

# NORTH *of* BOSTON

Convention & Visitors Bureau

WHY JOIN THE CVB?

*Funded in Part by the Massachusetts Office of Travel and Tourism*



MASSACHUSETTS  
visitma.com





# NORTH *of* BOSTON

Convention & Visitors Bureau

## WHAT IS THE CVB?

The CVB is a private, not-for-profit, destination marketing organization. We are responsible for promoting Essex County as a premier, year-round destination to travelers from around the world.

Created as a Massachusetts Regional Tourism Council, we inspire visitation through fresh, fun and innovative marketing and media. We develop and nurture relationships within the travel industry that keep North of Boston front of mind, and we drive billions of dollars of visitor spending to the region each year.

Bottom line: we put heads in beds and cheeks in seats by inspiring travel enthusiasts to choose North of Boston!



The North of Boston CVB is attracting visitors on the behalf of local businesses. Without them, the visitors that support us could have chosen another region or state!

**RHONDA WOODMAN**

Woodman's of Essex

**AND HOW DO WE ATTRACT THOSE VISITORS?**



# OUR CHANNELS

## Website

**4 Million**

Annual Visitors

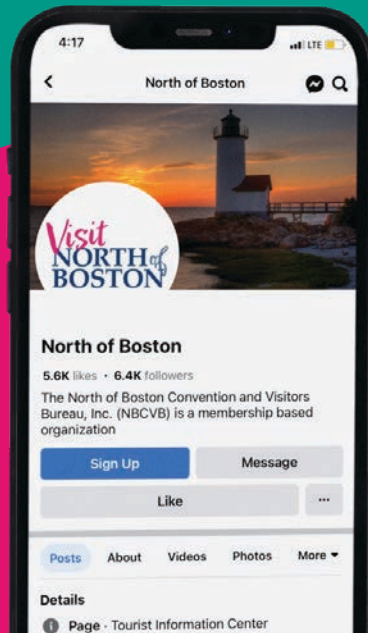
3+ Page Views/Visit



## Facebook

**357K +**

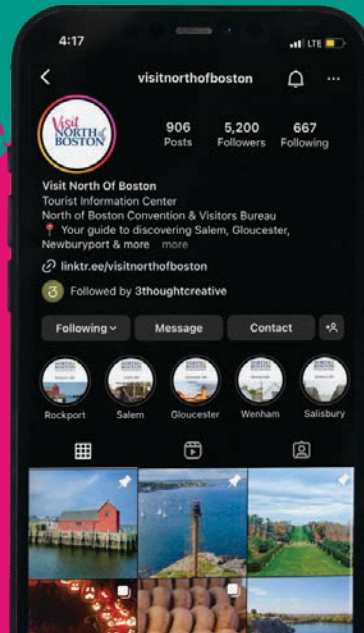
Annual Reach



## Instagram

**32K +**

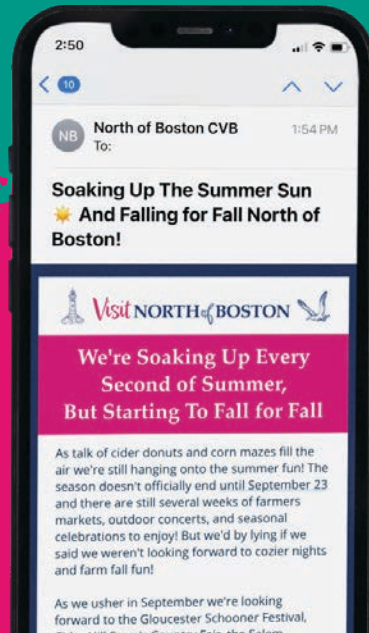
Annual Reach



## Newsletter

**50K + Recipients**

34% Open Rate



## Salem

Salmon Whitch Museum

Which Witch? 117 See Salem page 48

Cherter Street Cemetery 121 See Salem page 48

Dead Pirates Salem 121 See Salem page 48

New England Pirate Museum 121 See Salem page 48

High Harbor Coastline 121 See Salem page 48

Paulding Estate Museum 121 See Salem page 48

Witch House 121 See Salem page 48

Witch Dungeon Museum 121 See Salem page 48

Die with your Boots On 121 See Salem page 48

Salem Historical Tours & Heartbeat Footprints 121 See Salem page 48

History Alive! 121 See Salem page 48

Lower your Wedding Costs

Map of Salem

## Feeling a Little Historic?

Our region is home to more than 40 museums and countless foreign sites, perfect for an exploration of American history, maritime history and personal lineage.

