
2025

NORTH *of* BOSTON
Tourism Summit

Massachusetts Marketing Update

**Kate Fox, Executive Director
Massachusetts Office of Travel and Tourism**



Massachusetts Office of Travel & Tourism Update

North of Boston Tourism Summit January 24, 2025

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DOMESTIC MARKETING

- **MAde Possible**
- Trip Advisor
- Social Media
- Public Relations and Familiarization Tours
- VisitMA.com

MASSACHUSETTS 250

- 2024 – 2026
- Statewide commemorations and celebrations
- Domestic and international marketing strategy
- Massachusetts250.org

FILM

- Goal: Increase film projects in Massachusetts
- Promoting the Massachusetts Film Tax Credit
- Creating film location brochures

INTERNATIONAL MARKETING

- Primary markets: Canada, UK, Germany
- Discover New England
- Brand USA
- Travel agent training
- Digital campaigns

GRANTS

- Regional Tourism Councils (RTC)
- Travel & Tourism Season Extension (TTSE)
- Destination Development Capital (DDC) Grants
- MA250

SPORTS

- Large scale events like Army/Navy Game, FIFA World Cup, NCAA March Madness
- Small events that have statewide impact
- Developing a statewide strategy



Massachusetts Tourism Economic Impact 2023

\$ **23.6** billion domestic & international spending
5.3% increase versus CY2022

\$ **2.3** billion in state & local taxes generated from tourism

\$ **350** million local lodging tax collected

154,330 jobs supported

\$ **395** million state lodging tax collected

52.3 million hosted visitors
(international and domestic)

+ **60%** international visitors

+ **80%** international visitor spending

versus CY2022

\$ **6.2** billion wages, salaries, & proprietor income



North of Boston Tourism Economic Impact 2023

\$1.2 billion
direct visitor spend
up 4.1% over CY 2022

\$306 million
earnings and salaries
up 9% over CY 2022

\$28.5 million
local tax receipts
up 16.7% over CY 2022

10,174
people employed
up 4.2% in CY 2022

\$79.0 million
state tax collected
up 6.8% over CY 2022





MASSACHUSETTS 250

**MA
250**

**Our First 250 was
Revolutionary.**

massachusetts250.org

#OURFIRST250

The first woman to earn a Ph.D.

The first battle of the revolution

The first university

The first to recognize marriage equality

**MA
250**

Ingenuity has always felt at home in Massachusetts. It's always been a place where people and businesses can thrive. It began with our revolutionary spirit and continues with revolutionizing every aspect of life. From healthcare to higher education, we've always been the leaders in innovation and firsts. Be a part of what's next in Massachusetts.

#OURFIRST250
massachusetts250.org

The first chemotherapy treatment

The first basketball game

The first public park

The first jet airplane engine

**THE FIRST RIDE OF THE
AMERICAN REVOLUTION**

**MA
250
MA**

Revolutions start here.

► COME SEE WHAT'S NEXT

DOMESTIC MARKETING



MAde Possible



TripAdvisor



INTERNATIONAL MARKETING



Massachusetts ist ein Zentrum kultureller und kultureller Innovation, Museen, Theater, Galerien und Geschäfte schaffen ein vielfältiges Angebot, das Besucher aus aller Welt anlockt, die in Ort und Raum, die wir Ihnen bieten.

BILDUNG UND LITERATUR

Massachusetts ist seit langem Vorreiter der kulturellen Bildungswelt. Hier wurde die erste Public Library (1822) und die erste öffentliche Bibliothek in Amerika gegründet. Die Bibliothek ist ein Teil der 100 Colleges und Universitäten, die in der 1800er Jahre gegründet wurden. Die Bibliothek ist ein Teil der 100 Colleges und Universitäten, die in der 1800er Jahre gegründet wurden.

Damen und bringen die besten und stärksten Vorteile.

KUNST UND MUSEEN

Kunstliebhaber werden die MASS North Shore besuchen, wo sie sich in innovative Arbeiten genießen werden. In über 100 Museen werden Sie Kunstwerke von Paul Gauguin bis zu den neuesten Werken der zeitgenössischen Kunst sehen. Die Boston Museum of Fine Arts ist ein Muss für Kunstliebhaber. Die Boston Museum of Fine Arts ist ein Muss für Kunstliebhaber.

GREATER BOSTON & NORTH OF BOSTON



- Spezieren Sie auf dem Innovation Trail im Cambridge- und Boston- und besuchen Sie das Institute of Contemporary Art in Boston, das MIT, das MIT Museum und das MIT Media Lab.
- Erleben Sie die 300-Geschichte von View Boston, nehmen Sie an einer Live-Übertragung teil und besuchen Sie die verschiedenen Stadtebene.
- Erleben Sie historische Stätten wie den Freedom Trail, das Museum of African American History, die Boston Public Library, den Fenway Park und die John F. Kennedy Presidential Library & Museum.

- Begeben Sie sich bei einer Liberty Ride Tour in Lexington und einem Besuch im Concord Museum auf die Spuren der Amerikanischen Revolution.
- Erleben Sie historische Stätten im Western Pond State Reservation & Visitors Center, dem Site der Thomas Society und im Concord House, dem Wohnort von Louisa May Alcott.
- Genießen Sie zeitgenössische Kunst im deCordova Sculpture Park & Museum in Lincoln, dem größten unterirdischen Museum.

- Werfen Sie in den Western Avenue Studios mit über 350 Künstlerateliers einen Blick auf das historische Herz Lowell.
- Erleben Sie Lowell Industrielle Erbe im Lowell National Historic Park und im Boott Cotton Mills Museum, dort wird die Schusswunde der Stadt für die industrielle Revolution in den USA und deren technologische und soziale Errungenschaften gezeigt.

- Das Salem Witch Museum in Salem, das Hesterhead Museum und das Crane Estate at Cape Hill in Ipswich geben einen Einblick von historischen Geschichten, Wäldern und dem kulturellen Erbe.
- Erleben Sie entlang der Küste den Essex Coastal Science Center, das Fishermen's Memorial und das Essex Shipbuilding Museum.
- Genießen Sie zeitgenössische Kunst und Museen im Cape Ann Museum in Gloucester, im Peabody Essex Museum in Salem und in der Rocky Neck Art Gallery in Rockport.



DESTINATION DEVELOPMENT GRANTS

Destination Development Grants support projects that enhance tourism infrastructure, promote sustainable growth, and improve overall visitor experience.





MASSACHUSETTS FILM OFFICE



Learn more at mafilm.org



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North of Boston CVB Marketing Updates

Nancy Gardella

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 PLATFORMS

Website

4M +
Page Views

Facebook

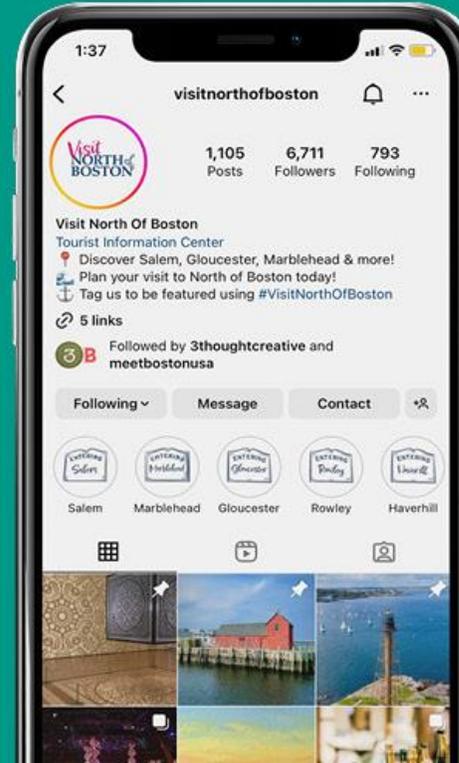
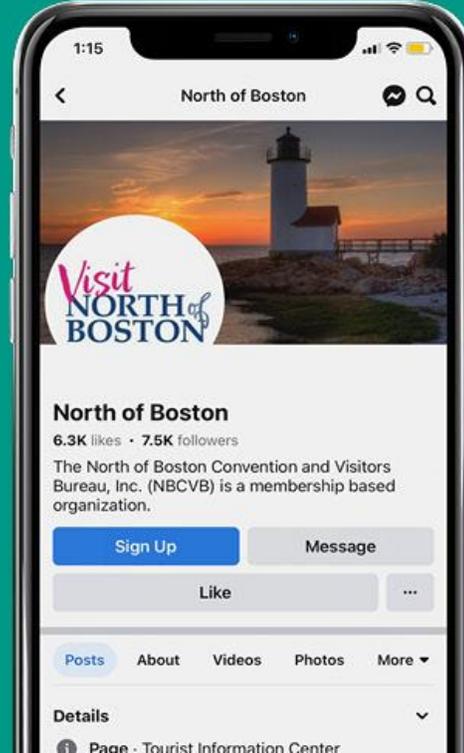
1.9M +
Annual Reach

Instagram

125.4K +
Annual Reach

Newsletter

68K + Recipients
34% Open Rate



Restaurant Amplification Program A Collaboration with Taste of Massachusetts

March – December 2024

Content was captured at 33 restaurants and locations, garnering the following results:

	TOTAL	AVERAGE PER VIDEO
Newsletter open rate	366,000	10,500
FB Photo Collage	1.3 Million	44,000
FB Posts 2 Reel	1.2 Million	33,000
Instagram Reel	1 Million	28,600
TikTok Video	1.7 Million	48,500
Google Reviews	670,000	24,000
LinkedIn	65,000	1,300
Total	6.3 Million	







Topsfield Fair

October 4, 2024

Newsletter Open Rate: 9,800

Facebook Photos Collage 221,753
Facebook Posts 2 Reel 11,900

Instagram Reel: 43,900

TikTok Video: 341,600

Google Review: 3,747

LinkedIN Photo/Video: 1,190/868

TOTALS: 634,758

Gloucester

1 Gloucester's Wharf Memorial 27 Museum Street, page 10

2 Gloucester's Wharf Memorial 27 Museum Street, page 10

3 St. Peter's Church 27 Church Street, page 10

4 Cape Ann Museum 27 Church Street, page 10

5 The Cut 27 New York Street, page 10

6 The Cut 27 New York Street, page 10

7 Cape Ann Coast Guard Station 27 Church Street, page 10

8 Schooner Thomas E. Lannon 27 Church Street, page 10

9 Gloucester Fishery 27 Church Street, page 10

10 Gloucester Fishery 27 Church Street, page 10

11 Gloucester Fishery 27 Church Street, page 10

12 Gloucester Fishery 27 Church Street, page 10

13 Gloucester Fishery 27 Church Street, page 10

14 Gloucester Fishery 27 Church Street, page 10

Visit NORTH of BOSTON

Salem, Gloucester, Newburyport & more

SET SAIL! On the Water Fun

Witches & Pirates - YAR!

ART & culture

HERITAGE & history

OCEAN/FARM TO TABLE

Nature Trails & OUTDOOR ESCAPES

NORTH of BOSTON
Convention & Visitors Bureau

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 delightfully eclectic food scenes in New England!

Tastes Worth a Drive

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

Did You Know?

THE PAPER HOUSE is a book by Sara Pennypacker. It's about a girl who lives in a house made of paper.

HOOCUS POCUS is a book by Lisa Thompson. It's about a girl who goes to a witch school.

HALF DOLLAR BAR is a book by Lisa Thompson. It's about a girl who goes to a witch school.

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 and Newburyport to the north, easily accessible to:

- Boston Logan International Airport
- Manchester-Boston Regional Airport
- Train service and departing Boston's North Station
- Ferry Service from Boston to Nahant (Spring - October)
- Continuing Ferry Service from Nahant to Gloucester and Ipswich for the 2022 season
- MRTA Commuter Rail and bus systems
- Coastal ship-departing from Nahant and Boston
- Rental Cars

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

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!

- Unique accommodations and heritage inns
- Best rates on hotel rooms
- Easily accessible by car, side streets, convenient rail and ferry
- 74 diverse cities and towns
- 45 Golf Courses
- 33 Light Houses
- 36 Beaches
- 200 miles of coastline
- Exclusive view-of-a-kind shopping
- Group-friendly attractions and dining
- Memorable meeting spaces

Truly unique venues

HOST AN EVENT TO REMEMBER

ENTERTAIN ON A SHIP

GRAND TO INTIMATE

3,000+ GUEST ROOMS

More venues listed online at northofboston.org

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.10

SCIENTIFIC
AMERICAN

The
Weather
Channel

BOSTON.COM

The
Guardian

AARP

TRIPBUZZ

martha
stewart

Newsweek

REAL SIMPLE

Better Homes
& Gardens

BUSINESS
INSIDER

INTERESTING
FACTS

FANDIMWIRE

Southern Living

Psychology Today

CBS NEWS

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We ♥ Group Tours

Visit NORTH of BOSTON northofboston.org

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WICKED See Worthy

PLAN YOUR NEXT GETAWAY AT NORTHOFBOSTON.ORG

Photo courtesy of Beauport Hotel, © Leila Mirisola

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NORTH of BOSTON

Make Memories NORTH of BOSTON

EVERY DETAIL FOR YOUR SPECIAL DAY!

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NORTH of BOSTON

Fall for NORTH of BOSTON

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Photo courtesy of Claver Hill Farm

PLAN YOUR GETAWAY

Winter Sparkles NORTH of BOSTON

MA 250

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© Sharon's Studio of Gloucester

Say I Do! NORTH of BOSTON

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Fall for NORTH of BOSTON

PLAN YOUR GETAWAY

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There's More to the Story than just the Tea Party...

