

International Visitor Boom for Boston and Cambridge



BOSTON - Long known as a major international destination, Boston & Cambridge will become even easier to visit by visitors from Asia with the launch of non-stop service between Tokyo and Boston. "The new nonstop Japan Air Lines flight from Tokyo to Boston, beginning on April 22, 2012 will drive growth in Japanese visitors to Boston and New England in 2012 and beyond. It will also help to increase market share from the rest of Asia as Asian markets - Shanghai, Beijing, Hong Kong, Seoul, Taipei, and 17 other markets - have frequent service to Tokyo's Narita International Airport where Boston's new 13.5 hour non-stop flight will depart from," said Patrick Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau (GBCVB).

"For the second year in a row, according to U.S. Department of Commerce data, Boston has seen overseas visitor increases despite the recession and anticipates a significant increase of Asian visitors in 2012 as a result of this new Tokyo flight, not only to Boston & Cambridge, but to all of New England," Moscaritolo added.

The GBCVB recently launched its most comprehensive international marketing campaign in its history with its partners, the Massachusetts Office of Travel & Tourism, the Massachusetts Port Authority, the Cambridge Office for Tourism, Boston and Cambridge hotels, and other members of the Convention & Visitors Bureau. The integrated international visitor marketing program will help to drive meetings and leisure business to Boston from key target markets across Europe and Asia to Boston, Cambridge and our members throughout New England.

"The Asian market has great potential for our region. We see them starting in Boston and then traveling north to see us in Maine," said Chip Gray, General Manager, Harraseeket Inn in Freeport, ME. "The colleges and universities, the New England coastline, and of course, the shopping are all appealing to this market segment. With this new service we will not only have the opportunity to attract increased numbers of Japanese visitors, but also visitors from China and other Asian feeder markets."

In addition to this new Japan service, new international air service from Europe to Boston's Logan International Airport through September, 2011, is forecasted to grow 20%.

"We're seeing visitors from our key overseas markets start to travel again, and with all of this new air service to Boston, the Bureau and its member companies are poised to capture and increase our share of this lucrative market," Moscaritolo added.

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