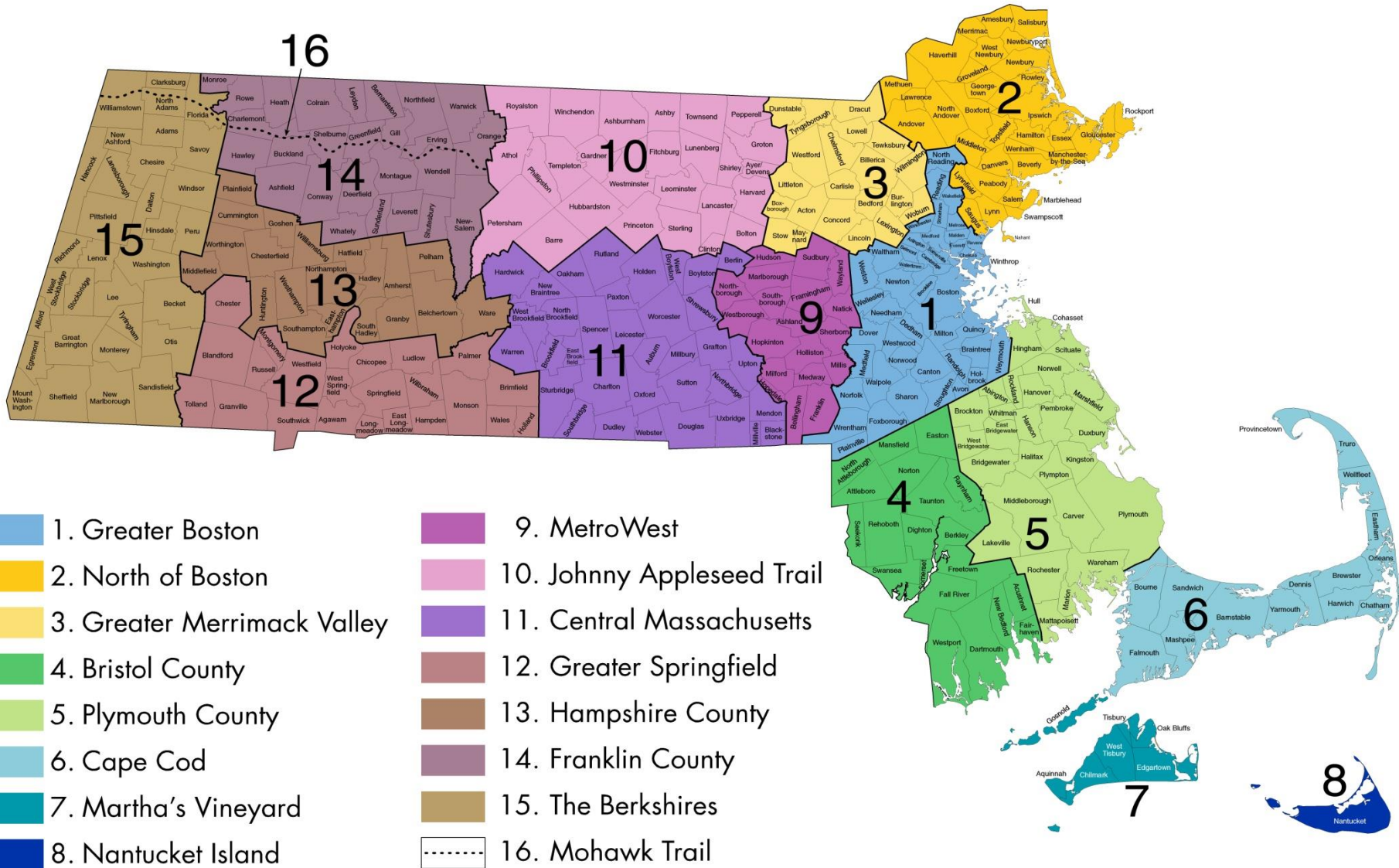




The mission of the North of Boston Convention & Visitors Bureau is to promote Essex County as a travel destination for visitors, meetings and group tours; increase the number of visitors and length of stay in our region; expand product to meet traditional & new market segments; serve as a central source of information for visitors; foster economic development through public and private partnerships.

