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The Greater Boston Convention & Visitors Bureau and Weaver Multimedia Group Secure Partnership

[Boston] The Greater Boston Convention & Visitors Bureau (GBCVB) has announced a new business and marketing partnership with Weaver Multimedia Group to expand its existing visitor and meetings publications program.

GBCVB President & CEO Patrick B. Moscaritolo said, "Boston is one of America's most visited destination and we know visitors from around the country — and around the world — come to Boston and the surrounding area for a truly unique, American experience. Our partnership with Weaver will help us draw that out and deliver our members' messages in new, exciting ways."

The GBCVB is charged with the development of meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the metropolitan area. "With this mission in mind, we saw a perfect fit with Weaver, the leader in comprehensive print publication programs for major destinations," Moscaritolo added.

Weaver's first assignment will be to consolidate two GBCVB publications — the *Official Guidebook* and the *Travel Planner* — into a new *Official Visitors Guide*. This new publication will allow GBCVB to combine the best features of both publications into a single, comprehensive publication that can be used both by out-of-market visitors requesting information and in-market visitors looking for things to do.

Weaver will also produce the GBCVB's *Destination Planners' Directory*, the most comprehensive information source for meeting and travel professionals looking to book large meetings or group travel in the Boston area. The GBCVB's *Dining, Shopping & Entertainment Guide* will also be produced by Weaver.

About Greater Boston Convention and Visitors Bureau

The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor service organization charged with the development of

meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the metropolitan area. The GBCVB is a not-for-profit, membership-driven sales and marketing business comprised of 1,200 companies across New England that depend upon the visitor industry for their own success and growth. The marketing focus of the GBCVB involves the following departments: Convention Sales, Group Sales, Visitor Services, Membership, Public Relations & Tourism, and Convention Services.

About Weaver Multimedia Group

Weaver has a 20-year history of destination marketing as a travel publisher, creating print guides and websites for tourists, meeting planners and travel professionals, as well as providing virtual guides, e-marketing programs and online advertising for its clients.

Weaver creates top-quality cross-media publications with each of its 17 partner destinations across North America. With 80 publications, Weaver has a demonstrated determination to assist CVB's in highlighting each destination's unique attributes.