

What is the Travel and Tourism Season Extension (TTSE) Campaign?

In 2023, as part of a national tourism recovery effort, the North of Boston CVB was awarded a \$1M grant with the challenge to reframe how the world perceived the super region of North of Boston (Essex County) and the Greater Merrimack Valley in the “softer” seasons from November through April through 2025.

Working with our partners, the Greater Merrimack Valley CVB and the Merrimack Valley Chamber of Commerce, we designed a marketing plan to inspire travel, put heads in beds, cheeks in seats and feet on streets. Through a multifaceted approach, we were able to find our authentic voices, tell great stories and inspire new visitation to the area.

And in our truly super region, visitation means spending at our local businesses, creating jobs and opportunities and generating tax revenue for the Commonwealth and our local municipalities.

GET TO KNOW
Greater Merrimack Valley
& THE North of Boston
REGION



GREATER MERRIMACK VALLEY
Convention & Visitors Bureau

Visit **NORTH of BOSTON**

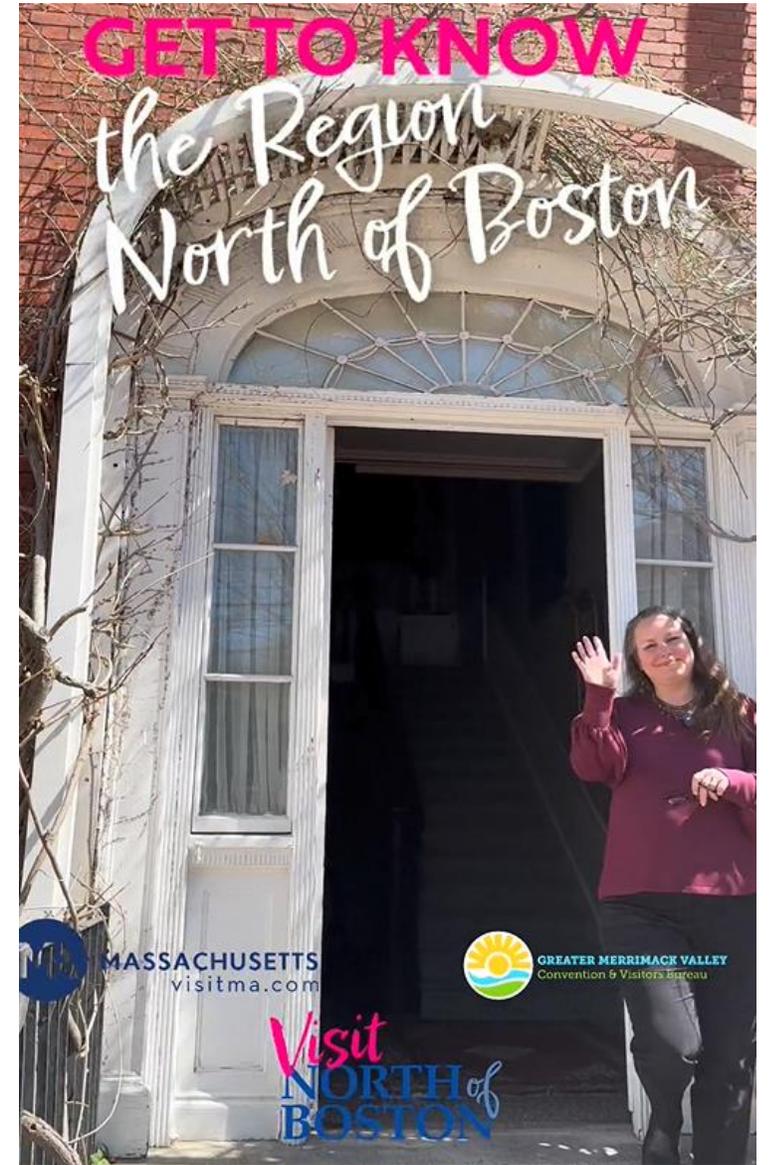
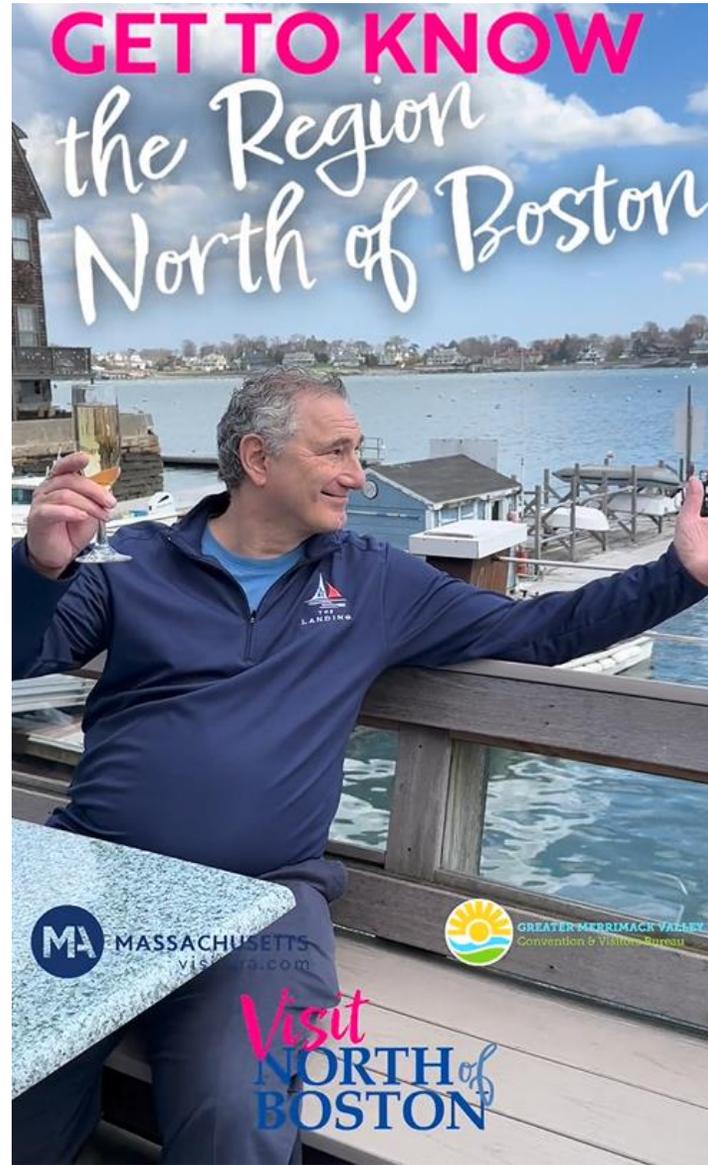


MASSACHUSETTS
visitma.com

What is the Region Just North of Boston all about?