Witches & Pirates - YARI!

Nature Trails & OUTDOOR ESCAPES

HERITAGE AND history

SET SAIL! On the Water Fun

ART & culture

OCEAN/FARM TO TABLE

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## Did You Know?

Singing Beach of Hanchester by the Sea gets its name from the harmonious sounds that ripple in the sand.

Founded in 1799, the Peabody Essex Museum is the oldest continuously operating museum in the nation.

In 1916, fish fishermen created the "Peanut" of Pease Brook, set up the first fish processing factory in Gloucester in the 1920s when his machine was the first to quickly process and freeze fish.

Manhatten Duff was first manufactured in 1795 in 1925. Research conducted here never been the same!

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# Visit NORTH of BOSTON

HOME TO Salem, Gloucester, Newburyport & more

Witches & Pirates - YARI!

Nature Trails & OUTDOOR ESCAPES

HERITAGE AND history

SET SAIL! On the Water Fun

ART & culture

OCEAN/FARM TO TABLE

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NORTH OF BOSTON Convention & Visitors Bureau

125K+ Printed copies distributed annually

Digital copies viewed and distributed at northofboston.org

## Visitor Guide

## DESTINATION Lookbook

### So close, yet a world away

The North of Boston region is conveniently located only minutes from Boston in the north and New Hampshire to the north, easily accessible by:

- Boston Logan International Airport
- Manchester Boston Regional Airport
- Boston Airport and Airport Boston's North Station
- Ferry Service from Boston to Salem (Spring - October)
- Connecting Ferry Service from Salem to Gloucester (available for the 2024 season)
- MBTA Commuter Rail and Bus System
- Cruise stops (playing from Salem and Boston)
- Rental Cars

### Everything you need to make your next trip or event flawless and memorable

The North of Boston Region is perfect for your group, meeting, or event!

- Change accommodations and beverage lists
- Boat rides on local waters
- Easily accessible by car, Air, train, commuter rail, and ferry
- 100+ historic inns and homes
- 10 Golf Courses
- 100+ Bed and Breakfasts
- 200+ miles of coastline
- 100+ miles of inland shopping
- Group friendly attractions and dining
- Memorable meeting spaces

### With direct routes to Boston, Portland and Concord, the North of Boston region is a perfect homebase for exploring New England

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### Uniquely historic venues

HOST AN EVENT TO REMEMBER

entertain on a ship

expand your space

capacities 5,000+ GUEST ROOMS

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# Our Publications

## Meet me NORTH OF BOSTON

Events, Group Tours & Meetings

NORTH OF BOSTON Convention & Visitors Bureau

Specifically targeted to Group Tour operators and Event and Meeting planners this brochure presents the best of our region in a beautiful and concise format.

# BRAND RECOGNITION

We reach travel enthusiasts  
across *multi media*  
*platforms*, inspiring them  
to choose North of Boston



YANKEE

HEARST

Travel  
TASTE + TOUR

EAST COAST TRAVELER

The  
New York  
Times

7 NEWS  
BOSTON

CNN

The Boston Globe

npr

msn

HGTV

card  
games.io

SCIENTIFIC  
AMERICAN

The  
Weather  
Channel

BOSTON.COM

The  
Guardian

AARP

TRIPBUZZ

martha  
stewart

Newsweek

REALSIMPLE

Better Homes  
& Gardens

BUSINESS  
INSIDER

INTERESTING  
FACTS

FANDOMWIRE

Southern Living

Psychology Today

CBS NEWS

# GENERATING ROI



# Expedia

Winter/Spring Campaign

Ad Spend: \$29,000

Results: \$911K+  
in room nights sold in Essex County for the period of February through May

That's an ROI of 3 to 1!