MASSACHUSETTS TOURISM REGIONS



NORTH *of* BOSTON

CY2017

Tourism has a tremendous economic impact in Massachusetts:

\$22.9 billion in direct spending

149,000 jobs

More than \$1.5 billion in state & local tax revenue

ESSEX COUNTY – “North of Boston” region

CY2017 Domestic & International Spending in Essex County

**Reflects year over year growth*

\$1.1 BILLION in direct spending

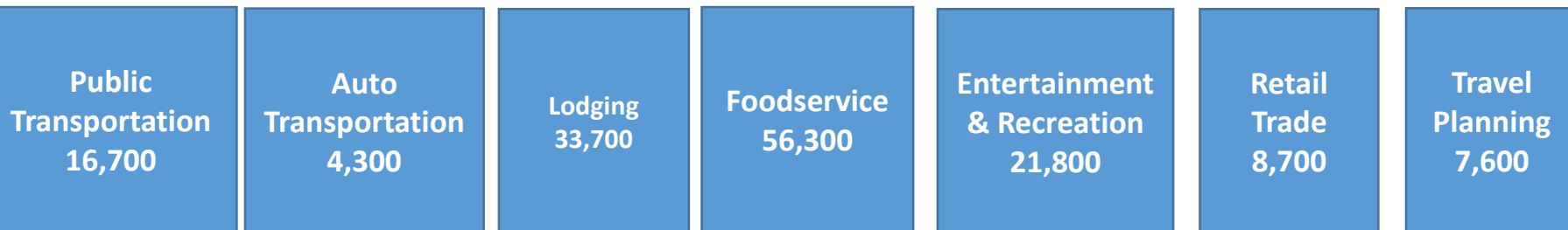
8,094 jobs

\$89.5 million in state & local tax revenue

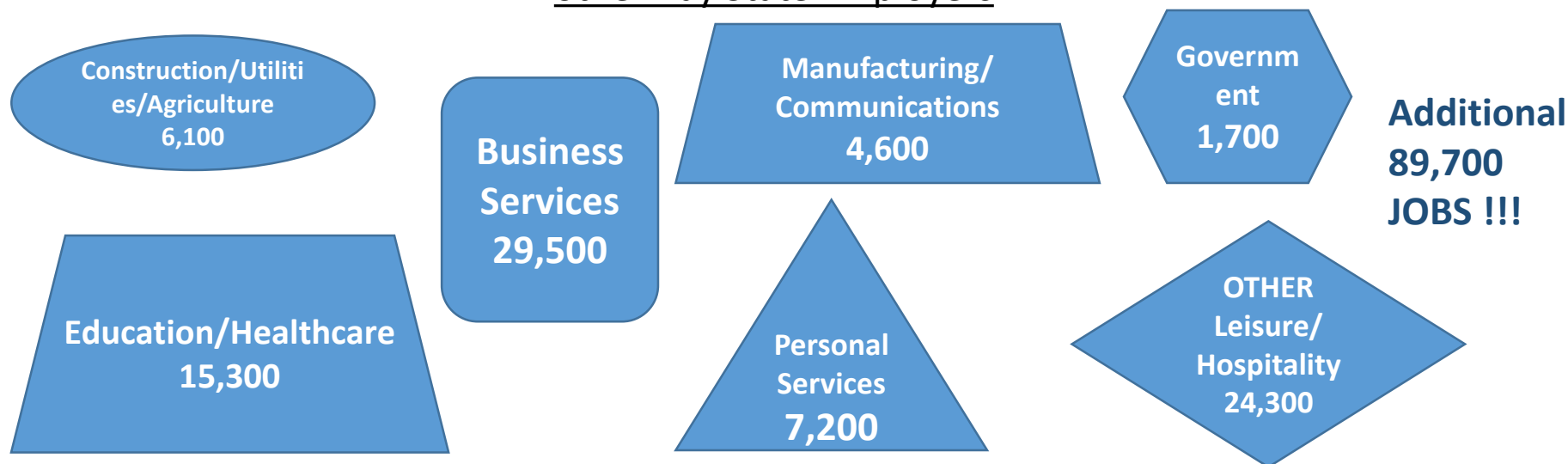
SOURCE: USTA/ MOTT

239,200 TOTAL Tourism Jobs Supported by TOTAL Traveler Spending, 2017

MA Traveler Direct Spending Supports **149,400** jobs in Seven Major Sub Industries.....