MA 250 DISCOVER THE North of Boston REGION

photo © Bryan Ruocco

MA MASSACHUSETTS
visitma.com

GET TO KNOW THE REGION JUST North of Boston

Lexington, Concord, Salem, Gloucester

GetToKnowNOB.com

photo © Amanda Johnston

NORTH of BOSTON

ocean adventures
New England charm
cultural sites

WICKED See Worthy



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coastal escapes • eclectic dining • special events & culture
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REVOLUTIONARY HISTORY

ONE-OF-A-KIND EXPERIENCES

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exciting arts & culture
heritage & historic sites
natural beauty
scrumptious local food

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NORTH of BOSTON

© Marrero Events

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GET Merry

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Get to Know the Region
Just North of Boston ▶

Photo courtesy of
Cider Hill Farm



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visitma.com

GET Juicy

Get to Know the Region
Just North of Boston ▶



MA MASSACHUSETTS
visitma.com

GET Outdoors

Get to Know
the Region Just North of Boston ▶



GET Baked

MA MASSACHUSETTS
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GET Crackin'

Get to Know
the Region Just
North of Boston ▶



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GET Fresh

Get to Know
the Region Just
North of Boston ▶

Just NORTH of BOSTON

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



music and classic cars, the Christmas Stroll, and the Art Walk offering interactive artmaking, an art market, pop-up shops, and guided tours of public art.

Rockport Cultural District

Rockport has long been a beacon for artists and painters looking to capture its coastal beauty. So it's no surprise that its cultural district counts more than 40 galleries and studios. It's also home to one of the oldest active art associations in the country, the Rockport Art Association. Moreover, you'll find what is said to be the American building most often rendered in paintings: Motif Number 1, a charming red fishing shack bedecked with buoys.

Upon arriving, drop by one of the

area's many coffee shops for a cup of something warm and energizing. You'll need the jolt to explore all the shingled shops and galleries lining Boardman Neck, and for your time spent leisurely tracing the edges of Rockport Harbor. A lobster roll is a necessary addition to your itinerary, as is catching a concert at the Shulin Lin Performance Center, where an expansive wall of glass reveals a stunning seascape backdrop for performances.

Rocky Neck Cultural District

Begin your visit by admiring the centuries-old fisherman cottages bathed in sunlight. These singular spectacles of light and shadow have long attracted artists to Rocky Neck, a storied corner of the New England coast that's home to one of the oldest

continuously operating art colonies in the United States.

Make like a local artist and swing by the studios and galleries nestled into Smith Cove. Grab tickets to a show at Gloucester Stage Company or catch an open mic at the Gloucester Writers Center, then tuck into lunch on a restaurant patio overlooking the harbor.

Bedford Cultural District

Come December, you'll want to set aside time to stroll the Holiday Artisans Fair, where you can peruse works from more than two-dozen local artists, ranging from jewelry and stained glass to scarves, mittens, and crocheted animals. The fun goes on with an evening two-lighting ceremony in the picturesque town common. A special visitor from the North Pole has been known to make an appearance.

In warmer weather, you can take in the Imagine Community Art Walk stationed along Bedford's Narrow-Gauge Rail Trail. Once you're done ambling through the woods, there's an asphalt mural to admire on Mudge Way, as well as two mini art galleries.

Concord Center Cultural District

A new art installation has arrived in Monument Square, located at the heart of this idyllic New England townlet. *Freedom's Silhouettes* by Liz Heller invites viewers to consider Concord's role in the fight for civil liberties by looking into two former residents: Henry David Thoreau and Ellen Garrison. The artwork comprises two park benches facing one another, each with a silhouetted figure representing the celebrated abolitionists. The acrylic profiles are reflective from one side and transparent from the other, encouraging visitors to see themselves mirrored in these historical community members and to contemplate them as a lens through which to assess the present.

Bordered by lovely landscapes and buildings dating back as early as the 1700s, this district is also within walking distance of plenty of well-known landmarks, including the

Winter at the Farms

These agricultural destinations don't go dormant after harvest season, and neither should you.

BY MIKE URBAN

Spring, summer, and fall are busy times on the family-friendly farms just north of Boston. Believe it or not, there are bushels of fun to be had at several of these agricultural gems during wintertime, as well. In that quiet season between Thanksgiving and spring's awakening, these pastoral places are grateful to see visitors hungry for farm-fresh food and cold-weather fun.

Welcoming Barnyard

In Newbury, the 230 acres at Spencer-Peirce-Little Farm are home to one of the oldest stone houses in New England. The house and still-working farmland date back to the 1600s, and both are currently under the protective wing of nonprofit Historic New England. During winter months, the grounds are open for hiking and for visiting the rescue animals who roam the enclosed pasture next to the buildings. There's Roger the resident donkey, along with groups of sheep, goats, pigs, chickens, and other protected hardy critters. You're invited for hors d'oeuvres and refreshments at the Christmas at the Farm event, held in the farmhouse in mid-December. In mid-January, discarded Christmas trees are gathered from around town, stacked in the middle of an open field on the property, and safely set ablaze for a roasting bonfire gathering.

Wintry Mix of Activity

Appleton Farms straddles the border between Ipswich and Hamilton and offers all sorts of frosty magic on its 658 acres. Now under the care of the Trustees of Reservations, it's one of the oldest continuously operating farms in the country, and its Community Supported Agriculture (CSA) programs feed locals. Rolling greenlands, stone walls, plowed fields, and grazing pastures may be accessed via several miles of hiking trails groomed for cross-country skiers. Snowshoe rentals are also available. There's a bounteous store stocked year-round with organic vegetables and other victuals from the farm's fields and greenhouses and other nearby sources. During Barnyard

WORTHY WARES IN THE MILL CITY

Get your greens and other staples year-round at weekly indoor farmers' markets at 19 Hall Street in Lowell. The markets are run by **Mill City Grows**, a local nonprofit dedicated to improving health, economic independence, and sustainability within the community through increased access to locally grown food. Dates and hours for the winter markets may be found on the group's website, mcitygrows.org/mobile-markets.

Story Hour, held weekly on Tuesday mornings, kids get to hear a story and interact with goats, cows, and rabbits. Culinary workshops and dinners are held throughout the year for adults looking to sharpen their cooking skills. Smack-dab in the middle of residential Lexington sits this bucolic find, offering an easily accessed getaway from the daily grind, plus crisp produce no matter the season.

Walk Away from Suburbia

Lexington Community Farm is a true grassroots operation, sitting on town land and cherished by locals and visitors. Hiking trails traverse the property and circle the adjacent Arlington Reservoir for topflight birdwatching and other wildlife viewing. A geodesic dome is in the works to provide shelter for classes and other activities in all four seasons. There are goats and alpacas you can visit in their paddocks. And two large greenhouses supply the farmstand with abundant veggies throughout the winter.

Wonderland of Wildlife

Just off Route 117 in Lincoln is **Drumlin Farm**, an agrarian enterprise and sanctuary that's home to dozens of farm animals and rescued creatures, all living under the watchful eye of dedicated Maas Audubon staff. Park your car, grab a map of the grounds at the admissions building, and walk the winding trails to Bird Hill, the Poultry House, the Pig Barn, the Goat Shed, and the Farm Life Center, where all manner of species are on display, enjoying shelter from the winter winds. Kids delight in close-up encounters with those critters. There are also miles of hiking trails for those wishing to explore crop fields, forests, and ponds or get in some birdwatching.

Mike Urban is the author of six books on New England cuisine. He is a frequent contributor to *Yankee Magazine* and *NewEngland.com*.



The grounds of Spencer-Peirce-Little Farm are open to huddled-up winter adventurers.



Appleton Farms is famous for sourdough bread.



Sheep and other resident rescues are happy to see visitors at Drumlin Farm.



Get your kale fix at Lexington Community Farm.



6 Winter Photo ops

'Tis the season for stunning, snowy captures if you know where to go.

BY DAVE LONG

As I've photographed New England over the past 15 years, I've realized winter is my second-favorite time to shoot, mainly because it presents a stark contrast to the other three seasons with their profuse natural color. Focal points assume greater significance as foreground and background elements disappear. Scenes otherwise crowded with many layers and textures become minimalist, with very different light conditions bringing an entirely new look to every location.

With all these wonderful qualities, why don't we take more pictures in wintertime? The number one reason is: it's cold! Our bodies, our equipment, and our cars don't like it. Most of my recommended winter landscape locations require little exposure to the elements, so you and your camera will be much happier in all but the harshest conditions.

1. The Old North Bridge

While this is a popular spot and easy to find, you'll have it all to yourself in parka weather. A short walk from the parking lot at the neighboring **Old Manse** at 269 Monument Street in Concord will provide you with dazzling photo ops from both sides of the bridge. I prefer shooting west in the morning with the Minute Man statue poised in the background. You can't go wrong with any type of camera or lens.

2. The Millstream

The first mill complex in Chelmsford, established circa 1676, was rebuilt in the mid-1950s by the late Lloyd C. Greene Jr., who was fascinated with dams,



waterwheels, and mills. Open to the public at 99 Mill Road, there is a short, easy walking path around the holding pond, pump house, mill, waterfall, and stream. This site is best photographed late in the afternoon, when the sun shines on the barn-red mill buildings and waterfall.

3. Fort Pickering (Winter Island) Lighthouse

Fort Pickering Lighthouse was built in 1871 as part of a three-lighthouse system to divert ship traffic into Salem Harbor. With free parking in winter—steps away from the rocky shoreline—this is an enchanting location to shoot first thing in the morning, with a hostload of compositional prospects.

4. Plum Island

The North Shore's beautiful barrier island is just a 15-minute drive from downtown Newburyport. Whether you venture out on the hard-packed sand beaches or stick to the boardwalks of the Parker River National Wildlife Refuge, spectacular shots abound, from dunes to birds to pristine shoreline vistas. While the island is a popular place for people to catch a sunrise, cameras love its 360-degree views all day long.

5. Motif No. 1

Motif No. 1, the famous icon of Rockport, Massachusetts, was originally built in the 1890s to store

fishing supplies and daily catches. As Rockport gained notoriety as an artists' haven, painters flocked to the town to capture this eminently New England sight. In the nose-tipping months, parking spots are plentiful in town, and you can walk around and right up to the hoop-clad building. The late-afternoon and early-evening sky casts a distinctly wintery glow on the entire harbor.

6. First Harbor Christmas Tree Dory

The coastal-New England tradition of floating a small Christmas tree in a dory can be spied in Marblehead each December. Ample parking close to



ILLUSTRATION (TOP LEFT): The Old North Bridge in Concord has been rebuilt five times, but it's as lovely as ever. Snap a frosty photo of Fort Pickering Lighthouse. Capture the stark contrast of red mill buildings and winter snow in Chelmsford. A Christmas tree sits at a dory's stern in Marblehead each holiday season.



the harbor at this time of year makes it easy to approach and photograph the bough-laden boat just offshore. I lean toward isolating this wintery spruce with a telephoto lens, but you can experiment with capturing more of the surrounding waterfront. Best time? Sunset into blue hour, when the tree lights twinkle.

Professional landscape photographer and winter-photography enthusiast Dave Long has lived in New England for more than 30 years and currently resides on Cape Cod. He travels the region extensively, teaching workshops, giving presentations, and capturing images, which have appeared in calendars, on the VisitMA.com website, and in publications including *Outdoor Photographer*, *The Boston Globe*, *Newport Life*, *Cape Cod Magazine*, *Yankee Magazine*, and *Down East*. Find more winter-photography tips and his e-book *Winter Landscape Photography in New England* at davelongphoto.com.



Picture the Essex Coastal Scenic Byway in Rockport, where Matt McQuinn and a team of volunteers have marked the route with wooden posts.

5 Perfect Days

1. A STICK-SEASON SCENIC DRIVE

Meandering back roads and picturesque byways are great reminders that the journey itself can be the best destination.

Morning: Start your drive along the eastern shore of Walden Pond in Concord, where writer, philosopher, and naturalist Henry David Thoreau lived a transcendental “life in the woods.” From there, head north to get steeped in Revolutionary history and stand where the “shot heard round the world” was fired. Along the way, you’ll pass the Concord Battleground and The Old Manse before sighting the famous North Bridge and The Minute Man statue at Minute Man National Historical Park. Next, immerse yourself in the architecture of bygone days in the Bedford Historic District, where the majority of buildings along Great Road between Bacon and Concord Roads were erected in the 18th century or earlier. In 1775, the town’s minutemen gathered here at Pitch Tavern just hours before fighting in the Battles of Lexington and Concord.

Afternoon: Whether you scoot east on I-95 or set your GPS to avoid highways, make your way to Lynn. The 90-mile Essex Coastal Scenic Byway hugs the waterside through 34 cities and towns from here to Salisbury, winding past salt marshes, clam shacks, dramatic vistas, state parks, sleepy historic villages, and even a castle. Traveling the less-explored northern section is an off-the-beaten-path treat. Essex is an antique lover’s dream, teeming with storefront displays and vestiges of the town’s past as a captain of the nation’s shipbuilding industry. Ipswich is postcard perfect, boasting the most First Period (pre-1725) homes in the nation, which you can admire on a self-guided tour using the interactive map available on the Historic Ipswich website. When you reach Newburyport, drive out to Plum Island and perhaps hit the trails at the Parker River National Wildlife Refuge, a world-renowned birding hot spot. Look for snowy owls in the winter. Back in downtown Newburyport, shops, galleries, and eateries line the brick-covered streets, while Maudslayi State Park boasts 19th-century gardens, trails, Merrimack River views, and a welcome sign of verdure: one of the grandest naturally occurring thickets of mountain laurel in the state.

