

Elevating Destinations: Strategy, Partnerships, & Inclusive Growth

Exploring the impact of strategic expansion, targeted marketing, and intentional partnerships to drive inclusive destination growth.

by Hilina D. Ajakaiye





Meet Hilina D. Ajakaiye

1 Executive Leadership

Executive Vice President at Meet Boston with over 15 years of expertise in leadership.

2 Strategic Empowerment

Cultivating decision-making and leadership capabilities across all levels to drive innovation, foster accountability, and align team actions with organizational goals..

3 Industry Influence

Chair, Rose Kennedy Greenway, Co-chair, Destination International's Equity, Diversity, & Inclusion Committee and many more others, shaping industry standards.

TDMD Timeline

1

2019

TDMD committee formed, CIVITAS hired, educational sessions begin

2

2020

Bill enacted, hotel petition passes, council approves district

3

2021

Governor signs bill, hotel petition process begins



TDMD Objectives

1 Visitation

Bolster visitation and hotel occupancy

2 Jobs

Restore leisure, hospitality & hotel jobs

3 Experiences

Enhance neighborhood experiences

4 Sales

Increase property meeting sales and related spending



An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous skyscrapers and a large green park area in the foreground. The city extends to the water in the background.

TDMD Governance

Hotel Approval

70% of hotels approved TDMD formation

Board

15-member governance board manages expenditures

Assessment

1.5% assessment for Boston/Cambridge TDMD

TDMD Revenue

	2022	2023	YOY %	2024	YOY %
January	\$612,578	\$1,234,875	101%	\$1,410,669	14%
February	\$935,611	\$1,402,804	50%	\$1,600,000	14% **
March	\$1,531,193	\$2,222,644	45%	\$2,350,000	6% **
April	\$2,524,260	\$2,914,810	15.50%	\$3,128,119	7%
May	\$4,906,271	\$5,457,029	11%	\$5,672,913	4%
June	\$1,552,206	\$1,673,695	8%	\$1,709,199	2%
July	\$3,155,549	\$3,404,470	8%	\$3,538,983	.04%
August	\$2,880,501	\$3,016,193	8%		
September	\$3,323,247	\$3,536,585	6.50%		
October	\$3,481,161	\$4,487,786	29%		
November	\$2,318,548	\$2,444,020	5.40%		
December	\$1,545,940	\$1,670,000	8%		
Total:	\$28,767,066	\$33,464,911	16.30%	\$5,360,669	

** estimated based on Pinnacle report

Boston/Cambridge TDMD District Plan



- Rebrand Greater Boston CVB
- Build year-round brand awareness
- Launch global sales initiatives
- Advance DEI in workforce and vendor strategies
- Partner with international PR and trade agencies
- Support major regional events
- Incentivize off-peak hotel bookings
- Promote ecotourism and sustainability
- Invest in community events

New Corporate Identity



Logo Design

New MB logo representing Boston's spirit



Brand Application

Logo applied to various marketing materials

Campaign Platform

Concept

Greater Boston fueled by collective spirit of transformation

Messaging

City built by motion, designed to stay in motion

Heritage

Founded in 1630, rich history meets modern innovation



A low-angle shot of a person's legs and feet walking on a cobblestone street. The person is wearing blue jeans and dark brown shoes. The cobblestones are dark blue and grey, with some red bricks interspersed. In the foreground, there is a circular metal seal or manhole cover with a central figure and text around the border. The text on the seal includes "THE FREEDOM TRAIL BOSTON MASS" and "1630".

