MASSACHUSETTS

Massachusetts Office of Travel & Tourism

2016 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.

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MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

TOP NUMBERS

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

ECONOMIC IMPACT

- Direct spending by domestic and international visitors totaled $20.2 billion in 2015 (p. 4).
- Visitor expenditures supported 135,000 jobs in 2015 and $4.4 billion in wages and salaries (p. 4).
- Visitor expenditures generated $1.3 billion in Massachusetts state and local tax revenue in 2015 (p. 4).
- Each dollar spent by a visitor in 2015 generated 4.0 cents in state tax receipts and 2.5 cents in local taxes (p. 4).
- State hotel room occupancy tax collections totaled $246.5 million and local option room occupancy tax collections totaled $199.1 million in FY2016 (p. 6).

VISITOR ORIGIN

- In FY2016, Massachusetts hosted 23.5 million domestic visitors. In CY2015, there were 2.4 million international visitors; 1.7 million came from overseas and 0.7 million from Canada (p. 10).
- Domestic visitors accounted for approximately 91% of all visitors; international visitors, 9% (p. 10).

DOMESTIC & INTERNATIONAL VISITORS

- In FY2016, 57.9% percent of all domestic person trips originated in New England and 22.2% from the mid-Atlantic states (NY, NJ, and PA) (p. 12).
- Visiting friends and relatives is the most frequently reported primary trip purpose (51.1%) (p. 13).
- Travel by personal car is the dominant mode of transportation (70.7%) (p. 13).
- 39.0% 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 47% of all international visitors to MA in CY2015 (p. 15).

Direct Economic Impact of Travel on Massachusetts, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
2015	20,233.3	4,414.5	135,000	812.2	497.7
2014	19,500.7	4,118.8	132,000	749.6	471.4
2013	18,481.8	3,928.1	129,400	708.6	447.6
2012	17,739.6	3,742.0	126,500	676.4	428.3
2011	16,913.8	3,629.0	124,700	652.2	406.1

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

Direct expenditures by domestic and international visitors to Massachusetts totaled $20.2 billion in 2015, a 3.8% increase from 2014 and a 19.6% increase over 2011.

Massachusetts' 2015 direct expenditures represented a 2.1% share of all 2015 U.S. direct expenditures ($947 billion).

Domestic visitors spent $17.5 billion in 2015, 86% of all spending; international visitors, $2.7 billion, 14%. An analysis of spending by industry sectors shows major differences between domestic and international visitors' spending behavior.

In 2015, domestic spending increased 3.8%; international increased 3.5%.

Visitor spending supported 135,000 full-time, part-time, and seasonal jobs, an increase of 2.2% from 2014, and payroll of $4.4 billion, a 7.2% increase.

The state received $812.2 million in revenues through the state sales tax, excise taxes, and taxes on travel-related personal and corporate income, a 8.3% increase from 2014. Local community revenue totaled $497.7 million in sales and property tax revenue, a 5.6% increase.

Domestic and International Direct Expenditures by Industry Sector, 2015

2015 Expenditures	Domestic ($ Millions)	International ($ Millions)	Total ($ Millions)	% of Total
Public Transportation	5,693.7	305.3	5,999.0	29.6%
Auto Transportation	2,271.2	37.7	2,309.0	11.4%
Lodging	3,934.2	1,059.4	4,993.7	24.7%
Foodservice	3,495.1	529.4	4,024.6	19.9%
Entertainment & Recreation	991.8	210.5	1,202.3	5.9%
General Retail Trade	1,098.7	606.1	1,704.8	8.4%
2015 Totals	$17,484.7	$2,748.4	$20,233.3	100.0%
Percentages	86.4%	13.6%	100.0%	
2014 Totals	$16,846.4	$2,654.3	19,500.7	
Percentages	86.4%	13.6%	100.0%	

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

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 2015, the total impact of all travel spending was $32.0 billion, a 3.7% increase from 2014.