250th Anniversary of the American Revolution

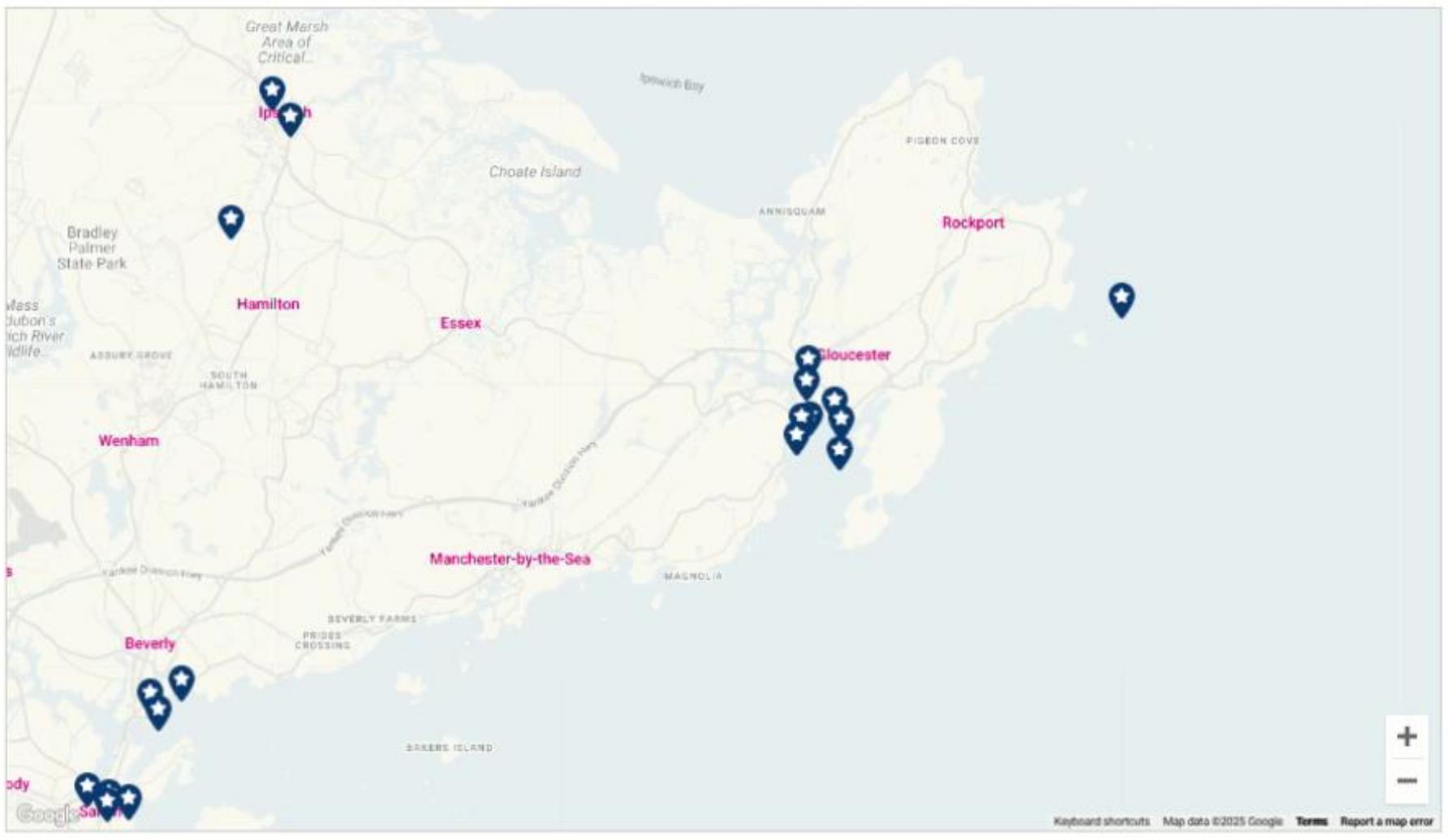


In two short years America will be commemorating the 250th anniversary of the American Revolution. But you don't have to wait two years to enjoy a region steeped in American history and heritage sites.

From the first blood spilled at Leslie's Point in Salem, to the opening shots at the Battles of Lexington and Concord, to John Glover and the Marblehead Men who ferried General Washington and his troops across the Delaware, the region just north of Boston offers bountiful exploration of the people, events and battles that shaped the formation of the United States.

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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

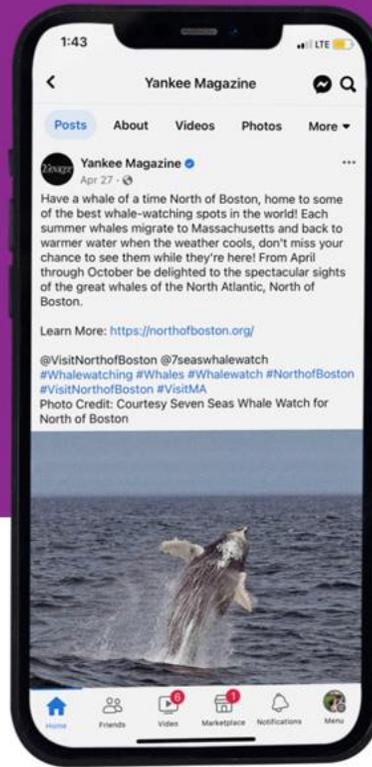
Google Discover: 1.9% CTR

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

Destinations East October 22-24, 2024
Smart Meetings October 28-29, 2024

**Ontario Motorcoach Association Marketplace
(OMCA) November 5-7, 2024**
**American Bus Association Marketplace
(ABA) February 3-6, 2025**

Travel Industry Events and International Shows

Brand USA Travel Week Oct 20-25, 2024

North of Boston Tourism Industry Awards Nov 14, 2024

North of Boston Tourism Summit Jan 24, 2025

MA Governor's Conference March 18-19, 2025

Discover New England Summit April 7-9, 2025

Brand USA's IPW June 15-18, 2025

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!



Brand USA Mega FAM
Italy & Switzerland



Brand USA Mega FAM
UK, Ireland & Italy



Discover New England
with 14 international tour operators

Sunday newspaper of the year
£4.50 - Only £2.70 to subscribers (based on a 7-day subscription)

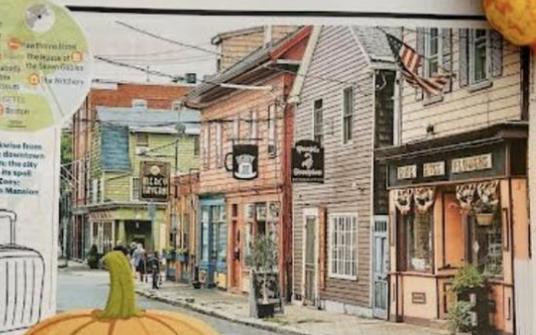
THE SUNDAY TIMES

Travel City breaks

With October, an exciting season of city breaks and packages of choice is upon us. From a weekend in the city to a week in the country, there's something for everyone. Here are our top picks for the month.



Clockwise from right: Devonshire House, the city centre in Bristol, the city centre in London, the city centre in Manchester, the city centre in Edinburgh, the city centre in Glasgow, the city centre in Cardiff, the city centre in Belfast.



48 HOURS IN... SALEM

America's historic east coast Witch City is a magical haunt any time of year, says Zoey Goto

Need to know

● Getting there and around
Virgin Atlantic flies directly from the UK to Boston in less than eight hours (virginatlantic.com). From Boston, the Newbury Room Backpacker takes 30 minutes and costs about £7 (newburyroom.com). Once you're in Salem, the city is easy to navigate on foot.

Visit responsibly

For a quiet moment, the time around Halloween is a busy one for a different, less crowded side of the supernatural, visit in August for the Salem Witch Festival (salemwitchfest.com). Get on your trip on an eight-night highlight and guided tour of Massachusetts' historic Salem, Boston, the Berkshires and Cape Cod from £1,495 (salemwitchfest.com).

Hit Bar

There's a lot to do in the city at the historic and modernist bars with a twist. Having mastered your wizard skills at The Adlum family location, return to the bar for a night

Where to stay

Historic Hotel
It's been a century since the landmark hotel, a member of the Historic Hotels of America, first swung open its grand doors. The name started in an episode of the cult 1930s TV show *Devilfish* and found a second life in 1994 when the hotel was renamed the Historic Hotel. For a truly great experience, stay in one of the 83 beautifully designed rooms. On the rooftop terrace, Steve Stern, Salem's mayor, hosted a breakfast with local business owners and guests. Bookings from £150. (historic-hotel.com)

Red & White Shop

This cool shop has been serving high-quality coffee since 1981, but it's not just about the coffee. It's about the community. The shop is a hub for local artists and musicians. Bookings from £15. (redandwhite.com)

The Red & White House

With its Victorian charm, the Red & White House is a perfect place to stay. The house is a beautiful example of Victorian architecture. Bookings from £150. (redandwhitehouse.com)

Visit responsibly

For a quiet moment, the time around Halloween is a busy one for a different, less crowded side of the supernatural, visit in August for the Salem Witch Festival (salemwitchfest.com). Get on your trip on an eight-night highlight and guided tour of Massachusetts' historic Salem, Boston, the Berkshires and Cape Cod from £1,495 (salemwitchfest.com).

Day Two

With a mix of old and new, the city is a perfect place to stay. The city is a beautiful example of historic architecture. Bookings from £150. (daytwo.com)

ailed

A House Office spokesman said "to make the safety of members of parliament, we will have to have a vote on the bill." The bill is expected to be passed in the next few days.

GIVE US ANSWERS



vera

OCTOBER 2024

Rehearsal
MEET SALEM'S LOVE WITCHES
Real encounter
SPEARING BARBADOS' PROBLEM FISH



Bloomin' lovely

Who we like Michael Sheen a bunch

The best of what's onboard



I PUT

Salem may be known for its witchy history,

but its current residents put a progressive spin on love magic

A SPELL

ON YOU

WORDS: ZOEY GOTO

Page of Swords

AS THE NIGHTS GET LONGER

and temperatures plummet, it can only mean one thing: the calling season is officially upon us. It's that most magical time of year, when singletons couple up for the duration of the winter months. Which begs the question - how to attract a lover before winter solstice?

Come along, my pretty, as we travel to Salem, Massachusetts, to ask its famous love witches for their amorous advice. Just a short broom ride from Boston, Salem found notoriety with the Witch Trials of 1692, when 19 people were accused of witchcraft and sentenced to death. These days, it's not without a certain irony that the historic New England city swarms with a new generation of proudly practicing witches, many of whom specialise in the ancient art of romance. From a Wiccan priestess who blesses unions across the gender and sexuality spectrum to a relationship clairvoyant favoured by celebrities, Witch City's love coven puts a modern twist on witchcraft. Here they share their best advice for creating cosmic connections.

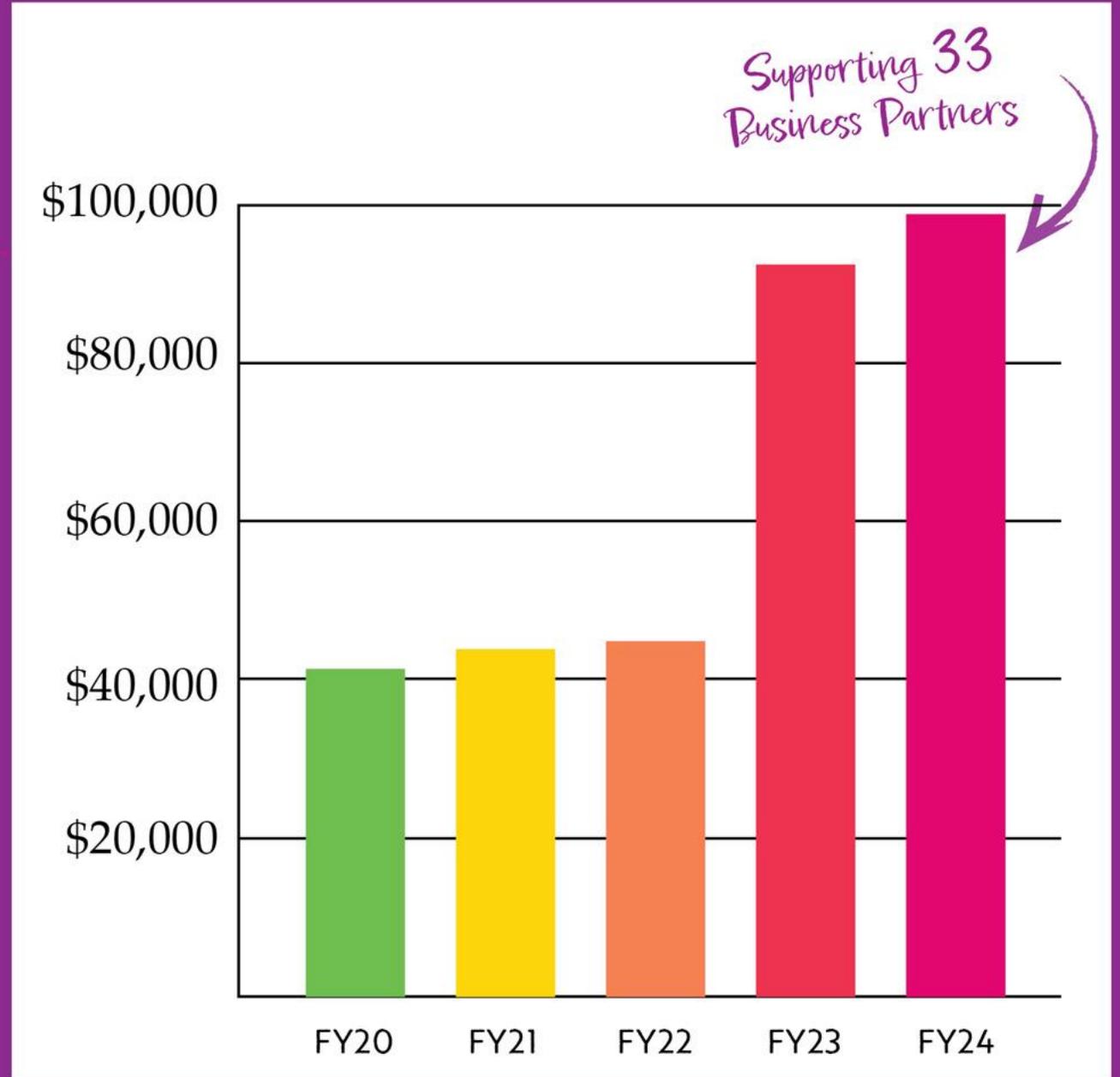
The Witch House, Salem, was owned by Judge Annemarie Lincoln, who presided at the Witch Trials, and from a museum



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.