FOUNDED IN 1630

Brand Launch



1

Launch Date

January 1, 2023

2

Location

NYC, Penn Station

3

Impact

High-visibility introduction of new brand identity

Winter 2024 Advertising



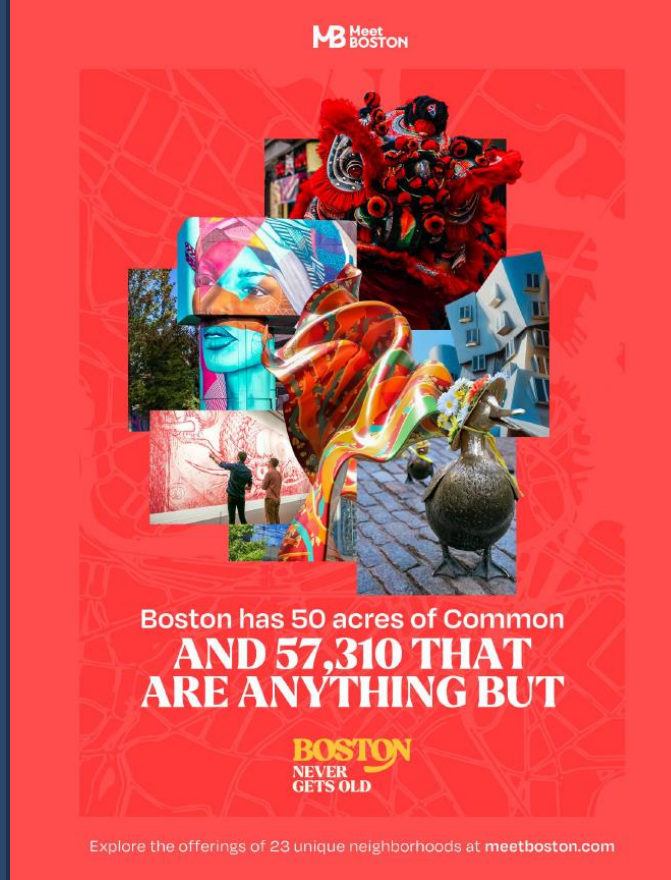
MB Meet
BOSTON

**THIS
REVOLUTION
COMES WITH MUCH BETTER
DINING OPTIONS**

200+ new restaurants. 12 James Beard Award nominations.
And a year from now, it won't be so easy to get a table.

