



THE **PULSE** OF GREATER BOSTON BUSINESS

Insights for Greater Boston's Business Leaders

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STRATEGIES

Results from December 2025 Survey on Year-end Business Decisions



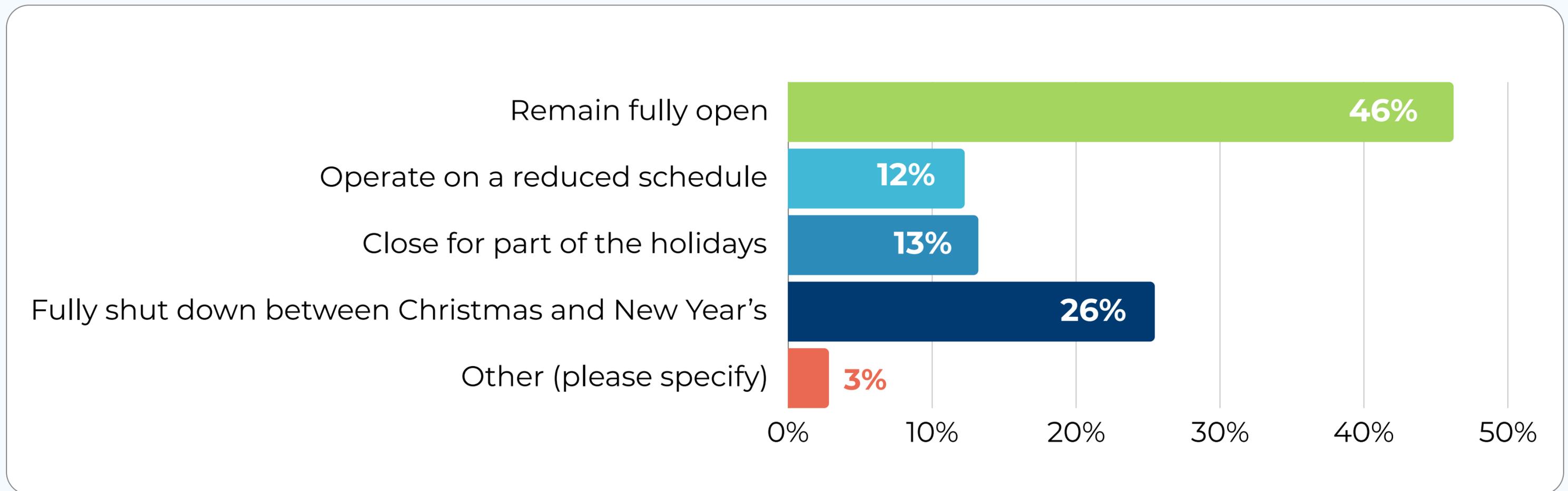
As businesses navigate shifting economic conditions and prepare to close out the year, the Greater Boston Chamber of Commerce conducted this survey to understand how organizations in our region are approaching the holiday season. With responses from leaders across diverse industries and company sizes, this edition of *The Pulse of Greater Boston Business* explores decisions around office closures, bonuses, celebrations, and revenue expectations—key indicators of confidence and economic behavior as 2025 draws to a close.

This report is designed to provide actionable insights and benchmarks for organizations navigating uncertainty. By highlighting common practices and priorities, we aim to help businesses make informed choices and strengthen the region's economic outlook.



COMPANY OPERATIONS

Q1: How does your organization plan to operate during the upcoming holiday season (late December–early January)?

