

Promoting to Tourism Market

Jerrie Hildebrand, Owner & Creative Principal



A Bit About Kishgraphics

- About 40+ years experienced in advertising, design, printing & marketing.
- 90% of clients are tourism based with many as long term clients of 10+ years.
Member of the North of Boston CVB for almost 25 years.
- Proven expertise in simple and effective creative solutions for all budgets.
- Located in the Historic Derby Street and Collins Cove area of Salem in a West India store that once served the shipping trade and the tanneries in this area of town.
- Studio is a Mac based environment and network using Adobe Creative Suites (InDesign, Illustrator, Photoshop, & Dreamweaver) along with Microsoft Word, Excel and Quark Xpress.
- We partner with printing companies, web programmers, photographers, and others to create product for our clients



So What Do We Create?

- Create visual branding that speaks to tourists regionally, nationally, and internationally.
- Advertisements to brochures to large scale publications.
- Coop advertising for groups of businesses to advertise a city or regional area.
- Photography for your business to use.
- Let's look at some of the work.

Publications & Brochures

North of Boston CVB

Support Ad Sales, Design Concept & Production, Writing, Negotiating with Printers & Vendors - Visitor Guides between 2011-2018, 2019 in progress with electronic version online

What's Inside...

- Movies Made North of Boston
- The Grace & Majesty of Whales
- Row Your Boat & Water Fun
- Beauty of Historic Homes
- Free Fun Family Things to Do
- Learning from History

Travel Guide & Map 2017

NORTH of BOSTON

A STORY IN EVERY MILE

Home of the Movie **Manchester by the Sea**

Large Photo: Village Harbor in the Town of Manchester-by-the-Sea ©AMC/City of NH

NORTH BOSTON.ORG
Convention & Visitors Bureau

MASSACHUSETTS
massachusetts.com

Dining, Treats & Culinary Delights

North of Boston is a picturesque, creative, culinary delight. Many farms and wineries produce delicious food. And, as you explore the local scene, you'll find a variety of dining options to suit every palate.

18th Street Market & Deli
18th Street Market & Deli
18th Street Market & Deli
18th Street Market & Deli
18th Street Market & Deli

19th Street Market & Deli
19th Street Market & Deli
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The Grace & Majesty of Whales

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Essex County Sips, Suds & Spirits!

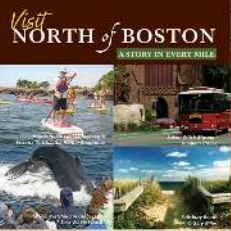
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North of Boston CVB Toast of the Coast Campaign



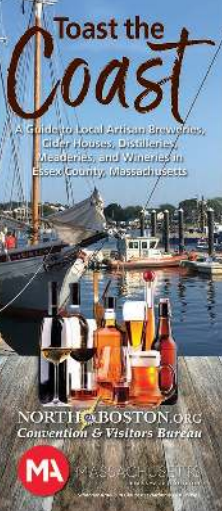
Visit NORTH of BOSTON
A STORY IN EVERY MILE

The North Boston CVB is the official destination for anyone looking to visit the North Boston region. We have a lot to offer you. From the historic North Boston area to the beautiful coastline, we have everything you need to know to make your visit a memorable one.

Where to Start & How to Get There

North of Boston is located just 15 miles north of downtown Boston. It's a beautiful area with a rich history and a vibrant culture. Whether you're looking for a quiet retreat or a lively night out, we have everything you need to know to make your visit a memorable one.

Visit NORTH of BOSTON
A STORY IN EVERY MILE




Toast the Coast

A Guide to Local Artisan Breweries, Cider Houses, Distilleries, Meaderies, and Wineries in Essex County, Massachusetts

NORTH of BOSTON
Convention & Visitors Bureau

MA



Get in the Spirit!


In 1637, the Commonwealth of Massachusetts proclaimed that no person should fast on a fast day longer than necessary occasions. There were no clergy or length of what "necessary occasions" were, and the region has since gone through various laws and prohibitions.

Some towns were self-proclaimed "dry" towns. The first village was suddenly disrupted when a group of hardscrabble working women, led by local sister Hannah Jumper, took it upon themselves to raid the town of its "demon rum." On July 8, 1856, the Hardscrabble gang destroyed every bottle, jug, keg, and cask they could find, to the upset of local tavern and restaurant owners.