↓ ↓ ↓ ↓ ↓ ↓ ↓
Direct Spending creates **Indirect & Induced** employment at hundreds of other Bay State Employers



NORTH *of* BOSTON



The Boston Foundation released a new report it commissioned through the UMass Donahue Institute on the impact of the Leisure, Hospitality & Tourism Industry in Massachusetts. It found *"the industry is huge"* with a tremendous economic impact throughout Massachusetts:

- **3rd largest industry**
- **\$69.4 billion in economic activity**
- **Direct employment of 376,000 workers, with another 232,000 spin-off jobs**
- **Generates \$28 billion in visitor spending**

But the report also highlights that *"the state does not do nearly enough to market their industry with appropriate levels of funding . . ."* The report recommends that *"...to reach its full economic potential, funding must be increased for marketing and promotion within and beyond the state."*

NORTH *of* BOSTON

CY2017 Domestic Spend

North of Boston	Expenditures	Payroll	Jobs	State Tx	Local Tx
	\$ 949,939,632	\$ 233,406,717	7,146	\$ 52,784,545	\$ 24,862,207

Gloucester	\$111,764,767	\$27,461,374	841	\$6,210,345	\$2,925,153
Salem	\$110,055,636	\$27,041,429	827	\$6,115,374	\$2,880,420
Peabody	\$68,457,400	\$16,820,455	515	\$3,803,918	\$1,791,695
Danvers	\$66,677,213	\$16,383,051	502	\$3,705,000	\$1,745,103
Newburyport	\$57,562,067	\$14,143,397	433	\$3,198,506	\$1,506,538
Rockport	\$51,442,081	\$12,639,674	387	\$2,858,441	\$1,346,363
Andover	\$47,304,144	\$11,622,954	356	\$2,628,512	\$1,238,063
Saugus	\$43,448,339	\$10,675,556	327	\$2,414,260	\$1,137,148
Ipswich	\$41,097,238	\$10,097,875	309	\$2,283,618	\$1,075,614
Salisbury	\$34,043,937	\$8,364,830	256	\$1,891,693	\$891,012
Amesbury	\$34,009,739	\$8,356,427	256	\$1,889,792	\$890,117
Haverhill	\$33,247,887	\$8,169,235	250	\$1,847,459	\$870,177
Marblehead	\$32,892,610	\$8,081,941	247	\$1,827,718	\$860,879
Essex	\$28,401,295	\$6,978,394	214	\$1,578,152	\$743,330
Beverly	\$27,548,249	\$6,768,795	207	\$1,530,752	\$721,004

NORTH *of* BOSTON

Target Markets

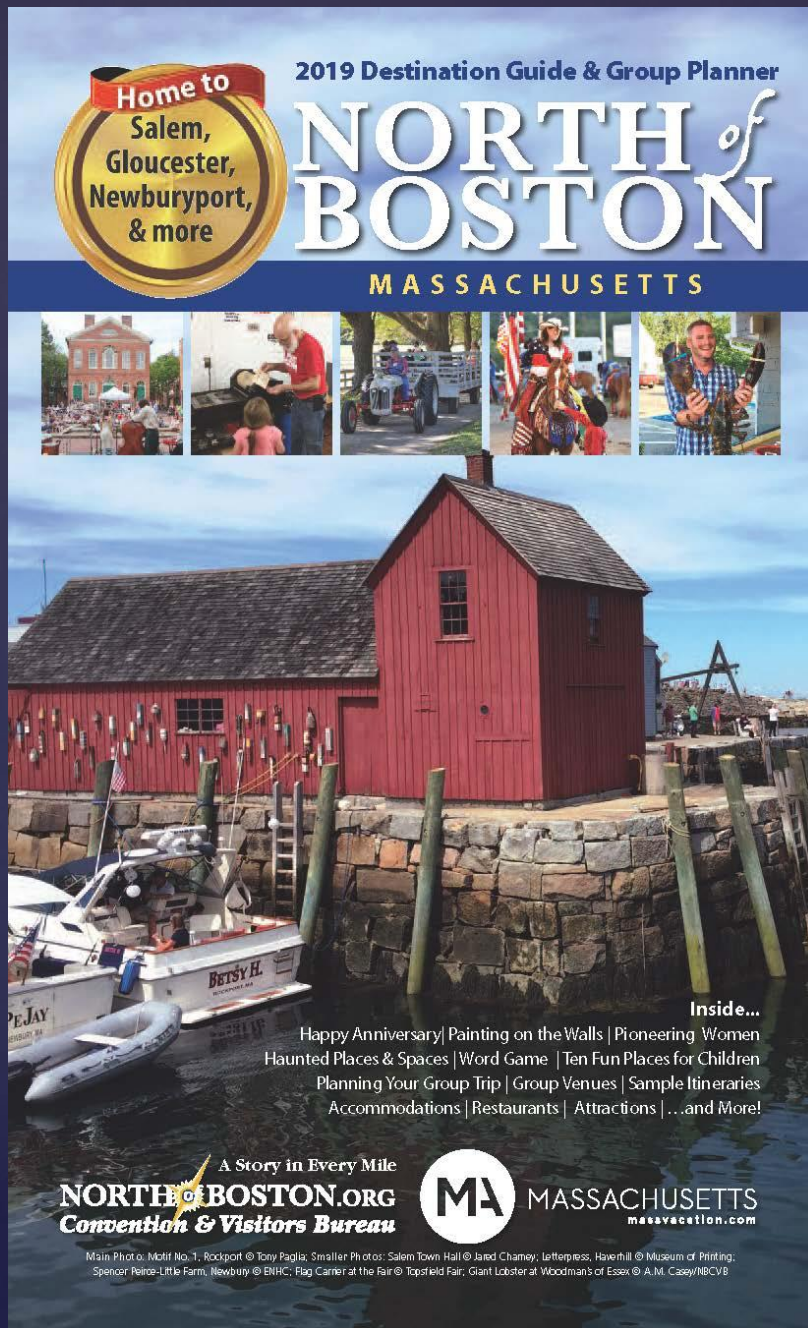
Target #1: Domestic Leisure – Short Haul (New England and mid-Atlantic)

