MASSACHUSETTS

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

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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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TOP NUMBERS

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

ECONOMIC IMPACT

- Direct spending by domestic and international visitors totaled $20.7 billion in 2016 (p. 4).
- Visitor expenditures supported 139,000 jobs in 2016 and $4.8 billion in wages and salaries (p. 4).
- Visitor expenditures generated $1.4 billion in Massachusetts state and local tax revenue in 2016 (p. 4).
- Each dollar spent by a visitor in 2016 generated 4.1 cents in state tax receipts and 2.5 cents in local taxes (p. 4).
- State hotel room occupancy tax collections totaled $255.5 million and local option room occupancy tax collections totaled $206.1 million in FY2017 (p. 6).

VISITOR ORIGIN

- In FY2017, Massachusetts hosted 24.2 million domestic visitors. In CY2016, there were 2.3 million international visitors; 1.7 million came from overseas and 0.6 million from Canada (p. 10).
- Domestic visitors accounted for approximately 91% of all visitors; international visitors, 9% (p. 10).

DOMESTIC & INTERNATIONAL VISITORS

- In FY2017, 54.2% percent of all domestic person trips originated in New England and 21.2% from the mid-Atlantic states (NY, NJ, and PA) (p. 12).
- Visiting friends and relatives is the most frequently reported primary trip purpose (46.5%) (p. 13).
- Travel by personal car is the dominant mode of transportation (72.3%) (p. 13).
- 44.7% 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 CY2016 (p. 15).

Direct Economic Impact of Travel on Massachusetts, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
2016	20,738.4	4,797.8	139,100	859.2	518.2
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

Direct expenditures by domestic and international visitors to Massachusetts totaled $20.7 billion in 2016, a 2.5% increase from 2015 and a 16.9% increase over 2012.

Massachusetts' 2016 direct expenditures represented a 2.1% share of all 2016 U.S. direct expenditures ($990 billion).

Domestic visitors spent $17.9 billion in 2016, 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 2016, domestic spending increased 2.4%; international increased 3.1%.

Visitor spending supported 139,100 full-time, part-time, and seasonal jobs, an increase of 3.0% from 2015, and payroll of $4.8 billion, a 8.7% increase.

The state received $859.2 million in revenues through the state sales tax, excise taxes, and taxes on travel-related personal and corporate income, a 5.8% increase from 2015. Local community revenue totaled $518.2 million in sales and property tax revenue, a 4.1% increase.

Domestic and International Direct Expenditures by Industry Sector, 2016

2016 Expenditures	Domestic ($ Millions)	International ($ Millions)	Total ($ Millions)	% of Total
Public Transportation	5,740.0	313.1	6,053.1	29.2%
Auto Transportation	2,285.8	38.0	2,323.8	11.2%
Lodging	4,057.0	1,096.9	5,153.8	24.9%
Foodservice	3,639.6	545.8	4,185.5	20.2%
Entertainment & Recreation	1,042.1	218.3	1,260.4	6.1%
General Retail Trade	1,140.3	621.7	1,762.0	8.5%
2016 Totals	$17,904.8	$2,833.8	$20,738.5	100.0%
Percentages	86.3%	13.7%	100.0%	
2015 Totals	$17,484.7	$2,748.5	20,233.3	
Percentages	86.4%	13.6%	100.0%	

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

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 2016, the total impact of all travel spending was $33.0 billion, a 2.3% increase from 2015.

Multiplier Impact of Direct Spending, 2016

Impact Measure	Direct Impact	Indirect & Induced Impact	Total Impact	% change over 2015
Economic Impact (millions)	$20,738.4	$11,980.7	$32,719.1	2.3%
Earnings (millions)	$4,797.8	$4,181.9	$8,979.7	7.1%
Employment (thousands)	139.0	83.7	222.7	2.7%
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, 2016				

ROOM OCCUPANCY TAXES

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In FY2017, state room occupancy tax collections (including convention centers) totaled $255.5 million, a 3.7% increase from FY2016 and a 21.3% increase over FY2013. Local room occupancy tax collections totaled $206.1 million, a 3.5% increase over FY2016 and a 32.4% increase over FY2013.

In FY2017, 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 CY2017 Massachusetts' lodging industry room revenue was up 4.3% compared to the U.S. rate, which increased 4.9%.