Today, local brewers, cider houses, distilleries, meaderies, and wineries are resurrecting and reimagining old recipes into new ones, making their mark in the world of craft-side drinks. These businesses will be happy to share ideas to learn with your meal. Visit our website to learn more about local tours and tastings.

NorthofBoston.org/Toast

- Partner with the Chamber and the NBCVB
- Enables more marketing for your money
- We are stronger working together to promote our towns and cities than separately



Visit NORTH of BOSTON
A STORY IN EVERY MILE

Map showing locations 1-11 in the North of Boston region.

Wineries • Meaderies

1. 1634 MEADERY
1634 MEADERY is a meadery located in North Boston. We produce a variety of meads, including traditional honey meads and innovative fruit meads. Visit us at 1634 MEADERY.

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1634 MEADERY is a meadery located in North Boston. We produce a variety of meads, including traditional honey meads and innovative fruit meads. Visit us at 1634 MEADERY.

Cider Houses

3. CIDER HILL CELLARS
CIDER HILL CELLARS is a cider house located in North Boston. We produce a variety of ciders, including traditional apple ciders and innovative fruit ciders. Visit us at CIDER HILL CELLARS.

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Distilleries

5. DISTILLERY
DISTILLERY is a distillery located in North Boston. We produce a variety of spirits, including traditional grain spirits and innovative fruit spirits. Visit us at DISTILLERY.

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DISTILLERY is a distillery located in North Boston. We produce a variety of spirits, including traditional grain spirits and innovative fruit spirits. Visit us at DISTILLERY.

Breweries

7. BREWERY
BREWERY is a brewery located in North Boston. We produce a variety of beers, including traditional lagers and innovative craft beers. Visit us at BREWERY.

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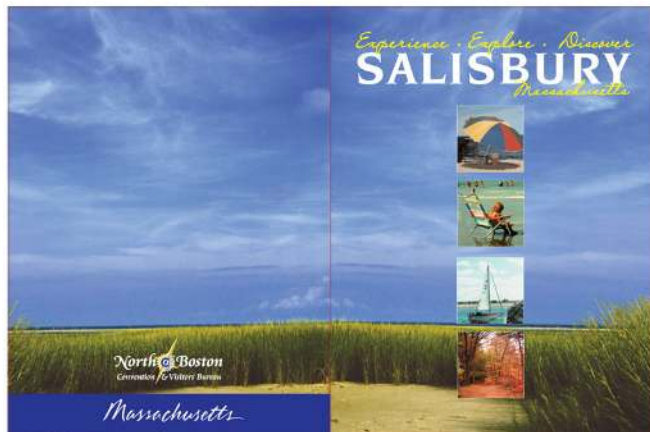
Peabody Essex Museum

Design of Tourism & Membership Brochures



- Excite them!
- You can give little tastes
- Show people in your place engaged.

Salisbury Chamber of Commerce Developed Imaging for Economic and Tourism Development



KishGraphics

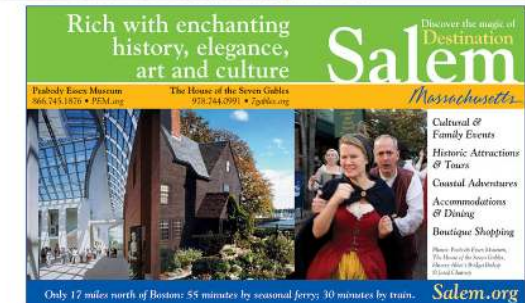
Creative Visual Branding Solutions | Publication, Print & Electronic Design

Destination Salem

Developed Advertising Campaign, Visitor Guide Sales, Print Collateral & Production



- Think basic function over complicated design
- Tell the story of your business or town



Developed Design Campaigns, Style Sheets, Advertising, Collateral, Event Materials & Production

