

## Destination Overview

The North of Boston region is home to the 34 cities and towns of Essex County; each town offering its own unique character and charm. Located only minutes from Logan International Airport and the city of Boston, the region offers 5,000+ guest rooms, 200 miles of coastline, numerous restaurants, cultural sites, attractions, performing arts venues, and more! From the beaches of Salisbury to historic Salem, the rocky shores of Gloucester to the industrial city of Lawrence, come explore and discover!

### A Story in Every Mile...

#### Services for Tour Operators

include assistance with itinerary planning, FAM tours, meetings and special events for all group tour segments domestically and internationally. The North of Boston Destination Planner for group planning is an annual publication that can be requested and is online.

#### For More Information

**North of Boston**  
Convention & Visitors Bureau



[NorthofBoston.org](http://NorthofBoston.org)

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#### Contact

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## Visit NORTH of BOSTON

A STORY IN EVERY MILE

Photos: Annisquam Lighthouse; Bikers © Sarah Musumeci; House of the Seven Gables; Woodman's of Essex

#### Accommodations

Warm hospitality and service is the way of life in the North of Boston. Enjoy historic atmospheres of a grand hotel, family fun at a water park, or relax and unwind at a charming bed and breakfast or a seaside inn. With over 5,000 rooms, you're sure to find the perfect home away from home when you visit the region.

#### Dining

It's best to bring along your appetite when visiting the North of Boston. The region is rich with savory bowls of chowder, succulent lobsters, and shellfish. Travel along the North of Boston Seafood Trail and enjoy award-winning seafood delivered fresh daily. Taste a piece of history at Woodman's of Essex where the fried clam was invented.

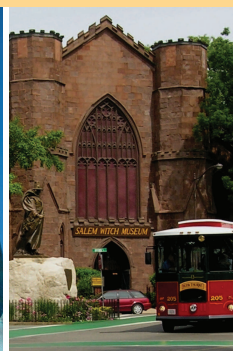
For land-lovers, the North of Boston region continues to relish in the bountiful harvests supplied by the many farms throughout the region. Stop by the farm stand at Green

Meadows Farm in Hamilton to enjoy seasonally fresh produce or visit the Mill River Winery in Rowley to sample a local wine. Looking for a little indulgence? See how candy is made at Harbor Sweets in Salem (don't forget to sample one of their famous Sweet Sloops!).

#### Shopper's Paradise

Shopping in the North of Boston region is an experience. The quaint seaside towns contain treasure troves of unique gifts and specialties. Delve into the past at antique shops and second-hand book stores, flea markets, and more as you travel up scenic Route 1A and 133.

Looking for great gift deals? You can find everything you need at the brand new MarketStreet Lynnfield, the North Shore's largest open air shopping center. Indulge furnish your home, expand your wardrobe, or indulge your sweet tooth. Whatever your taste or style, you will love shopping in the North of Boston!





## Cultural & Historic Treasures

See fascinating pieces of extraordinary art and culture from all over the world at Salem's Peabody Essex Museum. View a unique collection of dolls, trains, and toys at the Wenham Museum. Wander the galleries and shops at one of America's oldest continuously working art colonies, the Rocky Neck Art Colony in Gloucester.

Step back in time and experience many of the region's historic attractions. Walk the streets of Salem. Marvel at the architecture at the Beauport, Sleeper-McCann House in Gloucester. Unlock mysteries and myths of the 1692 Salem Witch Trials at the Salem Witch Museum or the Witch Dungeon Museum. For evening entertainment, see a show at the North Shore Music Theatre or Gloucester Stage Company. Music lovers enjoy classical music performances at the Rockport Music at the Shalin Liu Performance Center.

## Set Sail on Adventure

Hop on board a schooner at set sail on the waters of the Atlantic Ocean. See locations of Hollywood movies such as *The Crucible* and *The Witches of Eastwick* on an Essex River Cruise. See the boats from *National Geographic's* hit television show *Wicked Tuna* at the Cape Ann Marina.

Don't forget to pack your camera as you get up close to see Humpback Whales, Right Whales, and Atlantic White-Sided Dolphins on a whale-watching excursion or sail the ocean blue on a schooner.

Discover how boats are built at Lowell's Boat Shop in Amesbury, the birthplace of the fishing dory. Celebrate the North of Boston's rich maritime history in Newburyport, home of the US Coast Guard, at the Custom House Maritime Museum or at Maritime Gloucester, America's oldest seaport and in Salem, home of the China Trade.

## The Great Outdoors

Enjoy the fresh air and take in the unspoiled natural elegance when visiting the North of Boston region. Whatever the season, you will be delighted with a variety of great recreational activities.

Rent a kayak at and explore the scenic coastline of the Merrimack River. Relax and soak up the sun at a region's picturesque beaches. Bike or hike over rolling hills and on the trails. Pack your binoculars and head to Plum Island in Newburyport to spy on the many species of birds.

The fall is a spectacular time of year to vacation in the North of Boston. Enjoy the kaleidoscope of colors of changing leaves. Pick pumpkins or enjoy a cider donut at area farms. Celebrate at the Topsfield Fair, America's oldest agricultural fair. During winter months, sing carols on village greens for the winter holidays. Enjoy cross-country skiing, sledding, or ice skating. ■

# NORTH of BOSTON

REGIONAL MAP A STORY IN EVERY MILE



### LEGEND

- Greater Newburyport
- Cape Ann
- Merrimack Valley
- Greater Salem
- Greater Boston
- New Hampshire
- Lighthouses
- Salem Boston Ferry
- Essex Coastal Byway
- MBTA Train Stations
- Roads
- Area Visitor Centers

### Getting Place to Place

Approximate miles & minutes

- Boston to Salem**  
15.2 miles / 45 min.
- Salem to Gloucester**  
16.6 miles / 33 min.
- Lynn to Newburyport**  
28.5 miles / 43 min.
- Lawrence to Salisbury**  
24 miles / 32 min.

## Regional Events

### February

*Salem So-Sweet Chocolate & Ice Sculpture Festival*  
*Merrimack River Eagle Festival, Newburyport*

### March

*Salem Film Festival*

### April

*Newburyport Literary Festival*

### May

*Motif #1 Days, Rockport*  
*Essex River Race*

### June

*Rockport Chamber Music Festival*  
*St. Peter's Fiesta, Gloucester*  
*ArtsFest Beverly*

### July

*Olde Ipswich Days*  
*Newburyport Yankee Homecoming*  
*Misselwood Concours d'Elegance - Endicott College, Beverly*

### August

*Salem Heritage Days*  
*Gloucester Waterfront Festival*

### September

*Bread and Roses Festival, Lawrence*  
*Trails and Sails, Essex County Area Events*  
*River Ruckus, Haverhill*

### October

*Haunted Happenings, Salem*  
*Topsfield Fair*

### November

*Festival of Trees, Methuen*  
*Sea Festival of Trees, Salisbury*

### December

*Christmas Walk, Marblehead*  
*New Year's Rockport Eve*