

NORTH *of* BOSTON

Convention & Visitors Bureau



WHY JOIN THE CVB?

Funded in part by the Massachusetts Office of Travel and Tourism



MASSACHUSETTS
visitma.com



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

northofboston.org

Facebook

5M +

Annual Reach

10.1M + Views

@visitnorthofboston

Instagram

237.3K +

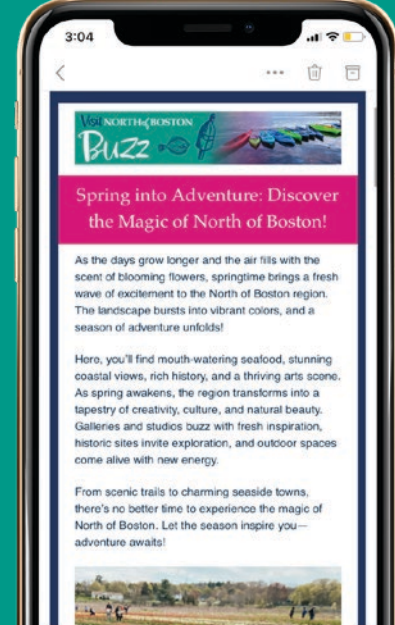
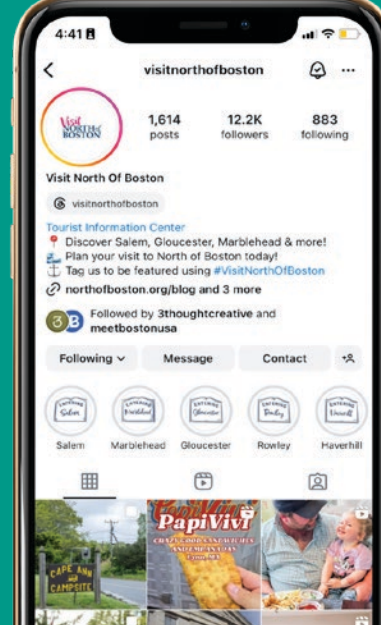
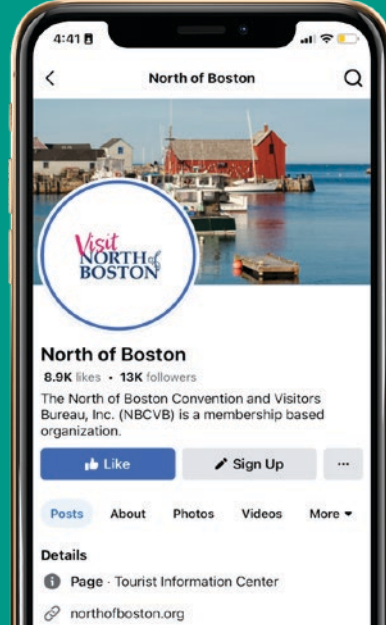
Annual Reach

615.5K + Views

@visitnorthofboston

Newsletter

34% Open Rate



[illegible]

Destination Lookbook



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

BRAND RECOGNITION

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



YANKEE

HEARST

Travel
TASTE • TOUR

EAST COAST TRAVELER

The
New York
Times

7 NEWS
BOSTON

CNN

The Boston Globe

npr

msn

HGTV

card
games.io

SCIENTIFIC
AMERICAN

The
Weather
Channel

BOSTON.COM

The
Guardian

AARP

TRIPBUZZ

martha
stewart

Newsweek

REALSIMPLE

Better Homes
& Gardens

BUSINESS
INSIDER

INTERESTING
FACTS

FANDOMWIRE

Southern Living

Psychology Today

CBS NEWS

GENERATING ROI



Expedia

January-May Campaign

Ad Spend: \$39,921

Results: 7.2K
Room Nights Sold in Essex
County, Generating \$5.17
million in revenue.

That's an ROI of 129.5%!



Digital Marketing
& Promotion

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

Paid Search: 8.8 CTR

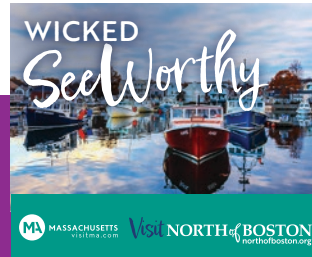
Paid Display: .8% CTR

Google Discover: 1.9% CTR

META Ads:

58.1% Engagement

YouTube: 82.4% Completion



YANKEE

1.2M+

reader distribution,

New England Today
text ads: avg. 16% CTR

New England Traveler:
85% Open Rate

Facebook Paid Partnership:
avg. engagement 180 /post



THE STORYSTUDIO

Holidays, Winter and
Early Spring Campaign

Engagement: **91K**

Click Thru Rates: **44%**

*Compared to an average
rate of 8%*

Highest performance
of all Hearst campaigns
year to date



LocaliQ

Lead Generation Campaign

11,617 New Leads

Email Open Rate: 42%

Facebook Reach: 1.9M

an increase of 506%!

