

# NORTH *of* BOSTON

Convention & Visitors Bureau



# WHY JOIN THE CVB?

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





## 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 PLATFORMS

## Website

**4 Million**

Annual Visitors

3+ Page Views/Visit

## Facebook

**1.9M +**

Annual Reach

## Instagram

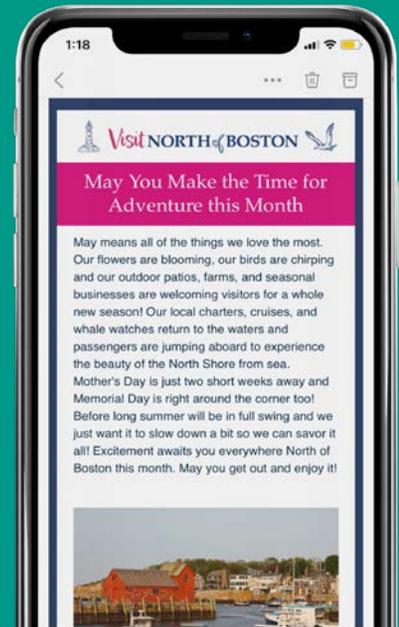
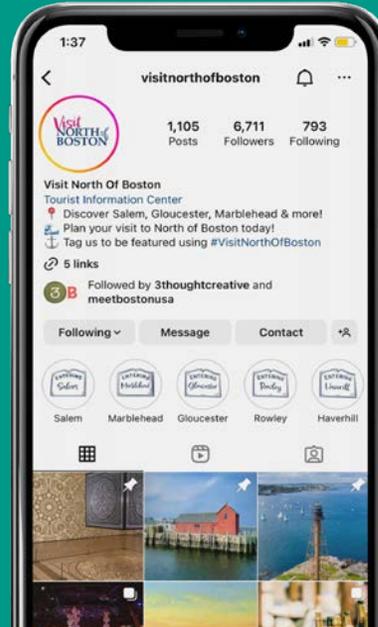
**125.4K +**

Annual Reach

## Newsletter

**60K + Recipients**

34% Open Rate



## Gloucester

Gloucester is proud to be a coastal community with 400+ years of maritime history on the water working together to historic revitalizing our streets, water, harbor, & what's in store. Be inspired by our history and what's in store.

- 1. Fishermen's Wharf Memorial 2017 Wharf Area, page 17
- 2. Fishermen's Memorial 2017 Fishermen's Memorial, page 18
- 3. The Fishermen's Memorial 2017 Fishermen's Memorial, page 18
- 4. The Fishermen's Memorial 2017 Fishermen's Memorial, page 18
- 5. The Fishermen's Memorial 2017 Fishermen's Memorial, page 18
- 6. The Fishermen's Memorial 2017 Fishermen's Memorial, page 18
- 7. Sea, Wind, Waves 2017 Sea, Wind, Waves, page 19
- 8. Cape Ann Coast 2017 Cape Ann Coast, page 19
- 9. Schooner Thomas E. Lannon 2017 Schooner Thomas E. Lannon, page 19
- 10. Maritime Heritage Charms 2017 Maritime Heritage Charms, page 20
- 11. Schooner Adventure 2017 Schooner Adventure, page 20
- 12. Schooner Adventure 2017 Schooner Adventure, page 20
- 13. Schooner Adventure 2017 Schooner Adventure, page 20
- 14. Schooner Adventure 2017 Schooner Adventure, page 20
- 15. Schooner Adventure 2017 Schooner Adventure, page 20
- 16. Schooner Adventure 2017 Schooner Adventure, page 20
- 17. Schooner Adventure 2017 Schooner Adventure, page 20
- 18. Schooner Adventure 2017 Schooner Adventure, page 20
- 19. Schooner Adventure 2017 Schooner Adventure, page 20
- 20. Schooner Adventure 2017 Schooner Adventure, page 20

## Eat Like a Local

North of Boston is home to an amazing selection of the freshest local seafood, mom & pop diners, and one of the most deliciously eclectic food scenes in New England!

Ready to discover local food? The food scene in North of Boston is vibrant and diverse. From farm-to-table dining to seafood restaurants, there's something for everyone. Explore the local food scene and discover the best of North of Boston's culinary offerings.

Head to Gloucester for an amazing seafood experience. Gloucester is known for its fresh seafood, and there's nothing like a Gloucester seafood dinner. Try the local seafood specialties and enjoy the view of the harbor.

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## Did You Know?

Did you know that Gloucester is the largest fishing port in the United States? Or that the first Thanksgiving was celebrated in North of Boston? Discover interesting facts about our region's history and culture.