Room Occupancy Tax Collections, FY2013 – 2017

Fiscal Year	State $ Millions	% Change	Local Option $ Millions	% Change
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%
2014	209.7	7.8%	169.0	8.5%
2013	194.6	5.9%	155.7	6.6%

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

Percent Change from YTD 2016

	Occupancy	ADR	RevPAR	Room Rev
US	0.9	2.1	3.0	4.9
MA	0.9	1.4	2.3	4.3
NJ	0.8	0.1	0.9	2.5
NY	0.4	-0.4	-0.0	3.4
PA	1.9	-0.7	1.1	4.0

Source: Smith Travel Research

Room Occupancy Tax Collections by County, FY2017

County	Local Collections ($000)	Share %
Suffolk	$94,298	46.3%
Middlesex	$43,007	21.1%
Barnstable	$14,422	7.1%
Norfolk	$12,283	6.0%
Essex	$9,570	4.7%
Worcester	$7,508	3.7%
Berkshire	$4,752	2.3%
Plymouth	$3,642	1.8%
Bristol	$3,539	1.7%
Nantucket	$3,498	1.7%
Hampden	$3,117	1.5%
Dukes	$1,928	0.9%
Hampshire	$1,707	0.8%
Franklin	$532	0.3%
Total FY2017	203,803	
Total FY2016	199,080	

Source: MA DOR

SPENDING BY INDUSTRY SECTOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2016, 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, 2016

Industry Sector	Expenditures ($ Millions)	% Total	Payroll ($ Millions)	% Total	Employment (Thousands)	% Total
Public Transportation	6,053.1	29.2%	874.8	18.2%	16.0	11.5%
Auto Transportation	2,323.8	11.2%	142.3	3.0%	4.2	3.0%
Lodging	5,153.8	24.9%	1,137.1	23.7%	31.6	22.7%
Foodservice	4,185.5	20.2%	1,162.8	24.2%	52.7	37.9%
Entertainment & Rec	1,260.4	6.1%	636.5	13.3%	20.0	14.4%
Retail	1,762.0	8.5%	220.1	4.6%	7.7	5.5%
Travel Planning	n/a	n/a	624.2	13.0%	6.9	5.0%
TOTAL	20,738.6	100.0%	4,797.8	100.0%	139.1	100.0%

Note: Travel Planning does not generate expenditure data

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

PUBLIC TRANSPORTATION

Spending in 2016 for public transportation totaled $6 billion, a 0.9% increase from 2015 and a 14.3% increase over 2012.

Public transportation accounted for 29.2% of all expenditures, 18.2% 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, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	6,053.1	874.8	16,000
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

LODGING

Spending in 2016 for lodging totaled $5.0 billion, a 3.2% increase from 2015 and an 29.6% increase over 2012.

The lodging industry represented 24.9% of all expenditures. It generated the second largest share of payroll, 23.7%, and the second largest share of employment, 22.7%.

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

Lodging Industry: Economic Impact, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	5,153.8	1,137.1	31,600
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

FOOD SERVICE

Spending in 2016 for food service totaled $4.0 billion, a 4.0% increase over 2015 and an increase of 20.5% over 2012.

Food service accounted for 20.2% of total expenditures. It generated the highest share of payroll, 24.2%, and the largest share of employment, 37.9%.

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, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	4,185.4	1,162.8	52,700
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

AUTO TRANSPORTATION

Spending in 2016 for auto transportation totaled $2.3 billion, an increase of 0.6% over 2015 and a decrease of 1.7% over 2012.

Auto transportation accounted for 11.2% of all expenditures, 3.0% of payroll, and 3.0% 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, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	2,323.7	142.3	4,200
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

ENTERTAINMENT & RECREATION

Spending in 2016 for entertainment & recreation totaled $1.3 billion and increase of 4.8% over 2015 and an increase of 16.2% over 2012.

Entertainment & recreation accounted for 6.1% of all expenditures, 13.3% of payroll, and 14.4% 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, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	1,260.3	636.5	20,000
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

RETAIL

Spending in 2016 for general retail totaled $1.8 billion, an increase of 3.4% over 2015 and an increase of 14.0% over 2012.

General retail accounted for 8.5% of all expenditures, 4.6% of payroll, and 5.5% of employment.

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

Retail Industry: Economic Impact, 2012 – 2016

Calendar Year	Expenditures ($ Millions)	Payroll ($ Millions)	Employment
2016	1,762.0	220.1	7,700
2015	1,704.8	220.3	7,760
2014	1,682.0	214.0	7,800
2013	1,607.1	207.1	7,700
2012	1,546.2	201.3	7,600

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

TRAVEL PLANNING

In 2016, travel planning accounted for 13.0% of payroll and 5.0% 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, 2012 – 2016

Calendar Year	Payroll ($ Millions)	Employment
2016	624.3	6,900
2015	476.7	5,920
2014	445.8	5,800
2013	425.4	5,600
2012	407.0	5,500

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

VISITOR VOLUME

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

Massachusetts hosted 24.2 million domestic person trips in FY2017. See the chart of domestic visitor origins on p. 12.

