

Photo by Thomas Barraso



# Amesbury, MA

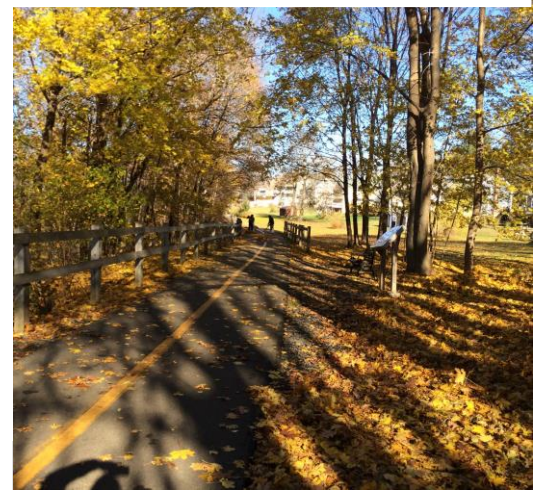
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Tapping Into Tourism  
Kassandra Gove, Amesbury Chamber of Commerce

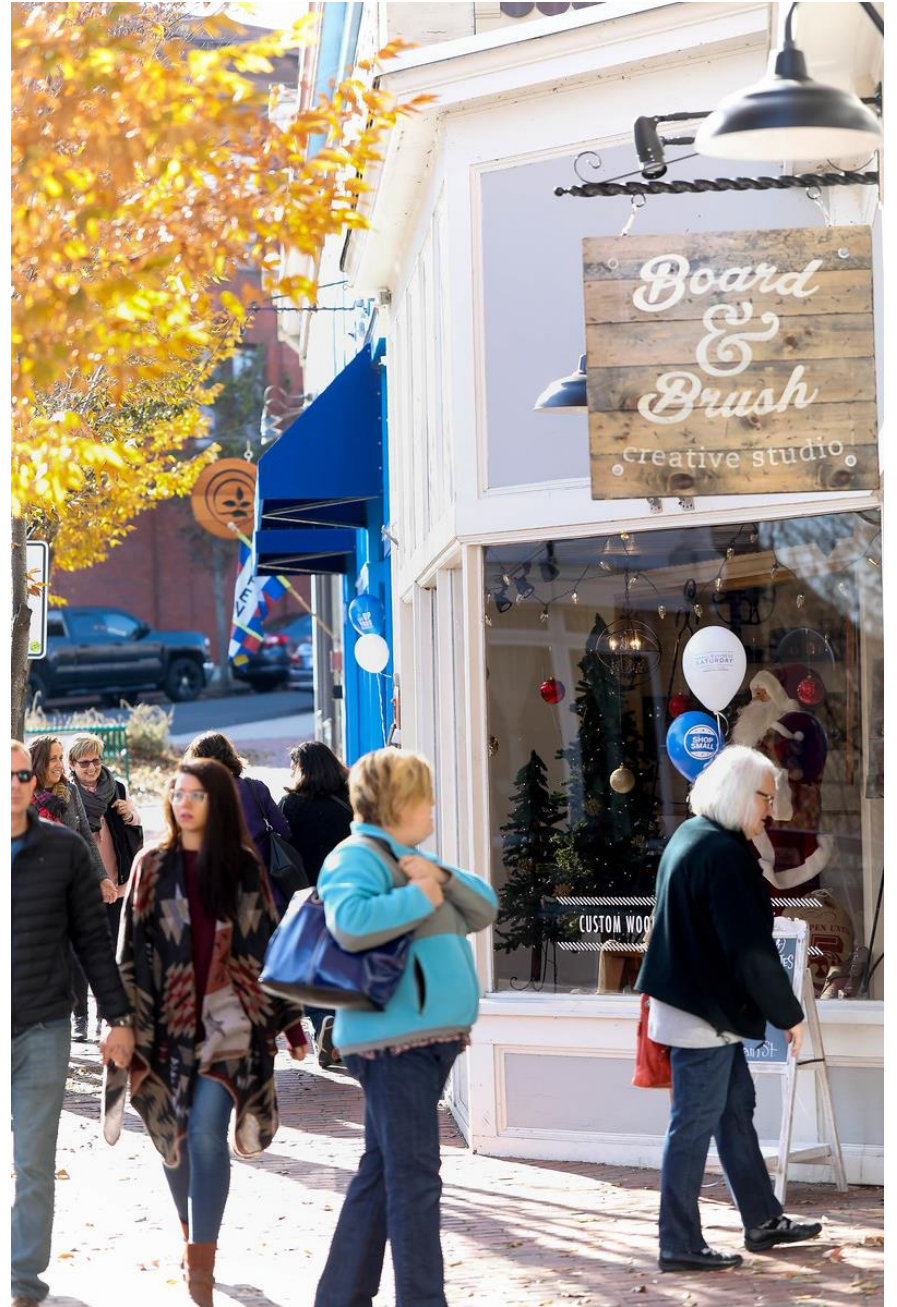




Photos by Kate Donovan and Artsy Artichoke



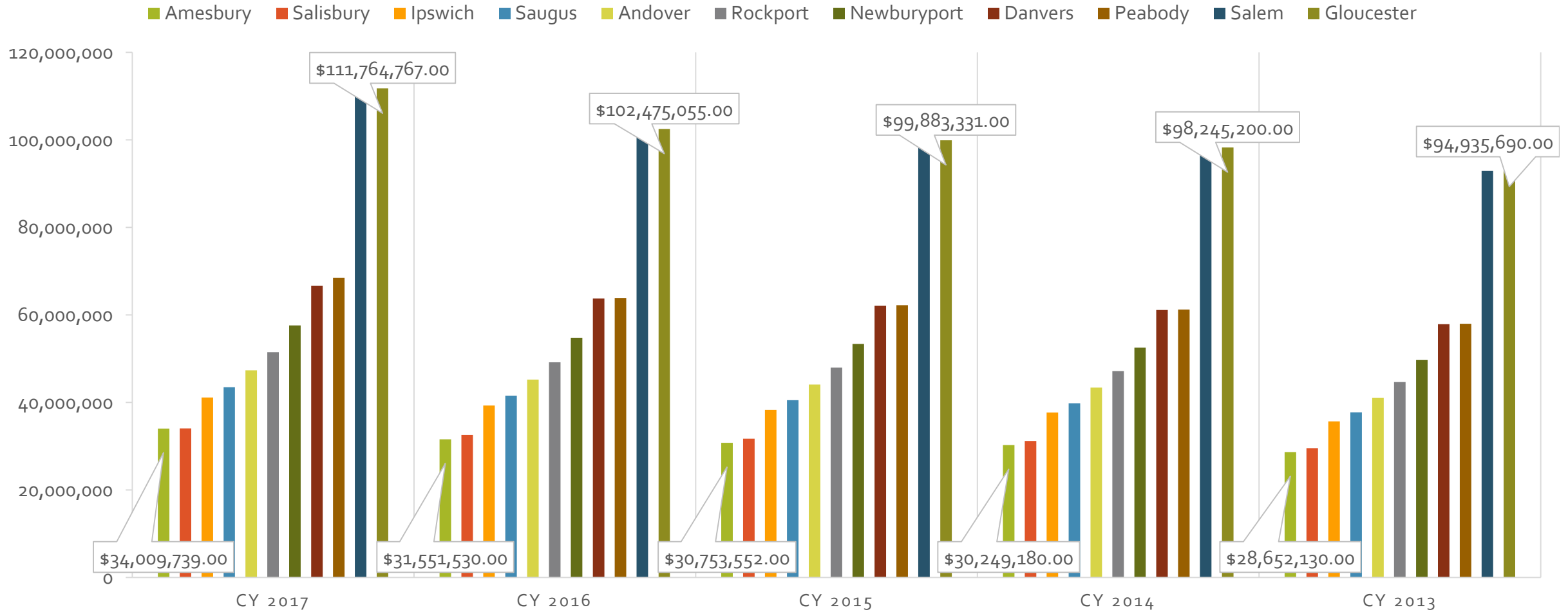




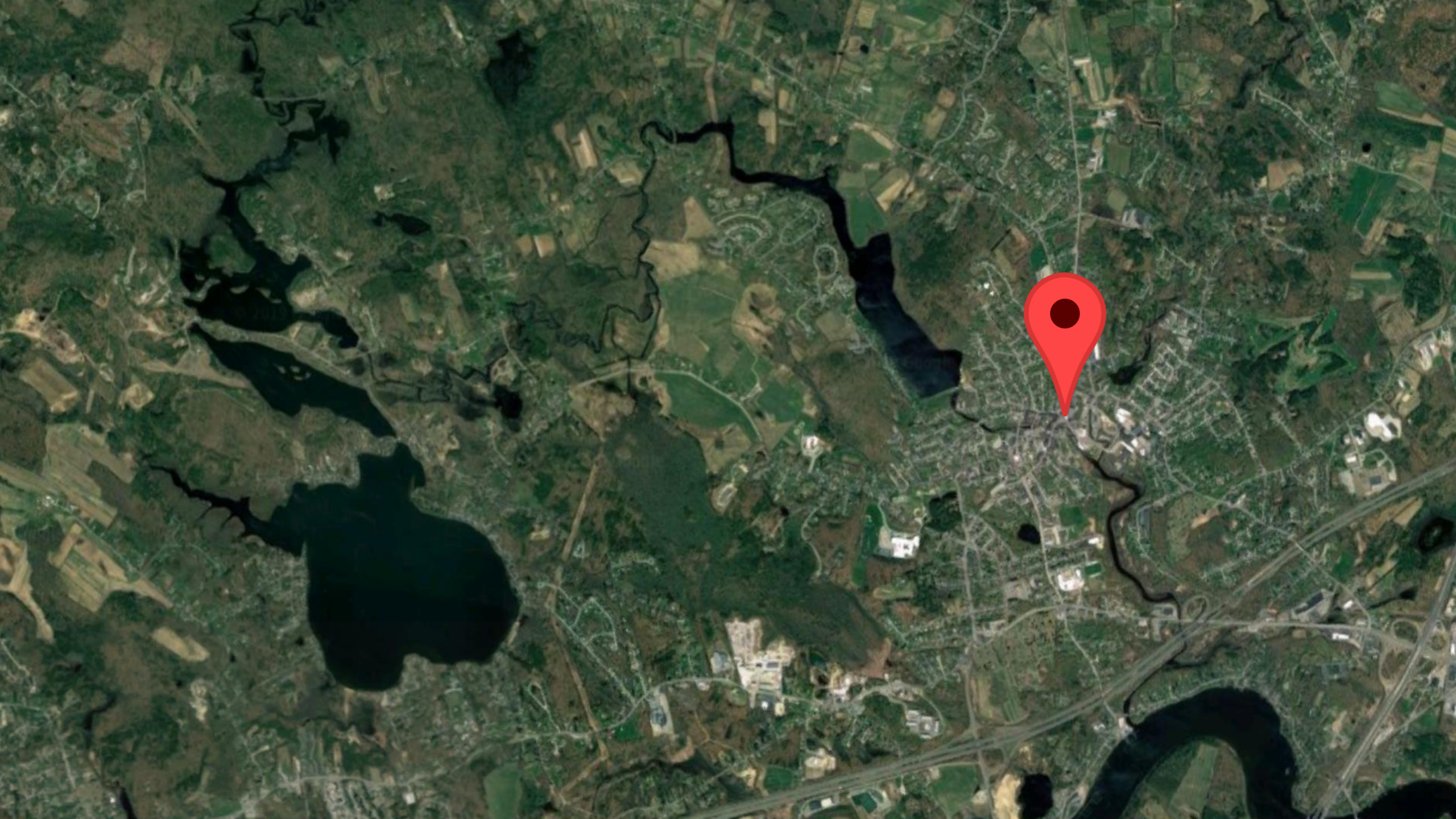
Photos by Kate Donovan, Artsy Artichoke, and Virginia Paige



# USTA ECONOMIC IMPACT DATA EXPENDITURES



Amesbury CY 2017: State Tax \$18,89,792 Local Tax \$890,116





# Choose a Destination

- Pre-Trip Planning
  - Can they find you?
    - Website, Address, Hours, Parking, Phone Number, Social Media Handles... CONSISTENCY
    - Recent Reviews, Testimonials
    - Awards, Nominations
  - Are they welcome?
    - How to make a reservation, appointment/walk-in, booking
    - Guests/visitor passes available
    - Fees

Research of travelers around the world revealed that the #1 pre trip resource was an internet search.

## parking

Motivate™ Barre • Cardio • Cycle is located in the heart of Downtown Newburyport in the historical Mercantile Building on Prince Place (just around the corner from Lexie's and the Port Tavern). There is free on-street parking throughout the entirety of downtown. You may also use the municipal parking lots next to our building or a few yards away next to the Public Library. After class, make your way back down State and Pleasant Streets for some coffee or shopping.