Multiplier Impact of Direct Spending, 2015				
Impact Measure	Direct Impact	Indirect & Induced Impact	Total Impact	% change over 2014
Economic Impact (millions)	$20,233.3	$11,752.8	$31,986.1	3.7%
Earnings (millions)	$4,414.5	$3,973.6	$8,388.1	6.7%
Employment (thousands)	135.0	81.9	216.9	2.2%
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, 2015				

ROOM OCCUPANCY TAXES

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In FY2016, state room occupancy tax collections (including convention centers) totaled $246.5 million, a 7.1% increase from FY2015 and a 34.2% increase over FY2012. Local room occupancy tax collections totaled $199.1 million, a 7.4% increase over FY2015 and a 36.2% increase over FY2012.

In FY2016, Suffolk, Middlesex, and Barnstable counties were the top three room occupancy tax-producing counties, accounting for 75% 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 CY2016 Massachusetts' room revenue was up 3.1% compared to the U.S. rate, which increased 4.8%.

Room Occupancy Tax Collections, FY2012 – 2016

Fiscal Year	State $ Millions	% Change	Local Option $ Millions	% Change
2016	246.5	7.1%	199.1	7.4%
2015	230.2	9.8%	185.3	9.6%
2014	209.7	7.8%	169.0	8.5%
2013	194.6	5.9%	155.7	6.6%
2012	183.7	9.8%	146.1	11.3%

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

Percent Change from YTD 2015

	Occupancy	ADR	RevPAR	Room Rev
US	0.1	3.1	3.2	4.8
MA	-1.6	2.6	0.9	3.1
NJ	1.6	2.3	3.9	4.6
NY	0.3	-0.6	-0.3	3.2
PA	-1.8	2.4	0.5	3.7

Source: Smith Travel Research

Room Occupancy Tax Collections by County, FY2016

County	Local Collections ($000)	Share %
Barnstable	$14,090	7.1%
Berkshire	$4,616	2.3%
Bristol	$3,380	1.7%
Dukes	$1,828	0.9%
Essex	$8,691	4.4%
Franklin	$513	0.3%
Hampden	$3,066	1.5%
Hampshire	$1,700	0.9%
Middlesex	$41,885	21.0%
Nantucket	$3,429	1.7%
Norfolk	$12,150	6.1%
Plymouth	$3,677	1.8%
Suffolk	$92,127	46.3%
Worcester	$6,972	3.5%
Total FY2016	199,080	
Total FY2015	185,283	

Source: MA DOR

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2015, the largest share of visitors' direct expenditures was for public transportation, followed by lodging and food service. The lodging sector generated the largest payroll of any category; food service generated the most jobs.

Expenditures, Payroll, & Employment by Industry Sector, 2015						
Industry Sector	Expenditures ($ Millions)	% Total	Payroll ($ Millions)	% Total	Employment	% Total
Public Transportation	5,999.0	29.6%	799.7	18.1%	15,560	11.5%
Auto Transportation	2,309.0	11.4%	140.6	3.2%	4,150	3.1%
Lodging	4,993.7	24.7%	1,097.2	24.9%	31,010	23.0%
Foodservice	4,024.6	19.9%	1,079.7	24.5%	51,330	38.0%
Entertainment & Rec	1,202.3	5.9%	600.4	13.6%	19,230	14.2%
Retail	1,704.8	8.4%	220.3	5.0%	7,760	5.7%
Travel Planning	n/a	n/a	476.7	10.8%	5,920	4.4%
TOTAL	20,233.4	100.0%	4,414.6	100.0%	134,960	100.0%

Note: Travel Planning does not generate expenditure data

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

PUBLIC TRANSPORTATION

Spending in 2015 for public transportation totaled $6 billion, a 2.4% increase from 2014 and a 19.2% increase over 2011.

Public transportation accounted for 29.6% of all expenditures, 18.1% of payroll, and 11.5% 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, 2011 – 2015			
Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	5,999.0	799.7	15,560
2014	5,856.9	721.1	15,100
2013	5,563.7	689.5	15,100
2012	5,293.9	644.4	14,800
2011	5,032.4	621.4	14,500

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

LODGING

Spending in 2015 for lodging totaled $5.0 billion, a 9.3% increase from 2014 and an 35.1% increase over 2011.

