CVB	$162,666
Cape Cod Chamber of Commerce	$441,236
Franklin County Chamber of Commerce	$176,360
Greater Boston CVB	$2,116,477
Greater Merrimack Valley CVB	$311,112
Greater Springfield	$243,620
Martha's Vineyard Chamber of Commerce	$217,768
Nantucket Chamber of Commerce	$201,502
North of Boston CVB	$401,491
Plymouth County CVB	$259,206
Discover Central MA	$280,306
MetroWest Visitors Bureau	$237,363
Johnny Appleseed Trail	$193,943
Hampshire County	$214,666
Mohawk Trail Association	$129,480
TOTAL	$5,950,160

Note: Award is Formula Allocation less Research Allocation