Target #2: Domestic Leisure- Long Haul

Target #3: International (Groups and FIT)

Target #4: Groups

Target #5: Meetings/ Special Events



Circulation: 200,000

Shelf Life: March 2019- March 2020

Distribution: Essex County

lodging/attractions/museums/restaurants; MA Visitor Centers; AAA offices all over the US; Greater Boston, ME, NH, CT, NY, PA and NJ (through CTM and Gateways on Display), Canada (through NE Tourism Center), Massachusetts international representatives in UK, Canada, Germany, Italy, France, and Ireland; and mailed directly to thousands of travelers annually across the globe via website requests and the Massachusetts Office of Travel & Tourism.

- Online digital flipbook -
<http://ebook.universalwilde.com/NorthofBoston-2018VisitorsGuide/>
- Embedded onto USB drives for industry Trade Shows such as Discover New England (international), US Travel Association IPW (international) and American Bus Association (group tour)
- On display at consumer shows, such as the Big E in Springfield (September), Weddings Expo (January), NY Travel Show (January), Boston Globe Travel Show (February), MassLive Travel Show at MGM Springfield (April).

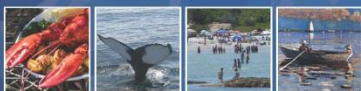
Cooperative Advertising in the 2019 Guide



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Bring your family & friends to explore Salisbury.

Our coastal refuge has an abundance of activities for the adventurous and leisure traveler. Wander on our biking and hiking trails. Pick up your pole and go fishing. Try boating on the Merrimack River. Go antiquing! Summer brings seaside movie nights, weekly outdoors concerts, fireworks, and festivals. Our dining choices will satisfy the palettes of your entire family. From family friendly restaurants to outdoor romantic dining. Eat "beach pizza." Play in the arcades. Stroll the beach.

Come see why Salisbury shines!

SalisburyChamber.com

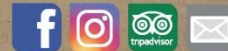
Tom Saab Real Estate

Sales & Vacation Rentals
Serving the Seacoast for 40 years
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The Sands Resort

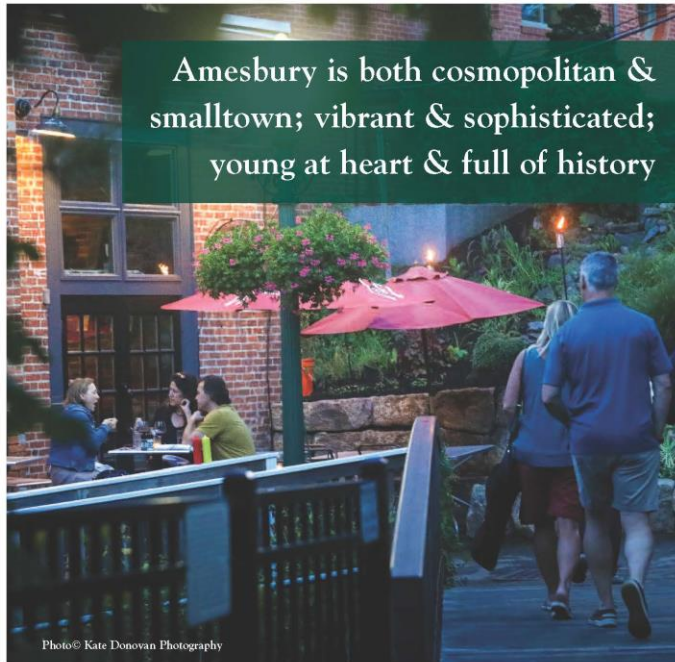
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5 Market Square • Amesbury, MA 01913 • (978) 388-3178 • AmesburyChamber.com

