

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 (DMO)**. We are responsible for promoting Essex County as a premier, year-round destination to travelers from around the world.

As your Regional Tourism Council (RTC) 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. We drive billions of dollars of visitor spending to the region each year.

Tourism is a billion-dollar industry in Essex County and a vital driver of the regional economy. From leisure and business travel to sports tournaments, weddings, group tours, and special events, visitors fuel local businesses, support jobs, and strengthen communities throughout the region.



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?

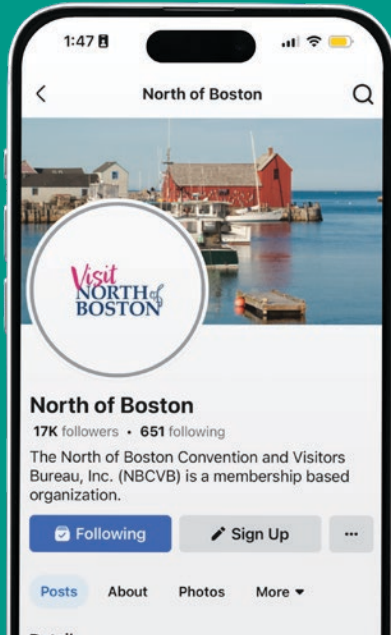


OUR PLATFORMS

Facebook

8.6M + Views

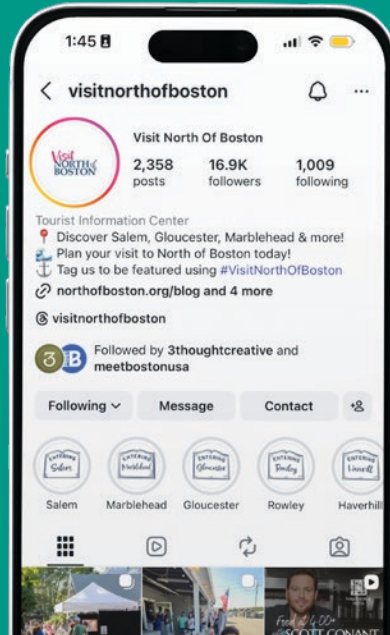
2.3M + Viewers
@visitnorthofboston



Instagram

309K +
Annual Reach

3M + Views
@visitnorthofboston



Newsletters

34% Open Rate

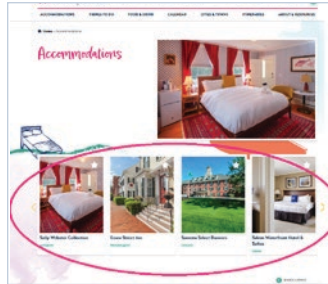


Our Website

northofboston.org

Member Placement Opportunities

- Featured Category Listing



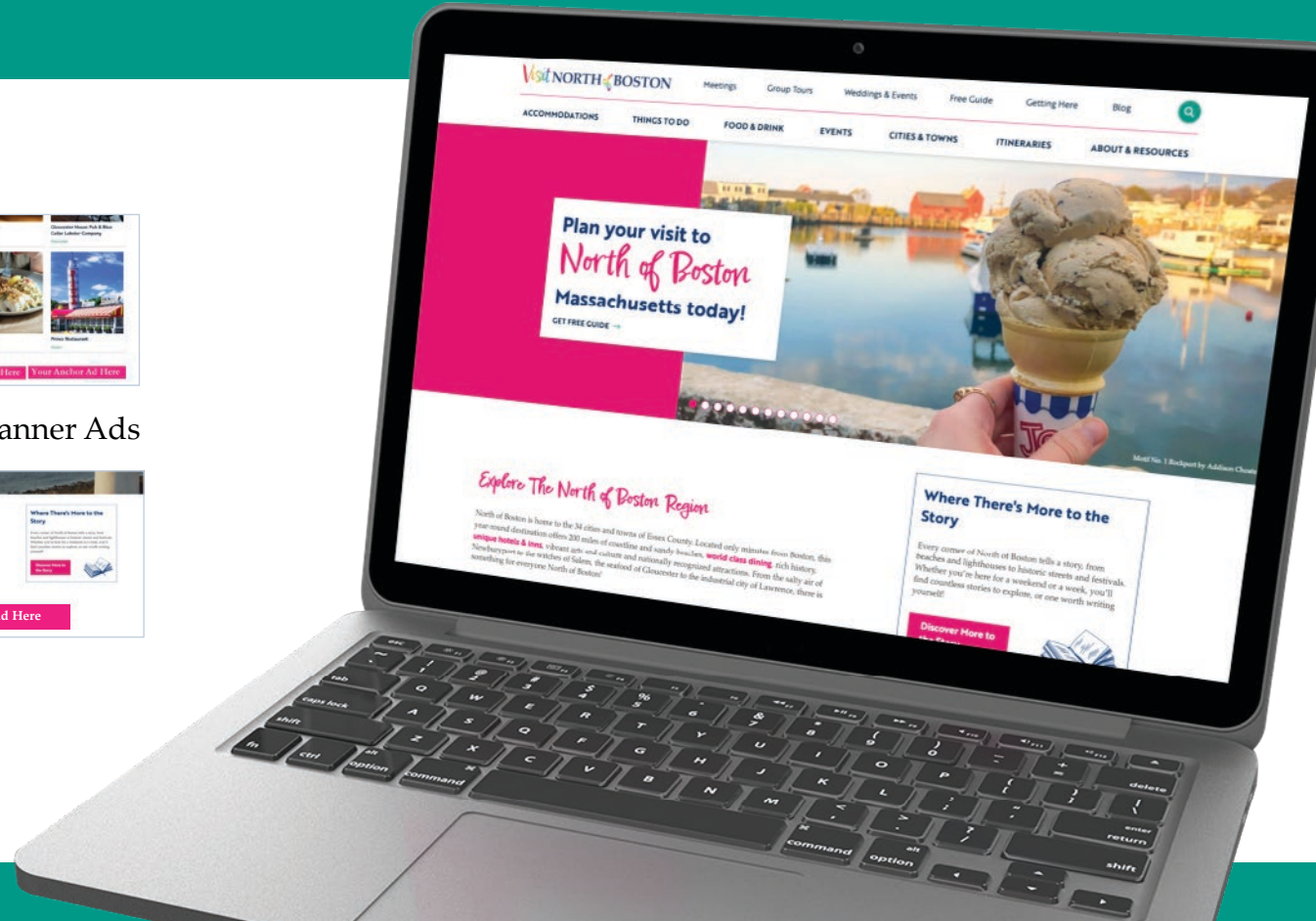
- Display Ads



- Anchor Ads



- Homepage Banner Ads



[illegible]A graphic with a dark blue background. The word "Visit" is in a pink script font at the top left. Below it, "NORTH of" is in a large white serif font, with "of" in a smaller pink script font. "BOSTON" is in a large white serif font below "NORTH". At the bottom right, there is a small image of a person walking on a path towards a body of water under a light sky.

Visit
NORTH of
BOSTON