We're working with the **Creative Collective** to feature the voices of folks who live and work in the region to tell visitors what they love about their towns.

These videos appear on the landing page, gettoknownob.com, and on the regions' websites.



Travel & Tourism Season Extension Grant (TTSE)

Campaigns

November 2023 – April 2024

Yankee Publishing

No one does a better job inspiring travelers who love New England to get out and explore better than Yankee!

With their help, we developed a digital guide, ads, social media and email content that showcased our wonderful assets: our hyper local food scene, vibrant arts and culture, history & heritage sites, and all of the outdoor experiences available year-round.

Just NORTH of BOSTON



Get to Know the Greater Merrimack Valley and North of Boston Region



2. WINTER INDULGENCE

Exhilarating chills make moments wrapped in soul-soothing warmth all the more wonderful.

Morning: Lively and community-centric, the Country Store & Cafe at **Kimball Farm** in Westford is like a warm hug on a winter's morning. Family run since 1939, this eatery will spoil you with fresh-baked muffins, steamy cocoa and coffee drinks, and spicy-cheesy breakfast burritos. Get your well-fed self to **Nashoba Valley Ski Area**, just five minutes away, right at opening (9 a.m. weekends, noon Tuesday through Friday), and you'll get in more runs in two hours than you'd expect—ah, the beauty of a well-run small mountain. Don't ski? **Nashoba Valley Tubing Park** (open at 9 a.m. weekends, 1 p.m. Wednesday through Friday) is also just minutes away, in Littleton.

Afternoon: "Two hands needed" is how the **Millers Tavern** in Methuen advertises its extra-local burger and other sandwiches, so swing by for a hearty fireside lunch. Hopefully

you've made an appointment for a massage, foot soak, or other comforting treatment at the cozy **Spa at Briar Barn Inn** in Rowley. If not, consider stopping by Ph.D. chemist Donna Martin's **Mill River Winery** in Rowley for nibbles and a tasting flight that will warm your insides.

Evening: Keep the snugly vibes going with dinner at **Grove**, Briar Barn Inn's fire-lit farmhouse restaurant. Stay over, and you can get in a few runs the next day at nearby **Ski Bradford**. Or, if the stars align, your getaway might coincide with one of the creative festivals below.

Winter's Most Indulgent Events PUT THESE HAPPENINGS ON YOUR CALENDAR:

- Salem Frozen Fire Festival
- Salem's So Sweet Chocolate & Ice Sculpture Festival
- Lowell Winterfest

CLOCKWISE FROM LEFT: Set back from Main Street and surrounded by protected land, the Briar Barn Inn campus feels like its own little New England estate, dreamed up just to pamper you; Lowell's most famous literary son may one day have his own museum if the Jack Kerouac Center is able to raise the necessary funds; This Star of Bethlehem quilt, stitched circa 1840, is in the New England Quilt Museum's permanent collection.



Tastes Worth a Drive

Are you in a restaurant rut? Get on the road and wake up your taste buds.

BY MIKE URBAN

These delectable eats are all worth putting 50 miles on your car... maybe even more.

Tastes from the Sea

Surf Seafood: If it's been a while since seafood truly wowed ya, Woburn's your surprise destination for new twists on New England classics (native lobster... meet cognac), plus sushi and playful creations like lobster fries piled high with fresh Maine lobster meat and slathered in bisque. Bring friends and dive into the three-tier Ultimate Sampler of raw-bar classics and mouthwatering departures including pastrami-smoked salmon and Alaskan king crab.

Turner's Seafood at Lyceum Hall: Salem's Lyceum Hall, dating back to 1831, is home to perhaps the biggest, busiest, best seafood emporium on Boston's North Shore. There's abundant indoor and outdoor seating, an oyster bar, and a menu that covers all seafood possibilities from New England and beyond. The friendly, well-trained staff delivers a memorable dining experience.

The Landing: Situated on scenic, historic Marblehead Harbor, this eatery offers excellent shellfish appetizers and finned-fish entrees along with splendid small plates of seafood-oriented pastas. Large picture windows look out directly on the working waterfront, and the outdoor deck's the place to be the moment the weather warms.

Woodman's of Essex: This year-round seafood shack is where the fried clam was invented in 1916—and where some of the best fried seafood in the region may be procured. The Woodman family still runs this walk-up-and-order operation in Essex, and they still use lard in their deep fryers, to delicious effect. Be sure to try the deep-fried whole-belly clams, the hand-cut onion rings, and their made-from-scratch clam chowder.

The Clam Box: Housed in a two-story replica of an open-topped cardboard carryout container, the Clam Box of Ipswich has been serving up scrumptious seafood since 1935. This

place has staked its reputation on its carefully procured, lovingly prepared seafood, especially its deep-fried whole belly clams. Each order goes through an exacting method of breading and frying that guarantees crispy, golden goodness.

Tastes from Afar

Panela: Panela is raw, unrefined cane sugar, a staple of Colombian cooking. It's also the name of this lively Colombian restaurant in downtown Lowell. In addition to popular empanadas and arepas, sample a wide variety of chicken, pork, rice, bean, and plantain dishes. The Instagram sensation here's a gooey cheeseburger (or veggie burger) sandwiched between arepas. Colorful murals grace the walls.

Eggroll Cafe: In the heart of the UMass Lowell campus, this Asian specialty shop shines when it comes to its namesake dish. There are 16 different eggroll fillings, including mac and cheese, taco, crab Rangoon, and Buffalo chicken. The rolls are served in boat-shaped wire baskets with dipping sauces and are best washed down with handcrafted bubble tea.

El Ptro Mexican Bar and Grill: This cheerful Mexican storefront eatery on downtown Lowell's Merrimack Street is the place to go for south-of-the-border cuisine. And fun. The dining room, with its festively painted furniture, serves up a straightforward menu of well-executed Mexican standards. Locals favor the fajitas.

Tastes from the Farm

Russell Orchards: This working farm in Ipswich that dates back to the 1920s is renowned for its irresistible cider donuts. These tasty morsels are made from scratch daily, using apples and other ingredients harvested from nearby fields. The farm store where the donuts are baked and sold is a sight to behold—a cavernous barn filled with fresh produce, local meats and cheeses, and a vast inventory of fruit-based wines. Visit through the end of November.



Hearty New England dishes reflect the season and the locale at Town Meeting Bistro, a destination restaurant in Lexington.