The lodging industry represented 24.7% of all expenditures. It generated the largest share of payroll, 24.9%, 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, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	4,993.7	1,097.2	31,010
2014	4,569.3	1,030.9	30,400
2013	4,194.1	980.2	29,900
2012	3,977.5	933.6	29,300
2011	3,695.6	912.0	28,700

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

FOOD SERVICE

Spending in 2015 for food service totaled $4.0 billion, a 6.3% increase over 2014 and an increase of 20.3% over 2011.

Food service accounted for 19.9% of total expenditures. It generated the second-highest share of payroll, 24.5%, and the largest share of employment, 38.1%.

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.

Food service comprises restaurants, other eating and drinking establishments, and grocery stores.

Food Service Industry: Economic Impact, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	4,024.6	1079.7	51,330
2014	3,784.3	1006.5	50,300
2013	3,597.7	950.3	49,100
2012	3,473.6	905.2	47,800
2011	3,345.0	876.2	47,400

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

AUTO TRANSPORTATION

Spending in 2015 for auto transportation totaled $2.3 billion, a decrease of 9.1% over 2014 and an increase of 1.5% over 2011.

Auto transportation accounted for 11.4% of all expenditures, 3.2% of payroll, and 3.1% 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, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	2,309.0	140.6	4,150
2014	2,538.9	136.2	4,000
2013	2,400.2	136.3	4,000
2012	2,364.1	130.9	3,900
2011	2,275.3	129.1	3,900

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

ENTERTAINMENT & RECREATION

Spending in 2015 for entertainment & recreation totaled $1.2 billion and increase of 2.8% over 2014 and an increase of 14.0% over 2011.

Entertainment & recreation accounted for 5.9% of all expenditures, 13.6% of payroll, and 14.2% 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, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	1,202.3	600.4	19,230
2014	1,169.2	564.3	18,600
2013	1,118.9	539.3	18,000
2012	1,084.4	519.6	17,500
2011	1,054.7	503.0	17,100

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

RETAIL

Spending in 2015 for general retail totaled $1.7 billion, an increase of 1.4% over 2014 and an increase of 12.8% over 2011.

General retail accounted for 8.4% of all expenditures, 5.0% of payroll, and 5.7% of employment.

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

Retail Industry: Economic Impact, 2011 – 2015

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2015	1,704.80	220.3	7,760
2014	1,682.00	214.0	7,800
2013	1,607.10	207.1	7,700
2012	1,546.20	201.3	7,600
2011	1,510.80	202.8	7,600

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

TRAVEL PLANNING

In 2015, travel planning accounted for 10.8% of payroll and 4.4% 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, 2011 – 2015

Calendar Year	Payroll ($ Millions)	Employment
2015	476.7	5,920
2014	445.8	5,800
2013	425.4	5,600
2012	407.0	5,500
2011	384.5	5,500

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

VISITOR VOLUME

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

Massachusetts hosted 23.5 million domestic person trips in FY2016. See the chart of domestic visitor origins on p. 12.

In CY2015, Massachusetts hosted 2.4 million international visitors. 71% were from overseas, 29% from Canada.

Massachusetts' share of all Canadian travel to the U.S. in CY2015 was 3.3%, up from 3.2% in 2014. Massachusetts' share of overseas travel to the U.S. increased from 4.4% to 4.5% in CY2015.

For visitation numbers from top international markets, see p. 29.

DOMESTIC VISITOR ECONOMIC IMPACT BY COUNTY

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2015, domestic visitors spent $17.5 billion in direct expenditures, a 3.8% increase from 2014 and an increase of 19.6% over 2011.

Suffolk, Middlesex, and Norfolk counties generated 70.2% of all travel expenditures, 62.3% of state tax receipts, and 58.4% of local tax receipts.