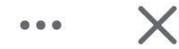
Members are eligible to apply for Tourism Marketing Grants to bolster their tourism marketing programs.





Discover Gloucester

Sponsored · 🌐



Looking for the perfect winter destination... See more



Marblehead Museum

Just now · 🌐

An updated self-guided walking tour of historic Marblehead is available at the Museum, 170 Washington Street, and online at <https://marbleheadmuseum.org/wp-content/uploads/2024/11/B9.13.24-2024-11x17-Mhd-walking-tour-map-for-MMus-w-NoBMoTT.pdf>

Thanks to [North of Boston](#) for supporting this project. [#VisitNorthofBoston](#) and [#VisitMA](#)



COZY UP TO THE COAST
in Gloucester, Massachusetts

DISCOVER Gloucester MA MASSACHUSETTS visitma.com Visit NORTH of BOSTON

Funded, in part, by the Massachusetts Office of Travel & Tourism.

discovergloucester.com

Plan Your Visit

Learn more

CIDER HILL FARM
AWARD-WINNING CIDER DONUTS
MADE DAILY IN HISTORIC AMESBURY, MA

CIDER HILL FARM
MASSACHUSETTS
visitma.com
Visit NORTH of BOSTON



Olde Ipswich Tours

Published by Jean Moss

October 11

Looking to experience autumn in New England? Join us for a gourmet travel adventure packed with delicious food, stunning foliage, and plenty of fun!

<https://ipswichitours.com/.../autumn-in-new-englands-villages>

#VisitNorthofBoston #VisitMA

COME EXPLORE WITH US!

AUTUMN IN NEW ENGLAND THIS FALL!

A GOURMET TRAVEL EXPERIENCE

Olde Ipswich Tours
Small Group Gourmet Travel

Visit NORTH of BOSTON
northofboston.org

MA MASSACHUSETTS
visitma.com

Funded, in part, by the Massachusetts Office of Travel & Tourism.

COZY UP TO THE COAST
in Gloucester, MA

LOBSTER TRAP TREE

DISCOVER Gloucester

Visit NORTH of BOSTON

MA MASSACHUSETTS
visitma.com

Funded, in part, by the Massachusetts Office of Travel and Tourism.

OPEN DAILY · AMESBURY, MA

CIDER HILL FARM
CHRISTMAS TREE STAND & FARM STORE

Visit NORTH of BOSTON
northofboston.org

MA MASSACHUSETTS
visitma.com

LOOKING FORWARD

Invest **\$553,725+**

In Digital Advertising in key markets

Invest **\$88,000+**

In key international markets

Award **\$100,000+**

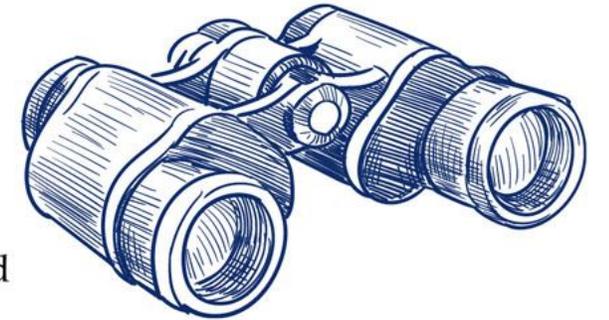
In Tourism Marketing Grants

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

North of Boston CVB Digital Updates

Mike Sperling
Sperling Interactive

North of Boston 2024 Year in Review

MA250

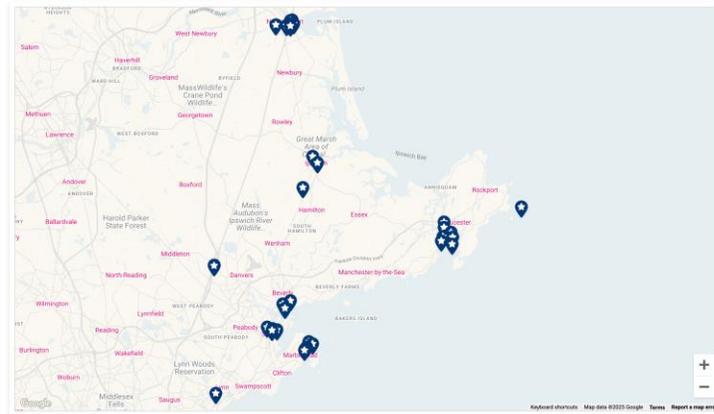
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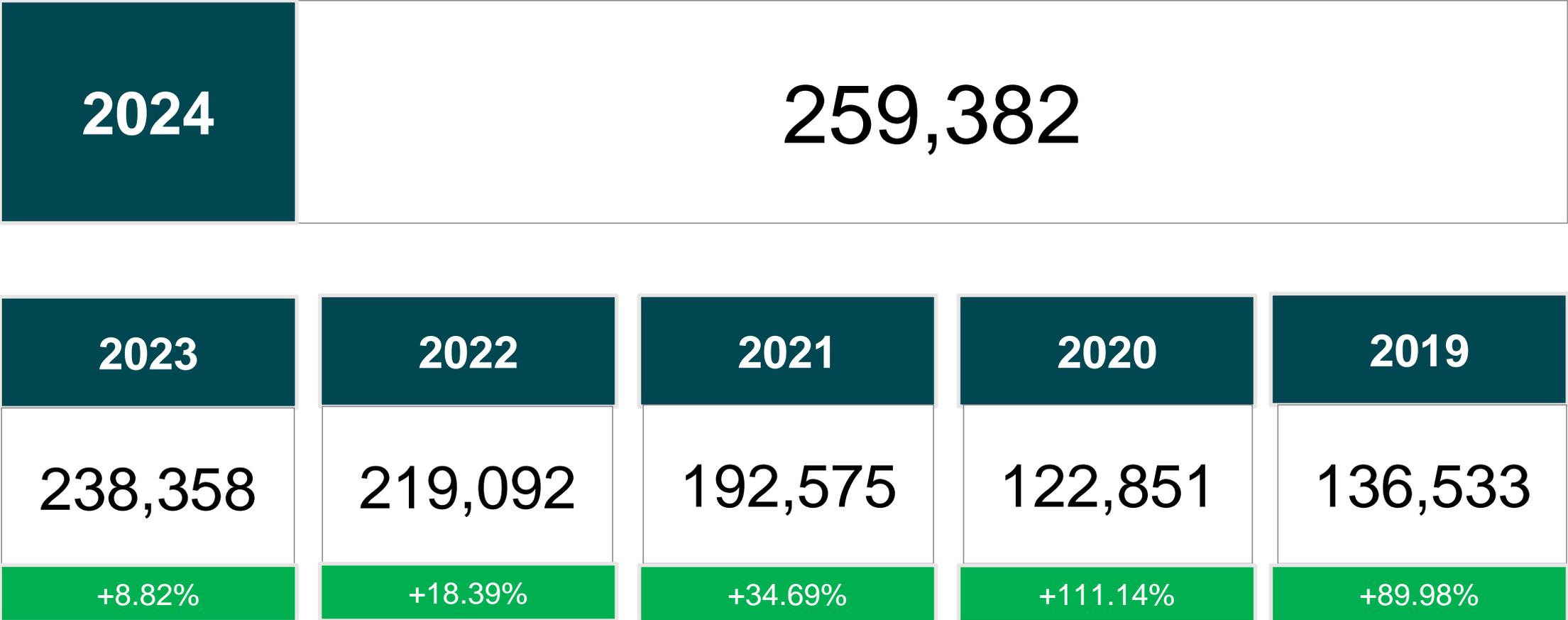
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2024 Website Statistics

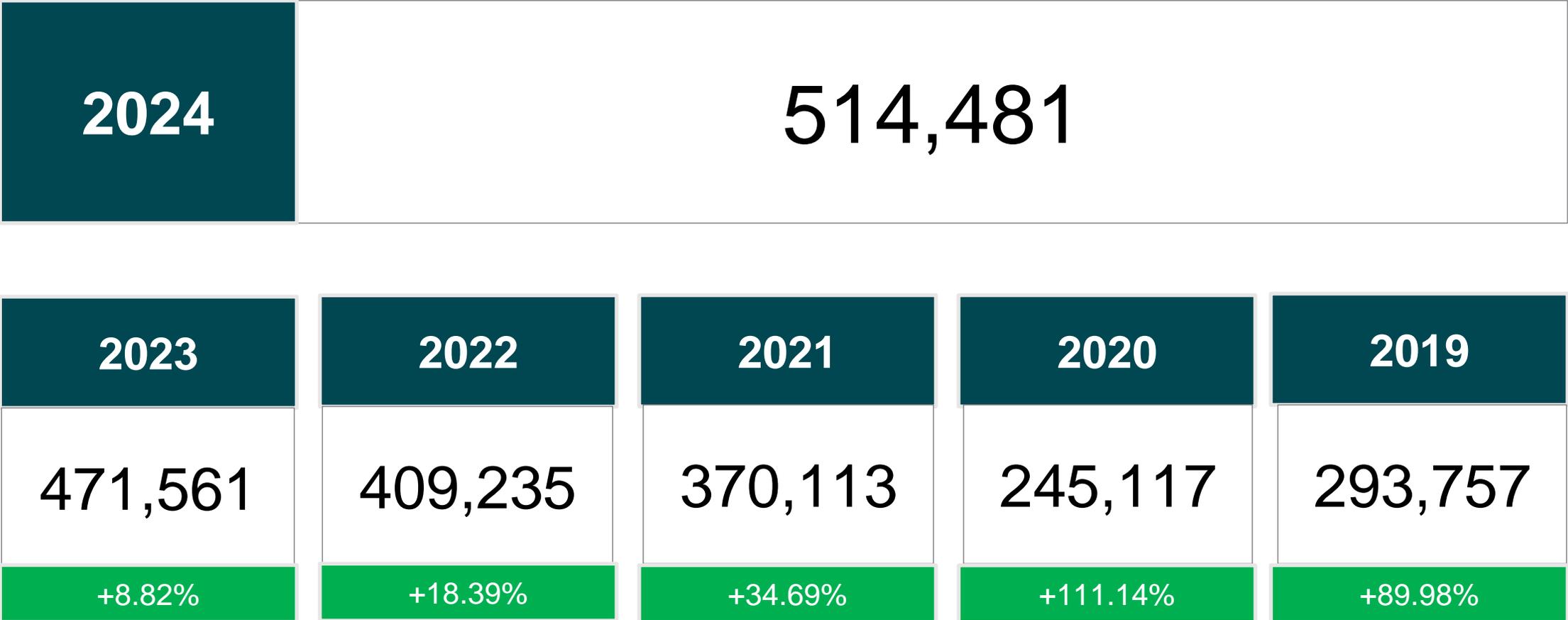
Website Users



Website Session Sources

Organic Search	Paid Search	Direct	Referral	Paid Social
139,424	38,666	33,696	26,585	17,850
Cross Network	Display	Email	Organic Social	
17,266	13,274	2,266	1,199	

Website Pageviews



Website Visits by Location Domestic

1. Massachusetts
2. New York
3. Connecticut
4. Florida
5. New Hampshire
6. Virginia
7. Georgia
8. Ohio
9. Pennsylvania
10. North Carolina

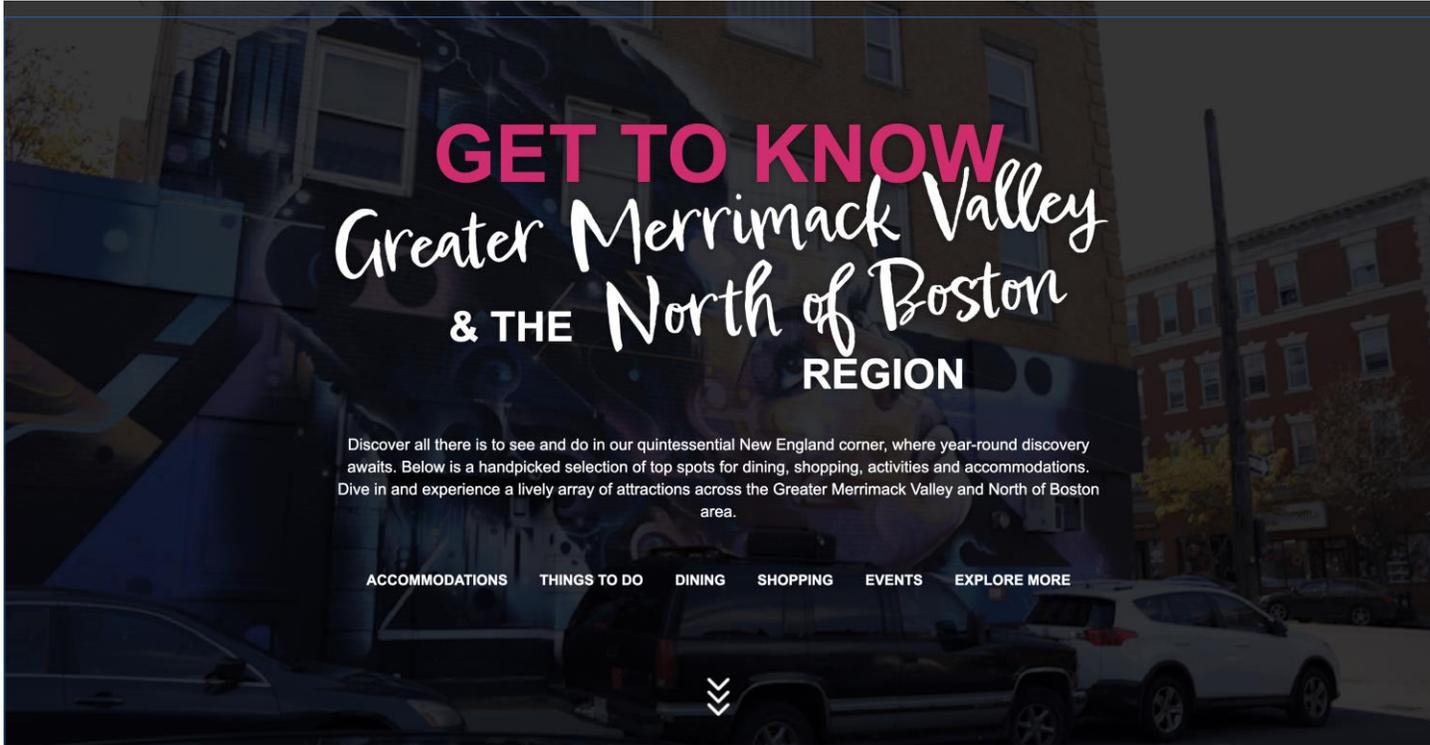
Website Visits by Location International

1. Canada
2. United Kingdom
3. India
4. Germany
5. Ireland
6. Hong Kong
7. China
8. France
9. Brazil
10. Japan

TTSE Get Campaign

The North of Boston Region was awarded a \$1,000,000 Travel and Tourism Season Extension grant to promote the region from November until April from 2023 through 2025. The region is defined as North of Boston and the Merrimack Valley.