Amesbury is a beautiful New England town with a lot of history. It is located in Northern Massachusetts, just south of the New Hampshire border, nestled in between two interstate highways. It has many great and unique restaurants and shops, all within walking distance in downtown. We are also happy to add a new 50 acre, 6 rink hockey arena to our city soon!



Uber

UBER  
eats



INSIDER



lyft



# You've Arrived

- During Their Trip
  - Can they find you?
    - Website, Visitor Center, Social Media Handles
    - Signage, Hours, Parking, Directions
    - Cross promotion {gateways}

**Be A Weekender**  
Discover Amesbury

Plan your trip by visiting  
**AmesburyChamber.com**

Walk around town using  
**AmesburyMap.com**

**Getting Here**  
45 Miles from Boston  
21 Miles from Portsmouth

**195 North**  
Exit 58B, West on Rt 110, Right on Elm St  
Stay Straight for 1.7 miles to Market Square

**195 South**  
Exit 58, West on Rt 110, Right on Elm St  
Stay Straight for 1.7 miles to Market Square

**1495 North**  
Exit 54, Right on Rt 150, Stay Straight to Market Square

**FREE PARKING** – Street Side and Surface

**EV Charging Stations** – Located on Water

**Where to Stay**  
**Fairfield Inn by Marriott**  
35 Clarks Road  
Amesbury MA 01913  
978-388-3400

**Hampton**  
284 Elm  
Amesbury MA 01913  
978-834

**Escape the City** and discover a former mill town with uptown sophistication. If you love a local brew or live music this weekend road trip is worth it. Stroll wide brick sidewalks and shop over 50 boutiques, galleries, and restaurants. Don't leave without a coffee from one of many local cafés.

Community. Bring or rent a kayak or paddle board and hit the water of our urban beach. Check online schedules for SUPYO classes and full moon paddles.

A weekend of **family fun** is waiting for you nestled in this coastal region. The kids can pick their own seasonal fruits at a family run farm or **discover** the nostalgia of candlepin. The recently renovated Town Park with splash pad is a hot spot to cool down all summer long. Bring your best game and

Unwind in Amesbury on your **next weekend adventure**. Home to 710 acres of land dedicated to active recreation and open space uses, you'll **discover** why this quaint city is a state recognized Green

spend time on our golf or disc golf courses, you'll be back for more.

Once known as the Carriage Center of America, the charm and industry of this River City is impressive. With **history** around every corner you'll **discover** over a dozen landmarks representing four centuries. Museums across the

city are full of life including John Greenleaf Whittier's Home and Museum which continues to play an important role in literature while Lowell's Boat Shop & Museum still educates young men and women on the craft of carving dories.

**Amesbury**  
Chamber of Commerce & Industry  
5 Market Square, Amesbury, MA 01913  
(978) 388-3178  
amesburychamber.com

Funded, in part, by the Massachusetts Office of Travel and Tourism  
This brochure was made possible by a grant administered by the North of Boston Convention & Visitors Bureau

**galleries lakes farms camping hotels boating kayaking birding fishing**  
**artists community events hiking parks & golf course paddle boarding**  
**shops amesbury days restaurants walking ice cream live music**  
**breweries historical sites waterfalls disc golf coffee block party bakeries**  
**crafts biking splash pad waterfall disc golf coffee block party bakeries**  
**country music festival**

Research of travelers around the world revealed that the #1 resource while traveling was a brochure.



# What is the Chamber doing?

- Maps
  - Printed, digital, local, regional, downtown
- Brochure Racks
  - Office/Visitor Center and Sports Center
- Business Signage
  - Working with City to begin a review of bylaw
- Wayfinding
  - State earmark for \$25,000
  - Phase 1 this Spring
- Trade Shows
- Website
  - Chamber Website
- Parking & Transportation
  - Shuttles, Bike Share, Parking Study
- Tourism Committee
  - Chamber, Businesses, Sports Center
- Education Programs & Roundtables
- Marketing
  - Billboards, print, digital, coop ads, sample itineraries, specialized brochures



# Thank You

Kassandra Gove

Amesbury Chamber of Commerce

5 Market Square

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[www.AmesburyChamber.com](http://www.AmesburyChamber.com)

978-388-3178



Photo by Greg Dubois