



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

September 13, 2018

Scott Johnson
President & CEO
Travel Market Insights, Inc.

Dear Scott,

I wanted to let you know how much we continue to value our business relationship with you and Travel Market Insights. Your assistance, support and contributions to our marketing initiatives over the years has been just extraordinary. From my perspective, the Boston CVB's most impactful marketing initiatives rely upon and are grounded in research and insightful analysis. Your reports and the recommendations you have provided us have been critical to our launching successful campaigns targeting international visitors. The level of work and continued support you have provided us for our China marketing initiatives and for our China workshops for our Bureau members has been remarkable. Your opening presentation at the China Ready workshop with the data analysis, policy implications, and marketing campaign suggestions has been instrumental in our success.

Over the course of the years we have worked with a number of firms but you and your team are clearly the "best of the best." As I have said a number of times, what sets you apart from other firms in your field is your approach to working with us. Your collaborative style is pretty unique and bottom line is that you function more like a member of our Bureau staff rather than as a Bureau contractor. It's a rare situation to have an outside contractor be viewed more as a critical and key team member and staffer rather than just another vendor.

I am amazed how every year you bring more and more value through your work to our marketing initiatives. Through your work with Discover New England and other clients you have educated all of us to better understand the role and impacts of other major international gateway airports and other regions. Those insights have been invaluable to all of us. Your quick turnaround whenever we have questions or data needs is always amazing and just another reason why we will continue to have Travel Market Insights as our "go to" source and resource. Thanks again for all you do and most importantly for all your contributions to our success over the years.

Sincerely,

Patrick B. Moscaritolo
President & CEO
Greater Boston Convention & Visitors Bureau