PHOTO: TRACY CROSBY/INLAND HASTINGS PARK

Yankee Campaign Results

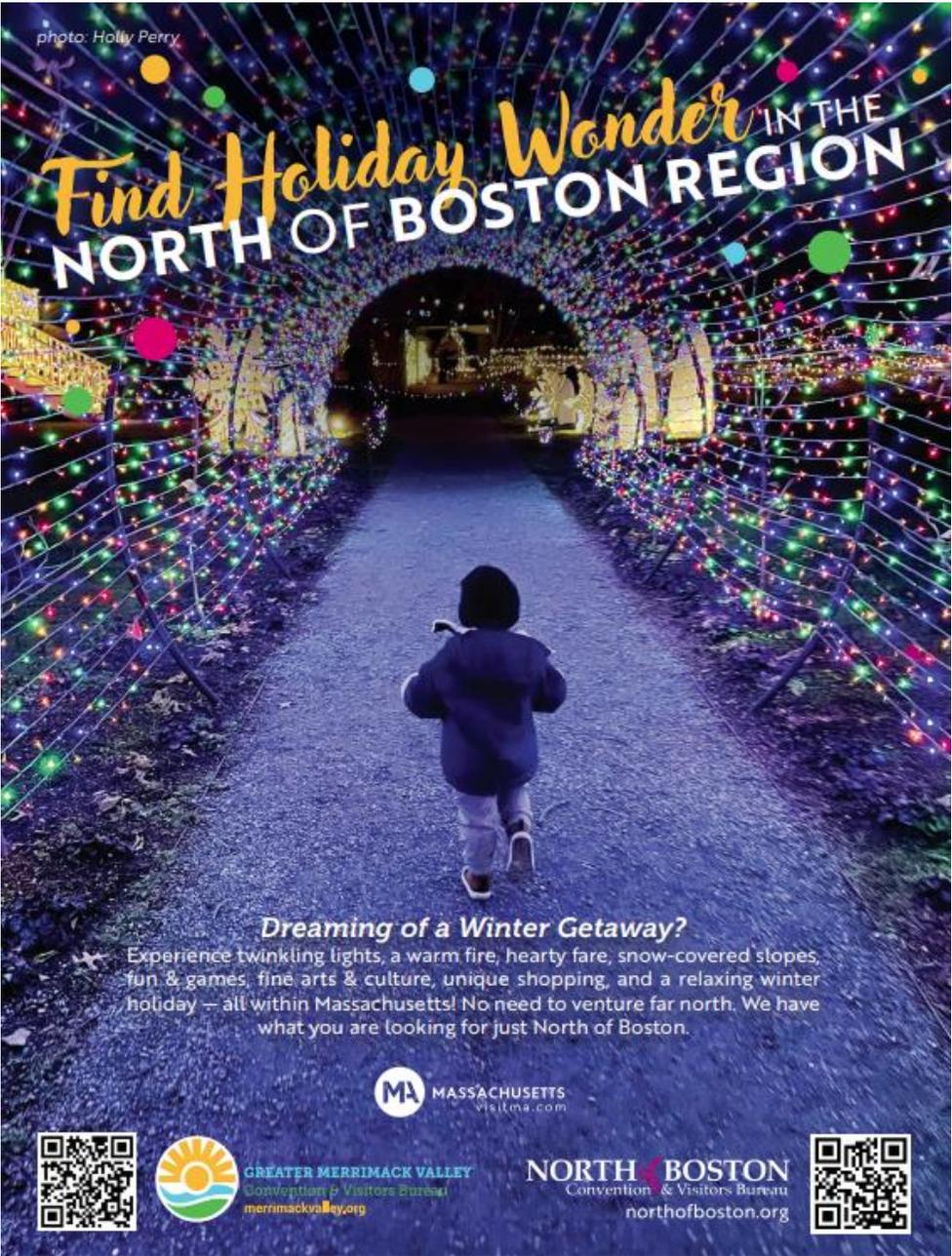
Get To Know Guide

Impressions 21,282 Reads 2,427 Clicks 112 Downloads 130

New England Today Text Ads	11/15/23	12/7/23	1/24/24	2/20/24	3/13/24	4/10/24
Recipients	161,088	158,336	150,755	147,474	146,092	143,196
Opens	82,469	80,746	76,669	73,371	73,886	69,632
Clicks	96	258	282	252	180	268
CTR	.06%	.16%	.19%	.17%	.12%	.19%

New England Focus	11/13/23	1/9/24	3/5/24
Recipients	164,284	154,291	147,695
Opens	81,070	76,179	72,937
Clicks	1,785	227	1,029
CTR	1.09%	.15%	.70%

New England Traveler	1/18/24 Bonus Push
Recipients	70,604
Opens	34,867
Clicks	910
CTR	1.29%



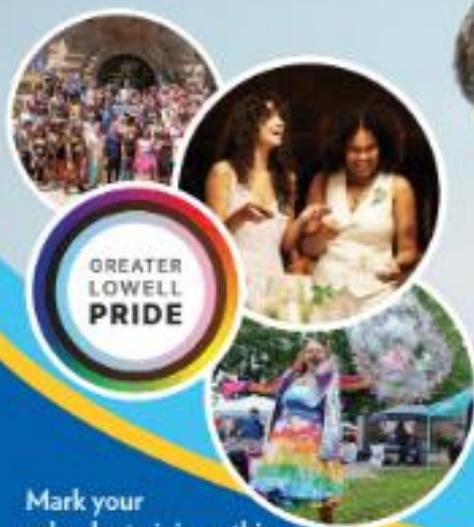
Leaderboard Ads	December	February
Impressions	115,997	92,818
Clicks	492	72
CTR	.42%	.08%

Boston Spirit Magazine

We partner with this respected LGBTQ+ publication to ensure that the LGBTQ+ community feels welcome in our super region. We use them to tell the story of inspirational weddings, travel and events, as well as a fabulous annual networking event.

adventurestogether

in Greater Merrimack Valley



Mark your calendar to join us this June as we celebrate **Pride Month in Greater Lowell!**

Here, multiple cultures, each with their own customs and beliefs, co-exist while sharing the values of acceptance and recognizing the importance of family and friends.

Greater Lowell PRIDE 2024
Saturday, June 15th, 2024
12:00 pm - Flag Raising
12:30 pm - Parade
1:00 pm - 4:00 pm
PRIDE Festival @ Boarding House Park, Featuring Mizery's Divas of Mischief and Special Guests!

Greater Lowell PRIDE is a family friendly, community centered event and all are welcome! PRIDE will feature food trucks and activities for all ages.