**BOSTON
NEVER
GETS OLD**

Get a taste of what's new at meetboston.com/culinary



MB Meet
BOSTON

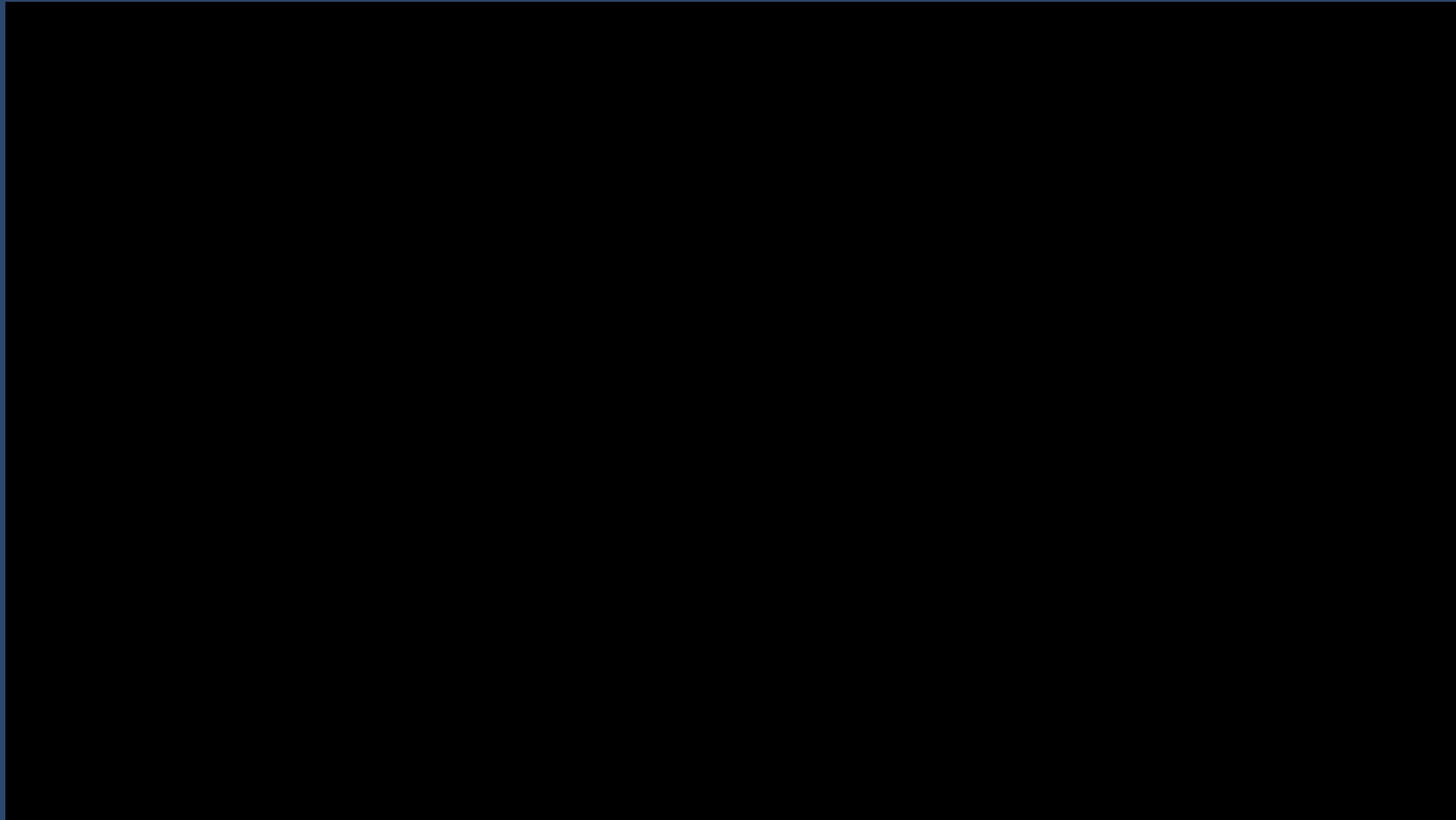
Boston has 50 acres of Common
**AND 57,310 THAT
ARE ANYTHING BUT**

**BOSTON
NEVER
GETS OLD**

Explore the offerings of 23 unique neighborhoods at meetboston.com

Culinary Focus

Promoting Boston's culinary scene
at meetboston.com/culinary



Major Event Sponsorship



Events

Army Navy Game 2024, World Figure Skating Championships 2025,
NHL Face-Off 2025, Sail Boston 2026, FIFA 2026 World Cup