A collage of four images representing different Massachusetts attractions. The top-left image shows the entrance to the Salem Witch Museum, featuring a sign with a witch silhouette and the text 'Salem Witch Museum 1693'. Two women are standing in front of the sign. The top-right image shows a white lighthouse on a rocky shore with a blue sailboat sketched in the sky. The bottom-left image shows a person in a red shirt standing on a beach, looking at a horse and rider in the water. The bottom-right image shows a red barn and other buildings along a waterfront, with a pink and blue background.

away

and only within from Boston
only available to:

ation
(Andover)

enter and equal for the 2023 season

MA MASSACHUSETTS
visitma.com

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

Specifically
targeted to
Group Tour

[illegible]



Tastes Worth a Drive!

Start your morning with a delicious breakfast. **Ben's & Ed's** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Ben's & Ed's** is the perfect place to start your day.



Waterfront Eats

For a great early start, **Waterfront Eats** has everything you need. From fresh-baked bread to delicious coffee, we've got you covered. **Waterfront Eats** is the perfect place to start your day.



Brunch Bites

Start your day with a delicious breakfast. **Brunch Bites** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Brunch Bites** is the perfect place to start your day.



Cloudier Classics

Start your morning with a delicious breakfast. **Cloudier Classics** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Cloudier Classics** is the perfect place to start your day.



Waterfront Eats

For a great early start, **Waterfront Eats** has everything you need. From fresh-baked bread to delicious coffee, we've got you covered. **Waterfront Eats** is the perfect place to start your day.