While in the valley, stay, dine and explore!

In the heart of New England, so close to Boston, there is much to do and see - stay for awhile. Each of our 21 towns has its own unique charm.

- **Quaint countryside towns and farms**
- **Outdoor recreation** - hiking, walking, biking and kayaking
- **Arts** - artist studios, galleries and museums
- **Cultural attractions** - orchestras, symphonies, theatres and concert halls.

- **Historical landmarks** - birthplace of the American and Industrial Revolutions
- **Home to literary greats** - Alcott, Thoreau, Emerson, Hawthorne
- **Shopping** - museum and small specialty shops, fine art - find the perfect gift or take home treasure
- **Dining** - global cuisines, farm-to-table, regional specialties

Whether you're looking for comfortable and cozy, vibrant and active, or fun and educational, your **adventure** awaits here!



PO Box 8370, Lowell, MA 01854
978-770-2732 / Fax: 978-469-4595
merrimackvalley.org / info@merrimackvalley.org



Funded by The Massachusetts Office of Travel & Tourism



Courtesy of Sharon's Studio of Photography / Cape Ann Weddings

With **Concord, Gloucester, Lexington, Newburyport and Salem** as anchors, the 54 communities located just north of Boston are perfect destinations for all things romantic - engagements, weddings and springtime frolics! Nothing screams romance more than enjoying an abundance of Mother Nature, cool cocktails and mocktails, cozy inns, vibrant arts and culture, historical settings, and scrumptious meals bursting with local flavors.

From dreamy seaside ceremonies to intimate elopements, a party in a historic mansion or one draped in refined elegance, from lighthouses to bucolic farms, quirky arts to iconic museums, we've got one-of-a-kind venues to accommodate wedding parties of all sizes. There's no better place to celebrate your union!

For those looking to tie the knot by the coast, we have stunning modern venues or classic schooners and cruise ships. Get married on an island just a short boat ride from the shore or gather friends and family on a sandy

beach. Walk down the aisle at an art museum, a pirate treasure room or fill a grand ballroom at a luxurious hotel. Find love in front of giant hearts in a spectacular sculpture garden, pay a visit to Paul Revere's lantern, or celebrate with rustic charm in any of the four seasons in a barn or on a farm.



The region just north of Boston includes North of Boston and the Greater Merrimack Valley and is home to many unique venues for showers or engagement parties as well. Our many restaurants, attractions and accommodations are at your service to plan the



The Inn at Hastings Park, Lexington



Photo by David Edge Experience, courtesy of C.Am. Photography



Courtesy of Melti Cruises & Events



perfect event. Want to choose something different for a bachelor/ bachelorette party? Whether you want to dress like a witch or pirate for a fabulous photoshoot, go boutique bowling, wine tasting, or visit a historic arcade – you'll find it all just north of Boston.

Staying fueled through your planning and ceremonies is a delight - you'll LOVE our amazing selection of the freshest local seafood, mom & pop diners, and one of the most delightfully eclectic foodie scenes in New England! From lobster rolls to

North of Boston has one of the most delightfully eclectic foodie scenes in New England!



burgers, award winning apple cider donuts to craft beers, or farm fresh cheese at local wineries, the region has something to satisfy every taste bud.

Enjoy hors d'oeuvres harborside in Salem or Marblehead or watch the working waterfront from one of Gloucester's iconic restaurants. Grab a cocktail and freshly shucked oysters on the half shell or feast on clam chowder and overflowing platters of fried seafood. Butter or mayo on your lobster roll? Your choice!

Head to Lynn, Lawrence, or Lowell for an array of culturally authentic hole-in-the-wall eateries ranging from noodle bars to taco shops to eggroll food trucks. Visit our farms, orchards, and farmer's markets in Amesbury, Ipswich, Andover, Lexington or Westford for cider donuts, hard cider, and fruit wine. While here, make sure to shop for fresh produce, find artisan wares, or visit with a friendly farm animal.



Get hoppy with craft beer in Newburyport, Woburn, or many of our communities' unique tasting rooms and breweries, many featuring live music. If the outdoors are calling your name, hike or bike one of the rail trails connecting our communities.

At the end of day cozy up to one of our many inns and B&B's to rest before heading home.

GET Inspired!

Let us help you pull all the details together for your romantic journey at gettoknownob.com and get inspired today!



Hearst Media Story Studio

The stories we tell give travelers a glimpse into the unique and authentic experiences they can have when they travel to our region.

We created stories for winter holidays, winter and early spring, distributed them throughout our key drive markets, and exceeded all benchmarks for engagement.

GLOUCESTER'S LOBSTER TRAP TREE, LADIES' AND MEN'S SHOPPING NIGHTS, AND MORE!

Made possible by Cape Ann Art Haven and a number of local fishermen who donate their lobster traps each year, Gloucester's famous Lobster Trap Tree draws visitors from around the world to marvel at its exceptional size and create Instagrammable moments! Grab your hat and gloves and step inside this glowing tree of lobster traps, ornamented with buoys painted by local children, organized by Cape Ann Art Haven. Don't miss the Lobster Trap Menorah and the Lobster Trap Lighthouse in downtown Gloucester, as well!

The Lobster Trap Tree Lighting is just one of the many special holiday season events celebrated in Gloucester. For Ladies' Night (All Day) on December 7, and Men's Night (All Day) on December 14, downtown merchants offer deep discounts on goodies galore, host entertainment in their shops, or offer bites and sips from 10:00am-8:00pm. Grab your favorite shopping buddies, shop the sales, and soak up the holiday spirit! Other must-attend holiday events in Gloucester include the Holiday Parade, Tree Lighting, and the Middle Street Walk! Stay tuned for details [here](#).

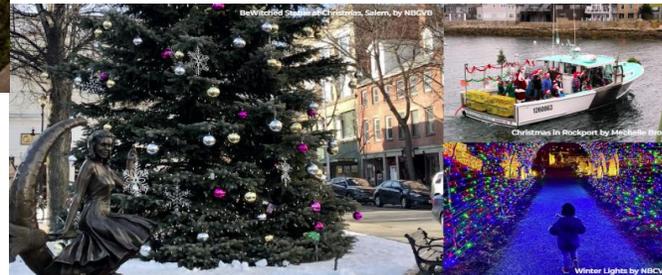


By [Sara Gagliardi](#) on November 17, 2023

As the days grow shorter and a crisp chill fills the air, there's a certain magic that descends upon the [North of Boston region](#). The area is already packed with classic New England seaside charm, and if you adorn it with holiday decorations and heartwarming merriment, you can't imagine a more idyllic setting. Whether you're a local looking for new experiences or a visitor seeking festive cheer, there are ample opportunities to get in the spirit of the season North of Boston.