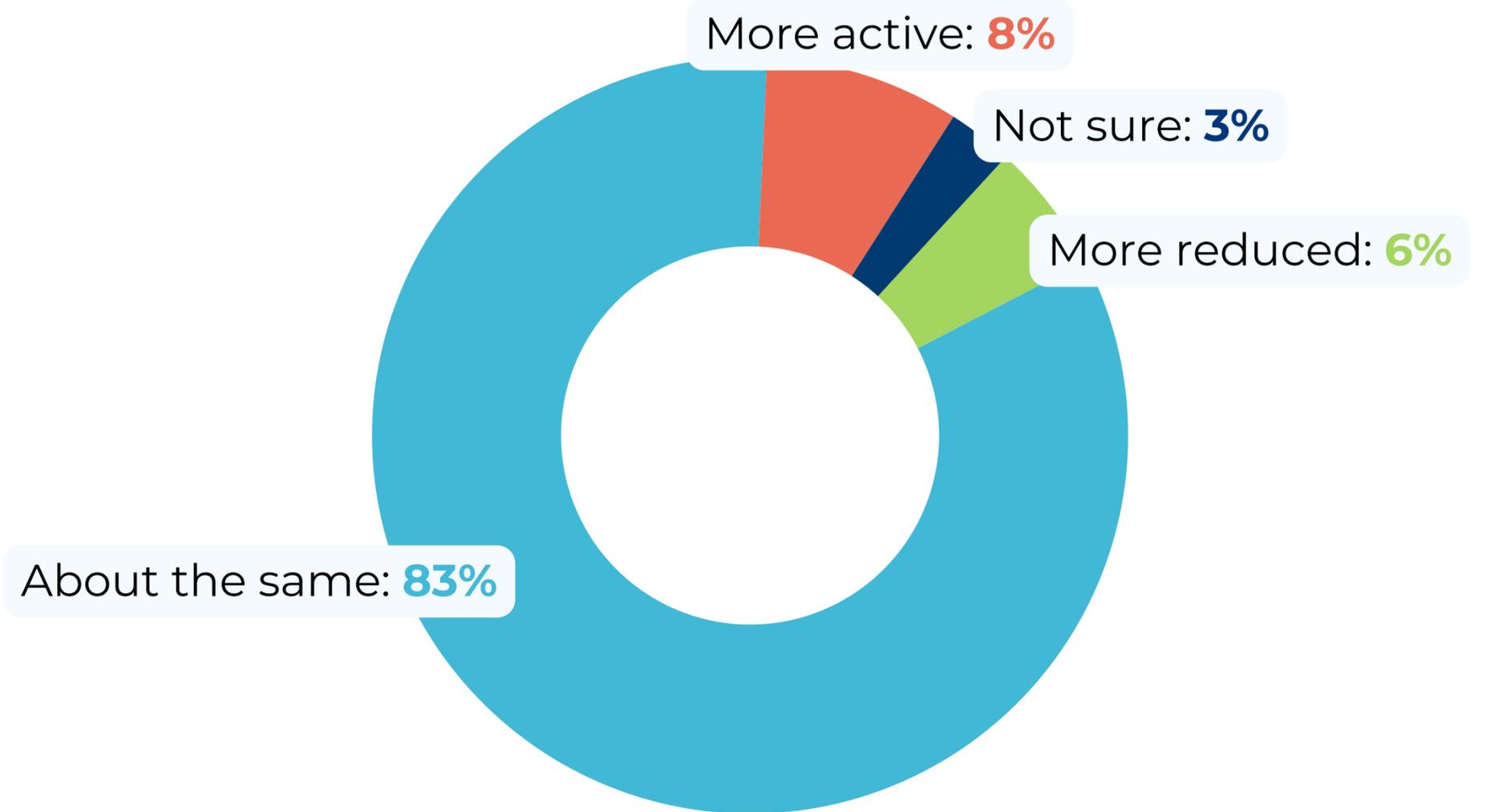




26%

of companies surveyed
plan to **fully shut down**
between Christmas & New Year's

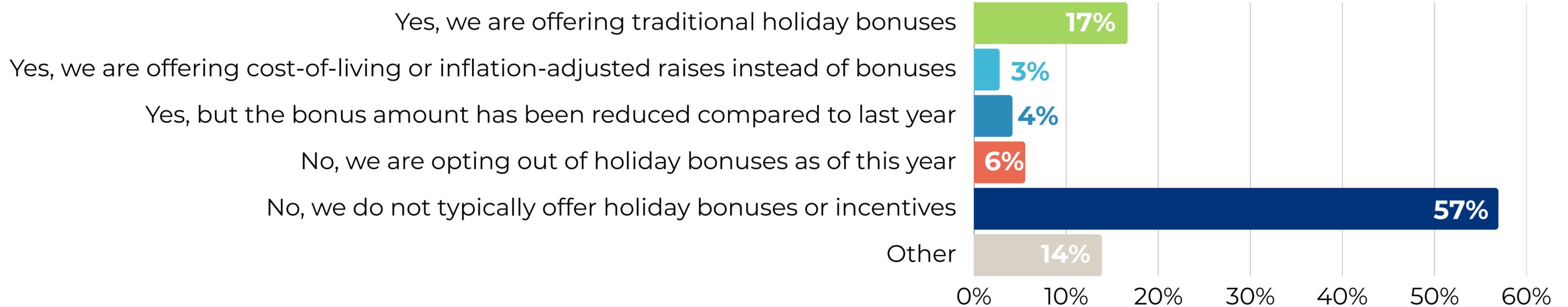
Q2: Compared to last year, are your holiday operating plans:





COMPENSATION STRATEGY

Q3. Does your company plan to offer holiday bonuses or financial incentives this year?



14% chose **“Other,”** some noting that they are “not sure yet” or that they only provide merit increases annually.

