

# Southeastern Massachusetts Visitors Bureau

Co-Host of the New Bedford Tourism Summit  
A Regional Tourism Council Funded by MOTT and Our Partners  
May 22, 2018

# Our Regional Tourism Council

- ▶ Representing Bristol County - including New Bedford, Fall River, Fairhaven, Attleboro, Taunton, Mansfield
- ▶ Formed as a collaborative enterprise of five chambers of commerce with geographical boundaries defined in statute
- ▶ Recipient of roughly \$160,000 in funding from Mass Office of Travel and Tourism
- ▶ Required 100% private match - Co-op advertising, mini-grant programs, trade shows, etc.

# Initiatives for New Fiscal Year - July 1

- ▶ New, more versatile and interactive web site
- ▶ Development of a marketing plan, mirroring the state's priorities
- ▶ Greater collaborative initiatives between RTC's in our region
- ▶ Promotion of the Whale Trail
- ▶ Greater emphasis on cultural tourism
- ▶ Greater use of our geographical area as a tourism asset

# Old Logo

*Southeastern Massachusetts*  
CONVENTION & VISITORS BUREAU

# New Logo and Tagline

