



Encore Boston Harbor *Regional Marketing Plan*

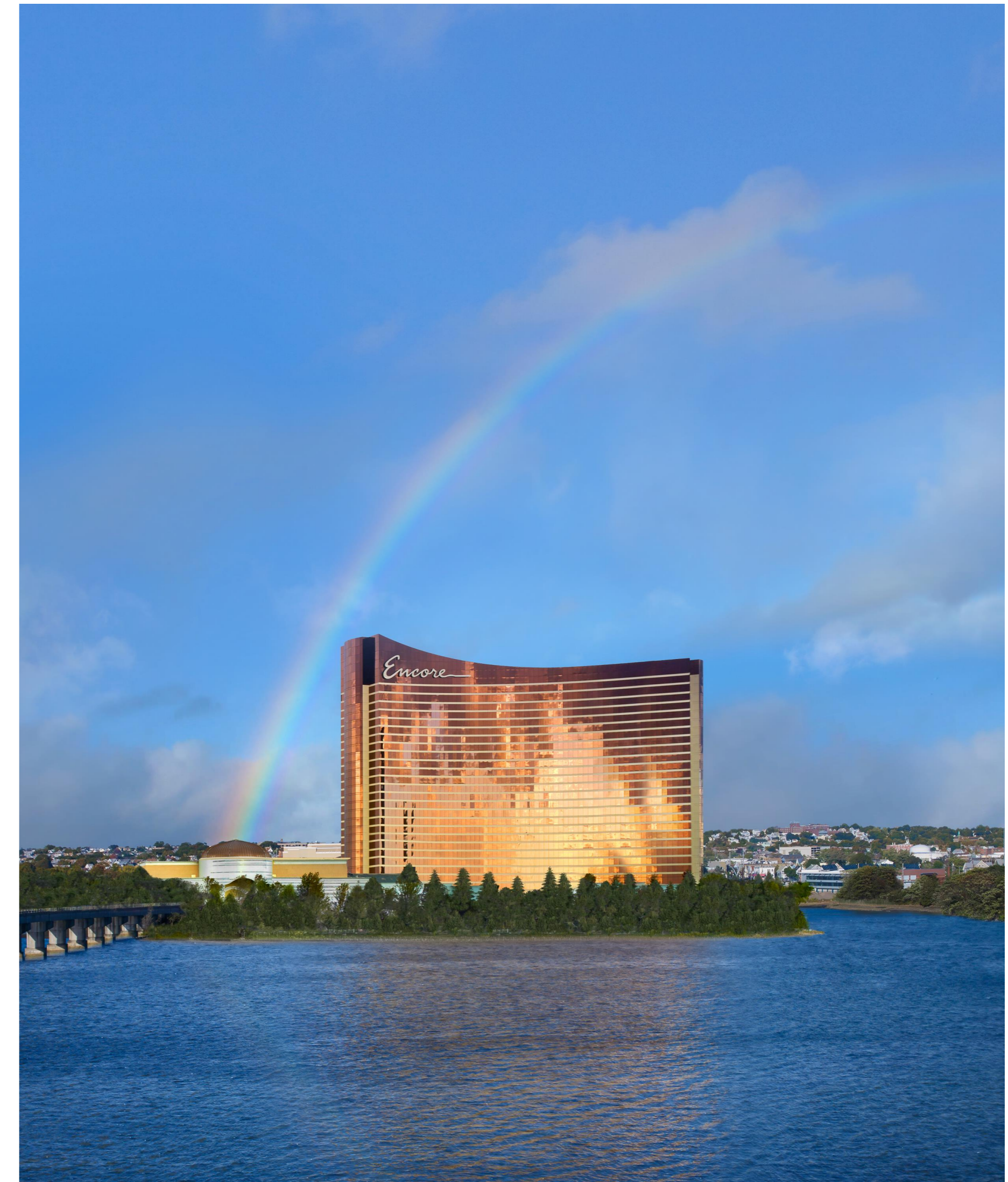
Encore[®]
BOSTON HARBOR

05/27/2019

Encore Boston Harbor

Bringing Five-Star hospitality and luxury to the greater Boston region, including:

- 671 guest rooms and suites
- 210,000 square foot casino
- 15 dining and lounge venues
- 50,000 square feet of indoor and outdoor event space
- A four-season, 6.5-acre Harborwalk
- A premium spa and salon