Domestic Economic Impact on Massachusetts Counties, 2011-2015

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
Barnstable	$1,005.78	$260.11	9.03	$44.26	$61.39
Berkshire	412.62	103.09	3.65	20.97	12.01
Bristol	475.04	96.82	3.09	25.56	9.48
Dukes	140.56	35.05	1.28	5.49	8.17
Essex	876.17	201.38	6.72	47.51	22.57
Franklin	59.95	10.91	0.37	3.38	1.96
Hampden	489.05	110.57	3.17	27.66	10.08
Hampshire	128.12	27.56	0.89	7.02	3.52
Middlesex	2,547.67	674.53	21.01	144.31	68.70
Nantucket	168.40	36.18	1.06	5.25	5.95
Norfolk	1,101.28	332.34	10.28	60.43	24.63
Plymouth	595.15	117.53	3.93	29.74	27.83
Suffolk	8,628.17	1,632.34	45.93	231.85	163.39
Worcester	856.76	166.89	5.60	46.56	19.68
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
Statewide 2013	16,024.05	3,383.64	111.14	612.71	396.33
Statewide 2012	15,405.84	3,225.69	108.75	585.89	379.72
Statewide 2011	14,619.81	3,113.70	106.81	562.21	358.63

Source: USTA, The Economic Impact of Travel on MA Counties, 2015

DOMESTIC VISITOR ORIGIN

In FY2016, visitors from New England and the mid-Atlantic states (NY, NJ, and PA) accounted for 80.1% of all domestic person trips to the state.

The largest source of visitors was Massachusetts residents* themselves, 7.5 million person trips, 33.0% of all domestic trips; followed by New York state with 3.1 million person trips, 13.9% of trips; and Connecticut, 2.0 million person trips, 8.9% 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, FY2016

State	Person Trips to Massachusetts	Share of all Person Trips
Massachusetts	7,479,000	33.0%
New York	3,147,000	13.9%
Connecticut	2,021,000	8.9%
New Hampshire	1,580,500	7.0%
Rhode Island	981,000	4.3%
California	777,500	3.4%
Florida	758,500	3.3%
New Jersey	1,029,000	4.5%
Maine	712,000	3.1%
Vermont	350,000	1.5%
All Other States	4,076,000	18.0%
All New England States	13,123,000	57.9%
All Mid Atlantic States	5,032,500	22.2%

Source: TNS, Travels America, FY2016

DOMESTIC VISITOR BEHAVIOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

DOMESTIC TRIP DURATION, COMPOSITION & SATISFACTION

Approximately 70% of all person trips in FY2016 included an overnight stay. Overnight visitors averaged 4.4 nights in Massachusetts. All visitors — overnights and those on day trips — averaged 3.5 nights. 23.3% of all travel parties included one or more children less than 18 years of age. 34.3% included only one adult, 51% had two adults and 14% had three or more adults.

DOMESTIC TRANSPORTATION MODE

The majority of visitors, 70.7%, drive their own vehicle to Massachusetts. Air travel ranks second at 15.5%.

Domestic Visitor Transportation Mode, FY2016	
Own Auto/Truck/Motorcycle	70.7%
Airplane	15.5%
Rental Car	4.7%
Bus	1.9%
Train	2.6%
Ship/Boat	1.4%
Motorcoach	0.2%
Camper/RV	0.4%
Source: TNS, Travels America, FY2016	

DOMESTIC LODGING

39.0% of overnight visitors stay in a hotel/motel/inn or B&B, 43.0% in a private home.

Overnight Domestic Visitor Lodging, FY2016	
Hotel/Motel/Inn	39.0%
Private Home	43.0%
Rental Condo/Timeshare	5.2%
Personal 2nd Home/Condo	2.9%
RV/Tent	2.8%
Bed & Breakfast	2.4%
Source: TNS, Travels America, FY2016	

DOMESTIC TRIP PURPOSE (PRIMARY)

Visiting friends or relatives is the dominant trip purpose and accounts for 51.1% of all domestic trips. Other pleasure/personal travel accounts for 13.3% of all trips.