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# Visit NORTH of BOSTON

Salem, Gloucester, Newburyport & more

SET SAIL! On the Water Fun

Witches & Pirates - YAY!

ART & culture

HERITAGE & history

OCEAN/FARM TO TABLE

Nature Trails & OUTDOOR ESCAPES

**NORTH of BOSTON** Convention & Visitors Bureau

125K+ Printed copies distributed annually

Digital copies viewed and distributed at northofboston.org

## Annual Visitor Guide

## Destination Lookbook

### So close, yet a world away

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

- Boston Logan International Airport
- Manchester Boston Regional Airport
- Bus service from Boston to Salem (Spring - October)
- Connecting Ferry Service from Salem to Gloucester (available for the 2023 season)
- MTA Commuter Rail and Bus system
- Cruise ship停泊 at 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 heritage sites
- Boat rides on local rivers
- Easily accessible by car, Air, train, commuter rail, and ferry
- Multiple scenic views and vistas
- 41 Golf Courses
- 115 Restaurants
- 26 Spicy Breweries
- 200 miles of coastline
- 100 miles of beaches
- 100 miles of trails
- Group friendly attractions and dining
- Memorable meeting spaces

## Meet me NORTH of BOSTON

Events, Group Tours & Meetings

**NORTH of BOSTON** Convention & Visitors Bureau

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

### Find unique venues

HOST AN EVENT TO REMEMBER

Entertain on a ship

Grand to intimate

Capacity 5,000+ guest rooms

Have your event catered

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

January-April Campaign

**Ad Spend:** \$29,400

**Results:** 3.8K  
Room Nights Sold in Essex  
County resulting in Gross  
Bookings of \$886,100

*That's an ROI of 3 to 1!*



**GET Crackin'**



NORTH of BOSTON  
Convention & Visitors Bureau

PLAN YOUR GETAWAY

Digital Marketing  
& Promotion

*Exceeded industry  
standard of .08% CTR  
in EVERY category!*

**Paid Search:** 8.8 CTR

**Paid Display:** .8% CTR

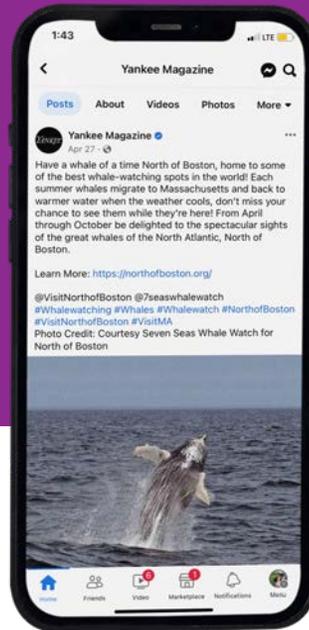
**Google Discover:** 1.9% CTR

**META Ads:**

58.1% Engagement

**YouTube:**

67.9% watched ads 100%



# YANKEE

**979K**

Regional reader  
distribution and  
On-line, newsletter and  
social media CTR of

**14%**

# HEARST

Holidays, Winter and  
Early Spring 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

**1317**  
comments &  
**1,577**  
likes



# FORGING CONNECTIONS



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

# FAM Tours

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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!