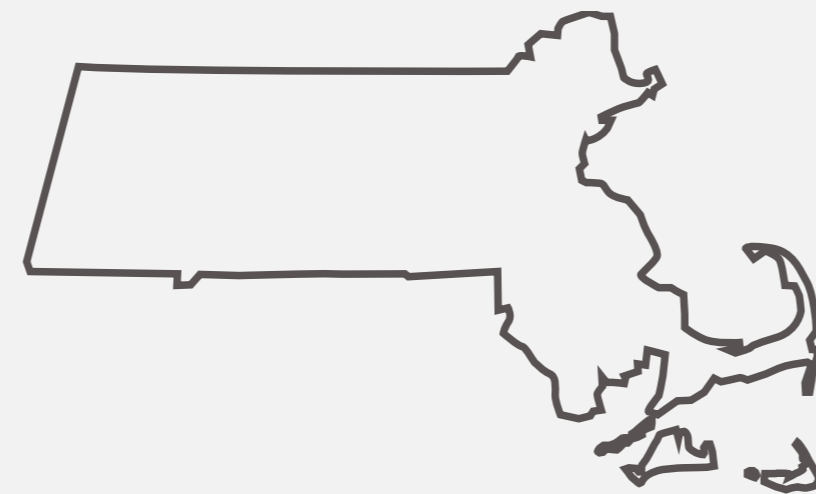


Our approach



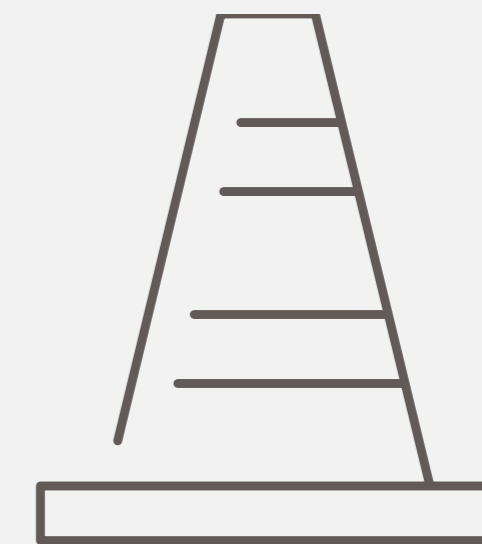
1 INVITING THE WORLD TO VISIT MASSACHUSETTS

Leveraging Wynn Resorts' worldwide network to draw people to Encore Boston Harbor.



2 SHARING THE BEST OF MASSACHUSETTS WITH THE WORLD

Utilizing in-state cross-marketing partnerships to invite our guests to see the best of Massachusetts.



3 BUILDING THE INFRASTRUCTURE

Building both the workforce and transportation infrastructure to support the endeavor.



1. Inviting the world *to visit Massachusetts*

Our philosophy on regional tourism
begins with a global approach.
*We utilize our worldwide presence
and invite our brand loyalists
to visit Massachusetts.*

Utilizing *our global network*

- 10M strong guest database receiving marketing regarding Encore Boston Harbor.
- Major resorts in the world's leading gaming markets: Las Vegas and Macau.
- International Marketing offices:
 - San Gabriel, California
 - Vancouver, B.C., Canada
 - Singapore, Asia
 - Taipei, Taiwan
 - Hong Kong, China
 - Tokyo, Japan



Utilizing *our global network*

(continued)

The Wynn Magazine 2019 summer issue features Encore Boston Harbor and promotes the Greater Boston area as a premier destination to customers. Future editions will include further Boston-centric editorial content.

THE MAGAZINE'S REACH INCLUDES:

- Global distribution to Wynn Resorts' top-tier customers, including Private Access and Chairman's Club members
- Private aviation terminals
- Select airports (Hudson News Stores)



Globally-sourced *entertainment*

Encore Boston Harbor will host a range of international celebrations celebrating diverse cultures including:

- Lunar New Year
- Brazilian Independence Day
- Diwali
- St. Patrick's Day
- Cinco de Mayo



Tradeshows *and presentations*

This year, the Encore Boston Harbor Sales Team will attend tradeshows and present throughout the world. As part of the Encore Boston Harbor guest experience, the sales team will be highlighting Massachusetts in their presentations as a top destination for travel. Massachusetts content will be developed in partnership with MOTT and GBCVB.