Visibility

High-profile sponsorship opportunity

Impact

Increased brand exposure and association with major sports



Meet Boston International Impact

1 Global Representation

In-market reps in UK, Ireland, Germany, France, Italy, Mexico

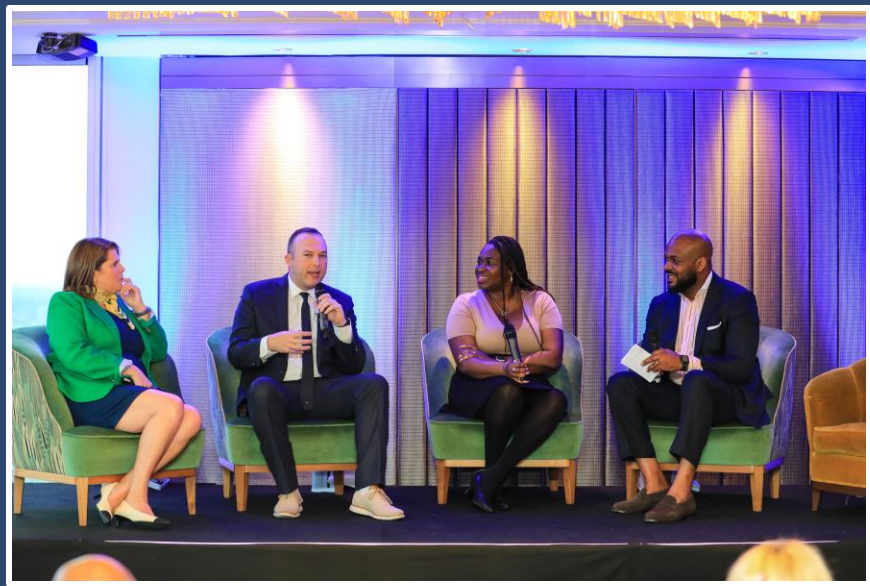
2 Media Events

Hosted in London and Frankfurt

3 Expanding Reach

Increasing international visibility and partnerships





London Mission - April 2024

US Embassy Briefing

Official briefing at US Embassy

1

Culinary Showcase

Cooking demonstrations and fireside chat with UK media

3

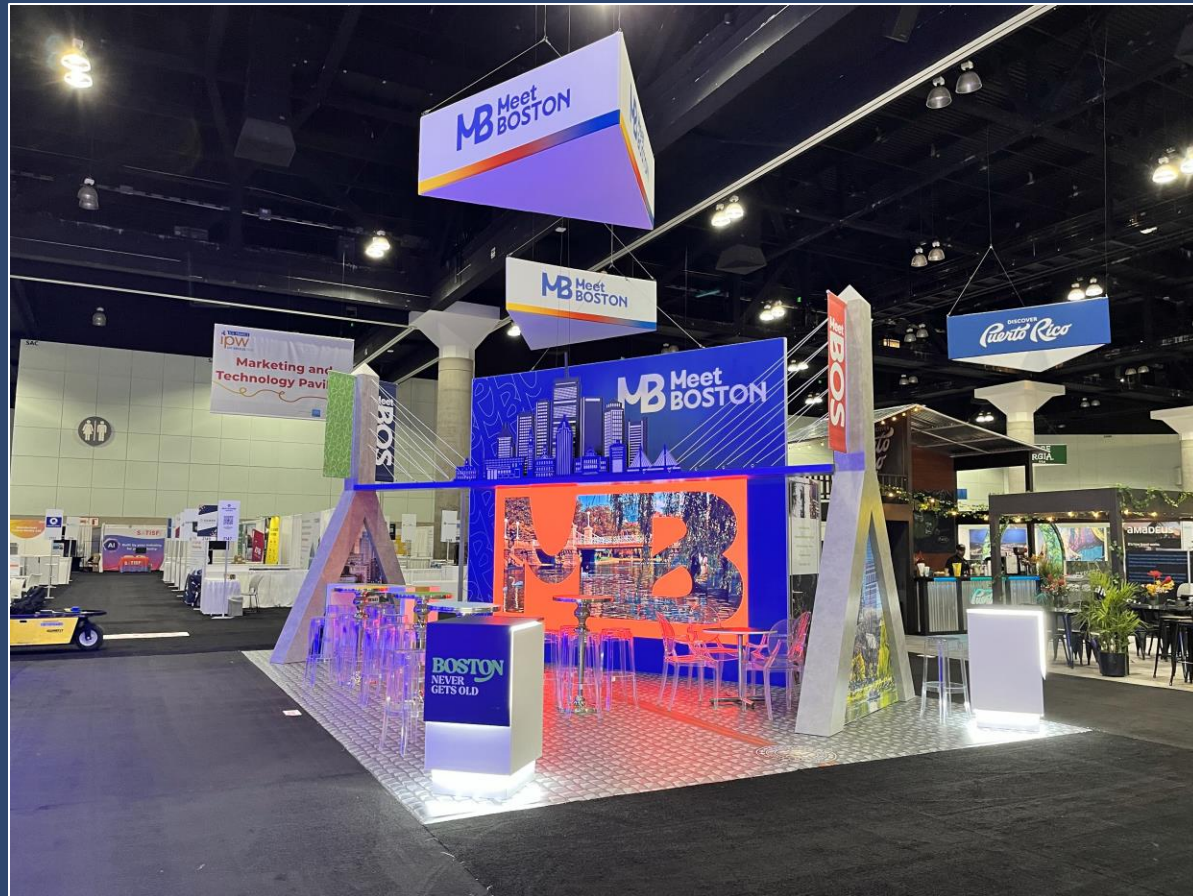


Media Reception

Trade and media reception at The Shard

2

IPW 2024 - Los Angeles



1 Appointments

Over 250 booth appointments, 58 media appointments

2 Activation

Lobster Roll Activation on May 5

3 Sponsorship

Media Marketplace Sponsorship and Meet Boston Press Conference

IMEX 2024 - Las Vegas

Appointments

476 booth appointments

Partners

22 Meet Boston partners

Buyers

4,600 buyers in branded lounge





Q1 Group Incentive - 2024

Groups Booked	333
Room Nights	53,159
Total Revenue	\$21,385,729
Reimbursement Total	\$2,138,573

Partnership Strategy



Inclusive Partnerships

Diverse ecosystem of partners,
fostering collaboration







Success Through Collaboration

Empowering businesses of all
sizes for growth

Collaborative Network

Connecting with organizations
committed to inclusivity and
diversity

MEET BOSTON PARTNERSHIP PILLARS

 Pillar 1	Be a part of the unified voice that is sharing Boston’s story every day, locally and across the globe.
 Pillar 2	Access a talented team of Greater Boston experts who will help you grow your reach and results across a wide range of markets and opportunities.
 Pillar 3	Build your knowledge through educational programs offering the latest industry insights, research and trends.
 Pillar 4	Share in specialized programs for neighborhood stakeholders and small businesses that support an inclusive approach and broaden engagement across our city.