Get Campaign Landing Page



Users
244,335

Accommodations

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

SELECT A DESTINATION 

GET Quint



Concord's Colonial Inn
Concord, MA

Get Campaign Video Ads

Views	50% Completion	75% Completion	100% Completion
5,219,911	83.25%	75.43%	71.47%

Get Campaign Search Ads

Impressions	Clicks	Click Through Rate
538,781	66,266	12.3%

Looking for Average of 1% - 1.5%

Get Campaign Display Ads

Impressions	Clicks	Click Through Rate
6,594,557	128,921	1.96%

Looking for Average of .1% - .35%

Get Campaign Demand Gen Ads

Impressions	Clicks	Click Through Rate
5,966,499	136,884	2.29%

Looking for Average of .1% - .35%

Get Campaign Meta Ads

Impressions	Clicks	Click Through Rate
2,323,190	39,370	1.70%

Looking for Average of .1% - .35%

Morning Plenary Session

Leveraging Cultural Districts and the Creative Economy to Put Heads in Beds Year-Round

Panelists:

Elizabeth Carey, CEO of the Rocky Neck Art Colony and Cultural District

Carolyn Cole, Special Projects Manager for Advancement, Mass Cultural Council

Erin Padilla, Executive Director of Creative Haverhill and Riverwalk Cultural District

LaCrecia Thomson, Arts & Culture Planner, City of Lynn and Lynn Cultural District

Erin Truex, Executive Director of Beverly Main Streets and Arts Beverly

Massachusetts 250 Updates

**Sheila Green, MA250 Coordinator
Massachusetts Office of Travel & Tourism**

Essex County 250 Updates

**Ryan Conary, Program and Event Manager
Essex Heritage**

**Massachusetts Office of Travel & Tourism
North of Boston
Annual Tourism Summit
January 24, 2025**



Kate Fox, Executive Director
kate.fox@mass.gov

Sheila Green, MA250
Sheila.green@mass.gov



MAURA T. HEALEY
GOVERNOR

KIM DRISCOLL
LIEUTENANT GOVERNOR

YVONNE HAO
SECRETARY OF ECONOMIC
DEVELOPMENT



MASSACHUSETTS 250 GOALS REVIEW

- ★ **Use the Semiquincentennial of the American Revolution to promote Massachusetts as an exceptional place to live, work, and visit**
- ★ **Commemorate the history of the American Revolution in Massachusetts** through partnerships with non-profits, communities, historic sites, museums, National Parks, and state parks
- ★ **Celebrate the amazing future in Massachusetts** – a future built on 250 years of innovation and independent thinking
- ★ **Share untold stories**, and use Massachusetts 250 as an opportunity to reframe the telling of our history
- ★ **Statewide engagement** with public and private partners and residents
- ★ **MA250 FY26 Grants** to be announced in 2025.



MUSEUMS 250

- ★ **Target Participants:** Massachusetts Museums
- ★ **Objective:** Establish Massachusetts museums as key destinations for commemorating the 250th anniversary of the American Revolution by showcasing Revolutionary-era items, stories, and programs through a unified marketing campaign.
- ★ **Detail:** This initiative provides a comprehensive promotional framework for museums, encouraging collaboration and amplifying shared narratives to engage visitors and enhance the commemoration.
- ★ **How to Get Involved:** Please submit your unique experiences and promotions for inclusion in our website calendar, social media, consumer newsletters, and media promotion efforts.



REVOLUTIONARY WEEKENDS

- ★ **Target Participants:** Hospitality and Tourism Partners
- ★ **Objective:** Encourage and inspire fun and engaging celebrations of Massachusetts' 250th anniversary.
- ★ **Detail:** These events aim to engage residents and visitors in various fun and educational experiences (e.g., themed dinners and drink menus, guided tours, workshops, community celebrations, and more.)
- ★ **How to Get Involved:** Please submit your unique experiences and promotions for inclusion in our website calendar, social media, consumer newsletters, and media promotion efforts.



LUNCH & LEARNS

- ★ **Target Audience:** Stakeholders, Tourism Industry Partners
- ★ **Objective:** Generate excitement, support, and engagement for the Massachusetts 250 commemoration and programming.
- ★ **Detail:** Topical, virtual information sessions featuring 30-minute speaker presentations (e.g., scalable celebrations, celebrating collections, restaurant participation), followed by 15 minutes of Q&A.
- ★ **How to Get Involved:** Nominate a speaker and help spread the word.



PROGRAMMING SAMPLES

- ★ **250 Talks** will feature thought leaders and innovators commemorating the past and exploring what's next in 2025
- ★ A new exhibit on democracy & science at the **Museum of Science**
- ★ **The MFA** is embracing Museums 250 in 2025 and will be announcing a new America's Revolution in 2026.
- ★ **Bunker Hill Reenactment** in June 2025 in the Gloucester impacting the Essex National Heritage Area
- ★ **Knox Trail Reenactment** from Great Barrington to Boston in January – March 2026
- ★ **National Park Service** trails and programming in the 10 parks that feature Revolutionary history across Massachusetts



CORPORATE MATCHMAKING

Our **Corporate Sponsorship Matchmaking Program** connect attractions, museums, nonprofits, and tourism partners with companies eager to support Massachusetts 250 programming and storytelling.

By sharing your sponsorship needs, we'll work to match you with potential corporate partners that align with your goals.

Our goal is to provide corporations with funding needs for consideration. We cannot guarantee funding.





MASSACHUSETTS250.ORG

SUBMIT YOUR ATTRACTION & EVENTS

Events:

Massachusetts250.org/events/

Attractions:

Massachusetts250.org/attractions/



MASSACHUSETTS250.ORG

TO GET INVOLVED IN PROGRAMMING:

Sheila Green

Coordinator, Massachusetts 250

sheila.green@mass.gov

MA
250

MASSACHUSETTS250.ORG

THANK YOU!





Essex Heritage



ESSEX NATIONAL
HERITAGE AREA

Essex County in the American Revolution

- General Gage moves government from Boston to Salem - early summer 1774
- First MA Provincial Congress met in Salem - Oct 7, 1774
- Early confrontation: Leslie's Retreat - Feb 26, 1775
- Battle of Lexington & Concord - April 19, 1775
- Battle of Bunker Hill - June 17, 1775



ESSEX NATIONAL
HERITAGE AREA

Essex County Revolution 250



- Massachusetts Revolution 250
- MA 250
- America 250
- Local Partner Organizations



ESSEX NATIONAL
HERITAGE AREA

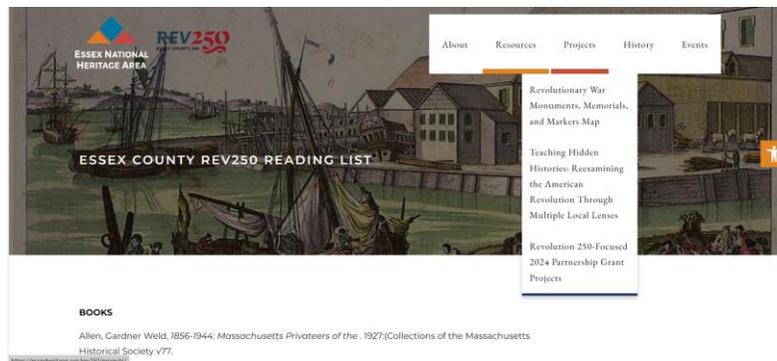
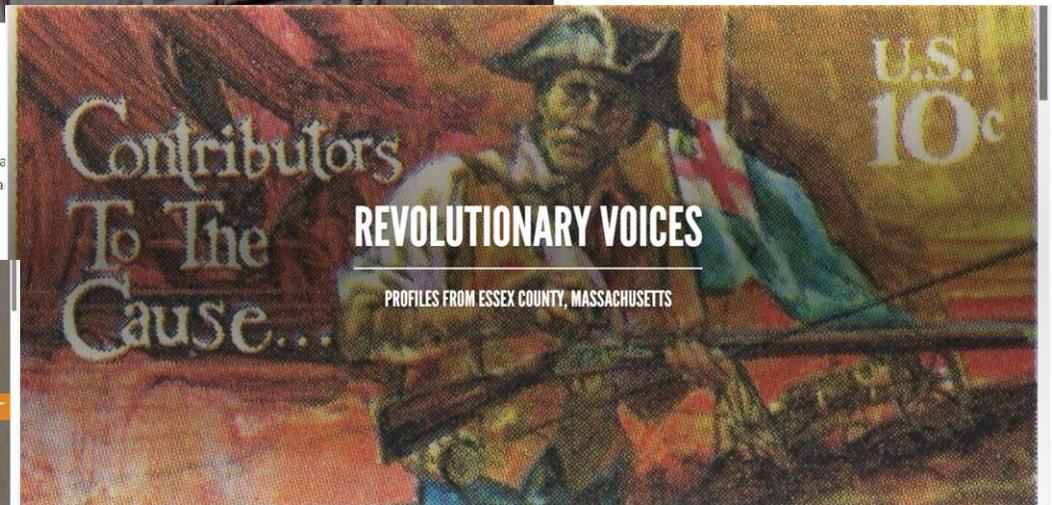
EssexHeritage.org/Rev250



- Resources
- Projects
- History
- Events



"Repulse of Leslie at Old North Bridge" Lewis Jesse Bridgman (LOC)



**ESSEX NATIONAL
HERITAGE AREA**

Reassessing the American Revolution



- “Re-Examining the American Revolution Through Multiple Local Lenses”
 - Black (free and enslaved)
 - Women
 - Indigenous
- *Who won freedom? Who gained liberty?*

Printing of Declaration of Independence with runaway enslaved person ad 1776: *Essex Gazette* July 16, 1776



ESSEX NATIONAL
HERITAGE AREA

Trails & Sails Rev250 Events



- TrailsandSails.org
- Dozens of free events through September 29



Want to get involved?



- Trails and Sails
- Events
- Quarterly Meetings
- Partnership Grants
- Battle of Bunker Hill reenactment – June 21-22, 2025
- *And more!*



ESSEX NATIONAL
HERITAGE AREA

Follow us! Get in touch.



- @EssexHeritage (FB & IG)
- Essexheritage.org; Essexheritage.org/rev250
- Email – info@essexheritage.org



ESSEX NATIONAL
HERITAGE AREA

The Big Picture: Essential Workshop Takeaways

Simple Strategies for High Impact Marketing

Ray St. Amand
Sperling Interactive

Simple Strategies for High-Impact Marketing in 2025

Leverage AI, Paid Media, Content, and Partnerships for Steady Growth 🚀 🚀

The State of Digital is Changing

The customer journey is shifting as AI, search, and social transform the way businesses are found and researched.

Brand & Content Audits

Ensure your brand and content align with search engines and AI as well as your audience — audit for accuracy, relevance, opportunity, and visibility.

- Audit your brand across all channels
 - Audit the content on your website
 - Repurpose old content instead of creating new
 - Find new content opportunities based on search volume/trends
-

Artificial Intelligence

With so many AI tools out there, it is hard to harness all of them effectively and ethically.

- Try out different tools & don't over do it
 - The key to the best output is the details in your prompt
 - Think of ways to utilize AI on websites
-

Paid Media

Endless paid media options exist, but the true power lies in leveraging cost-effective channels to amplify your messaging to the right people.

- Consider Google Things to Do Ads or Hotel Ads
 - Consider Demand Gen to promote content
 - Utilize Facebook Event Ads
 - Test out instant experience ads on Meta
-

Thank you!

sperling.



Ray St. Amand

Director of Marketing Operations

<https://www.linkedin.com/in/raysaintamand/>

978•304•1730

ray@sperlinginteractive.com

The Big Picture: Essential Workshop Takeaways

**International Travelers: What to Know
and How to Attract Them**

Casey Canevari
Brand USA



VisitTheUSA.com

Unlocking Global Potential

Brand USA 101

Attracting International Visitation

Brand USA 101



BRAND USA WORKS TO **INCREASE**
INTERNATIONAL VISITATION TO THE
UNITED STATES IN ORDER TO **FUEL THE**
U.S. ECONOMY AND **ENHANCE THE IMAGE**
OF THE UNITED STATES WORLDWIDE.