THE SALES PRESENTATIONS WILL TAKE PLACE IN:

- Hong Kong
- Shanghai
- Singapore
- Taiwan
- United Arab Emirates
- Mexico



Red Card

The Red Card Rewards Program will help bring guests from around the world to our resort, creating brand loyalty.

The card will reward our most loyal guests with offers to visit Everett and experience Encore Boston Harbor.

This outreach will include regional activations, not only encouraging visits to the resort, but to the Greater Boston region as well.



International *familiarization trips*

THE ENCORE BOSTON HARBOR APPROACH:

- Invite influencers, discerning clientele and travel professionals to a hosted site inspection of the resort. Partner with GBCVB to pair the resort visit with a planned tourist activity within the Greater Boston area and to regional attractions.

Examples may include sports, entertainment, cultural or leisure activities.

- Our familiarization trips currently include visitors from the United States, Canada, Mexico, South America, Europe, Middle East, Australia and Asia.





2. Sharing the best of *Massachusetts with the world*

Our grand opening campaign shares the best of Massachusetts with our global guests, *creating a memorable experience for them as we become part of the local culture and community.*

Grand opening *marketing campaign*

OUR GRAND OPENING INTRODUCES ENCORE BOSTON HARBOR AS SOMETHING COMPLETELY NEW AND DIFFERENT IN NEW ENGLAND.

A multi-million dollar launch campaign drives awareness inside and outside of the Commonwealth. The message: Massachusetts is now home to modern, upscale hospitality. With an artful blend of stylish spaces, exclusive amenities and five-star service, Encore Boston Harbor attracts visitors drawn to the promise of unique, award-winning experiences.



Grand opening *marketing campaign*

Our grand opening campaign promotes the resort in tiered geographic regions that extend from Greater Boston throughout the Eastern Seaboard and beyond.

Paid media will also focus on luxury travel seekers on a national reach.

In partnership with GBCVB, Media covering the opening (estimated over 250 outlets including international press) will also enjoy curated tours of Boston and the surrounding region.



Guest experience: *pre-booking and reservations*

Exploring the region outside of Encore Boston Harbor is part of the guest experience which occurs before guests even arrive.

WEBSITE INFORMATION

Prior to booking, guests have easy access to online information about local attractions and activities through links to the Massachusetts Office of Travel and Tourism (MOTT) and GBVCB websites.

RESERVATION CALL CENTER(*located onsite*)

Fact sheets are used during the reservation process, providing visitors with local information and a list of Greater Boston's top activities and tourist destinations.

Providing information about the surrounding area is part of the process of booking an Encore Boston Harbor stay, generating an interest in experiencing activities and tours outside of the resort.

Encore Boston Harbor will partner with GBVCB for additional call center team member training to ensure regional message consistency and in-depth knowledge.

Guest experience: *Concierge Services*

Encore Boston Harbor Concierge team is comprised of nine local Concierge professionals representing *sixty-five years* combined experience in the Boston Market.

Includes three members of *Les Clefs d'Or* (The Golden Keys).

“This International organization (translated as The Golden Keys) is a professional association of hotel concierges, with approximately 4000 members working in over 80 countries and 530 destinations, in literally every corner of the world. Easily identified by the golden crossed keys on their lapels, these members are an elite fraternity, globally connected, committed to professional development, and driven to setting new standards for guest service perfection. With roots dating back to 1929, Les Clefs d’Or was officially founded in France in 1952 as a not-for-profit organization based on two pillars: Service and Friendship. Before earning the right to wear the golden keys, those who aspire to become a member must have several years of experience as a hotel concierge, pass comprehensive testing and prove, beyond doubt, their ability to deliver highest quality of service. Serving more than 100 million guests every year, Les Clefs d’Or members fulfil an infinite variety of requests from the everyday to the extraordinary. As lifelong professional hotel concierges, their experience, knowledge and professional relationships make them the most reliable local experts and ambassadors of their chosen destinations. With every member having access to the Les Clefs d’Or global network, often meeting face-to-face at one of their annual international congresses, there is nowhere they cannot reach or guest request they cannot deliver. No one knows the world like Les Clefs d’Or. From Berlin to New York City, Paris to Tokyo, and everywhere in between, Les Clefs d’Or concierges strive to provide nothing short of inspired service.”

Guest experience: *Concierge Services (cont.)*

Encore Boston Harbor Concierge team members participate in the Greater Boston Concierge Association events, area chamber and visitors association events and regularly incorporate provided materials and information into weekly events listings utilized with Encore Boston Harbor guests. The Concierge team also composes a diverse list of local area restaurants in order to proactively offer guests options away from the resort.