Heartland Christmas Walk, courtesy of Heartland of Boston



Decorated Christmas trees, Salem, by NBC10

Christmas in Rockport by Michelle Brown

Winter Lights by NBCVI

changing landscape of huge outdoor modern and contemporary sculptures. There's a thriving arts community at Western Ave Studio & Lofts. Open Studios are held on the first Saturday of every month. Enjoy exhibits, demonstrations, shopping and refreshments. At the Discovery Museum, kids will have tons of educational fun. And if you're looking for lessons, go to the Groton Hill Music Center or take a ceramics workshop at Pottery Mill Clay Studio.



LOWELL FESTIVAL OF LIGHTS

This time-honored event kicks off the holiday season in grand style on Saturday, November 25, 2023. Fun, family-friendly activities abound for all ages, along with live music, lighting ceremonies and a parade highlighted by the arrival of Mr. and Mrs. Clause.

DINING AND LODGING

acclaimed food and offers all things lobster, including their iconic lobster roll. While in Essex, check out one of the many antique shops offering centuries-old wares and furniture.



Follow the [Essex Coastal Scenic Byway](#) up to Gloucester and take a walk along the working waterfront to see lobstermen pulling up traps or visit interactive exhibits at [Maritime Gloucester](#) to learn about Gloucester's fascinating seafaring history. For a luxurious experience, treat yourself to a romantic winter escape at the [Beaumont Hotel](#), close to the iconic [Gloucester Fishermen's Memorial](#). Cozy up to an outdoor firepit on your dock with a glass of wine and blanket and watch the sunset over the chilly Atlantic ocean. Don't miss the Beaumont's [Winter Wonderland Special Offer](#) combining a [Rockport Music](#) concert or event with a fabulous getaway!

For a whimsical experience, dine in a waterfront temperature-controlled [igloo](#) at Mile Marker One restaurant located at [Cape Ann's Marina Resort](#). If in town in January, head to the [Gloucester's So Salty](#) event to celebrate the city's notoriously salty culture with ice sculptures, live music and art activities for kids.



FEEL THE HISTORY, MEET THE AUTHORS

The American and Industrial Revolutions began right here! You'll feel it when visiting the [Lowell National Historical Park](#). It's a living testament to the industrial revolution, which transformed our largely rural country into an urban one. [The Booth Cotton Mills Museum](#) is the best place to learn more about Lowell's industrial past.

You can also bundle up and visit [Minute Man National Park](#), and travel the Old North Bridge where the "shot heard round the world" was fired. There are monuments to the brave men who fought for our freedom. Be sure to stop in at the Concord Museum where 16 new galleries dramatically present the events of that iconic day, April 19, 1775.

Greater Merrimack Valley is also the cradle of much of [America's great literature](#). It was home to Henry David Thoreau, Louisa May Alcott, Nathaniel Hawthorne, Ralph Waldo Emerson, and Jack Kerouac. Get inspired when you tour their homes and the grounds where they walked.





Courtesy of Cider 181 Inn

Courtesy of Freshie & Wedgie

Courtesy of Winesmiths of Essex

Indulge in an amazing selection of the freshest local seafood, mom & pop diners, and one of the most delightfully eclectic [foodie scenes](#) in New England! From lobster rolls to burgers, farm-fresh apple cider donuts to craft beers, North of Boston has something to satisfy every taste bud. Eat like a local and splurge on fresh off the boat seafood, then find a culturally authentic hole-in-the-wall eatery.

Head to Newburyport for their bustling craft beer scene, enjoy hors d'oeuvres harborside in Salem or Marblehead or watch the working waterfront from one of Gloucester's iconic restaurants. Grab a cocktail and freshly shucked oysters on the half shell, or feast on award-winning clam chowder and overflowing platters of fried seafood where the fried clam was invented! Indulge in steamers, corn on the cob and potatoes at a classic lobster bake, or munch on a tasty lobster roll (butter or mayo? Your choice!).



Courtesy of Element Hospitality Group



Concord, Old North Br

Be sure to stop in at the Concord Museum where 16 new galleries dramatically present the events of that iconic day, April 19, 1775. Stroll the streets here and in the surrounding towns and admire their many historic homes and buildings. Preservation efforts ensure these sites and landmarks are well-maintained and accessible.

If you can make it earlier, both Lexington and Concord celebrate their history with annual Patriots Day parades down their main streets on April 15. You can take in both! Concord's marches from 9-11 am, and Lexington's parade is 2-4 pm.

The Lowell National Historical Park shows the birthplace of the American Industrial Revolution. It's a living testament to the early transformation of our largely rural country into an urban one. The Boott Cotton Mills Museum is another excellent place to learn about Lowell's industrial past.



4

NEW YORK

Israel orders evacuations as it w



NORTH OF BOSTON CONVENTION AND VISITORS BUREAU | SPONSORED

Celebrate the Holidays North of Boston A Winter Wonderland Adventure

NBC NEWS

'Deafening silence': Israel and activists accuse U.N. of slow resp



SPONSORED / NORTH OF BOSTON CONVENTION AND VISITORS BUREAU

Discover Gloucester's Glow: Culinary Delights, Holiday Lights on the Harbor, and Cape Ann's Coziest Corners

More From NBC News

Hearst Media Story Studio Results

Winter Holidays

North of Boston 935,519 impressions 2,933 engagements 3:31 minutes 23 clicks

Greater Merrimack Valley 914,398 impressions 2,833 engagements 3:42 minutes 14 clicks

Gloucester 936,277 impressions 2,986 engagements 2:53 minutes 46 clicks

Winter

North of Boston 884,171 impressions 3,130 engagements 3:14 minutes 29 clicks

Greater Merrimack Valley 971,979 impressions 2,832 engagements 6:21 minutes 6 clicks

Early Spring

North of Boston 707,482 impressions 2,840 engagements 3:17 minutes 12 clicks

Greater Merrimack Valley 733,729 impressions 2,878 engagements 3:39 minutes 13 clicks

Totals: 2.8 Million impressions 20,432 engagements 3:59 average minutes 143 clicks