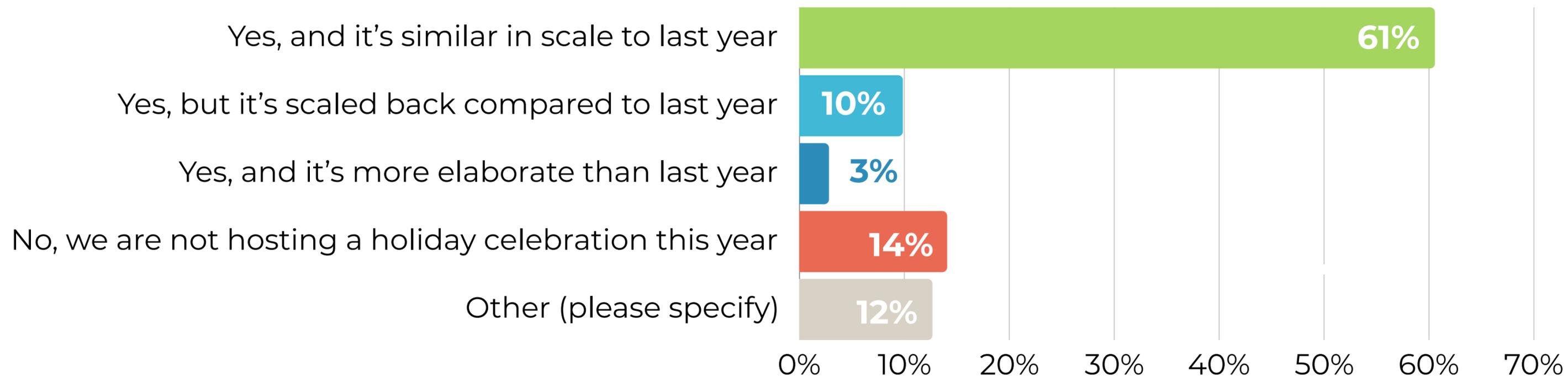
Those who said they are **reducing or opting out** of holiday bonuses as of this year reported that it was mainly driven by **budget constraints or financial pressures.**

N=72



COMPANY CULTURE

Q4. Is your company planning to host a holiday celebration or event this year?



12% chose **“Other,”** with some noting that they host a staff celebration in January.

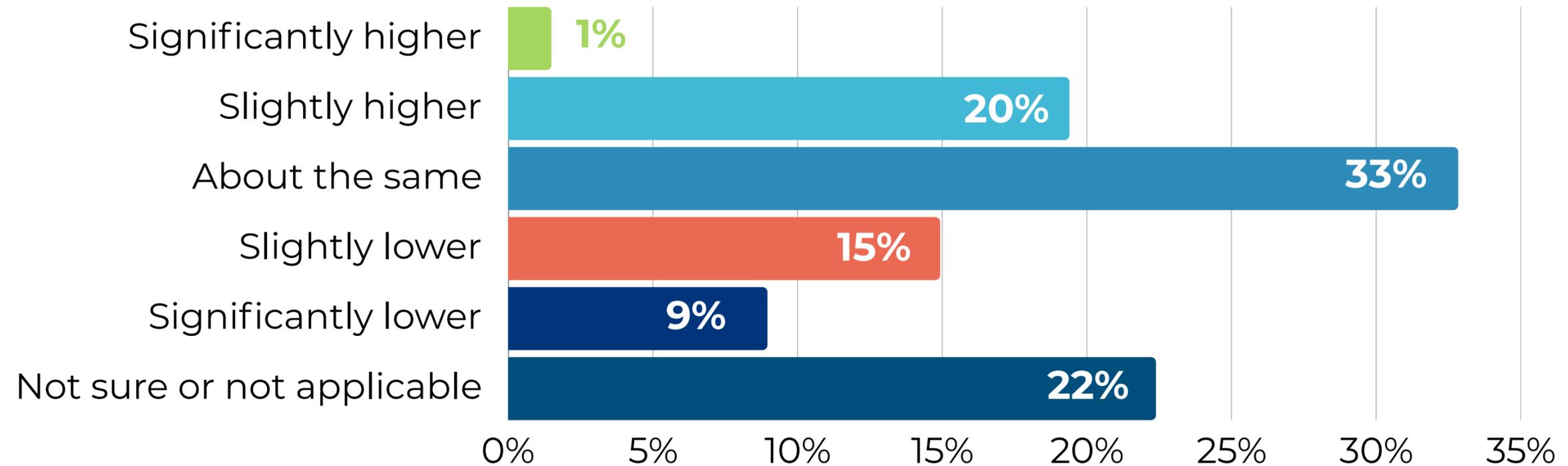
Those who said they are **not** hosting a holiday celebration this year noted reasons being: **budget constraints or cost-saving measures; hosting holiday events has never been something their company does; or a shift in company culture or priorities.**

N=72



COMPANY PERFORMANCE

Q5. What are your expectations for revenue or sales during this holiday season compared to last year?



N=67



33%

of companies surveyed
**expect about the same
revenue or sales** during
the holiday season
compared to 2024

24%

of companies surveyed
**expect lower revenue or
sales** during the holiday
season compared to 2024



This final 2025 survey of *The Pulse of Greater Boston Business* series reveals steady holiday operations and cautious optimism among Greater Boston businesses. Most organizations are maintaining last year's schedules and celebrations, while bonus practices and revenue expectations remain largely unchanged. These results highlight a pragmatic approach as companies wrap up 2025.

The Chamber will continue to monitor and share evolving data through the Pulse survey series, helping ensure that local leaders stay informed, connected, and resilient.

THANK YOU

If you have any questions, reach out to us at
marketing@bostonchamber.com



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