The Concierge team recently attended the annual Greater Boston Concierge Association trade show, networking with area chambers including Cape Ann, Discover Gloucester and Plymouth 400. Delivery schedules were implemented for literature to be available on property.

The Concierge team is also responsible for cross training the call center and front services representatives with local and regional knowledge.

Partnership: *area restaurants*

As an integral part of our food and beverage program, Encore Massachusetts' has partnered with the best local restaurants and entertainment groups, allowing them to reach new audiences.

- *Fratelli Restaurant Group* has brought some of the best and most noteworthy restaurants to Boston's famous North End, including Bricco, Trattoria Il Panino, Mare Oyster Bar, and Strega. The newest location on this roster is located at Encore Boston Harbor.
- *Big Night Entertainment Group* has been rapidly growing in Massachusetts with venues such as The Scorpion Bar, Red Lantern, and Empire. *Mystique* and *Memoire* are joining Encore Boston Harbor, each offering unique entertainment Boston Harbor proudly features some of experiences, high-quality food and beverage options.



Partnership: *local food*

From craft brews to premier oysters, Encore Boston Harbor has also partnered with local vendors and businesses to enhance the experience for foodies.

THE LOCAL BUSINESSES THAT ARE A PART OF THE RESORT INCLUDE:

- Foley Fish (*seafood*)
- Connolly (*seafood*)
- Kinnealy (*meats*)
- Dole & Bailey (*meat*)
- Island Creek (*oysters*)
- Katsiroubos (*produce*)
- Costa Produce (*produce*)
- New England Charcuterie (*cured meats*)
- Pain D'Avignon (*bread*)
- Piantedosi (*bread*)
- Iggy's (*bread*)
- LaMarca (*bread*)
- EH Chocolatier (*specialty chocolates*)



Partnership: *local beverage program*

Encore Boston Harbor enthusiastically supports true local partnerships which provide guests with one-of-a-kind beverage offerings.

- Lord Hobo is working hand-in-hand with Encore Boston Harbor to create an exclusively-packaged New England-style beer that could be sold at retail stores post-launch.
- Boston Harbor Distillery is teaming up with Sam Adams to create a whiskey-esque distilled beverage.
- Privateer Rum, located in Ipswich, is working on a private-label rum aged in cognac barrels.



Partnership: *local beverage program*

(continued)

LOCAL CRAFT BREWS FEATURED AT ENCORE BOSTON HARBOR INCLUDE:

- Lord Hobo
- Sam Adams
- Night Shift
- Harpoon
- Jacks Abby Bantam
- Bone Up Brewing
- Down The Road Beer Co.
- Short Path Distillery
- Cambridge Brewing
- Mystic Brewing
- Craft Brewers Guild



Partnership: *Boston Harbor Now*

Encore Boston Harbor has partnered with Boston Harbor Now to promote accessibility along our harborfront, and to connect it to waterfront destinations—including the Boston Harbor islands.

By showcasing the Boston Harborwalk on our property, we invite visitors to continue exploring the rest of the public walkway that winds through downtown Boston and beyond.



Partnership: *Mystic River Watershed Association*

The Mystic River Watershed Association has a vision to connect 25 miles of bike and pedestrian pathways and improve hundreds of acres of parkland along the Mystic River Watershed. Encore Boston Harbor is a key player in helping to connect our harborfront with the Mystic River Watershed.



Partnership: *sports venues*

Encore Boston Harbor has partnered with Boston's beloved sports teams—and the venues where they play—connecting our guests with the legacy and pride of Massachusetts' sports.

- TD Garden
- Gillette Stadium
- Fenway Park



Membership:

Greater Boston Chamber of Commerce

- Encore Boston Harbor has joined the GBCC to sponsor major events, connecting us to the Greater Boston business community.
- Encore Boston Harbor President, Bob DeSalvio, is the Co-Chair of the Hospitality and Tourism Leadership Council.



Membership: *local chambers of commerce*

In addition to the Greater Boston Chamber of Commerce, Encore Boston Harbor is also a member of the following local chambers:

- Everett
- Malden
- Somerville
- Medford
- Chelsea
- Lynn
- Cambridge

Often, these chambers serve as local tourism boards for their respective communities, creating opportunities for cross-marketing.



