



### Get ready for a very busy season!

Boston is heading into an unusually busy stretch with three major events converging in the same season. America's 250th will bring a wave of history-focused visitors, Sail Boston 250 will draw crowds to the waterfront with tall ships and large public events, and the 2026 World Cup will add an international audience on a scale the city rarely sees. Each of these on its own would make for a strong year. Together, they point to one of the busiest tourism seasons Boston has ever experienced.

For tour guides, that means more demand, more variety in audiences, and more opportunities across the board. It also means longer days, tighter schedules, and a need to be ready. Visitors will be arriving with different expectations, from deep Revolutionary history to global sports travel, and they'll be looking for guides who can deliver. The season is coming fast. The guides who prepare now will be the ones who benefit most.

### Tour Guide Association Info Cards

Don't be surprised if another guide comes up to you on the street and hands you a business card encouraging you to join the GBTGA! It may be a quick, quiet handoff or a full-blown conversation. This is our way of reaching out to a broader spectrum of guides who have historically not been involved in our association. We are more than step-on guides! Think trolley, duck boat, walking and costumed guides among others.

If you are already a member, take the card and pass it along to someone new. It can be a great way to engage in a chat about what the association can do for them while encouraging both yourself and them to get involved and become more active to help grow a stronger, more connected guide community.

[Check it out ->](#)

### Faneuil Hall May Shift Away from Tourism. Here's What That Means for Guides



You may not have heard yet, but the City of Boston is actively planning changes to Faneuil Hall Marketplace and downtown, with a strong push to make the area less tourist-driven and more appealing to local residents. The focus is on adding everyday uses, more local businesses, and a stronger year-round neighborhood feel, rather than relying as heavily on visitors.

For tour guides, this is something to pay close attention to. Faneuil Hall has long been one of the few places where large groups can easily stop for food, restrooms, and free time all in one place. If the balance shifts away from tourism, it could make that kind of stop harder to manage or less welcoming for groups. This may affect routing, timing, and overall tour flow in a real way. Bottom line: this is a change that could directly impact how we operate downtown, and it's worth keeping on your radar now, not later.

There was a meeting on March 23rd at Faneuil Hall of city leaders, major real estate developers, an architecture and design firm, and a hand-picked six-person global advisory panel made up of architects, developers, and urban planning experts. Notably absent from the invitation list were representatives from the GBTGA.

That absence matters.

The room was filled with people who shape policy, design buildings, and finance development. What was missing were the voices of the people who actually bring thousands of visitors into the space every week and understand how it functions on the ground. Tour guides are not just storytellers. They are a key part of the ecosystem that drives foot traffic, supports vendors, and keeps the marketplace active throughout the day.

Without that perspective, decisions risk being made in a vacuum. Plans may look good on paper but fail to account for the realities of managing large groups, navigating tight timelines, or ensuring access to basic needs like restrooms and quick-service food. These are not minor details. They are the difference between a stop that works and one that becomes unusable.

There is also a broader shift underway. City leadership, including Mayor Michelle Wu, has made it clear that the goal is to better serve local residents and create a more authentic, neighborhood-oriented environment. While that is a reasonable objective, it introduces real tension. Faneuil Hall has historically functioned as a high-volume visitor hub. Changing that balance without fully understanding how tourism operates could lead to unintended consequences.

If group access becomes more difficult, if food options change, or if the space is no longer designed with volume in mind, guides will need to adapt by rerouting tours elsewhere but with few other options available, this poses a real threat to the tourism industry. That shift would not just affect tour companies. It would reduce foot traffic for vendors and change the economic dynamic of the entire area.

Perhaps most concerning is that this conversation is moving forward without consistent input from the tourism community. When frontline users are excluded early in the process, their concerns are often addressed too late, if at all.

This is not about opposing change. It is about making sure that change is informed by the people who understand how the space actually works every day.

For now, nothing has been finalized. But the direction is clear, and the process is already underway. That makes this the moment to pay attention, stay informed, and be ready to speak up.