 Pillar 5	Grow your network by participating in events throughout the year , including social gatherings, hyper-targeted opportunities and major Boston-hosted events.
 Pillar 6	Connect with key local leadership to build knowledge and mutual understanding through a year-round calendar of programs and events.

Holistic Destination Appeal

1

Marketing the Destination

Promoting Boston's unique energy and culture

2

Workforce Development

Investing in local community and hospitality standards

3

Supplier Diversity

Supporting local businesses in tourism supply chain

4

Eco-Tourism

Promoting sustainable practices and responsible travel

5

Accessibility

Creating welcoming environment for visitors with diverse abilities



Workforce Development: P.A.T.H. Program: Shaping The Future

Partnerships

Collaborate with schools to introduce hospitality careers to diverse students.

Apprenticeships

Provide hands-on training in various hospitality roles and departments.

Training

Offer specialized courses in customer service, management, and industry trends.

Hiring

Connect program graduates with job opportunities in Boston's hospitality sector.

**PROMOTING
ADVANCEMENT
IN TOURISM &
HOSPITALITY**

JOIN US!

We'll work with you to connect you to career opportunities in Greater Boston hotels and tourist attractions!

P.A.T.H.

Navigating Futures &
Igniting Diverse Excellence in
Tourism and Hospitality

CONTACT



Follow the QR code to sign up for the program or go to conanharrisassociates.com/p-a-t-h

If you have any questions, email path@conanharrisassociates.com

Participating employers include:

AKA Hotel, New England Aquarium, Boston Copley Marriott, Boston Duck Tours, City Experience, Estella, Fairmont Copley Plaza, Hyatt Regency Boston/Cambridge, Legal Seafood, Meet Boston, The Boxer Hotel, Lenox Hotel, Omni Seaport, Rose Kennedy Greenway, Boston House of Blues, Museum of Science, Alibi Bar & Lounge, Raffles, and more!