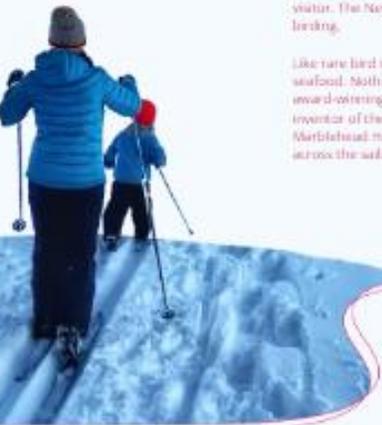
**We joined 6 other regions and the
Massachusetts Office of Travel and
Tourism for a collaborative effort to bring
awareness to MA ski and related winter
activities from December 15 - March 15**

SKI BRADFORD OFFERS BEGINNERS THE PERFECT HILL TO DISCOVER A NEW PASSION AND MORE ADVANCED SKIERS AND SNOWBOARDERS AN AREA TO HONE THEIR SKILLS

Nine lifts equal more turns on the slopes than time standing in line, and lesson packages allow novices to learn on a manageable budget. Après ski festivities are a snowfall throwaway in downtown Haverhill. Sample more than one dozen "brewery-born" ales and lagers at The Tap Brewing Co., then slide over to Barrio for spicy tastes.

Après ski should be called après outdoor recreation, given the abundance of cross-country skiing, snowshoeing, and ice skating possibilities. North of Boston, Appleton Farms in Ipswich is one of several sites of regional cross-country ski and snowshoe trails. The Snowy Owl Prowl provides great exercise hiking the dunes at Crane Beach while keeping eyes peeled for the rare white-feathered winter visitor. The Newburyport Ital Trail also provides an excellent track for hiking and biking.

Like rare bird sightings, North of Boston is famous for fishing boat-to-table seafood. Nothing warms the belly in the dead of winter like a steaming bowl of award-winning New England clam chowder from Woodman's of Essex, the inventor of the fried clam. Settle into the Landing restaurant overlooking Marblehead harbor andighthouse, an ideal perch to watch the wind blow across the sailboat masts.



THE UNHURRIED LIFESTYLE COMES NATURALLY WHEN YOU'RE NORTH OF BOSTON.

Lynnfield's rink at Market Street rents skates, making planning a family outing or perhaps a first date under the twinkling lights easy. Seaside Park in Marblehead offers another traditional family pastime, the sledding hill.

Not every family activity requires a winter jacket, mittens, and a toque. The North Shore Children's Museum features 15 thematic entertainment exhibits for the two- to eight-year-old set. Peabody also hosts the Game for older kids, featuring arcade games, laser tag, and a ropes course. Mom and Dad can turn their parental duties into a date escape at the kitchen and full bar here.

Intending entertainment awaits everyone in Salem, home to Salem's So Sweet, a chocolate and ice sculpture festival in February. The Salem Witch Trials are front and center at the Salem Witch Museum. Real Peaches Salem covers another period of local infamy.



SHARE YOUR ADVENTURES USING #SKIMASS

EXPLORE THE SKI AREAS



SKI BRADFORD	248'	Vertical drop
	48	Skiable acres
	15	Runs
	9	Lifts

Results
Impressions: 1,001,001
Clicks: 3,105
CTR: .31%

EASTERN MASSACHUSETTS

Greater Merrimack Valley

HOVER OVER MOUNTAIN TO EXPLORE

3 HOURS, 25 MINUTES FROM NEW YORK CITY	2 HOURS, 37 MINUTES FROM ALBANY	1 HOUR, 30 MINUTES FROM BARTFORD	1 HOUR, 15 MINUTES FROM PROVIDENCE	4 HOURS, 45 MINUTES FROM BOSTON
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LEARN MORE

GREATER MERRIMACK VALLEY
Weekly Weather

75°F
low clouds

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
75°F 46°F	81°F 50°F	82°F 48°F	81°F 57°F	77°F 55°F	79°F 52°F	72°F



SLEDDING, SNOWSHOEING, SKIING, AND SNOWMOBILING...

Louisa May Alcott, Nathaniel Hawthorne, and Ralph Waldo Emerson each wrote beautifully about the winter season. It makes sense: they were all inspired by living in the Greater Merrimack Valley. The region, best known for its role in the American and Industrial Revolution, continues to paint postcard winter experiences for visitors inside its many museums and outside at Nashoba Valley. Located just 25 miles from Boston, Nashoba Valley is open seven nights a week with a fully lit terrain. The full-service ski area also features 100 percent snowmaking capability. The resort is

Explore Ski Areas



NASHOBA VALLEY SKI AREA

VERTICAL DROP

240'

SKIABLE ACRES

59

RUNS

17

LIFTS

9

Results

Impressions:
1,001,001

Clicks 4,382

CTR: .44%

Expedia

Our goal was to put heads in beds – to inspire new travel between the months of January – April. We developed compelling ads and landing pages that resulted in a terrific return on investment (ROI).



Sponsored content by North of Boston



North of Boston is calling

With its rolling surf and historic turf, the region is ready to welcome you with bountiful outdoor activities, arts and culture, shopping, dining, and more. Learn about pioneers and pirates, see whales and witches, and scout out murals and museums. This destination is a short trip north from Boston and stretches to the New Hampshire border. Discover tales of the past and make your own memories to cherish. Plan a relaxing getaway today.



Food and drink



Hotels

Whether you are staying



Visitor activities



Cities and towns

GET Toasty

Scenic New England Towns
Cozy Inns and B&Bs
Scrumptious Local Cuisine

PLAN YOUR GETAWAY

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NORTH of BOSTON
Convention & Visitors Bureau

photo: Addison Choate

GET Cozy

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Convention & Visitors Bureau

PLAN YOUR GETAWAY

GET Artsy

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NORTH of BOSTON
Convention & Visitors Bureau