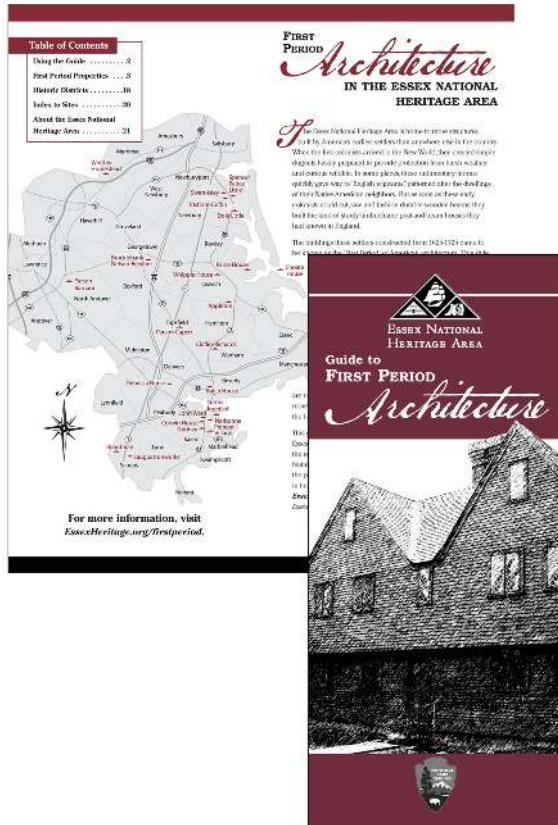


468 students and teachers from local schools experienced first-hand 15 unique educational programs at heritage sites through ENHC in 2006



Creative Visual Branding Solutions | Publication, Print & Electronic Design

Developed Print Collateral to Educate about Architecture, Farms & Agriculture

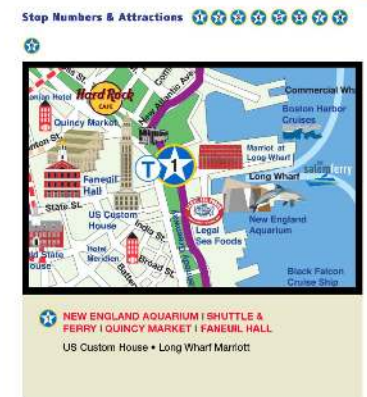


- 2 color printing is good for small budgets.
- Simple easy designs
- Easy to reference information essential



City View Trolley

Website, Logos, Brochures, Branding – Simple navigation



What works in advertising?

Visit NORTH of BOSTON

A STORY IN EVERY MILE

What's Your Story?

Do you enjoy exploring museums and places in America history, dining seaside, shopping for one of a kind treasures, delighting yourself with activities on or off the water, or just relaxing on the beach? 30 minutes from Boston by car, train, bus or seasonal ferry. Visit our website for a free aTravel Guide & Map. **Let Us Be Part of Your Story!**

NORTHofBOSTON.ORG
Convention & Visitors Bureau

Photo: Salt Marsh in November - Hillary Rogers/SMC118



Cape Ann Whale Watch

415 Main St. • Newburyport, MA 01950
1-800-877-5110 • SeeTheWhales.com

Sail aboard the Hurricane II, the largest and fastest vessel north of Boston! Named as one of the top 5 whale watches in the USA in 2014 by Joshua Horwitz, author of "War on the Whales". Guaranteed FREE PARKING.



Discover Gloucester

978-675-1818 • discovergloucester.com

Discover Gloucester, just 40 minutes North of Boston! This enchanting city, home to America's Oldest Seaport, offers genuine charm, natural beauty and warm hospitality. Fresh seafood, an original Artists Colony, awesome Whale Watching and Schooner Sails. Come for an afternoon, a day or better yet, stay a while.



The Peabody Essex Museum

161 Essex Street • Salem, MA 01970

978-745-9500 • pem.org

Our museum houses more than 1.8 million works of art and is among the 20 largest U.S. art museums. We've got the finest collection of American, maritime and Asian art anywhere, including a 200-year-old house from China.



Salem, Massachusetts

978-744-3662 • Salem.org

Make your own magic in Salem! From the arts, food and history, to the shops, ships and spooky tricks, Salem is still making history. How will you be a part of it? Just 16 miles north of Boston on the Massachusetts coast.



Salem Witch Museum

19 1/2 Washington Square North • Salem, MA 01970

978-744-1612 • SalemWitchMuseum.com

Who are witches? What is a witch hunt? Diggle the myths at Salem's most visited Museum. Open daily year-round with extended hours in July and August. Translations available. Museum Store.



Witch Pix

172 Essex Street • Salem, MA 01970

978-745-2021 • WitchPixofSalem.com

A premium witch-costume photo studio. Be the star of your own photo shoot and capture the allure of being a witch. Extensive handmade costumes & witch hats, 3 backdrops, & engaging photographer. Appointments are encouraged, walk-ins welcome. Open year-round, extended hours May-November.