In CY2016, Massachusetts hosted 2.4 million international visitors. 73% were from overseas, 27% from Canada.

Massachusetts' share of all Canadian travel to the U.S. in CY2016 was 3.1%, down from 3.3% in 2015. Massachusetts' share of overseas travel to the U.S. remained at 4.4% in CY2016.

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

DOMESTIC VISITOR ECONOMIC IMPACT BY COUNTY

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

In 2016, domestic visitors spent $17.9 billion in direct expenditures, a 2.4% increase from 2015 and an increase of 16.2% over 2012.

Suffolk, Middlesex, and Norfolk counties generated 70.1% of all travel expenditures, 62.3% of state tax receipts, and 58.3% of local tax receipts.

Domestic Economic Impact on Massachusetts Counties, 2012-2016

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
Barnstable	$1,044.05	$285.29	9.42	$47.39	$64.70
Berkshire	420.72	110.87	3.73	22.06	12.43
Bristol	488.92	105.80	3.20	27.13	9.91
Dukes	142.18	37.29	1.29	5.73	8.39
Essex	898.90	218.61	6.94	50.28	23.51
Franklin	60.11	11.76	0.38	3.50	2.00
Hampden	502.49	119.74	3.27	29.32	10.52
Hampshire	132.21	30.06	0.91	7.48	3.69
Middlesex	2,610.71	728.06	21.67	152.54	71.47
Nantucket	169.35	38.68	1.08	5.45	6.08
Norfolk	1,126.50	362.39	10.60	63.76	25.58
Plymouth	604.85	127.08	4.04	31.17	28.72
Suffolk	8,822.11	1,803.54	47.39	244.53	169.60
Worcester	881.62	181.73	5.79	49.42	20.56
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
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

Source: USTA, The Economic Impact of Travel on MA Counties, 2016

DOMESTIC VISITOR ORIGIN

In FY2017, there were 24.2 million total domestic visitors to MA. Visitors from New England and the mid-Atlantic states (NY, NJ, and PA) accounted for 75.4% of all domestic person trips to the state.

The largest state source of visitors was Massachusetts residents themselves, 7.8 million person trips, 32.3% of all domestic trips; followed by New York state with 3.1 million person trips, 12.9% of trips; and Connecticut, 2.0 million person trips, 8.5% 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, FY2017

State	Person Trips to Massachusetts	Share of all Person Trips
Massachusetts	7,818,500	32.3%
New York	3,131,500	12.9%
Connecticut	2,049,000	8.5%
New Hampshire	1,127,500	4.7%
Rhode Island	869,000	3.6%
California	767,000	3.2%
Florida	775,500	3.2%
New Jersey	1,210,500	5.0%
Maine	784,500	3.2%
Vermont	468,000	1.9%
All Other States	4,402,500	18.2%
All New England States	13,116,500	54.2%
All Mid Atlantic States	5,127,000	21.2%

Source: TNS, Travels America, FY2017

DOMESTIC VISITOR BEHAVIOR

MASSACHUSETTS TRAVEL INDUSTRY BY THE NUMBERS

DOMESTIC TRIP DURATION, COMPOSITION & SATISFACTION

Approximately 3/4 of all person trips in FY2017 included an overnight stay. Overnight visitors averaged 3.3 nights in Massachusetts. All visitors — overnights and those on day trips — averaged 3.7 nights. 22.8% of all travel parties included one or more children less than 18 years of age. 31.8% included only one adult, 52.9% had two adults and 15.3% had three or more adults.

DOMESTIC TRANSPORTATION MODE

The majority of visitors, 72.3%, drive their own vehicle to Massachusetts. Air travel ranks second at 14.2%.

Domestic Visitor Transportation Mode, FY2017	
Own Auto/Truck/Motorcycle	72.3%
Airplane	14.2%
Rental Car	5.7%
Bus	1.5%
Train	1.8%
Ship/Boat	0.9%
Motorcoach	0.3%
Camper/RV	0.7%

Source: TNS, Travels America, FY2017

DOMESTIC LODGING

43.9% of overnight visitors stay in a hotel/motel/inn or B&B, 33.3% in a private home.