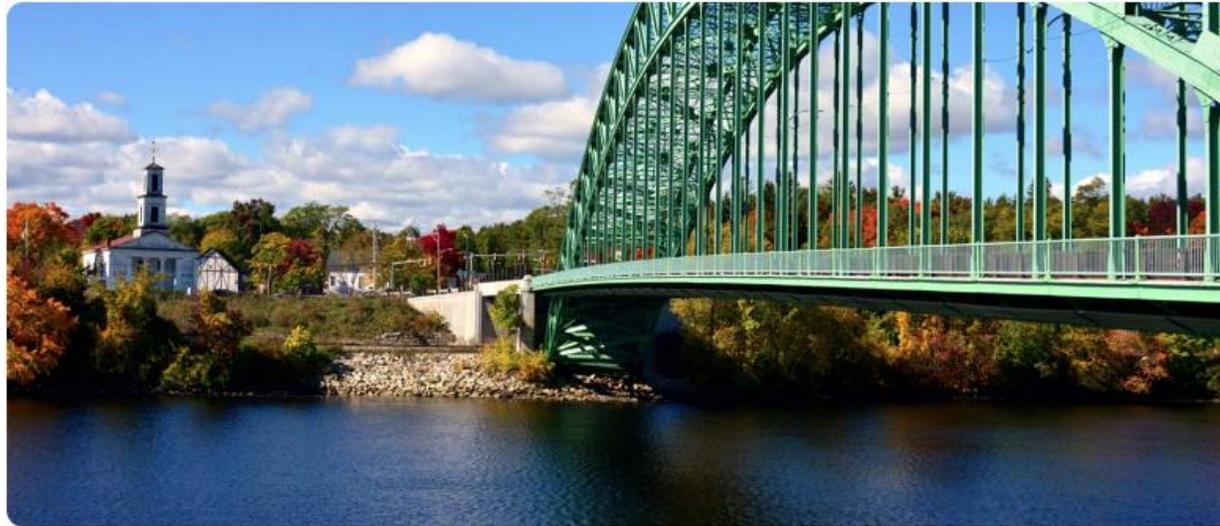
PLAN YOUR GETAWAY

action awaits

In Greater Merrimack Valley



Discover
adventure
indoors
and out



Sponsored content by Greater Merrimack Valley



Visit the Merrimack Valley

Just a half-hour drive to the north and west of Boston lies the Greater Merrimack Valley. The valley has a beauty all its own. The changing seasons add to the vibrancy of the region and with these changes come unmistakable attractions—skiing, biking, fishing, canoeing, white water rafting, strawberry picking, hayrides, and concerts under the stars. There is an undeniable spirit in the Greater Merrimack Valley. Each of our 21 cities and towns has its unique charm. That's why your getaway in the Merrimack Valley can be tailor-made—whether you're looking for comfortable and cozy, vibrant and active, or fun and educational. Whatever kind of getaway you're looking for, adventure awaits you here.



Activities



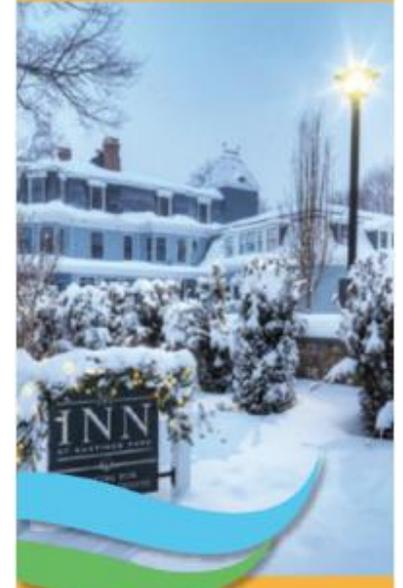
Food and drink



History

comfort awaits

In Greater Merrimack Valley



Discover
boutique inns to
large full-service
hotels



Expedia Campaign Results January 2 – April 30, 2024

**Campaign Spend \$59,100 Impressions 2.9M Room
Nights Sold 5,900 Gross Bookings \$1,279.6M**

North of Boston CVB Spend \$29,400

Impressions 1.4M Clicks 2.0K CTR .14% Room Nights Sold 3.8K Gross Bookings
\$886,100

ROI: 29.4%

Greater Merrimack Valley Spend \$ 29,700

Impressions 1.5M Clicks 1.1K CTR .08% CTR Room Nights Sold 2.1K Gross
Bookings \$393,500

ROI: 13.2%

Get To Know

Sperling Interactive Digital Campaigns

Fun, impactful and engaging video and digital ads, a landing page and content development, ads for search (intent) and display (building brand awareness) and social media ads allowed us to engage and inspire thousands of new travelers, providing great exposure, and driving visitation.

Get Campaign Landing Page

gettoknownob.com

Users

125,443

Pageviews

145,978

GET TO KNOW Greater Merrimack Valley & THE North of Boston REGION

Discover all there is to see and do in our quintessential New England corner, where year-round discovery awaits. Below is a handpicked selection of top spots for dining, shopping, activities and accommodations. Dive in and experience a lively array of attractions across the Greater Merrimack Valley and North of Boston area.

ACCOMMODATIONS THINGS TO DO DINING SHOPPING EVENTS EXPLORE MORE

Accommodations

Find the perfect place for your stay, whether you're seeking a family retreat, romantic getaway, or solitary escape.

SELECT A DESTINATION

GET *Quaint*

Concord's Colonial Inn
Concord, MA

GET *Salty*

GET *Snowy*

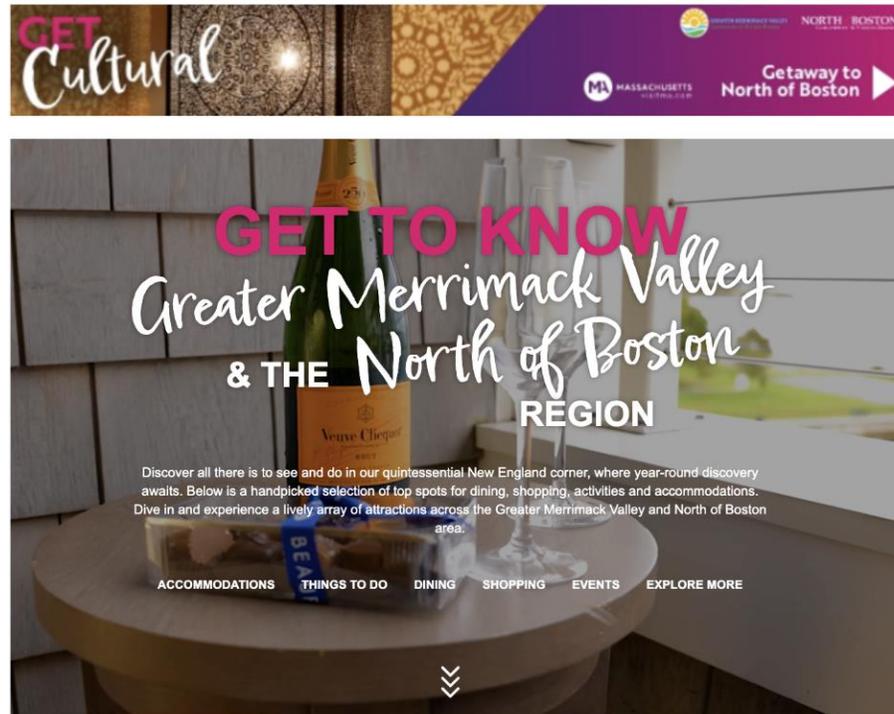
GET *Collecting*

Get Campaign Video Ads



Views	50% Completion	75% Completion	100% Completion
2,071,276	84.77%	77.77%	73.92%