Job opportunities include:

Line Cook, Chef, Server, Host, Banquet Manager, Communications Manager, Event Planning Manager, Front Desk Agent, Guest Services Agent, Front Office Manager, Housekeeper, Valet Attendant, and more!

Applications are reviewed and accepted throughout the year!

P.A.T.H. Program Participating Employers

1 Hotels

AKA Hotel, Boston Copley Marriott, Fairmont Copley Plaza, Hyatt Regency Boston/Cambridge, The Boxer Hotel, Lenox Hotel, Omni Seaport, Raffles

2 Attractions

New England Aquarium, Boston Duck Tours, Legal Seafood, Rose Kennedy Greenway, Boston House of Blues, Museum of Science

3 Other

Meet Boston, City Experience Estella, Alibi Bar & Lounge

P.A.T.H. Program Job Opportunities



Culinary

Line Cook, Chef, Server, Host



Management

Banquet Manager, Communications Manager, Event Planning Manager



Guest Services

Front Desk Agent, Guest Services Agent, Front Office Manager, Housekeeper, Valet Attendant



P.A.T.H. Program Impact

1

Workforce Diversity

Increase representation of underrepresented groups in hospitality leadership roles.

2

Economic Growth

Stimulate local economy by creating skilled jobs and career pathways.

3

Industry Innovation

Bring fresh perspectives and ideas to Boston's hospitality sector.



Supplier Diversity

Supporting Diverse Suppliers

Expanding supply chain to include minority-owned, veteran-owned businesses

Economic Benefits

Creating thriving local communities and strengthening tourism ecosystems

Building Vibrant Economy

Stimulating economic growth across the city

Supplier Diversity: Expanding Opportunities

Meet Boston is enhancing supplier diversity by collaborating with local stakeholders to diversify our partnership base and expand opportunities to underserved and often overlooked communities.

1

RFP Review

Partnership with SDO and local stakeholders to develop a Supplier Diversity RFP.

2

Internal Software Review

Coordinate with current software providers to produce and hire a consultant to fulfill RFP.

3

Collective Formation

Develop a Supplier Diversity taskforce of industry professionals to contribute to RFP dissemination, CRM updates, overall initiative and expand partner base.

4

CRM Integration

Future plans to hire CRM partner and integrate new software with current company platforms.

Eco-Tourism



Eco-Friendly Practices

Attracting environmentally conscious travelers

Long-Term Growth

Fostering positive image and destination viability

Environmental Protection

Conserving biodiversity and safeguarding natural resources

Economic Benefits

Creating jobs and empowering local communities

Accessibility: A Destination For All

Inclusive Experiences

Creating welcoming experiences for travelers with diverse needs

Broadening Market Reach

Tapping into growing market for accessible travel

Enhanced Destination Appeal

Positioning Boston as an inclusive, welcoming city

Building the Future of Destination Marketing

Collaborative Vision

Embracing partnerships to elevate tourism industry

Inclusive Strategies

Considering needs and perspectives of all communities

Sustainable Practices

Prioritizing environmental responsibility and social impact

Innovation & Technology

Leveraging tech for engaging, personalized experiences

Data-Driven Decision Making



1 Analytics

Utilizing visitor data to inform marketing strategies

2 Personalization

Tailoring experiences based on traveler preferences

3 Predictive Modeling

Forecasting trends to optimize resource allocation

Community Engagement

Local Ambassadors

Engaging residents to share authentic experiences

Cultural Events

Promoting local festivals and traditions

Neighborhood Spotlights

Showcasing unique character of Boston's diverse areas



BOSTON
NEVER
GETS OLD

Book your trip at meetboston.com

MB Meet
BOSTON

Thank You

Contact Information

Please email me at hajakaiye@meetboston.com for all inquiries

Future Collaboration

Let's work together to build a diverse and powerful workforce in tourism and hospitality.