North Shore Music Theatre

62 Dunham Road • Beverly, MA 01915

978-232-7200 • NSMT.org

2018 Season MAME: June 5 - 17, PETER PAN: July 10 - 22, MAMMA MIA!: August 7 - 19, EXILL & HYCIE: September 25 - October 7, HARPIS: October 30 - November 11, A CHRISTMAS CAROL: December 7 - 23



The House of the Seven Gables

113 Derby Street • Salem, MA 01970

978-744-0997 x104 • groups@7gables.org

7gables.org

Celebrate 350 years of stories! Admission: Includes a tour of The Gables and Nathaniel Hawthorne Birthplace, an audio tour of our gardens, spectacular views of Salem Harbor, and a unique Museum Store.



Holiday Inn Express

Saugus Logan Airport

999 Broadway • Saugus, MA 01966

781-223-1800 • saugus.hotel.com

Stay smart at the Holiday Inn Express Saugus Logan Airport. Guests can take advantage of our 24-hour airport shuttle and hot complimentary breakfast. The hotel is located 20 minutes from Boston & Salem.



Peabody Main Streets

livepeabody.com

Experience it! Peabody's rich heritage is on display in our downtown restaurants, festivals on Main Street, and concerts in the parks. Take in a performance at the new Back Box Theatre or a free art tour at Peabody Institute Library. Visit Brookside Farm, Disc Golf Course, Tanner Skate Park or The Meadow Golf Course.



Hawthorne Hotel

407 Square Road • Revere, MA 02151

781-284-7200 • fourfontsbostonloganairport.com

Always a great stay. Located 4.5 miles from Boston Logan, 15 minutes from Historic North Shore. Complimentary 24-hr airport transportation. Check out our new look!



North of Boston Convention & Visitors Bureau

Visit: NorthofBoston.org for a free travel guide.

Known for cozy hotels & inns, delicious restaurants, fascinating museums and great beaches, the area from Boston, Massachusetts' doorstep extending to the New Hampshire border is a diverse and beautiful place. Distances are short, prices are reasonable & the people are friendly.

Coop Advertising




KishGraphics

Creative Visual Branding Solutions | Publication, Print & Electronic Design

Bold Ad Templates – Keep visual brand consistent...colors, fonts, images





7 Seas Whale Watch

A Spectacular Family Adventure!

Think big!

Sailing from
GLOUCESTER MA


Proud to partner with:
OCEAN ALLIANCE
 conserving whales and our ocean
 through research and education

Area's Top Rated
 Whale Watch on TripAdvisor
 ~ Guaranteed Sightings
 ~ Named Yankee Magazine's
 'Editor's Choice for Whale
 Watching in New England'

**Gloucester's Newest
 Whale Watching Boat**

www.7SeasWhaleWatch.com

Toll free: 888-283-1776



Schooners • Fishing • Paddleboards • Whale Watches

Fun Activities on Water

Be awed by the ocean's beauty, the serenity of rivers, and the stillness of ponds!

Watch a whale breach above the surface of the water. Sail on schooners similar to what used to line the wharves of many ports. Workout on stand up paddle board, kayak, or canoe. Grab a fishing pole and catch your own dinner.





Photo: Left to Right: Mike Mendon and Christine Davis / Schooner Bonnet, L. Wayne / Schooner Bonnet, Right: Rick / 73222 Wildlife Watch, Gloucester Fishing at Endicott Park, Downtown Area / Cape Cod NESC

Home to
Salem,
Gloucester,
Newburyport,
& more

Visit NORTH of BOSTON

A STORY IN EVERY MILE

Just 30 minutes north of Boston, discover Salem, home of the infamous Witch Trials and Gloucester, America's oldest seaport. Visit museums, cultural and historic sites, farms, state parks, and performing arts venues. Enjoy boutique shopping and New England craft beers and cuisine, including plenty of fresh seafood. Explore 200 miles of coastline, twelve lighthouses and get out on the water to kayak, Stand Up Paddleboard, whale watch, harbor cruise or schooner sail.

NORTH BOSTON.ORG
Convention & Visitors Bureau

MA MASSACHUSETTS
OFFICIAL STATE LOGO

**Visit NorthofBoston.org for
a free travel guide & map.**

Photo credit: ©2014 Dan Ruppel/Photo © 2014 of Dan Ruppel/Photo



Creative Visual Branding Solutions | Publication, Print & Electronic Design

What does not works?

Double your vacation enjoyment - via **TWA** circle trips

It costs no more to go one way - return another - in the U.S. or overseas

Here's your chance to get twice the fun...
 ...because you can "circle" in either the U.S. or Europe by going one TWA way, returning another, at no extra cost. For example, Rome, Paris, New York City via an improved Chicago and San Francisco ... return via Los Angeles, the Grand Canyon, and Phoenix. Or flying to Rome you can go to Munich, Istanbul, Paris, Geneva, and return via Madrid and Lisbon.