PROMOTION



U.S. TRAVEL
ASSOCIATION®

ADVOCACY



POLICY



Brand USA Economic Impact



Over the past 11 years (FY13 – FY23), Brand USA's marketing efforts have generated:

8.7 MILLION incremental visitors



\$28.8 BILLION incremental spending



Over 36,800 incremental jobs
on average supported each year



\$8.3 BILLION in federal, state, and local taxes



Nearly \$63 BILLION in total economic impact

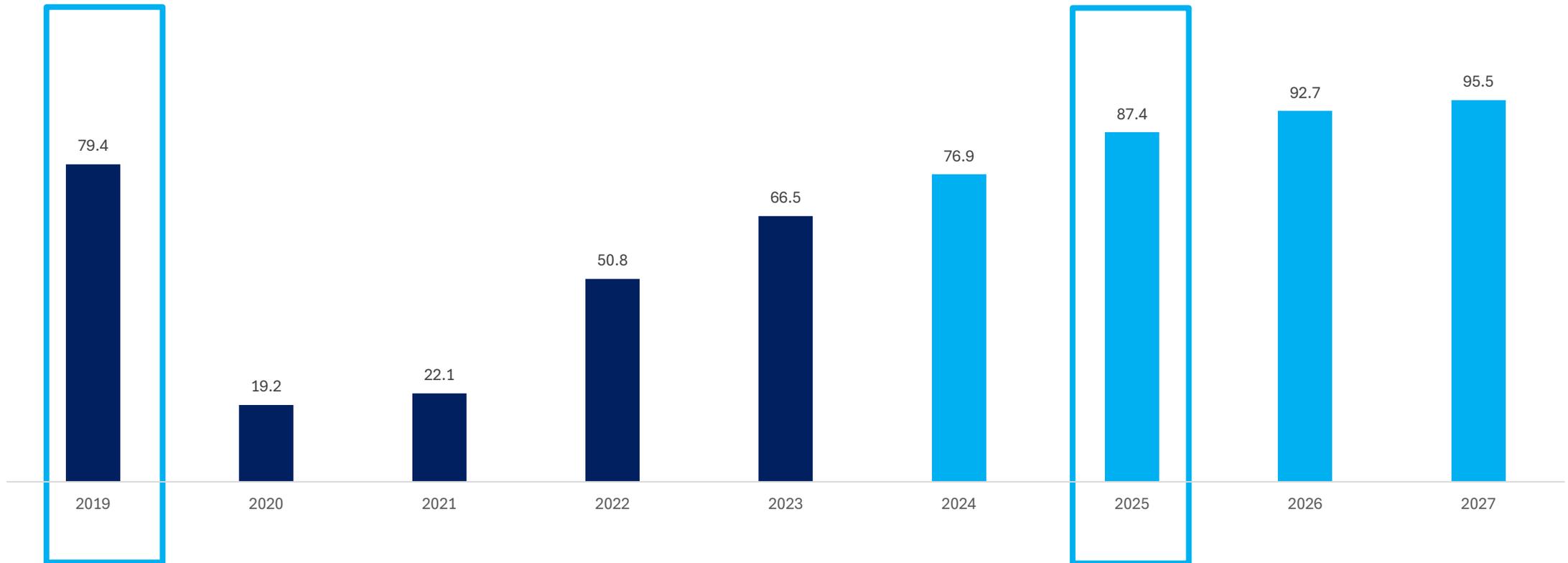


State of

International Visitation

U.S. Inbound travel forecast to surpass pre-pandemic levels in 2025

Visitation in millions



Impact of Top 12 Markets

80% of visitation comes from:

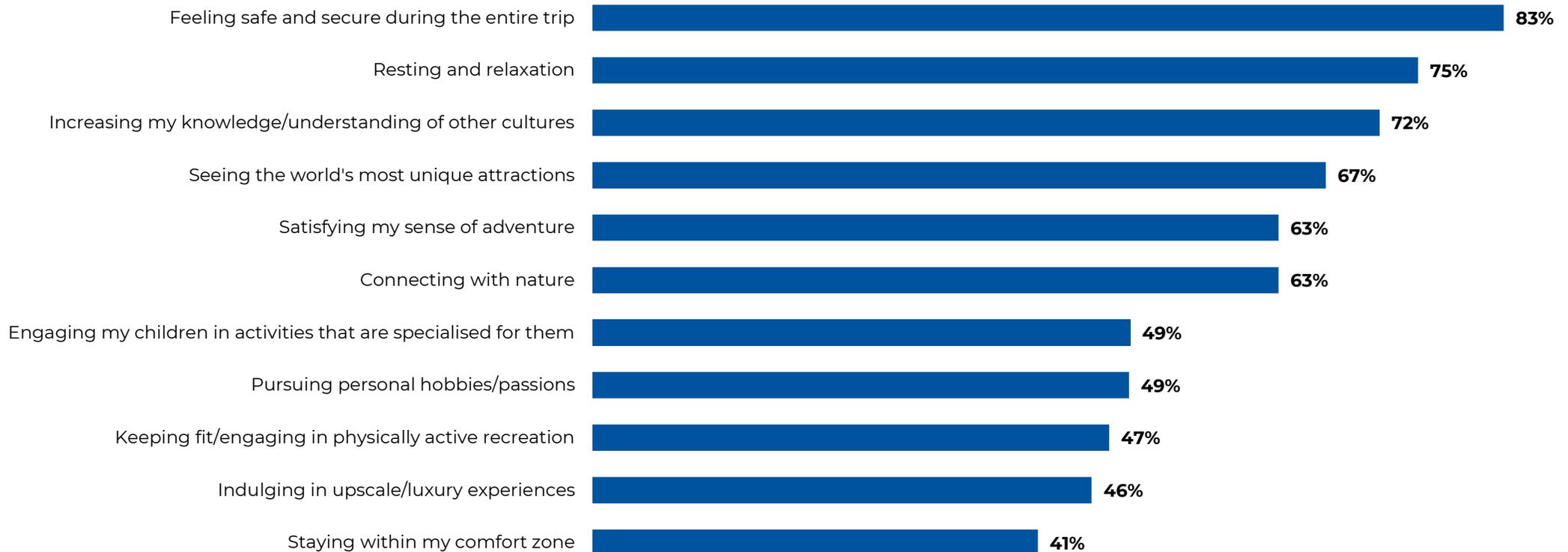
- Canada
- Mexico
- United Kingdom
- Germany
- India
- Brazil
- South Korea
- France
- Japan
- China
- Italy
- Australia



Important Considerations for Destination Selection

Safety is the most important personal consideration when selecting a vacation destination.

(% Extremely Important & Important)



Q: On a scale from 1 to 5, how important are the following personal considerations to you when deciding where to go on an international overnight leisure trip?

Base: Total respondents, N=25,179

United States: Characteristics

The United States is described as diverse, energetic, and trendy.



2024 Year to Date Overseas Arrivals

	Arrivals ↓	YOY Change
United Kingdom	2,590,065	4%
India	1,554,020	30%
Germany	1,292,854	12%
Japan	1,202,620	34%
Brazil	1,200,311	22%
France	1,160,172	10%
South Korea	1,143,634	12%
China	1,121,562	61%
Italy	756,667	18%
Colombia	673,128	20%
Australia	653,460	10%
Spain	597,674	14%
Argentina	465,622	16%
Netherlands	421,483	12%
Dominican Republic	342,499	11%

Travel & Tourism Spending

\$232B

YTD 2024

+13%

vs. 2023

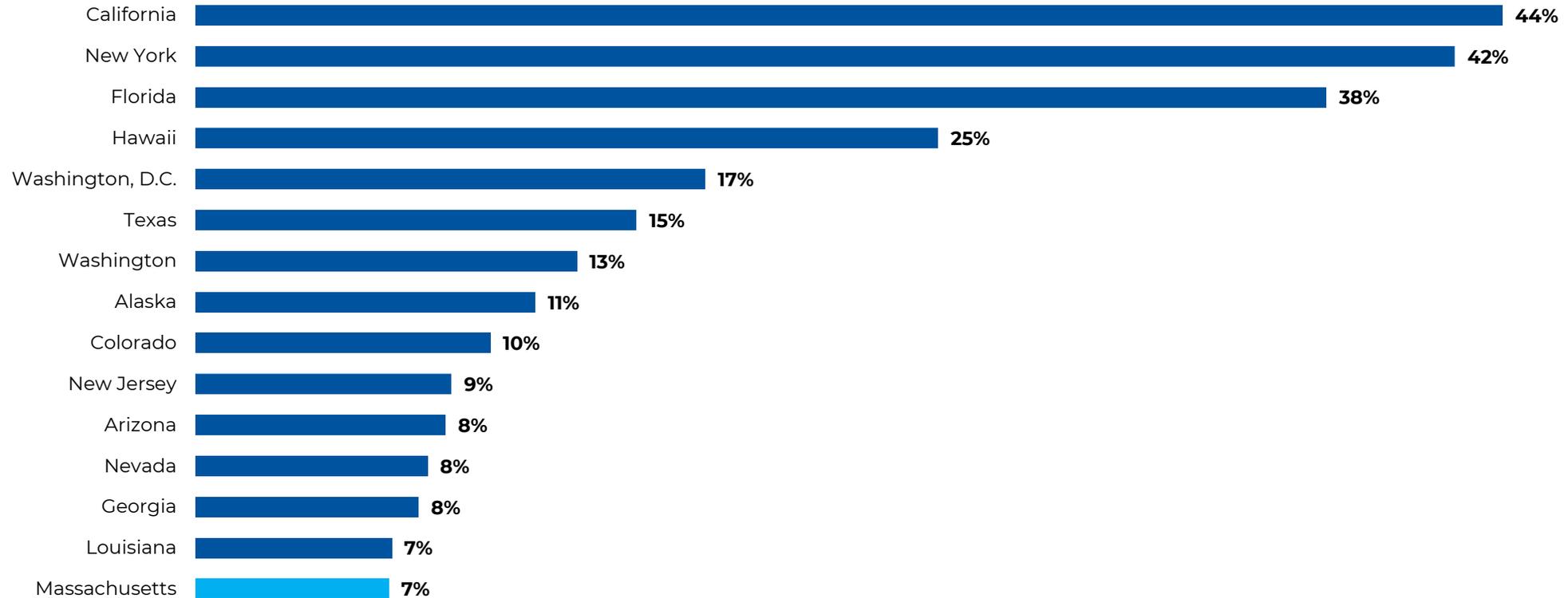
\$691M

Per day



United States: Top 15 States and Territories of Interest

California, New York, and Florida are the top three states travelers are most interested in for a future overnight leisure trip to the United States, with Massachusetts securing a spot among the top 15.

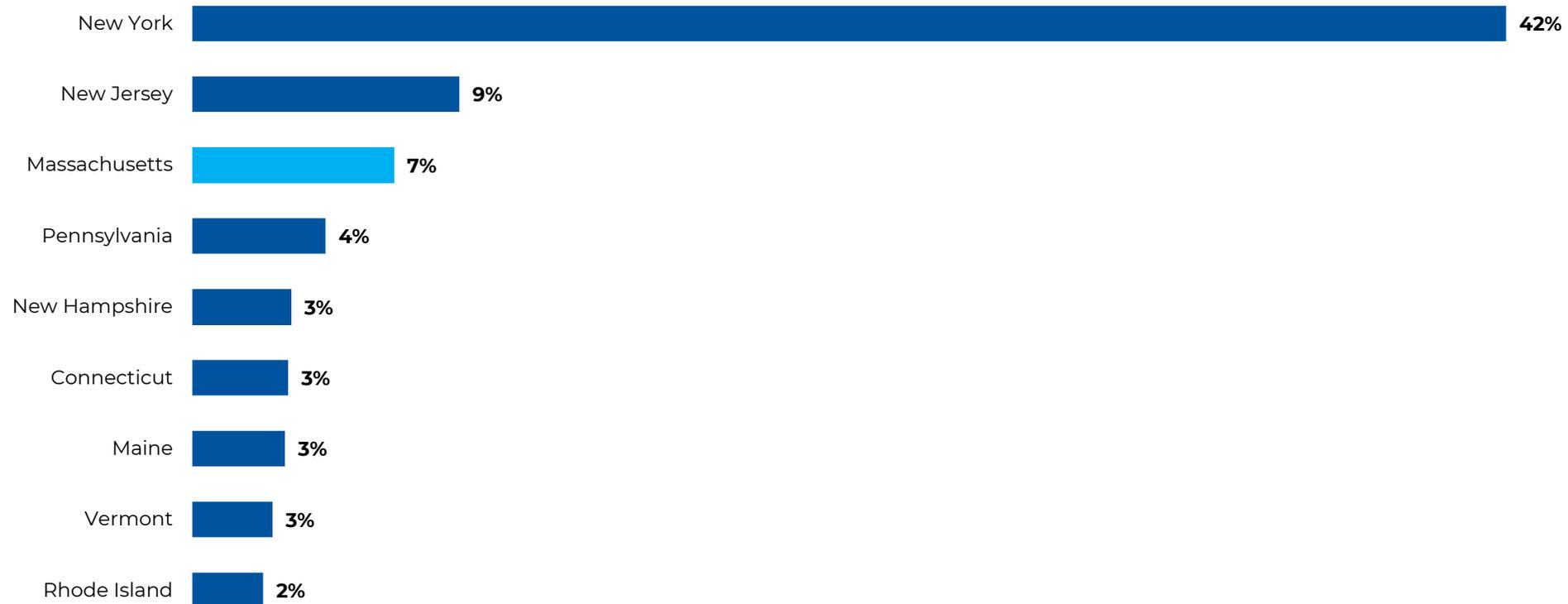


Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the USA.

Base: Respondents likely to visit the USA sometime in the future, N=23,693

United States: Top States and Territories of Interest – Northeastern States

Looking specifically at the Northeastern states, New York, New Jersey, and Massachusetts are the top states of interest.

