



CELEBRATING CULTURAL TOURISM FOR 22 YEARS



The Boston Irish Tourism Association (BITA) is proud to celebrate its 22nd anniversary in 2022! It has been a fascinating and rewarding journey that we've cherished every step of the way.

When we started BITA in 2000, our goal was to create a year-round marketing effort to connect the tourism industry with Massachusetts sprawling, vibrant Irish cultural community. We wanted visitors to discover the rich culture and heritage of the Commonwealth's largest ethnic community, where over 20% of residents claim Irish ancestry. And we wanted our colleagues in other ethnic communities to appreciate our common ground in promoting and sharing the best aspects of our history and culture.

Our second goal has been to strengthen tourism ties between Boston/New England and the island of Ireland by promoting travel between the two places. We remind visitors of all the reasons they should return to Ireland, and additionally, we introduce New Englanders with no Irish roots whatsoever to the natural beauty, cultural riches, heritage sites and amazing hospitality that Ireland offers. Conversely, we encourage visitors from Ireland to head to Boston and see for themselves why New England is such a great travel destination.

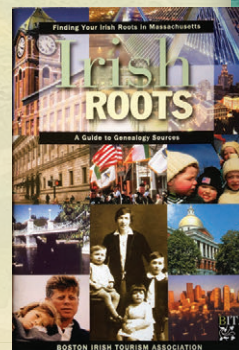
In our early years we produced seasonal brochures, attended festivals and conventions, and did aggressive media outreach to promote Irish Massachusetts. We created Boston's *Irish Heritage Trail* and printed 200,000+ free walking maps which we distributed at local visitor centers, museums, colleges and schools. We published a free guidebook, *Finding Your Irish Roots in Massachusetts*, for genealogy and family history audiences.

In 2005 we replaced our brochures with our *Travel & Culture* magazine, allowing us more room for culture, travel and hospitality stories of interest to our readers. Published three times a year (March, June and November), the magazine is distributed at cultural venues and visitor centers and is also available online in digital format on the

home page of our website at IrishBoston.org and IrishMassachusetts.com.

What gives us the most satisfaction is the feedback we get from visitors. We've fielded questions from nearly all 50 states and several countries, asking about St. Patrick's Day parade schedules, the best Irish pubs to try, traditional Irish music spots, cultural sites to visit, places to stay, book recommendations and details on President John F. Kennedy and the Kennedy family.

Having turned 22, we gladly offer a toast to our partners who have been instrumental to BITA's longevity and success. From Tourism Ireland, Aer Lingus and Delta to the Irish Cultural Centre, JFK Library and the Boston Pops and dozens of others - thank you all for supporting our niche marketing program that promotes Massachusetts and Ireland in a positive and interesting light. We couldn't have done it without you. Cheers!



BITA SNAPSHOT

Online Material

- IrishMassachusetts.com
- IrishBoston.org
- IrishHeritageTrail.com
- IrishMassachusetts.blogspot.com
- IrishBoston.blogspot.com
- Twitter: @TheBostonIrish
- Facebook: Boston Irish Tourism Association
- Facebook: Boston Irish Heritage Trail
- Pinterest.com/IrishBoston



Printed Material

- Travel & Culture* magazine (Spring, Summer, Fall/Winter)
- Boston Irish Heritage Trail* Walking Map
- Finding Your Irish Roots in Massachusetts*
- Irish Boston: A Lively Look at Boston's Colorful Irish Past*