Did you know that...
 ...TWA's new service...
 ...is a perfect way to travel...
 ...and return...
 ...at no extra cost...

Across the U.S. and overseas... you can depend on **TWA**

TWA WORLD AIRLINES

Too much information

Professional Experienced Agents
 for your Personal and Corporate Travel

Phone: 319-238-2404 Toll Free: 877-238-0000

Low resolution & blurry images

IT'S JUST OREGON.
 NO BIG DEAL.

WE LIKE IT HERE. **TRAVEL OREGON.COM** YOU MIGHT TOO.

Yellow Text is difficult to read on white

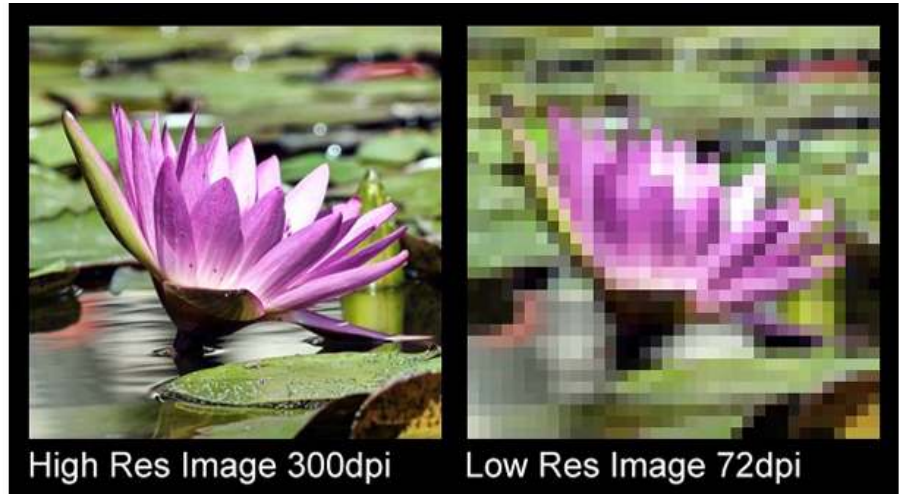
KishGraphics

Creative Visual Branding Solutions | Publication, Print & Electronic Design

Image Issues



Stretched Images not good.



High resolution is for
print media – Ads,
publications, brochures

Low resolution is for
digital media – Screens,
TV, cell phones

Font Issues

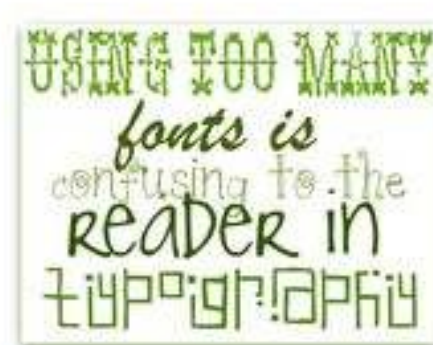


Don't use common fonts and fonts that are not meant to be used on high end printing machines.

Too Many Fonts



Uneven linespacing
Letterspacing too close.
Spacing gaps



Bad spacing

Principles for You to Think About

- What works now & what does not.
- Can you service or handle large groups?
How many?
- Reservations systems for restaurants, spas, and service industry.
- How will you balance marketing to locals and tourists in the busy seasons.
- Think about the trickle down effect of tourism economy. Tourism impacts an entire community.
- What do you aspire towards in moving into thinking about tourism
- Who will do what in the marketing?
- On-site staff? Marketing firm? Designer?
- Inclusiveness – LGBTQ, Ethnically, etc.
- Be authenticity, don't make up anything
- Partnership together as community
- Image & language
- Timelines
- Consistency

Remember...

- There is strength in numbers.
- More businesses working to market together, the stronger you are.
- Don't think of yourselves as individuals in advertising. Tourism partners. Competitor thinking can kill off the team effort to promote.
- Work with people who have knowledge of tourism & travel industry and the region and knows the customer trends in the industry
- Make sure your deadlines are honored by vendors. Stay on top of these.
- Start preparing not for the Sports Complex.
- Sit with someone who knows tourism and get a plan together now.
- **Feel free to call me for a conversation/consultation.
Let's look at what you need to do.**