**Brand USA Mega FAM**  
Italy & Switzerland



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

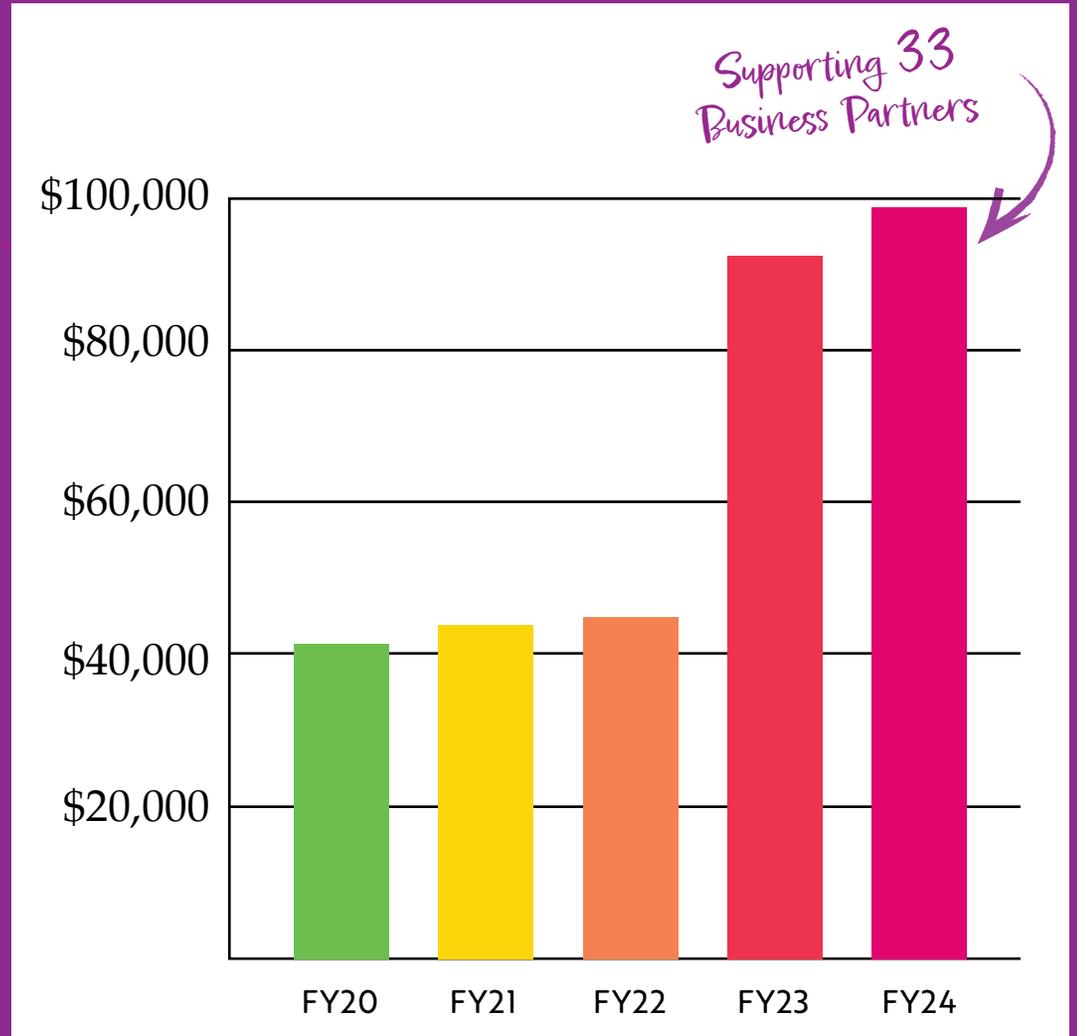


**Discover New England**  
with 14 international tour operators

# 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.



# LOOKING FORWARD

*Invest* \$553,725+

In Digital Advertising in key markets

*Invest* \$88,000+

In key international markets

*Award* \$100,000+

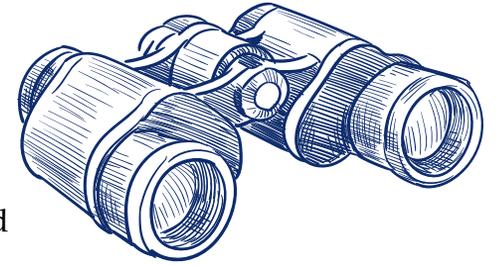
In Tourism Marketing Grants

*Develop & Distribute*

125,000+ Annual Destination Guides

*Invest*  
in SEO

Marketing to keep the CVB and its members front of mind in all search results while growing website traffic.



*Invest* \$60,000+/year

In developing marketing creative across all our platforms that inspires travel to the region.



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 Platforms

- 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

- Ad opportunities on Northofboston.org
- Visitor Guide Ads
- Annual Meeting & Awards Dinner Sponsorships
- Annual Tourism Summit Sponsorships
- Consumer E-blasts
- Member to Member E-blasts
- Dedicated Posts on Social Media
- Cooperative Advertising
- 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*

# Member-Only Opportunities for 2024-25

**ADVERTISING ON THE CVB'S DYNAMIC WEBSITE,**  
a top-performing website across all search engines.  
We're investing \$40K to our SEO marketing to put your business  
in front of nearly 4M website visitors.

**ADVERTISING AT THE MARIA MILES VISITOR CENTER**  
Place your brand in front of the 300K+ people who will make their  
first stop in MA at our center.

**DEDICATED EMAIL BLASTS**  
Deliver your targeted tourism message to our member network.

**GUEST BLOGS**  
As an expert in your field, we want to hear from you! Take advantage  
of our Guest Blog to shine a light on your area of expertise with our  
engaged online audience. Not only will you be our subject matter  
expert, but we'll also hyperlinked directly to your business, driving  
traffic and visibility to your website!

## FREE for NEW Members:

### **BUSINESS TO BUSINESS EMAIL INTRODUCTION**

What a great way to introduce your business to  
1,500+ member and industry contacts! Within  
the first 60 days of joining we'll work with you  
to craft a message that's sure to grab attention  
in our business community.

### **DEDICATED SOCIAL MEDIA POSTS**

Upon joining, the NBCVB promotional team  
will craft a special post promoting your  
tourism targeted 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.





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

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