Overnight Domestic Visitor Lodging, FY2017	
Hotel/Motel/Inn	43.9%
Private Home	33.3%
Rental Condo/Timeshare	6.4%
Personal 2nd Home/Condo	4.5%
RV/Tent	3.8%
Bed & Breakfast	2.3%

Source: TNS, Travels America, FY2017

DOMESTIC TRIP PURPOSE (PRIMARY)

Visiting friends or relatives is the dominant trip purpose and accounts for 48.4% of all domestic trips. Other pleasure/personal travel accounts for 13.1% of all trips.

Domestic Visitor Primary Trip Purpose, FY2017	
Visit Friends/Relatives	48.4%
Other Pleasure/Personal	13.1%
Entertainment/Sightseeing	12.9%
Personal Business	6.5%
Outdoor Recreation	7.9%
Business	7.9%
Other	3.3%

Source: TNS, Travels America, FY2017

DOMESTIC TRIP ACTIVITIES

Visiting relatives and friends combined is the most frequently reported trip activity by domestic visitors, 40.5%, followed by shopping, 22.6%. Fine dining, beaches, rural sightseeing, urban sightseeing, historical places/churches, and museums follow in rank order.

Domestic Visitor Top 10 Activities: FY2017	
Visiting Relatives	26.1%
Visiting Friends	16.4%
Shopping	22.6%
Fine Dining	14.4%
Beaches	12.0%
Rural Sightseeing	10.7%
Urban Sightseeing	10.8%
Historical Places/Churches	10.6%
Museums	10.7%
State/National Parks	9.6%
Art Galleries	5.4%

Source: TNS, Travels America, FY2017

MOTT INTERNATIONAL RESULTS VOLUME + MARKET SHARE

In 2016, 2.3 Million International visitors to Massachusetts spent $2.8 Billion generating $180 Million in State and Local taxes for the Commonwealth. Historically, about one third of all international visitors to MA come from Canada, another third form Europe and the rest from all other countries. The Massachusetts Market Share of all Overseas (not including Canada and Mexico) was 4.5% in 2016. 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

Origin Country	Volume to MA	MA Share	Spending in MA (millions)	State & Local Taxes (millions)	Marketing Firm
Canada	634,000	3.2%	$435	$28	VOX International
United Kingdom	229,000	4.8%	$285	$18	Travel & Tourism Marketing
China (PROC)	236,500	8.5%	$615	$39	N/A
Germany	135,000	6.3%	$230	$15	Marketing Services Int’l GmbH
France	96,000	5.7%	$160	$10	Express Conseil
Japan	67,500	1.8%	$135	$9	Global Consulting
India	77,000	6.7%	$105	$7	N/A
Italy	52,000	5.1%	$85	$5	Thema Nuovi Mondi
Korea	66,500	3.6%	$125	$8	N/A
Australia	60,500	4.3%	$120	$8	N/A
Ireland	41,0000	9.1%	$65	$4	Travel & Tourism marketing
Scandinavia	73,000	5.1%	$115	$7	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 (Chater 23A, Section 14) and is managed by MOTT. It provides state funds to each RTC to support its destination marketing programs. The grant program requres that RTCs match their grants with a minimum one-to-one match of nongovernmental funds. Grants are awarded based on a preformance-based formula which evaluates the economic impact of RTCs' efforts (50%), their marketing plans (30%), and their abilities to raise matching funds (20%).

RTC FY2017 Final Summary

Regional Tourist Council	Allocation
1 Berkshire	$311,900.73
SE Mass CVB	$177,763.66
Cape Cod Chamber of Commerce	$499,545.98
Franklin County Chamber of Commerce	$200,657.48
Greater Boston CVB	$2,053,988.23
Greater Merrimack Valley CVB	$330,503.06
Greater Springfield	$282,101.47
Martha's Vineyard Chamber of Commerce	$229,690.27
Nantucket Chamber of Commerce	$214,742.54
North of Boston CVB	$384,243.29
Plymouth County CVB	$250,869.87
Discover Central MA	$204,722.76
MetroWest Visitors Bureau	$284,970.84
Johnny Appleseed Trail	$182,268.24
Hampshire County	$215,301.57
Mohawk Trail Association	$129,480.00
TOTAL	$5,952,749.99

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

Photo Credits:

Greater Boston CVB

1 Berkshire

Cape Cod Chamber of Commerce

Western Mass CVB

North of Boston CVB

Franklin County Chamber of Commerce