Brunch Bites

Start your day with a delicious breakfast. **Brunch Bites** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Brunch Bites** is the perfect place to start your day.



Sweet Treat Steps

BAKEDIES:

Start your morning with a delicious breakfast. **Bakedies** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Bakedies** is the perfect place to start your day.



Waterfront Eats

For a great early start, **Waterfront Eats** has everything you need. From fresh-baked bread to delicious coffee, we've got you covered. **Waterfront Eats** is the perfect place to start your day.



Brunch Bites

Start your day with a delicious breakfast. **Brunch Bites** has everything you need to get you going. From fresh-baked bread to delicious coffee, we've got you covered. **Brunch Bites** is the perfect place to start your day.

Printed copies
distributed annually

Digital copies viewed and distributed at northofboston.org

 northofboston.org

So close! yet a world away

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

- Boston Logan International Airport
- Manchester-Boston Regional Airport
- Trains arriving and departing Boston's North Station
- Ferry Service from Boston to Salem (Spring – October)
- Continuing Ferry Service from Salem to Gloucester anticipated for the 2022 season
- MBTA Commuter Rail and Bus systems
- Cruise ships departing from Salem and Boston

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

- Unique accommodations and boutique inns
- Best rates on hotel rooms
- Easily accessible by car, tide share, commuter rail, and ferry
- 34 diverse cities and towns
- 41 Golf Courses
- 19 Lighthouses
- 36 Sandy Beaches
- 200 miles of coastline
- Distinctive one-of-a-kind shopping
- Group-friendly attractions and dining
- Memorable meeting spaces

truly unique venues
HOST AN EVENT TO REMEMBER
from a castle on the coast, to a countryside

ENTERTAIN ON A SHIP
from whale watches to chartered cruises, your guests will love the maritime experience



capacity
5,000+ GUEST ROOMS
*many options to meet your price point,
size requirements and special requests*

More venues listed online
northofboston.org

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

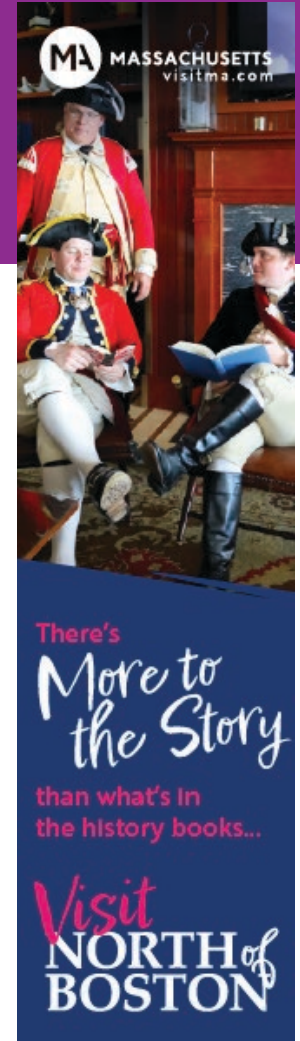
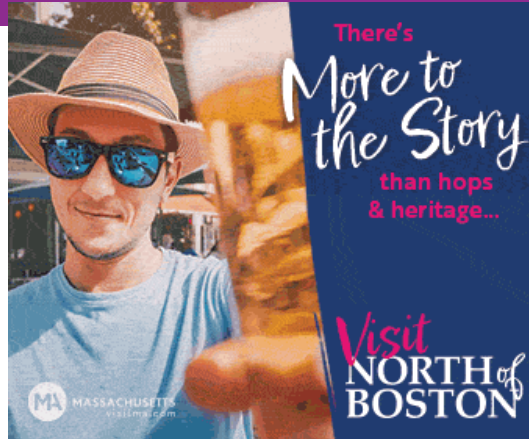
Southern Living

Psychology Today

CBS NEWS

Digital Creative

Our "More to the Story" digital ad campaign funnels to our highly visited landing pages featuring premium blog posts



GENERATING ROI



Expedia

April-June Campaign

Ad Spend: \$39,921

Results:

2,500 Room Nights Sold in
Essex County, Generating \$2
million in revenue.

That's an ROI of 25%!

