



**For Immediate Release**

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## **Leading tourism organizations in Central Massachusetts awarded \$1 million grant to enhance tourism opportunities**

*Travel and Tourism Season Extension grant to support marketing projects that promote travel and tourism during "shoulder season"*

*Central Mass.*—Three leading tourism organizations in Central Massachusetts today announced they will receive a combined \$1 million Travel and Tourism Season Extension (TTSE) Grant from the Massachusetts Office of Travel and Tourism (MOTT). [Discover Central Massachusetts](#), in partnership with [MetroWest Boston Visitors Bureau](#) and [Visit North Central Massachusetts](#), announced the grant during a special event at Mechanics Hall in Worcester.

The grant, which is funded through the U.S. Department of Commerce Economic Development Agency, will be provided over two years to support the partnership of the three organizations.

"These Travel and Tourism Season Extension grants support regional marketing projects that promote travel and tourism attractions between the months of November through April, known as the 'shoulder season,'" said Massachusetts Office of Travel & Tourism Executive Director Keiko Matsudo Orrall. "We have an amazing state to showcase, and these funds will enhance tourism recovery during this important part of the year."

"This is a great opportunity for all of our organizations to come together and share our collective attractions with leisure travelers, sports families, groups and convention attendees, among many others," said Monique Messier, President, Discover Central Massachusetts. "By making this a collaborative effort with the MetroWest Boston Visitors Bureau and Visit North Central Massachusetts, we can unify our position as an attractive and competitive destination not just in Massachusetts but throughout New England and on the East Coast."

Target cities include Boston, Mass., Providence, R.I., Manchester, N.H., New York City and surrounding suburbs, and Canada, with outcomes of increased tourism revenue, website traffic, newsletter subscriptions, and a larger social media following expected.

"The project is consistent with economic development goals in our region as we continue to recover from losses in visitor spending, tourism payroll and tax dollars which occurred during the pandemic," said Roy Nascimento, President and CEO, Visit North Central Massachusetts. "This is an exciting opportunity to enhance our existing efforts and grow our tourism industry for the benefit of our businesses and communities."

The campaign will connect experiences and opportunities across more than 80 cities and towns represented by the three destination marketing organizations.

“This collaboration expands the impact of our national and international campaigns far beyond what any of us could do working alone” said Erin Lynch, Executive Director, MetroWest Boston Visitors Bureau. “These partnerships weave together a story showcasing the tremendous assets and opportunities for exploration within our regions, driving a significant boost for our local economies.”

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**About Discover Central MA**

*Discover Central MA’s mission is to market Central Massachusetts as a competitive destination for travel and tourism, attracting visitors, national conventions, meetings and events. As a membership-based, destination marketing organization, DCM advocates for the growth and health of the local tourism industry. Membership is available to hospitality and tourism businesses in Worcester and 34 surrounding communities in the Central Mass. region. To stay up to date, follow Discover Central MA on Instagram, Facebook, Twitter, Pinterest, LinkedIn, YouTube, and subscribe to the weekly newsletter.*

**About the MetroWest Boston Visitors Bureau**

*As the only regional organization with the mission of stimulating the MetroWest economy by marketing the region’s assets, MetroWest Boston Visitors Bureau has served hundreds of businesses, nonprofit agencies, and municipalities since its founding. This independent nonprofit organization markets the region’s cultural and recreational venues, retailers, restaurants, accommodations, and educational and other services to visitors and residents alike. These marketing efforts also serve to brand the region, to build collaborations across sectors and towns, to support jobs-producing enterprises, and to celebrate the diverse and vibrant MetroWest community. Learn more about the MWVB by visiting [www.metrowestvisitors.org](http://www.metrowestvisitors.org) or by following on social media @visitmetrowest.*

**About Visit North Central Massachusetts**

*Visit North Central Massachusetts (VNCM) is the official designated Regional Tourism Council serving the 27 cities and towns of North Central Massachusetts. One of the sixteen Massachusetts Regional Tourism Councils, the organization’s primary mission is to educate the traveling public, tourists and residents of North Central Massachusetts about the many historical, cultural and hospitality related sites within this scenic New England Region. Through this mission, VNCM works collectively with local attractions, hospitality businesses and local communities to market the North Central region as a destination and provide information and services to the traveling public. The North Central Massachusetts region is comprised of the communities of Ashburnham, Ashby, Athol, Ayer, Barre, Bolton, Clinton, Devens, Fitchburg, Gardner, Groton, Harvard, Hubbardston, Lancaster, Leominster, Lunenburg, Pepperell, Petersham, Phillipston, Princeton, Royalston, Shirley, Sterling, Templeton, Townsend, Westminster, and Winchendon. For more information about Visit North Central Massachusetts please visit [www.visitnorthcentral.com](http://www.visitnorthcentral.com) or call 978-353-7604.*

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