Membership: *statewide tourism board*

Encore Boston Harbor is partnering with the Massachusetts Office of Travel and Tourism (MOTT) to help promote the best the Bay State has to offer for local activities and destinations.

Encore Boston Harbor is currently in discussions with MOTT to design specific partnership initiatives and cross-marketing opportunities.



Greater Boston Convention Center & Visitors Bureau; *Boston Convention and Marketing Center*

- Encore Boston Harbor has partnered with the Greater Boston Convention & Visitors Bureau, and has taken a role on the Chinese Marketing and Sales Program.
- As part of the partnership, we participate in citywide room blocks for events and conventions in the area and take part in trade show events which represent Boston.



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

Partnership: *regional tourism boards*

We also partner with tourism boards outside of the Boston area, including:

- Greater Merrimack Valley Convention & Visitors Bureau
- North of Boston Convention & Visitors Bureau



**Greater Merrimack Valley
Convention & Visitors Bureau**
adventuresawait



Partnership: *neighborhood organizations*

Our community partnerships extend to neighborhood groups and local civic organizations, including:

- Friends of the Navy Yard
- Gee How Oak Tin Association of N.E.

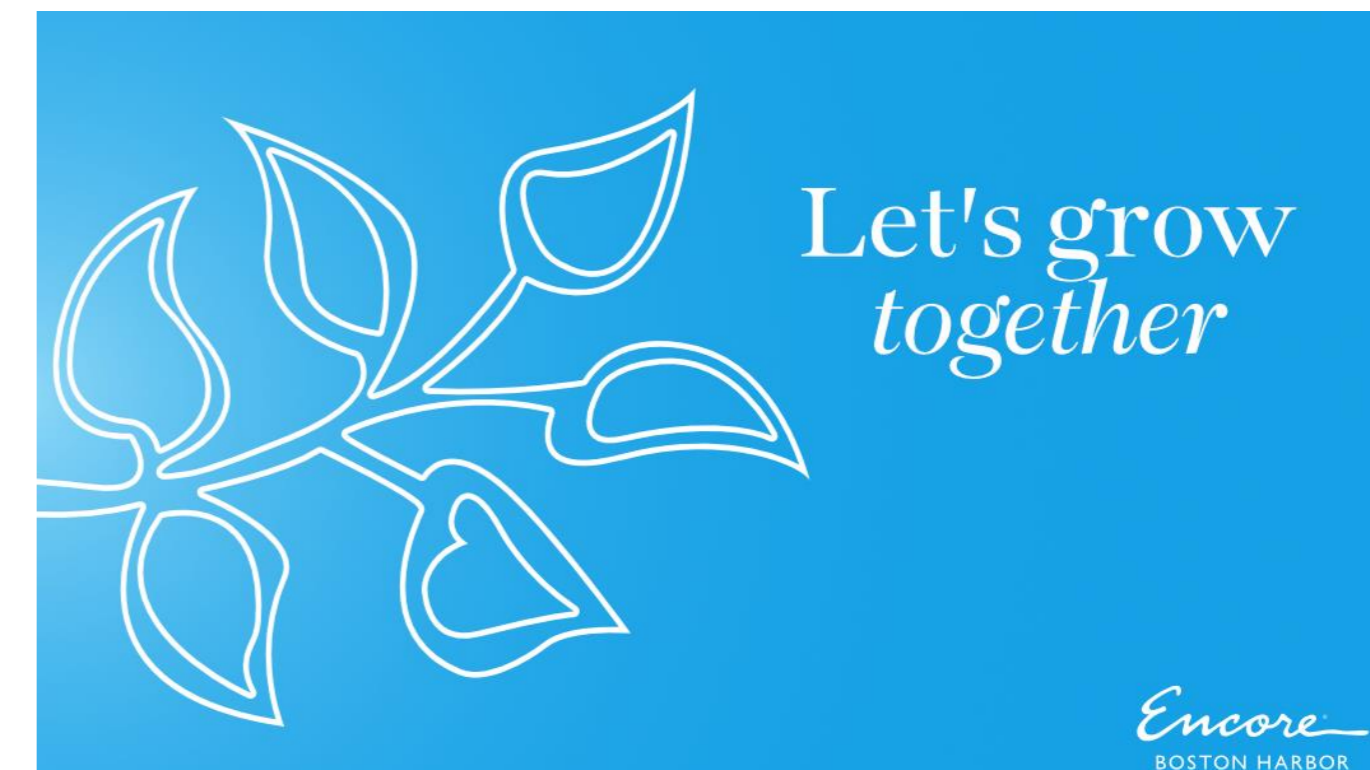
To further support the area, Encore Boston Harbor actively purchases gift certificates from local businesses in the community.