Digital Marketing
& Promotion

*Exceeded ALL
industry standards!*

Paid Search Ads:

FY26 CTR 19.2%

(industry standard: 5%)

Custom Intent Display Ads:

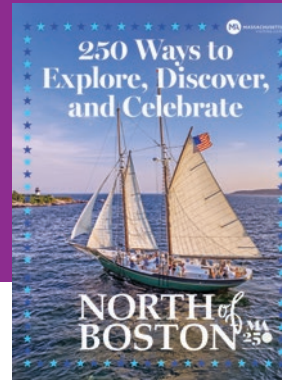
FY26 CTR 1.26%

(industry standard: .25%)

META Ads:

CTR 1.84%

(industry standard: 1%)



YANKEE 250 Guide

Email deliveries: 608,569

Opens: 285,648

Webpage Views: 6,620

Article Clicks: 13,092

Engagement Rate: 43%

Avg. Engagement Time:
4 minutes

*Highest-performing
newsletter of 2026
with a 76% CTR*

THE STORYSTUDIO

Summer and Fall for the
Arts Campaigns

Engagements/Reads:

10.8K

Impressions:

585K

Click Thru Rates:

0.28%

Average Session Duration:

3min 53sec



There's
More to the Story
than lighthouses & lobster rolls...



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visitma.com
Visit NORTH of BOSTON

FORGING CONNECTIONS



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



Destination Immersions (a.k.a FAMs)

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

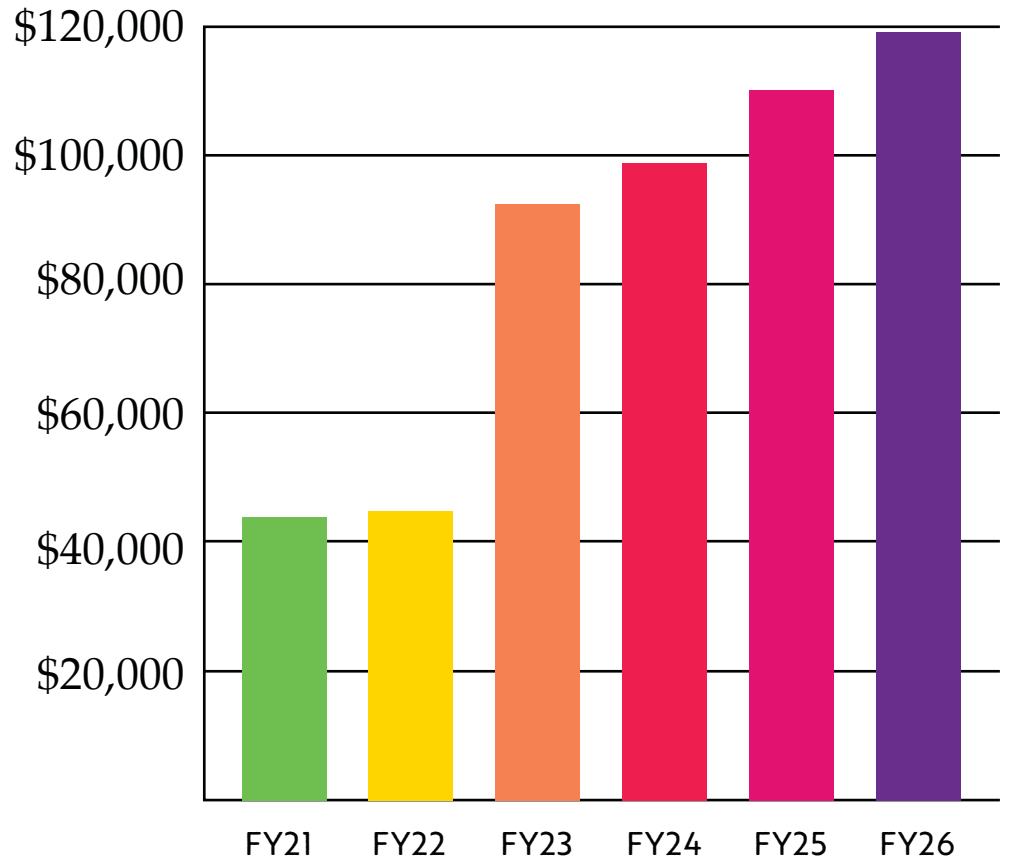


Brand USA
with 14 international tour operators

TOURISM MARKETING GRANTS

Over the last 5 years the CVB has partnered with *>160 local member businesses* by awarding more than *\$471K* 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.