@AmesburyChamberofCommerce  • @Discover_Amesbury 



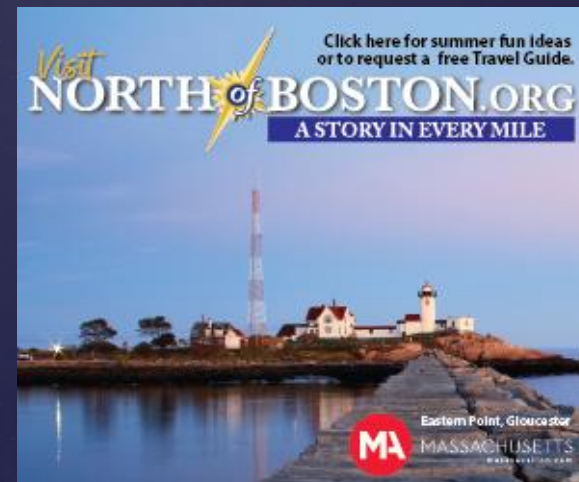
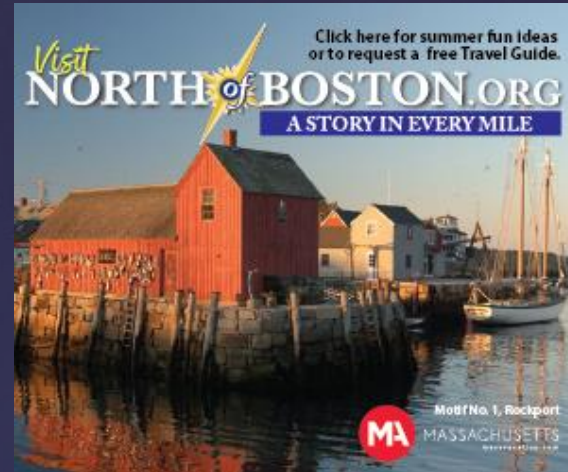
Board & Brush
creative studio