Encore Boston Harbor *WESave Program*

WESave is an opportunity for local businesses to offer discounted goods and services to Encore Boston Harbor team members.

In return, we continuously promote the discount offer through multiple platforms including company intranet, email and mobile app and kiosk systems, as well as newsletters, posters and other print communication.



Partnership: *host and surrounding community festivals*

To stimulate local tourism, Encore Boston Harbor supports performing arts and community festivals including:

VILLAGE FEST EVERETT

This citywide celebration offers delicious tastes from several of the best local food trucks, locally crafted beer and a full lineup of music. We support this festival, showcasing the culture and dynamic vibe of Everett.

S.S. COSMAS & DAMIAN SOCIETY ITALIAN FESTIVAL

This annual festival celebrates community, drawing visitors to Cambridge and Somerville.



Partnership: *Massachusetts State Lottery*

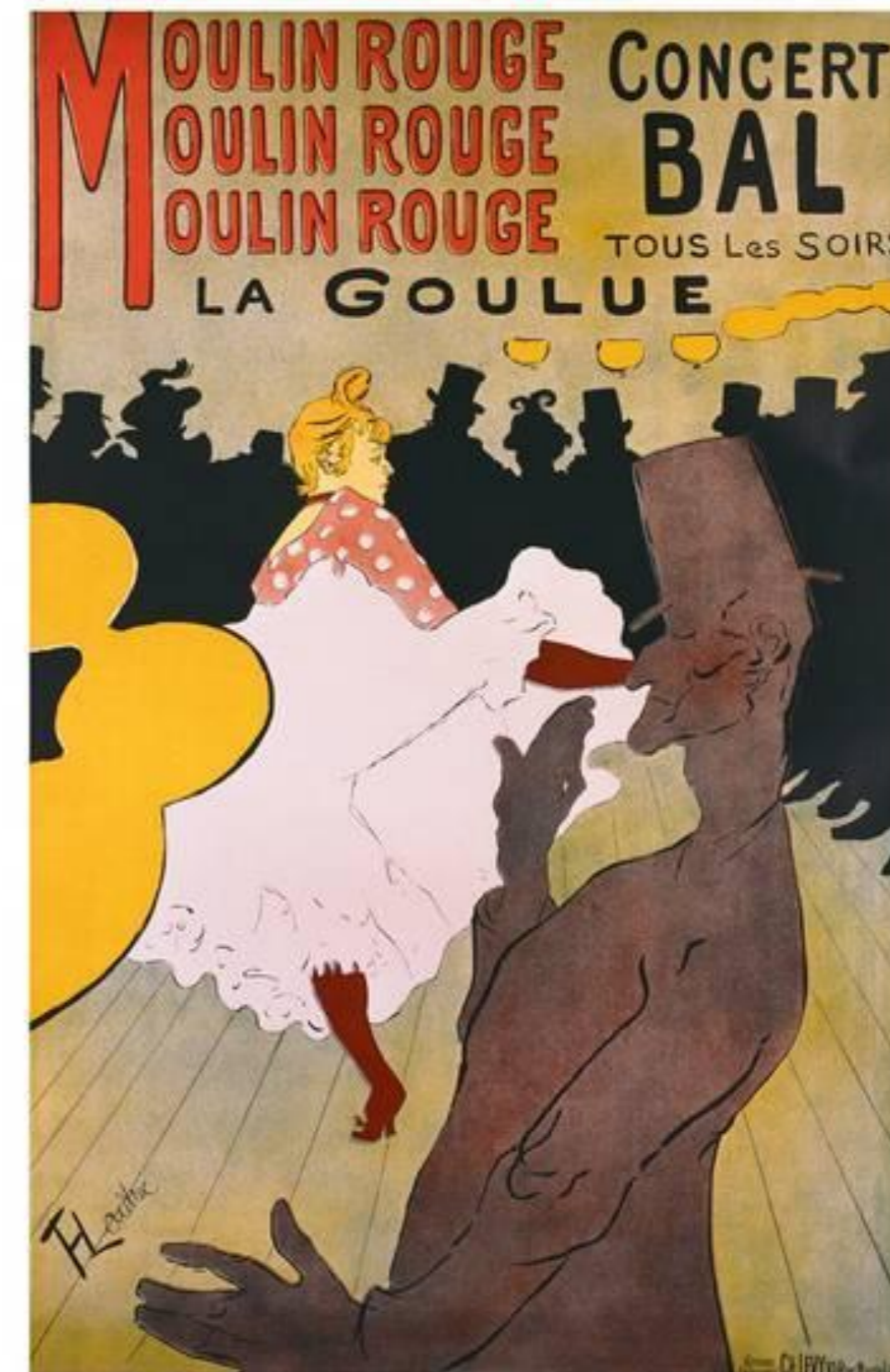
If approved as a lottery agent, Encore Boston Harbor's goal is to help expand the lottery's reach and presence by:

- Installing eight lottery terminals in high-traffic area within Encore Boston Harbor.
- Engaging in cross-promotional activities with the Massachusetts Lottery Commission.



Partnership: *Museum of Fine Arts*

- Encore Boston Harbor is committed to supporting the arts, a key part of our company culture.
- We are the presenting sponsor of the Toulouse-Lautrec exhibit at the MFA for the summer of 2019.
- In addition to the sponsorship, there is a co-marketing campaign extending to print, digital and out-of-home media.
- The exhibit is also promoted within the resort and our concierges are on hand to share helpful information with guests.



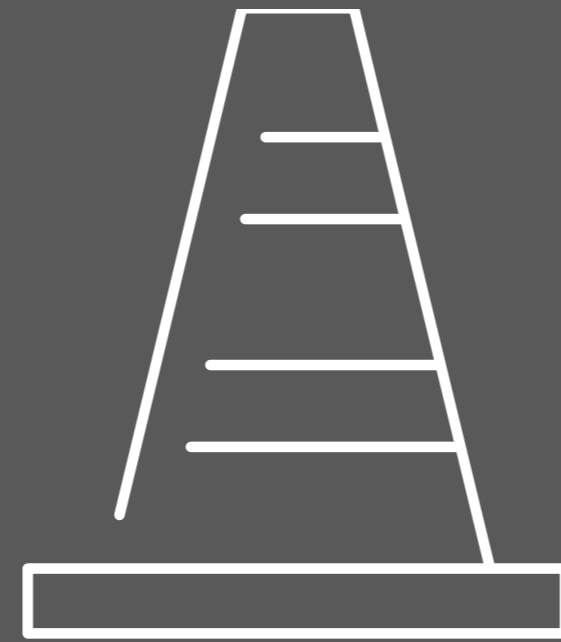
Partnership: *other cultural institutions*

Sharing the best of Massachusetts requires Encore Boston Harbor to be active in our local communities.

- *Boch Center:* Through our support of Boch Center's City Spotlights Summer Leadership Program, local students are able to train in theater arts.
- *Boston Landmark's Orchestra:* Encore Boston Harbor's philanthropic support helps BLO provide a free summer concert series at the Hatch Shell.
- *Boston Symphony Orchestra:* Encore Boston Harbor continues our sponsorship of "A Company Christmas at Pops".

Encore Boston Harbor will abide by the *Impacted Live Entertainment Venue Agreement* including promotional collaboration with MPAC Venues.





3. Creating the infrastructure— *transportation*

Our plan is designed to make the resort accessible by many modes of transit. *Our goal is to have a resort that is easy to get to for our guests and visitors, but is also a convenient departure point to visit other tourist destinations throughout the region.*

Multi-mode *transportation*

- Provide free shuttle to/from the Orange Line for Encore Boston Harbor guests and employees.
- Implement improvements to Wellington and Malden Center Stations to accommodate Encore Boston Harbor shuttle services.
- Improve and provide access to MBTA bus stops along Lower Broadway.
- Provide the Everett Neighborhood Shuttle—with a stop at Chelsea Silver Line—as an employee shuttle available 24-hours a day.
- Provide Premium Park & Ride Shuttle Buses at three locations:
 - Millbury Park and Ride
 - Rockland Park and Ride
 - Londonderry Exit 4 Park and Ride.



Encore Boston Harbor *Premium Harbor Shuttle*

We provide water shuttle service to the resort—including associated docks, facilities and customized ferry vessels—to transport guests to key sites around Boston Harbor.