Domestic Visitor Primary Trip Purpose, FY2016	
Visit Friends/Relatives	51.1%
Other Pleasure/Personal	13.3%
Entertainment/Sightseeing	12.4%
Personal Business	5.8%
Outdoor Recreation	6.0%
Business	8.9%
Other	2.6%
Source: TNS, Travels America, FY2016	

DOMESTIC TRIP ACTIVITIES

Visiting relatives and friends combined is the most frequently reported trip activity by domestic visitors, 45.7%, followed by shopping, 21.3%. Fine dining, beaches, rural sightseeing, urban sightseeing, historical places/churches, and museums follow in rank order.

Domestic Visitor Top 10 Activities: FY2016	
Visiting Relatives	27.8%
Visiting Friends	17.9%
Shopping	21.3%
Fine Dining	15.3%
Beaches	14.5%
Rural Sightseeing	11.2%
Urban Sightseeing	11.9%
Historical Places/Churches	12.7%
Museums	11.7%
State/National Parks	7.7%
Art Galleries	5.5%
Source: TNS, Travels America, FY2016	

Economic Impact in MA By Origin Country CY 2015

Canada

Marketing Firm:	VOX International Inc
Visitation	684,000
Spending	$450 Million
State and Local Taxes	$28 Million

United Kingdom

Martketing Firm:	Travel & Tourism Marketing
Visitation	215,000
Spending	$280 Million
State and Local Taxes	$17 Million

Germany

Marketing Firm:	Marketing Services
Visitation	112,000
Spending	$200 Million
State and Local Taxes	$12 Million

Japan

Marketing Firm:	Global Consulting
Visitation	72,000
Spending	$125 Million
State and Local Taxes	$8 Million

Italy

Marketing Firm:	Thema Nuovi Mondi
Visitation	65,000
Spending	$81 Million
State and Local Taxes	$5 Million

France

Marketing Firm:	Express Conseil
Visitation	98,000
Spending	$150 Million
State and Local Taxes	$9 Million

China

Marketing Firm:	AviaReps
Visitation	198,000
Spending	$565 Million
State and Local Taxes	$35 Million

India

Visitation	72,000
Spending	$95 Million
State and Local Taxes	$6 Million

Brazil

Visitation	53,000
Spending	$115 Million
State and Local Taxes	$7 Million

Australia

Visitation	63,000
Spending	$112 Million
State and Local Taxes	$7 Million

Scandanavia

Visitation	73,000
Spending	$105 Million
State and Local Taxes	$7 Million

Ireland

Visitation	52,000
Spending	$61 Million
State and Local Taxes	$4 Million

International Visits to MA & Share CY2015		
	Visitor Volume	Share of Country Market
Canada	684,000	3.3%
ALL OVERSEAS	1,672,000	4.5%
United Kingdom	215,478	4.8%
PROC	198,397	8.2%
Germany	112,259	5.2%
France	98,097	5.7%
Japan	72,016	1.9%
India	71,880	6.8%
Italy	64,880	6.5%
Korea, South	67,367	4.1%
Australia	63,353	4.6%
Ireland	52,218	12.3%
Denmark	15,622	4.7%
Sweden	22,771	4.0%
Iceland	18,757	34.5%
Norway	11,149	3.5%
Finland	4,541	3.1%

REGIONAL GRANT PROGRAM

RTC FY2016 Final Summary	
Regional Tourist Council	Allocation
Berkshire VB	$334,809.24
SE Mass CVB	$184,417.64
Cape Cod Chamber	$516,551.08
Franklin County	$161,907.39
Greater Boston CVB	$2,098,567.86
Merrimack Valley CVB	$337,611.48
Greater Springfield	$238,157.51
Martha's Vineyard	$252,695.23
Nantucket Chamber	$246,777.66
North of Boston CVB	$322,958.90
Plymouth County CVB	$280,277.21
Central Mass CVB	$174,514.40
MetroWest	$278,544.45
JohnnyApplseed	$176,105.96
Hampshire	$193,784.00
Mohawk Trail Assoc	$129,480.00
TOTAL	$5,927,160.00

Note: Award is Formula Allocation plus Stability Fund Allocation less Research Allocation

Photo Credits:

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Greater Boston CVB

Berkshire Visitors Bureau

Greater Merrimack Valley CVB

Mohawk Trail Association