Starlite
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CREATIVE SAMPLES

AdWords Display and Re-targeting Ads seasonal throughout FY19



CREATIVE SAMPLES

AdWords Display and Re-targeting Ads seasonal throughout FY19



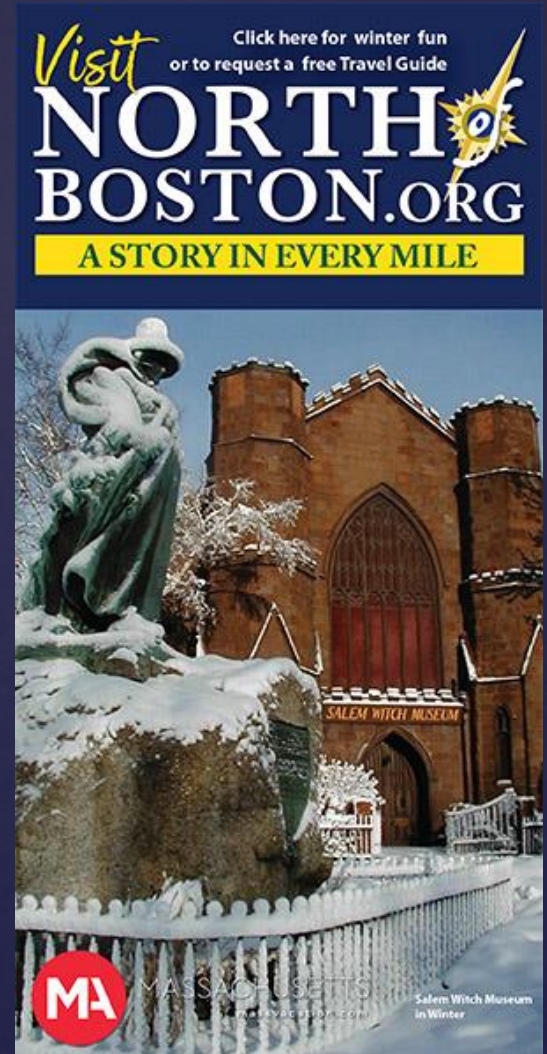
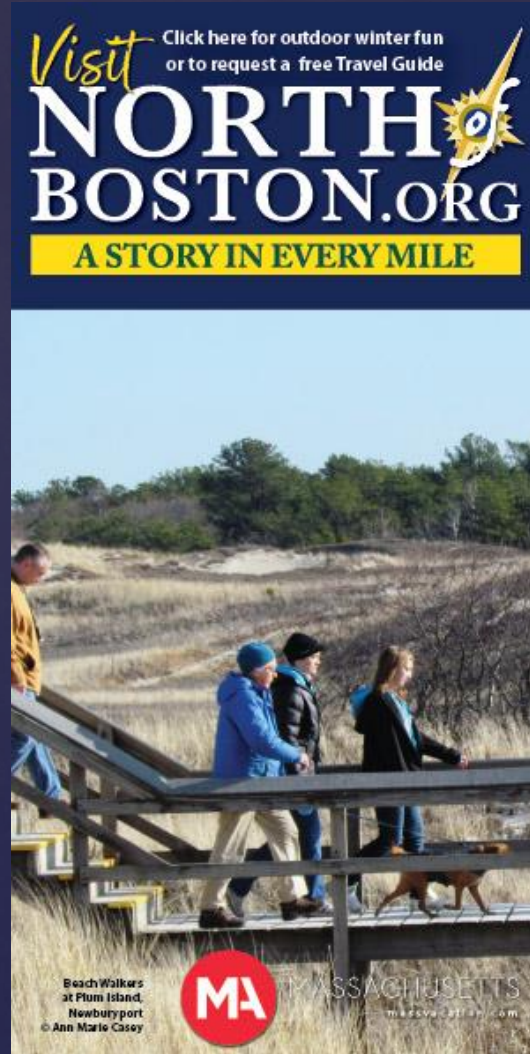
CREATIVE SAMPLES

AdWords Display and Re-targeting Ads seasonal throughout FY19



CREATIVE SAMPLES

AdWords Display and Re-targeting Ads seasonal throughout FY19



NORTH *of* BOSTON



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 *of* BOSTON.ORG
Convention & Visitors Bureau



MASSACHUSETTS
massvacation.com

Photo Credit: Little Harbor Boathouse in Marblehead by Victoria Dosch

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

NORTH *of* BOSTON

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A STORY IN EVERY MILE



Groups, Meetings & Events

The North of Boston region offers a variety of accommodations, restaurants, unique event sites, group attractions, transportation, tours, sightseeing, wedding services and more. Great weekend getaway or extended stay only 30 minutes from Boston.

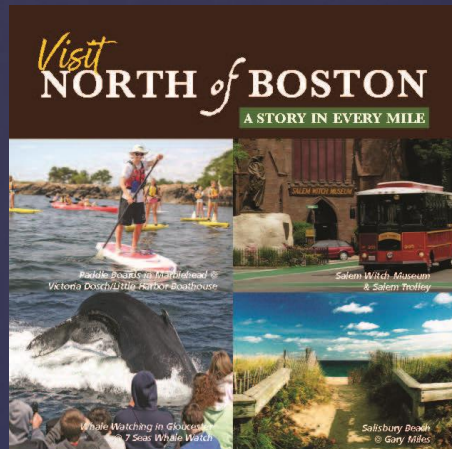
Request a free travel guide and map.

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Photos: (Main Photo) The Crane Estate, The Trustees of Reservations, Ipswich © Mark Gardner. (Smaller Images) Gallery Tour at the Peabody Essex Museum, Salem © PEM, Vintage Baseball at Spencer Peirce-Little Farm, Newbury © Spencer Peirce-Little Farm; Lobsters at Woodman's of Essex © NBCVB, Wedding at Misselwood, Beverly © Kishgraphics, Girls Day Out on the Schooner Lannon, Gloucester © Schooner Lannon

NORTH *of* BOSTON



The area located between the city of Boston and New Hampshire is known as Essex County or the North of Boston region. Well-known cities such as Salem, home of the infamous Witch Trials and Gloucester, America's oldest seaport, are located here. Within our 34 cities and towns, visit farms, museums, cultural and historic sites, state parks, and performing arts venues. Enjoy boutique shopping, plenty of fresh seafood and local artisan breweries, cider houses, distilleries, meaderies and wineries. Explore 200 miles of coastline, 12 lighthouses and go on a whale watch, harbor cruise or schooner sail. Visit NorthofBoston.org for a free travel guide & map.