- The new 40-passenger, ADA-compliant luxury motor yachts make stops at Encore Boston Harbor, Downtown Boston and South Boston.
- Additional partnerships with water taxi services expand our ability to bring guests to the resort via this transportation mode.

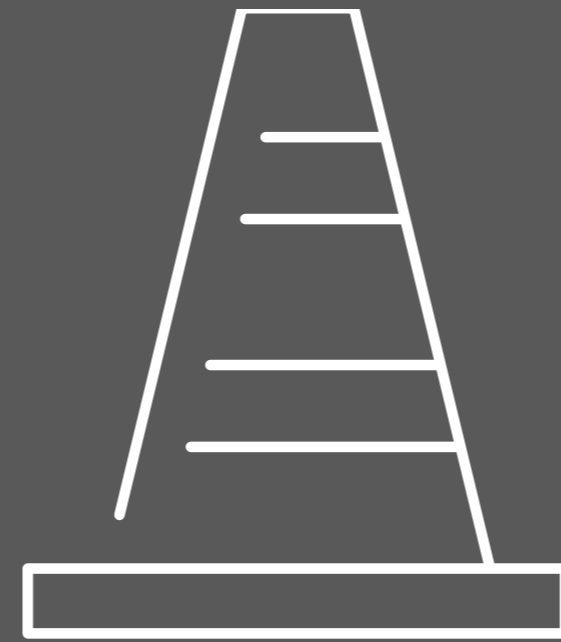


Transportation *Management Association*

As part of Encore Boston Harbor's partnership with A Better City's (ABC) Transportation Management Association (TMA), we are:

- Implementing carpool/vanpool matching programs, managed by ABC.
- Disseminating promotional materials via ABC and our Resort Concierges. Materials include a newsletter about Transportation Demand Management programs available online and on-site at the Transportation Resource Center.
- Providing a guaranteed ride home for employees who commute in case of emergencies.





3. Creating the infrastructure— *hospitality workforce*

To build a hospitality infrastructure, Encore Boston Harbor is committed to education, training and recruitment. *We are teaming up with regional stakeholders to create and grow the talent base needed to grow the hospitality industry.*

Hospitality infrastructure: *Bet On U*

Cambridge College, in collaboration with Encore Boston Harbor—and under the licensure of the Massachusetts Gaming Commission—has created the pioneering Greater Boston Gaming Career Institute or **Bet On U**.

This flexible education program trains individuals in the necessary skills to seek employment as Table Games Dealers.



Hospitality infrastructure: *recruitment campaign*

Encore Boston Harbor launched an integrated marketing campaign aimed at recruiting throughout our host and surrounding communities and across Massachusetts. Thousands of careers available in hospitality, gaming, retail, maintenance and more were communicated.

The campaign includes, but is not limited to, digital and print advertising, MBTA advertisements, community events and large job fairs.



Hospitality infrastructure: *NECAT*

- Encore Boston Harbor is working with New England Culinary Arts Training (NECAT) to train new culinary staff for the Massachusetts restaurant and hospitality industry.
- NECAT provides on-site training programs for chronically underemployed adults, offering a path forward to stable, long-term employment.
- In addition to training, Encore Boston Harbor teamed up for a major benefit event in November to celebrate Giving Tuesday.



Hospitality infrastructure: *academic outreach*

Boston College

Boston University—
School of Hospitality

Boston University—
Undergrad Career Center

Bunker Hill Community College

Cambridge Rindge &
Latin High School

Commonwealth Kitchen

Community Servings

Community Work Services

Cornell U—Culinary Institute of
America & Restaurants School

Emerson College

Endicott College

Everett High School

Fisher College

Future Chefs

Gordon College

Harvard College Career Services

International Institute
of New England

JVS

Kroc Center

Lasell College

Lesley University—Career Center

Hospitality infrastructure: *academic outreach*

Madison Park Technical
Vocational High School

Medford High School

Minuteman Vocational
High School

NECAT

NECI

Newbury College—Career Center

Nichols College

Northeast Metro Tech (Regional
Vocational High School)

Northshore Community College

Roxbury Community College

Salem State University

Salvation Army/Joan Kroc Corps
Community Center

Simmons College

Suffolk University

SnapChef (Dorchester-based)

Suffolk University

Tufts University

UMass Amherst

UMass Boston

UMass Lowell

Wellesley College

Worcester Polytech Institute

X-Cel Education

Thank You.

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