Dream Sweet  
NORTH OF BOSTON



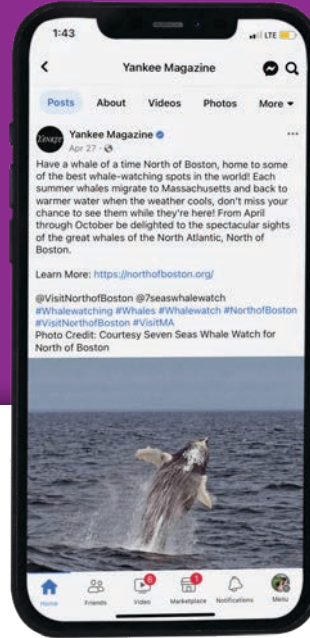
# LocaliQ

Display Ad Campaign  
September to November,  
March to April

Click Thru Rate:

19%

Compared to an average rate of 8%



# YANKEE

Social Media Post  
Highest engagement & likes for Yankee year to date

268  
likes

# HEARST

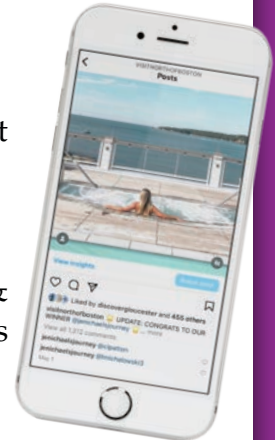
Spring Story  
Studio Campaign

Engagement & Click Thru Rates: 28%

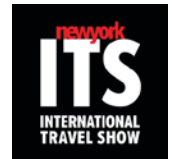
Compared to an average rate of 8%  
Highest performance of all Hearst campaigns year to date

Instagram Giveaway  
Single-Day Engagement led to

1312  
comments & 464 likes



# FORGING CONNECTIONS



We attend many events and conferences throughout the year in order to personally *network* and generate referrals



# FAM Tours

By introducing writers, influencers and travel trade partners to the region, we:

- Educate the travel industry AND the traveling public
- Generate fresh, fun content and earned media
- Keep North of Boston top of mind for travelers around the world!