Where to Start & How to Get There

North of Boston begins less than 12 miles and 30 minutes from downtown Boston and extends to the New Hampshire border. Area airports include Logan International Airport and Manchester-Boston Regional Airport. Visitors can travel around via car, train (mbta.com) or seasonally ferry between Boston and Salem (bostonharborcruises.com).

Start at NorthofBoston.org!

There you can find itineraries for one day, two days or a whole week of activities that you can do when visiting an area venue.

From Boston: Take I-93 North, I-95 or Route 1 to travel the length of the North of Boston region. Route 1A North follows the coast from Logan Airport to Salisbury.

From the West: Take the Massachusetts Turnpike to Interstate 95 North and Route 128 North towards Gloucester.

From the North: Interstate 495 South will bring you along the Merrimack River through Haverhill, Amesbury, Newburyport and Salisbury.

Enjoy your visit to North of Boston, and please drink responsibly.

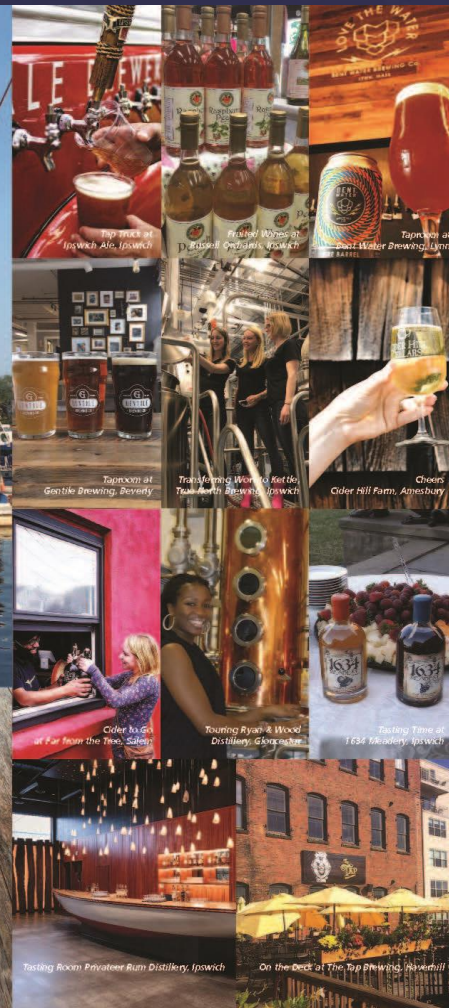
Toast the Coast

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

NORTH of BOSTON.ORG
Convention & Visitors Bureau

MA MASSACHUSETTS
massvacation.com

Schooner Andromeda in Gloucester Harbor © Dan Phillips



Get in the Spirit!

In 1637, the Commonwealth of Massachusetts proclaimed that no person should be in a tavern "longer than necessary occasions." There was no clarity on length or what "necessary occasions" were, and the region has since gone through various bans and prohibitions.

Some bans were self-imposed. Rockport until the year 2005 was a "dry" town. The fishing village was suddenly disrupted when a group of hatchet wielding women, led by local spinster Hannah Jumper, took it upon themselves to rid the town of its "demon rum." On July 8, 1856, the Hatchet 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 reinventing old recipes into new ones, making their mark in the world of craft-style drinks. These businesses will be happy to share ideas to pair with your meal! Visit our website to learn more about local tours and tastings. ♦

NorthofBoston.org/Toast

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to win a Getaway.**



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PRESENTS



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TripAdvisor Campaign- June 1- July 31, 2018

3891 views

233 entries

6% conversion

Find My Legislator x New England Film Location x TravelMassCoast.com x

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Boston.com and WCVB/weather.com Campaign- June 11- July 31, 2018

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10:12 AM 5/2/2017

NORTH of BOSTON

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Photo: Gathering on the Beach © Essex River Cruises



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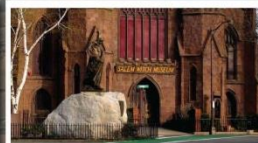
The Peabody Essex Museum

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

978-744-3663 • 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
978-744-1692 • SalemWitchMuseum.com
Who are witches? What is a witch hunt? Dispel the myths at Salem's most visited Museum. Open daily year-round with extended hours in July and August. Translations available. Museum Store.