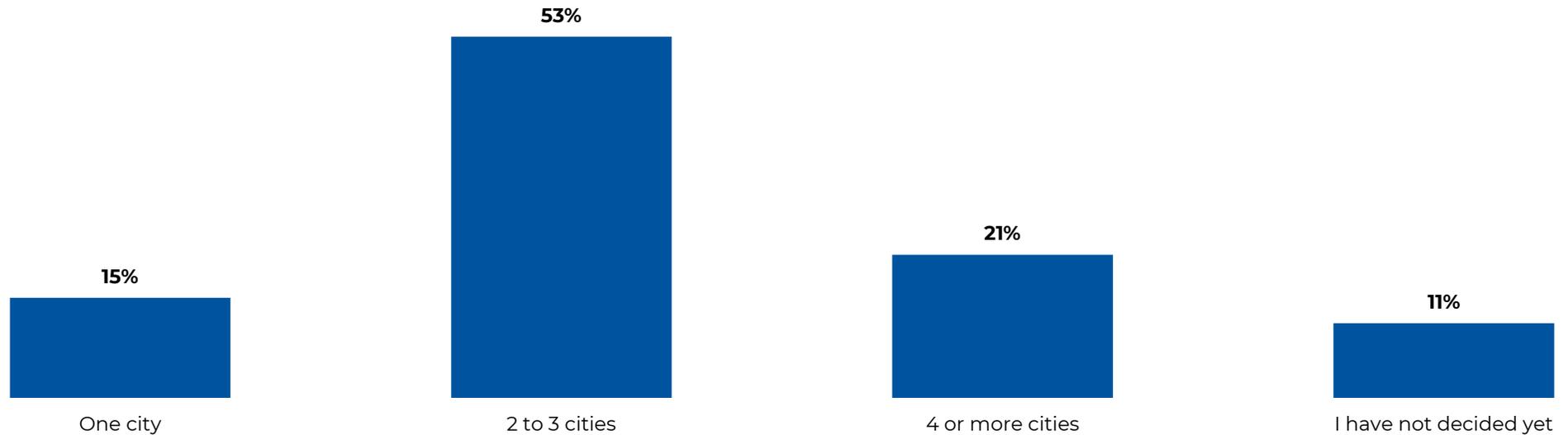


Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the USA.

Base: Respondents likely to visit the USA sometime in the future, N=23,693

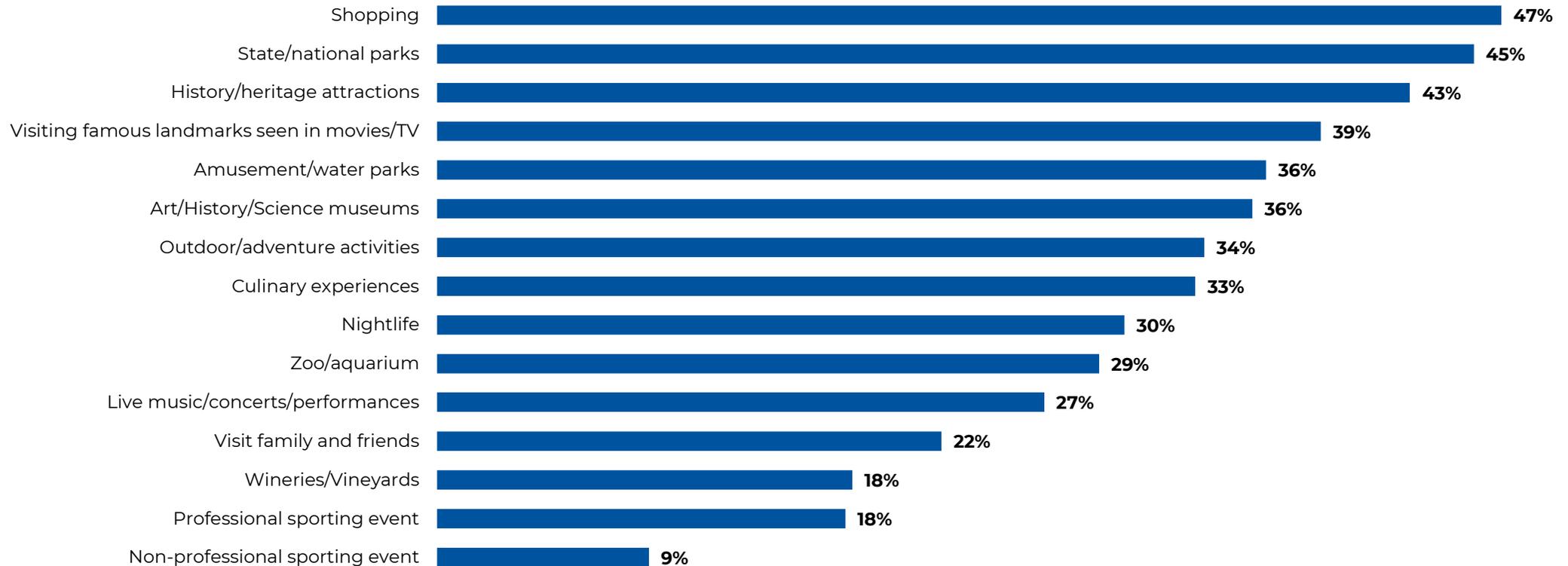
Future USA Leisure Trip: Number of Cities Visited

Travelers are likely to visit multiple cities on their future trip to the USA.



Future USA Leisure Trip: Activities

Top activities on a future USA trip include shopping, visiting state/national parks, history/heritage attractions, and visiting famous landmarks seen in movies or TV shows.



Marketing

Marketing the
USA



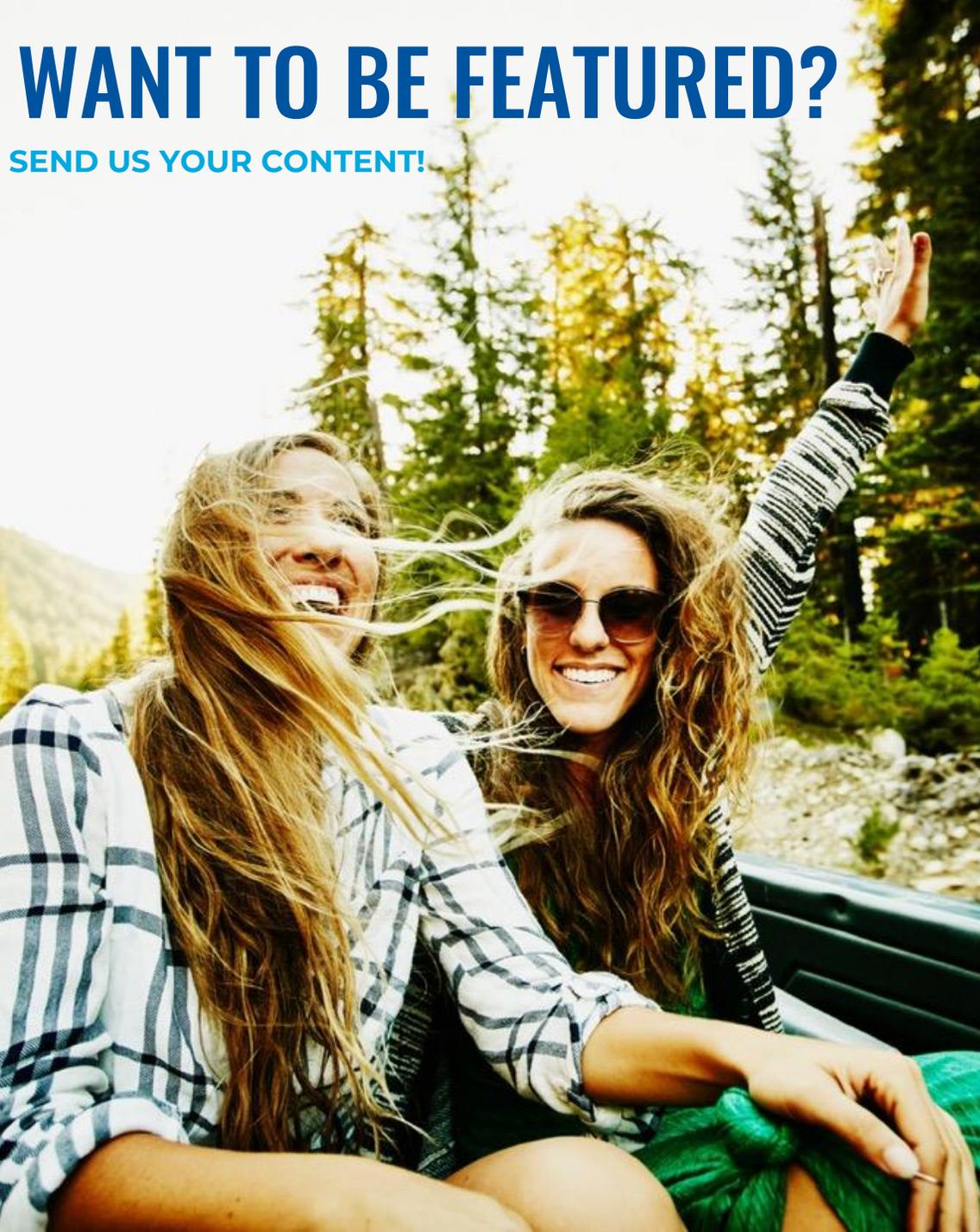


Social Media



WANT TO BE FEATURED?

SEND US YOUR CONTENT!



WE ARE ALWAYS ACCEPTING

- Image and video assets for social media promotion.
- Episodic video assets for our streaming channel.

WHAT WE LOOK FOR

- Story arc. The storyline must have a concrete beginning, middle, and end for viewers to follow, as well as engaging emotion through drama, conflict, fun, or comedy.
- Builds a unique sense of place by featuring cultural elements such as food, music, sports, tradition, or other attributes
- Motivates a viewer to say: "I want to go do that thing, in that place, with those people!"

Social Media Inclusion

Want to be featured?

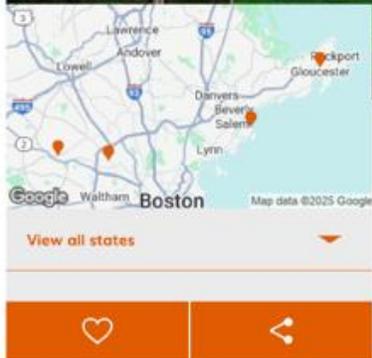
Tag @VisitTheUSA to share your story
#VisitTheUSA



Visit the USA.com

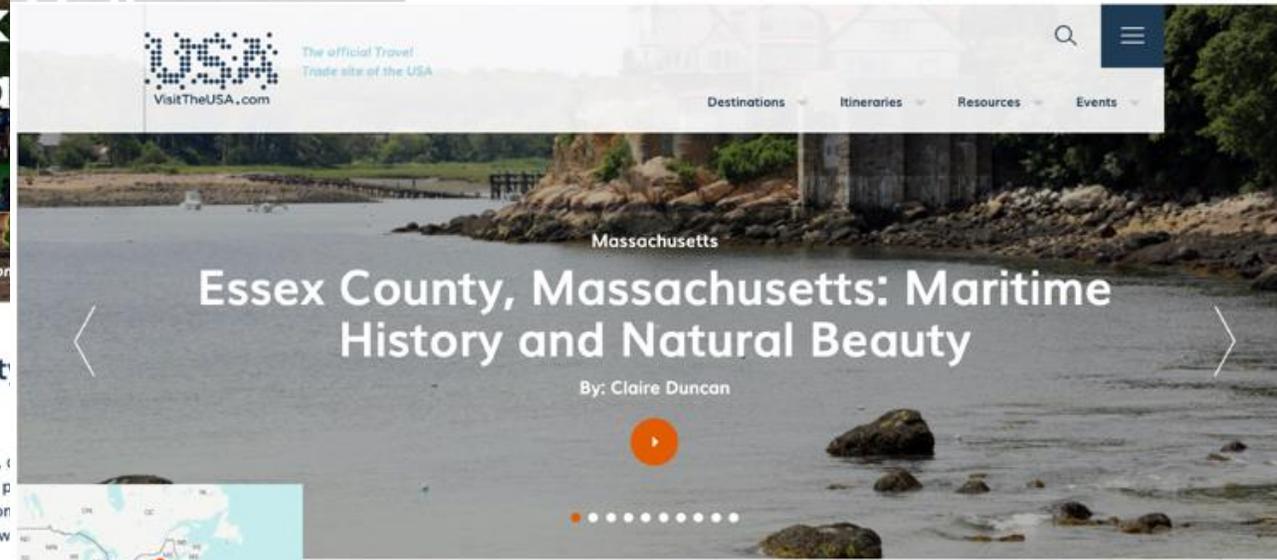


North of Boston and the Merrimack Valley: History, Nature and Culture in Massachusetts



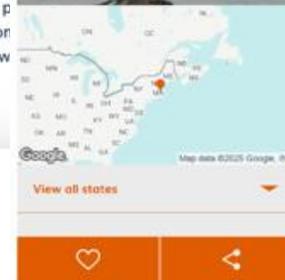
Venture just north of Massachusetts' largest city for some surprising highlights.

From the birth of the USA to the writing of some of the most influential novels of all time, fascinating stories are waiting to be discovered here. Get inspired at Walden Pond in the Merrimack Valley, follow in the footsteps of American Revolutionary War heroes in Lexington and Concord, and spend dreamy afternoons ambling down friendly streets of towns such as Salem, Ipswich



Essex County, Massachusetts: Maritime History and Natural Beauty

By: Claire Duncan



Discover Massachusetts' historic communities, New England cuisine and water adventure on a fun North of Boston vacation.

Located just 30 short minutes from Boston, the picturesque area of Essex County in Massachusetts, otherwise known as the North of Boston region, is rife with scenic natural beauty and rich maritime culture. And with a multitude of quaint historic communities to explore, I'm prepared for a fun-filled seaside vacation in the North of Boston region.