FORGING CONNECTIONS



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



FAM Tours

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

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



Group Tour
Schooner Fame Salem

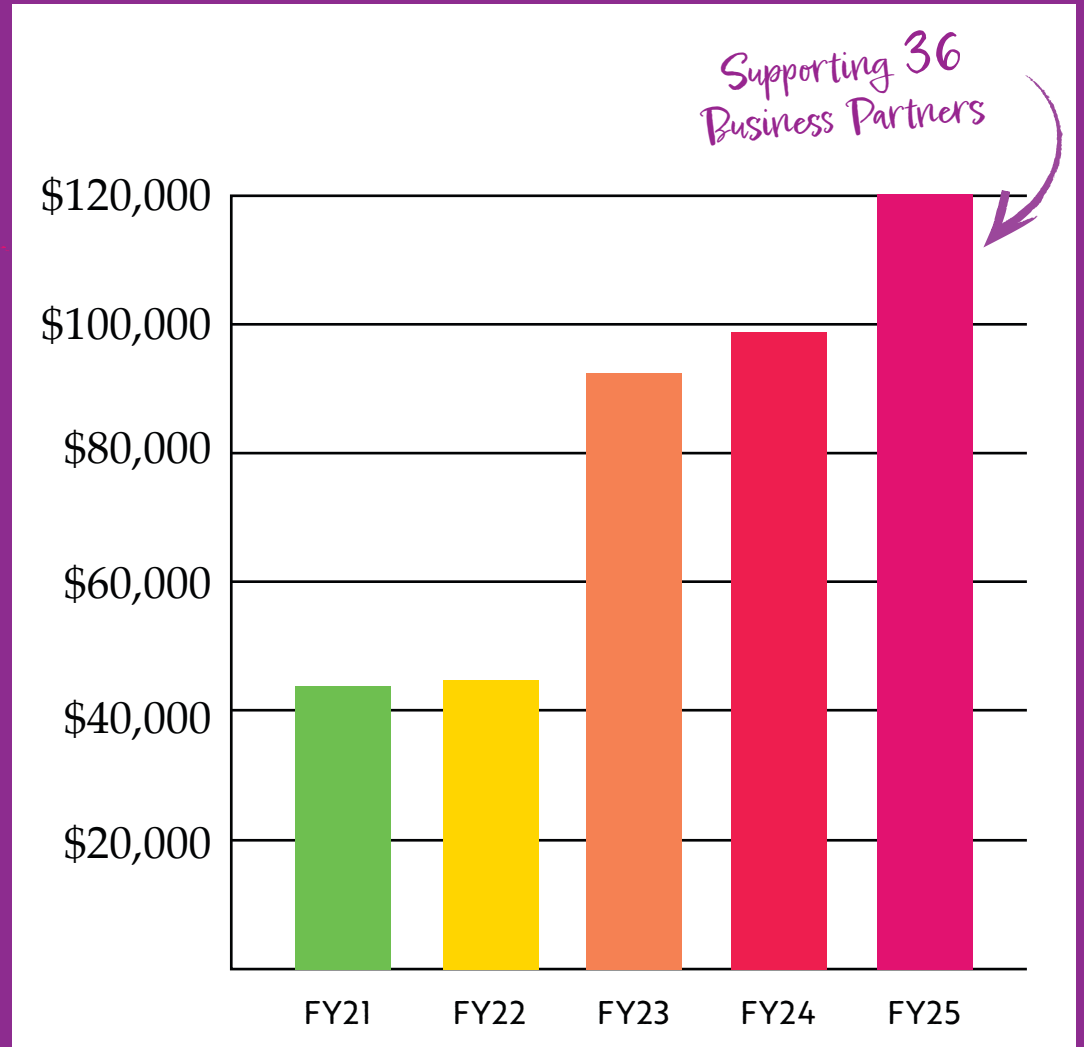


Discover New England
with 14 international tour operators

TOURISM MARKETING GRANTS

Over the last 5 years the CVB has partnered with *>120 local member businesses* by awarding more than *\$382K* in tourism marketing grants to promote their business, destination and events.

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



LOOKING FORWARD

Invest

in Digital Advertising in key domestic and international markets

Award

Tourism Marketing Grants

Develop & Distribute

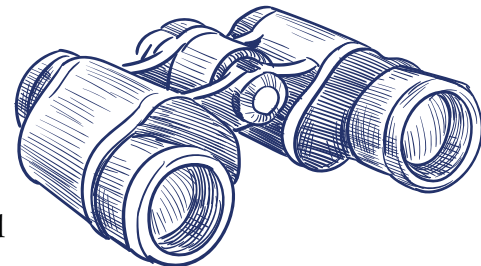
Print & Digital Annual Destination Guides

Invest in SEO

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

Invest

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





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

BILL GOLDEN

Real Pirates Salem

WANT THESE RESULTS?



HOW WE WORK WITH YOU



Promotion

via our Platforms

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

Advertising & Sponsorship Opportunities

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

Education & Networking Opportunities

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

Member-Only Opportunities

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

GET IN FRONT OF 300,000 + TRAVELERS
Place your brand in front of the 300K+ people who will make their first stop in MA at Maria Miles Visitor Center in Salisbury.

DEDICATED EMAIL BLASTS
Deliver your targeted tourism message to our member network with member 2 member and visitor database opportunities.

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

FREE for NEW Members:

BUSINESS TO BUSINESS EMAIL INTRODUCTION

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

DEDICATED SOCIAL MEDIA POSTS

Upon joining, the NBCVB promotional team will craft a special post promoting your tourism targeted business to our Facebook and Instagram followers. This special promotion is FREE to new members and will be published within 1 month of your join date.



Join Now!

Speak with our Membership Team Today

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