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?



LOOKING FORWARD

Invest

→ IN DIGITAL ADVERTISING

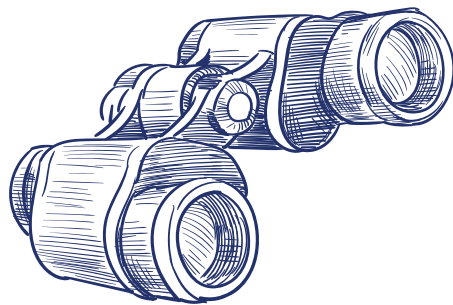
in key domestic and international markets, and the niche markets of sports, weddings, meetings, and group tour.

→ IN AIO

marketing to keep the CVB and its members front of mind in all search results, including AI, while growing visitation.

→ IN DEVELOPING MARKETING

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



Award

Tourism Marketing Grants

Develop & Distribute

Print & Digital Annual Destination Guides

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

Collaboration

- **Share Content:** Photos & Video
- **Social Media:** Reshare, Tag Us, Invite us to collaborate
- Post your events to our events calendar
- Host destination Immersions (FAM)
- Participate in giveaways and contests
- Attend/Sponsor Industry Events & Educational Workshops

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

- Ad opportunities on northofboston.org
- Visitor Guide Ads
- Annual Tourism Awards Sponsorships
- Annual Tourism Summit Sponsorships
- Consumer E-blasts
- Member to Member E-blasts
- Cooperative Advertising
- Visitor Welcome Center Advertising

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

Rebecca Shackford

Marketing & Group

Sales Manager

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CELL: 603-305-0615

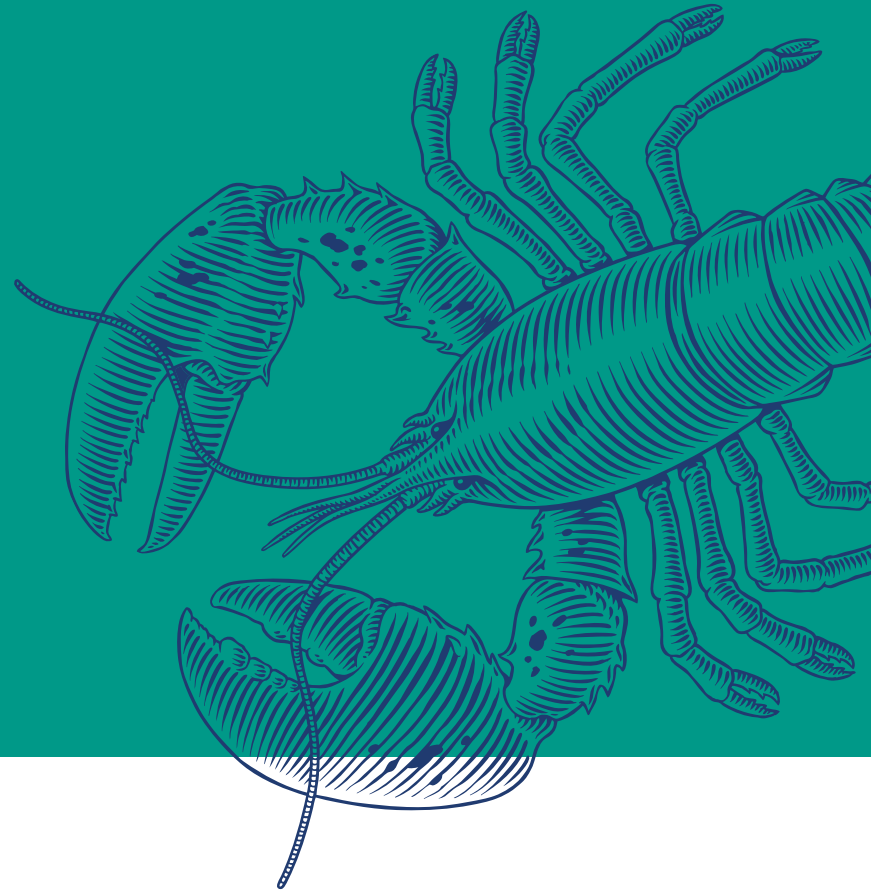
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