Get Campaign Display Ads



Get Campaign Display Ads

Impressions	Clicks	Click Through Rate
1,289,634	32,336	2.50%

Looking for Average of .1% - .35%

Get Campaign Search Ads

Impressions	Clicks	Click Through Rate
329,656	44,827	13.6%

Looking for Average of 1% - 1.5%

Get Campaign Discovery Ads

Impressions	Clicks	Click Through Rate
1,598,884	36,643	2.29%

Looking for Average of .5% - .75%

Get Campaign Meta Ads

Users	Impressions	Clicks	CTR
1,060,427	2,517,716	95,420	3.79%

Looking for Average of .5% - .75%

Get Campaign Meta Video Ads

Views	50% Completion	75% Completion	100% Completion
319,007	66,640	46,440	37,993

Overall Website Traffic

North of Boston

Users (2020) - 59,166
Users (2024) - 119,201
Change - +101.46%

Sessions (2020) - 68,058
Sessions (2024) - 134,581
Change - +97.74%

Pageviews (2020) - 121,287
Pageviews (2024) - 233,675
Change - +92.66%

Greater Merrimack Valley

Users (2020) - 12,590
Users (2024) - 84,965
Change - +574.86%

Sessions (2020) - 13,984
Sessions (2024) - 106,044
Change - +658.32%

Pageviews (2020) - 27,614
Pageviews (2024) - 169,169
Change - +512.62%

NOB & GMV & Get To Know

Users (2020) - 71,756
Users (2024) - 329,553
Change - +359.26%

Sessions (2020) - 82,042
Sessions (2024) - 370,833
Change - + 352%

Pageviews (2020) - 148,901
Pageviews (2024) - 548,688
Change - +268.49%

Meetings & Group Tour

Attending trade shows allows us to develop and strengthen relationships with tour companies and meeting planners while educating them on lodging, dining, attractions and activities in our super region

Shows Attended

Smart Meetings Northeast - August 1-3, 2023

SYTA - Annual Conference - August 18-22, 2023

NorthStar Meetings Group - Destination East - October 10-12, 2023

NTA - Travel Exchange - November 12-15, 2023

OMCA Marketplace - December 11 - 14, 2023

Group Tour

- **Motorcoaches are a critical part of the MA economy**
 - 213,590 Motorcoaches visited MA in 2022
 - 84,136 Room Nights
 - \$1.40 Billion in Sales
- **Essex County is strong with room for growth**
 - 16,965 Motorcoaches visited Essex County in 2022
 - 4,047 Room Nights
 - \$17.64 Million in Sales

Corporate Meetings

- Latest 2024 Meetings Industry Pulse Survey reveals the meetings business is booming worldwide and Industry indicators are trending upwards.
- Attendees at events are on the rise.
- The value of Face-to-Face meetings has become more important to companies everywhere, but most of all in North America.
 - Networking & Education are driving demand
- Top Challenges
 - Higher than expected F&B
 - High Accommodation Rates
 - Additional Fees - i.e AV outsource vs inhouse
- Growth opportunity for North of Boston
 - Rates compared to Boston
 - Ease of Service
 - Sustainability

Measuring Overall Success: Heads in Beds

An STR report is a benchmarking tool that compares our region's hotels performance. For this report, we compared Occupancy rates, Average Daily Rate (ADR), Revenue Per Average Rate (RevPAR) and Room Revenue for the time period of November 2022 – April 2023 vs November 2023 – April 2024 as a measurement of success of all of our marketing programs.

In the 6 month period, the super region realized an average increase in occupancy of 6.8%, and the North of Boston specifically realized an average increase of 7.5%.

Super Region STR Results

November 2023 vs 2022 Super Region Occupancy +3.2% ADR +4.9% RevPAR +9.4% Room Rev +8.1%

North of Boston Occupancy + 3.6% ADR +5.8% RevPAR + 9.6% Room Rev 9.5%

Greater Merrimack Valley Occupancy +2.9% ADR +6.1% RevPAR + 9.2% Room Rev +56.9%

December 2023 vs 2022 Super Region Occupancy +4.2% ADR +5.9% RevPAR +10.3% Room Rev +9%

North of Boston Occupancy +3.7% ADR + 5.9% RevPAR + 9.8% Room Rev +9.7%

Greater Merrimack Valley Occupancy +4.6% ADR +5.9% RevPAR +10.8% Room Rev + 8.5%

January 2024 vs 2023 Super Region Occupancy +12.7% ADR +6% RevPAR +19.4% Room Rev 18%

North of Boston Occupancy +15.5% ADR + 5.8% RevPAR + 22.2% Room Rev +23.4%

Greater Merrimack Valley Occupancy + 10.2% ADR + 6.7% RevPAR + 17.5% Room Rev +13.9%

February 2024 vs 2023 Super Region Occupancy +2.1% ADR +3.3% RevPAR +5.4% Room Rev +4.2%

North of Boston Occupancy + 4% ADR + 4.4% RevPAR + 8.6% Room Rev + 9.6%

Greater Merrimack Valley Occupancy +.0% ADR + 2.8% RevPAR + 3% Room Rev + .2%

March 2024 vs 2023 Super Region Occupancy -.2% ADR +1.9% RevPAR +1.7% Room Rev +.05%

North of Boston Occupancy + 5.1% ADR + 1.1% RevPAR + 6.3% Room Rev +7.3%

Greater Merrimack Valley Occupancy -4.7% ADR +3% RevPAR - 1.8% Room Rev - 4.8%

April 2024 vs 2023 Super Region Occupancy +8.6% ADR +4.6% RevPAR + 13.6% Room Rev +11.8

North of Boston Occupancy +13.2% ADR + 2.4% RevPAR +16% Room Rev +14%

Greater Merrimack Valley Occupancy +4.5% ADR +6.8% RevPAR +11.6% Room Rev +9.9%

Summary

Nearly halfway through this grant period we are pleased to be inspiring new travelers to the super region during a historically soft time of year.

Investing in tourism marketing and promotion makes Massachusetts competitive with other states: Massachusetts is the 6th most popular state for domestic tourism and 10th for international travelers.

Investments like the TTSE grant allow us to deploy SMART marketing and promotion that positively impacts economic growth for the region and the Commonwealth. Through tourism, we support small businesses, the arts and cultural sectors, create and sustain jobs, and generate critical tax revenue that comes back to our local municipalities.