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North Shore Music Theatre

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978-232-7200 • NSMT.org
2018 Season: MAME: June 5 - 17; PETER PAN: July 10 - 22; MAHWA MIA: August 7 - 19; JERILL & HYDE: September 25 - October 7; HAIRSPRAY: October 30 - November 11; A CHRISTMAS CAROL: December 7 - 23



The House of the Seven Gables

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978-744-0991 x104 • groups@7gables.org
7Gables.org
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Peabody Main Streets livepeabody.com

A perfect day trip. Peabody is where you can find both the familiar and unexpected. We embrace our diversity with the restaurants located downtown, festivals on Main Street, concerts in the parks, cultural events at our community art center, or take in a free art tour at Peabody Institute Library. Visit Brooksby Farm, Disc Golf Course, Tanner Skate Park or The Meadow Golf Course.



Four Points by Sheraton Boston Logan Airport

407 Squire Road • Revere, MA 02151
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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!

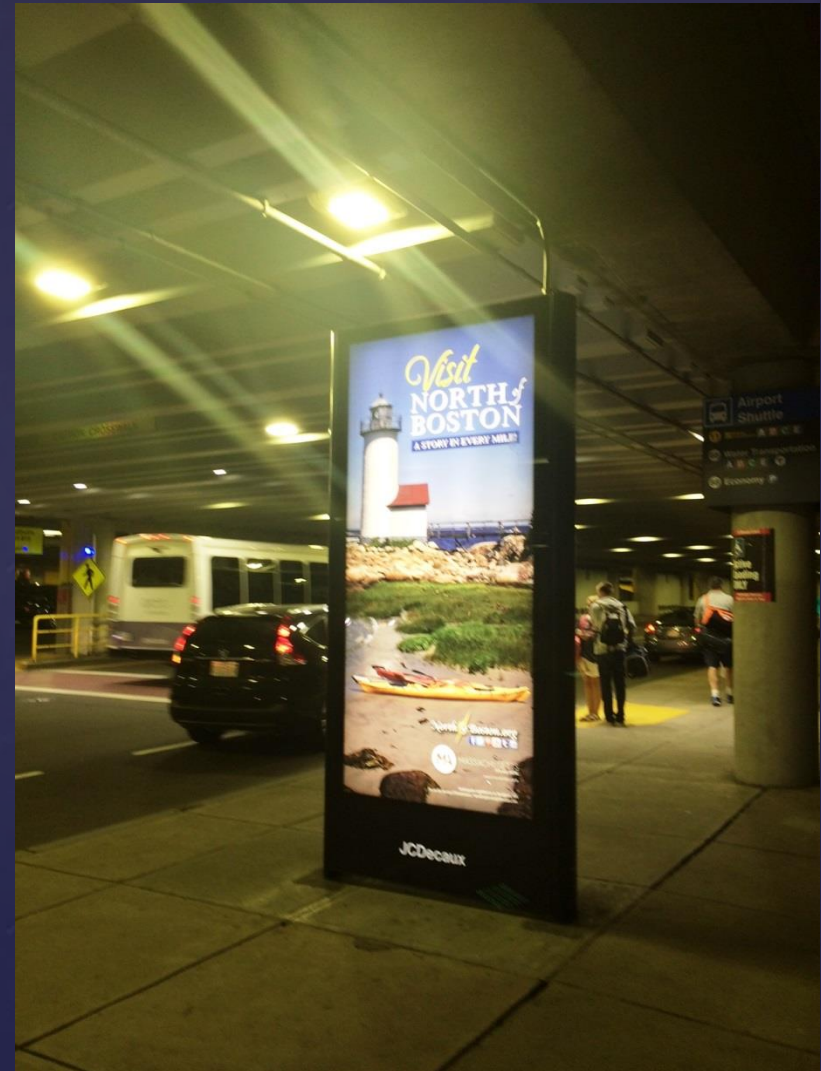


North of Boston Convention & Visitors Bureau

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.

NORTH *of* BOSTON

Advertisements at Logan International Airport



NORTH *of* BOSTON

QUESTIONS:

Ann Marie Casey, Executive Director

acasey@northofboston.org

978-465-6555