**Discover New England**  
with 14 international tour operators



**Brand USA Mega FAM**  
Italy & Switzerland

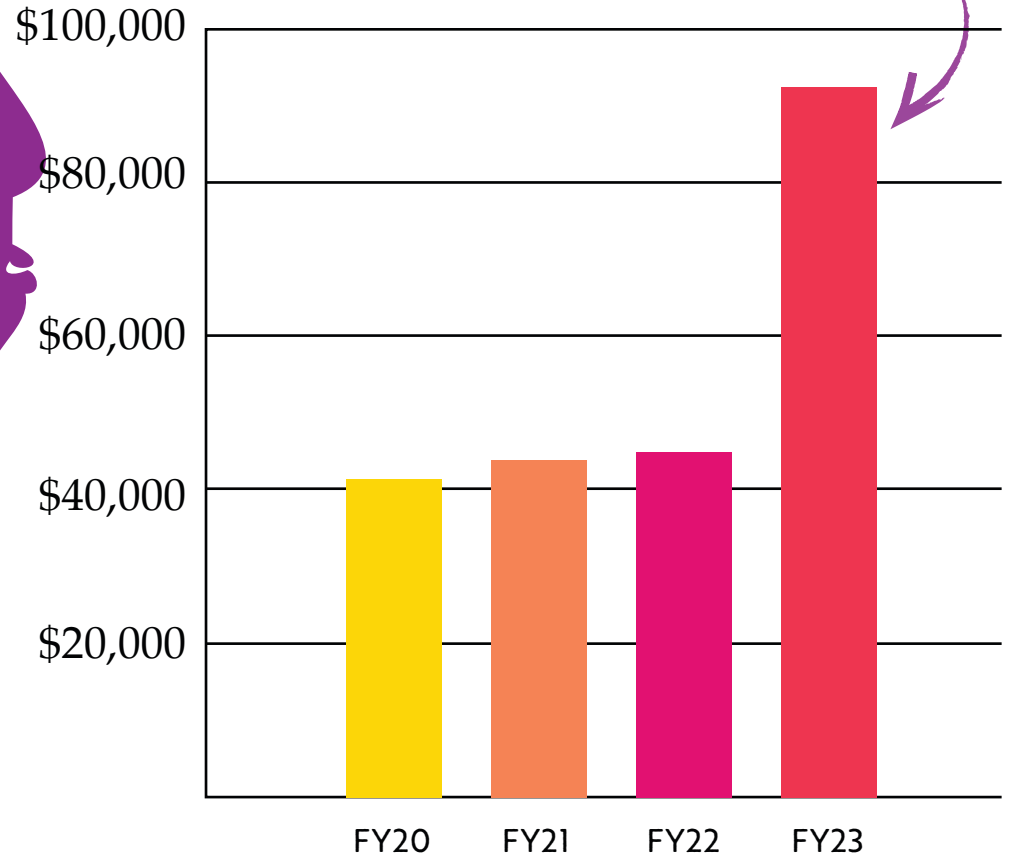


**Brand USA Mega FAM**  
UK, Ireland & Italy

# TOURISM MARKETING GRANTS

Over the last 5 years the CVB has partnered with **>100** local member businesses by awarding more than **\$302K** in tourism marketing grants to promote their business, destination and events.

Members are eligible to apply for Tourism Marketing Grants to bolster their tourism marketing programs.



Helping 29  
Businesses



# LOOKING FORWARD

Invest \$553,725+

In Digital Advertising in key international markets

Invest \$88,000+

In key international markets

Award \$100,000+

In Tourism Marketing Grants

Develop &  
Distribute 125,000+

Annual Destination Guides

Launch a New Website

Using fun, fresh images and content to inspire year-round visitation

Invest \$60,000+/year

In Search Engine Optimization

“

Thanks to North of Boston programs and events, we have connected successfully with a vibrant north of Boston business network, to local and regional media, and to the data and other analytics that are vital to succeeding in today's competitive, complex and social media driven business environment. Thank you North of Boston! We wouldn't have been chosen as the **Best of New England** by *Yankee Magazine* without you!

**BILL GOLDEN**  
Real Pirates Salem

**WANT THESE RESULTS?**



# HOW WE WORK WITH YOU



## Promotion

via our Channels

- Visitor Guide Listing  
**FREE** with option to upgrade
- NorthofBoston.org Listing  
**FREE** with option to upgrade to Enhanced
- Online Calendar Listings  
**FREE** Event Listing
- Placement in the Maria Miles Visitor Center (350K+ visitors annually)
- Sharing your events and happenings on our social media channels
- Our Staff continuously advocates for our members building awareness and generating leads

## Advertising

& Sponsorship Opportunities

- Visitors Guide Ads
- Annual Meeting & Awards Dinner Sponsorships
- Annual Tourism Summit Sponsorships
- Consumer E-blasts
- Member to Member E-blasts
- Dedicated Posts
- Cooperative Advertising
- Digital Website Ad Space
- Visitor Welcome Center Advertising

## Education

& Networking Opportunities

- Annual Tourism Summit  
*Expert speakers & presentations to help you navigate the tourism market*
- Sales Meetings  
*Connect with members, build relationships, and receive sales leads directly from Tradeshows attended by the CVB*
- Networking & Educational Events  
*Supporting and connecting members throughout the year*
- Virtual Programming  
*Special educational seminars to help you grow your business*
- Member E-Newsletters  
*Stay informed about the MA tourism landscape*

# Special Opportunities for 2023-24

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## **NEW MEMBER** Dedicated E-Blast

Introduce your business to 1,500+ member and industry contacts!

This special promotion is FREE to new members and must be reserved within 3 months of your join date.

## **NEW MEMBER** Dedicated Post

Upon joining, the NBCVB promotional team will craft a special post promoting your business to our Facebook and Instagram followers.

This special promotion is FREE to new members and will be published within 1 month of your join date.



It has been a pleasure being a member of the North of Boston CVB. The staff is super helpful with promoting our company and offering great leads for all of their members. They are always working very hard to promote the North of Boston region to make it the very best.

**JILL GRANGER**  
BEST WESTERN PLUS NORTH SHORE





The North of Boston CVB is more than a membership. It's an investment in our region and lifting all boats. The businesses are not just advertisers —they're tourism family.

**STACIA COOPER**  
Destination Salem

**INTERESTED IN MEMBERSHIP?**



# Join Now!

Speak with our Membership Team Today

**Rebecca Shackford**

*Marketing & Group*

*Sales Manager*

rebecca@northofboston.org

OFFICE: 978-465-6555

CELL: 603-305-0615

**Holly Perry**

*Digital Content Manager*

Holly@northofboston.org

OFFICE: 978-465-6555

CELL: 781-696-7292



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