Global Trade



What does the trade team do?



Maintains relationships with trade partners

- Travel agents, tour operators, OTAs, airlines, receptives, Visit USA Committees

Provide opportunities for our U.S. partners to engage with the travel trade

Educate our U.S. partners on key international markets

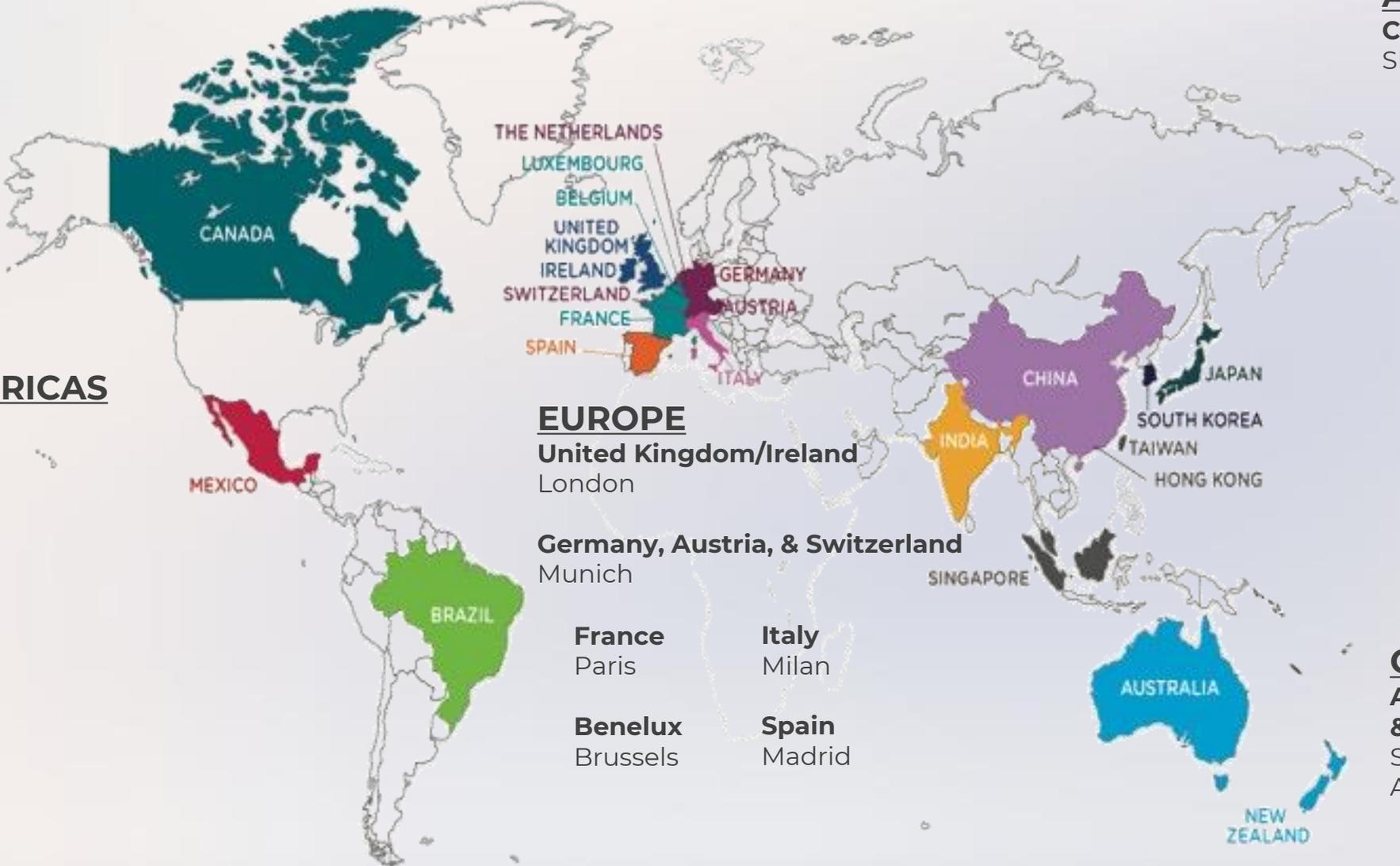
Conduct in-market tour operator campaigns

Bring key travel trade to the USA to experience it first-hand

Train and educate the travel trade on the USA

Product development

GLOBAL REPRESENTATION IN 20 MARKETS



THE AMERICAS

- Mexico**
Mexico City
- Brazil**
São Paulo

EUROPE

- United Kingdom/Ireland**
London
- Germany, Austria, & Switzerland**
Munich
- France**
Paris
- Italy**
Milan
- Benelux**
Brussels
- Spain**
Madrid

ASIA

- China**
Shanghai
- India**
New Delhi
- Japan**
Tokyo
- South Korea**
Seoul
- Southeast Asia**
Tai Pei
Singapore

OCEANIA

- Australia & New Zealand**
Sydney
Auckland



Brand USA Opportunities

Increasing connections with the travel trade

- Sales Missions & B2B Days
- Roadshows
- TravelWeek Europe
- Fams & MegaFams

Increasing destination knowledge

- Sales Missions
- Roadshows
- USA Discovery Program
- Webinars & Trainings
- Fams & MegaFams

Additional B2B and B2C exposure

- Brand USA Co-Op Opportunities
- SXSW Sydney





Collaboration



**BRING PARTNERS TOGETHER
TO MAKE A BIGGER SPLASH**

**BUILD UPON ESTABLISHED
TRADE PRESENCE TO SHOW
PROXIMITY**



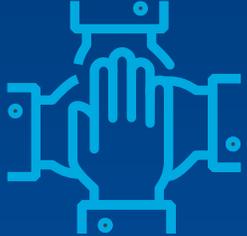
**IDENTIFY FOCUSED
OBJECTIVES, MARKETS,
TIMING AND SCOPE**

**LEVERAGE IDENTIFIED BRAND
USA PROGRAMMING TO
MAXIMIZE VALUE**

Takeaway

Top 4 Takeaways

Top 4 Take Aways

			
<p>Utilize the Data</p>	<p>Send your content to Brand USA</p>	<p>Engage with the travel trade teams for exposure</p>	<p>Collaborate</p>



THANK YOU

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 TheBrandUSA.com

The Big Picture: Essential Workshop Takeaways

Elevate Your Digital Communications: Top 10 Trends for 2025

Angela Prout & Marnely Murray
Shored Up Digital

Top 10 Trends for 2025

Trend #1: Smart Use of AI

Trend #2: Short Form Video Domination

Trend #3: Voice Search Optimization

Trend #4: Authentic Influencer Collaborations

Trend #5: Sustainable & Ethical Marketing

Trend #6: Immersive Content with Augmented Reality and Virtual Reality

Trend #7: User Generated Content

Trend #8: Social Commerce & Shoppable Content

Trend #9: Community Focused Social Platforms

Trend #10: Mobile-First Strategies

Keynote:
**Tourism, Arts & Culture,
and the Future of Resilience**

**Harold Steward, Executive Director
New England Foundation for the Arts**



New England
Foundation for the Arts

In Culture We Trust

Thrive In '25: Tourism, Arts & Culture
and the Future of Resilience

North of Boston Tourism Summit

1.24.25



Harold Rosa, Bare Skin

Art as Applied Social Science concerns itself with the psychological wellbeing and social welfare of individuals, communities and society.

Psychological well-being refers to the state of feeling good and functioning effectively in various areas of life.

It encompasses several dimensions, including:

Emotional Well-Being: Experiencing positive emotions and life satisfaction, including happiness, contentment, and fulfillment.

Psychological Functioning: The ability to manage stress, make decisions, and cope with challenges, reflecting resilience and adaptability.

Self-Acceptance: Having a positive regard for oneself, accepting one's strengths and weaknesses, and maintaining a realistic self-image.

Purpose in Life: Feeling that one has goals, direction, and meaning in life, contributing to overall motivation and engagement.

Positive Relationships: Establishing and maintaining fulfilling connections with others, fostering a sense of belonging and support.

Autonomy: The ability to make independent choices and decisions, reflecting personal control over one's life.

Social welfare refers to a system and set of programs and services designed to promote the well-being of individuals and communities, particularly those who are vulnerable. It encompasses a wide range of initiatives aimed at improving the quality of life and providing support to various populations.

Social welfare systems can vary significantly between countries, reflecting different cultural values, economic conditions, and political priorities. The overall goal of social welfare is to enhance individual and community well-being, promote social justice, and reduce inequality.

Social sciences are a group of academic disciplines that study human society and social relationships. They explore various aspects of human behavior, interactions, and the structures that influence them.

The main social sciences include:

Sociology: The study of society, social institutions, and social relationships, analyzing how societal structures and cultural norms shape behaviors and interactions.

Psychology: The scientific study of the mind and behavior, focusing on individual mental processes, emotions, and social interactions.

Anthropology: The study of humans, human behavior, and societies, both past and present, including cultural, social, linguistic, and biological aspects.

Economics: The study of how individuals, businesses, and governments allocate resources and make decisions regarding the production, distribution, and consumption of goods and services.

Political Science: The study of political systems, government structures, political behavior, and the theoretical and practical aspects of politics and policy-making.

Geography: The study of places, environments, and spatial relationships, examining how human activity and physical landscapes interact.

History: The study of past events and their impact on societies, cultures, and human behavior, providing context for contemporary social issues.

Communication Studies: The examination of how information is transmitted and received through various mediums and the impact of communication on societal interactions.

Social Work: Although often seen as a practice-oriented field, it incorporates social science principles to address social issues and support individuals and communities.

Tourism is the activity of traveling to and staying in places outside of one's usual environment for leisure, business, or other purposes. It encompasses a wide range of experiences and services associated with these activities.

Types of Tourism:

Leisure Tourism: Travel for relaxation, enjoyment, and recreation, such as vacations and holidays.

Business Tourism: Travel for work-related purposes, including meetings, conferences, and corporate events.

Cultural Tourism: Visiting destinations to explore different cultures, arts, and heritage.

Ecotourism: Responsible travel to natural areas, focusing on conservation and the well-being of local communities.

Adventure Tourism: Engaging in outdoor and adventurous activities, such as hiking, climbing, and extreme sports

Impact of Tourism:

Economic Impact: Tourism can significantly contribute to local economies by generating revenue, creating jobs, and supporting local businesses.

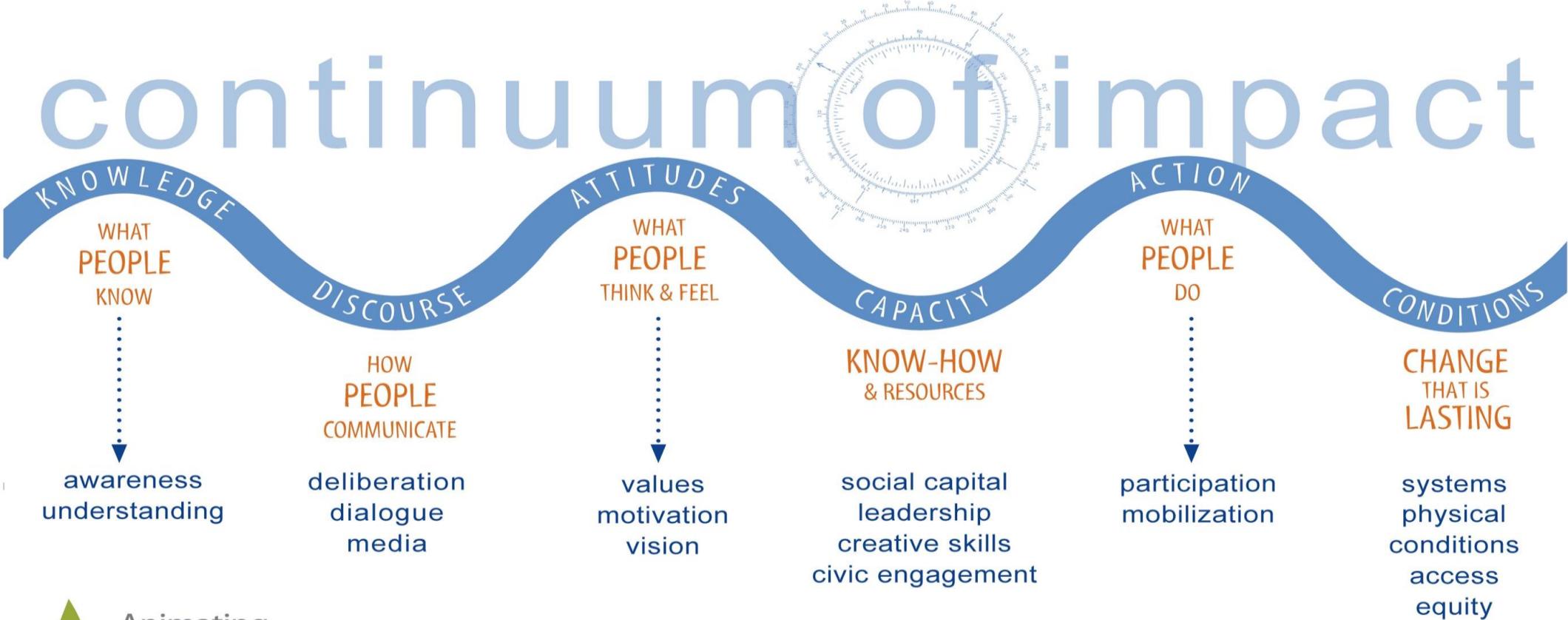
Cultural Impact: It can promote cultural exchange and understanding, but it may also lead to changes in local customs and traditions.

Environmental Impact: Tourism can both positively and negatively affect the environment, leading to conservation efforts or contributing to issues like pollution and habitat destruction.

ANIMATE
INFORM
INFLUENCE
EXPRESS
ENGAGE

ARTS and CULTURE make change happen

continuum of impact



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