We have reached out to the Mayor's office for clarity and will share any replies that we receive with our membership.

### ZOOM HANGOUT with Shannon!

**March 31 7:00-7:40PM**

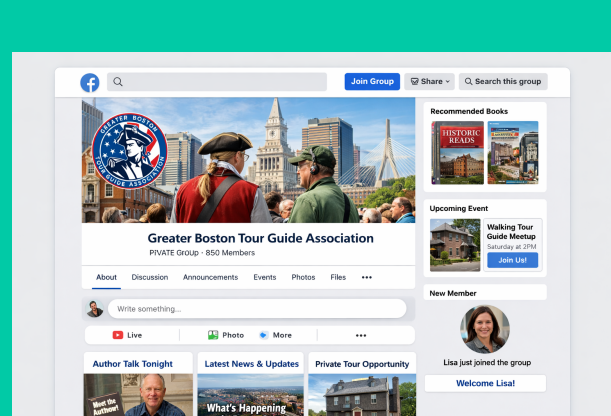
We're hosting a casual Zoom hangout with Shannon, and it's a great chance to connect, swap stories, and hear what's coming up this season. No formal agenda, just a relaxed conversation about guiding in Boston, what's working, what's not, and how we can all make the most of a busy year ahead. If you've got ideas, questions, or just want to stay in the loop, this is worth popping into for a bit.

<https://us05web.zoom.us/j/82128154510?pwd=acLNzH7poFAuBROE3aefzFjDGI5CR.1>

### Join our Facebook Group!

You're invited to join the GBTGA Facebook group, one of the easiest ways to stay connected and in the loop with what's happening around Boston. The group is updated regularly with useful and interesting content for guides, including local news, book recommendations, author talks, private tour opportunities, and other timely updates that can help you stay sharp and informed out on the street.

It's also a good place to hear what other guides are seeing and doing, pick up new ideas, and stay part of the broader guiding community between in-person events. The group is private, so just click to request access and one of the admins will approve you shortly. It takes about ten seconds, and it's well worth it.



**JOIN TODAY!**



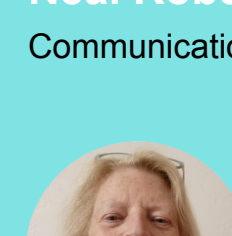
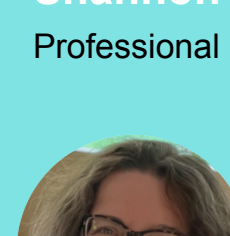
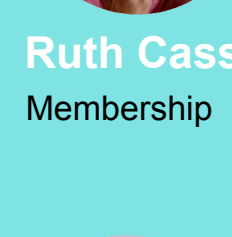
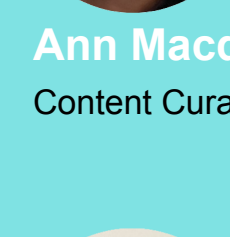
### We have a new Email address! [info@BostonTourGuides.org](mailto:info@BostonTourGuides.org)

#### GBTGA Board of Directors

#### Say Hi to this bunch of cool people

Your Board of Directors is here for you. They work behind the scenes to keep our guide community informed, connected, and moving forward. The board meets regularly to share updates, plan programs, and tackle the practical stuff that keeps the organization running, from membership and communications to events and partnerships. Whether it's organizing meetups, exploring training opportunities, or advocating for guides across Greater Boston, the goal is simple: make this a group that actually supports you in your work.

We're also focused on building something that lasts. That means growing membership, improving how we communicate, and creating opportunities that help guides sharpen their skills and connect with one another. If you've ever thought, "this group could do more," that's exactly what we're working on, and we're always open to ideas and involvement from members who want to help shape what comes next. Any current member is welcome to attend a board meeting.

 <b>Neal Roberts</b> Communications	 <b>Shannon Keller</b> Professional Development
 <b>Ruth Cassinelli</b> Membership	 <b>Ann Macdonald</b> Content Curator
 <b>Dan Weiner</b> Board Member	 <b>Dick Jacobson</b> Treasurer

