



Meet me NORTH OF BOSTON

Events, Group Tours & Meetings



MASSACHUSETTS
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NORTH *of* BOSTON
Convention & Visitors Bureau



*from left to right: Schooner Fame, Salem (© NBCVB); Lobsters (Courtesy of Mile Marker One, Gloucester); Downtown Newburyport (© NBCVB)
cover photo: Marblehead Harbor (© Derrick Mills)*

Looking for an authentic New England experience?



Located a short distance from Boston's Logan International and Manchester-Boston airports, the North of Boston region offers miles of breathtaking coastline, sandy beaches, acclaimed restaurants, witches, pirates, historic architecture, and a vibrant arts & culture scene making North of Boston the perfect destination for your meeting, group or special event.

Home to 34 diverse cities and towns, Essex County is truly a year-round destination. From the salty air of Newburyport to the witches of Salem, the seafood of Gloucester to the industrial city of Lawrence, there's something for everyone!

Our destination experts will assist you to plan the most memorable experience for your meeting, group or special event. We'll introduce you to our best hotels, inns and B&Bs, amazing meeting spaces, group friendly restaurants, attractions, and recreation while providing you with all the promotional materials and collateral you need to ensure a fabulous experience.

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 2023 season
- MBTA Commuter Rail and Bus systems
- Cruise ships departing from Salem and Boston
- Rental Cars



from left to right: Bradley Palmer State Park, Topsfield (© Holly Perry); Dali mural, El Punto Art Museum, Salem (© NBCVB); Kayaking off Crane Beach, Ipswich (© Stoney Stone)

A map of the North of Boston region in New England. The map shows the coastline of Maine, New Hampshire, Massachusetts, and Rhode Island. Major cities like Portland, ME, Concord, NH, Manchester, NH, Worcester, MA, Providence, RI, and Boston are marked with yellow squares. The North of Boston region is highlighted in pink. Major highways like I-95, I-93, and I-495 are shown. The map also shows various lakes and rivers.

Explore the region's coastal beauty on the **Essex Coastal Scenic Byway**, a 90-mile byway linking 14 coastal communities from Lynn to Salisbury and featuring scenic views, period architecture, historic sites, recreation and delicious local dining options.

GETTING HERE

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



Enjoy the natural beauty of North of Boston year-round! Soak up the sun at one the region's many picturesque beaches such as **Salisbury Beach**, **Good Harbor Beach** in Gloucester, and **Crane Beach**, located at the foot of the iconic Crane Estate in Ipswich.

Set Sail! **Beauport Cruiselines** offers a variety of cruising packages complete with dinner on the water. **Essex River Cruises**, winds you through the waterways of the Essex River and offers tidal clam bakes; **Mahi Harbor Cruises** team will be sure your event is nothing short of memorable.

Cape Ann Whale Watch and **7 Seas Whale Watch**, guarantee sightings of majestic whales at the well known Stellwagen Bank National Marine Sanctuary.

Raise the sails on a classic schooner. Sailing out of Gloucester **Maritime Heritage Charters**, has two ships: the Schooner *Ardelle* and Schooner *Isabella*; **Schooner Adventure** is a floating classroom for maritime history; **Schooner Lannon** offers a variety of sails from sunset cruises to day cruises with lively music and rum punch! **Schooner Fame**, a replica of the 1812 privateer *Fame*, graces Salem Sound. All offer private charters and are the perfect setting for your next corporate outing.



With more than 200 miles
of coastline, sandy beaches,
lighthouses, and breathtaking
views your group will make
memories that last a lifetime!

Ahoy!

MARTIME MAJESTY

*from left to right: Good Harbor Beach with Thacher Island
Twin Lights, Gloucester (© David Cox); Breaching
whale (© Amanda Johnston / Seven Seas Whale Watch);
Winter Island Lighthouse, Salem (© NBCVB); Schooner
Lannon, Gloucester (© Karen Nascembeni)*

Discover Gloucester

Did you know Gloucester is the oldest seaport in America? The birthplace of the U.S. fishing industry, site of the first marine railway, home to the oldest continuously operating artists' colony on Rocky Neck, and a hub of innovation for centuries, Gloucester's seaport has endless treasures to explore. Visit **DiscoverGloucester.org** to learn more.

Adventure with Witches, Sailors, Pirates, and more!

North of Boston is rich with history, from the Witch Trials of 1692, works of literary greats such as Nathaniel Hawthorne, pirate and maritime history, museums, and nationally recognized attractions. There's no shortage of places to explore!



Destination Salem

From the Witch Trials to making waves through literature, settlers, pirates and trading, Salem is still making history.

Celebrate Halloween all October long during the annual Haunted Happenings festivities. Visit Salem.org today to learn more.

This region is rich in maritime history, and groups can experience this heritage through fun tours, including **Maritime Gloucester**, and the **Custom House Maritime Museum** in Newburyport. The **Cape Ann Museum** offers exceptional walking tours. The **Marblehead Museum's** three properties have an exceptional collection that span centuries of maritime history.

Salem offers many group-friendly options to acquaint your group with everything that made Salem come to life including:

- **The Peabody Essex Museum**
- **The Salem Witch Museum**
- **The House of Seven Gables**
- **Real Pirates Salem**
- **Salem Historical Tours and Haunted Footsteps**

from left to right: Graveyard, Salem (© Teresa Nevic Stavner); Bewitched Statue, Salem (© NBCVB); Halloween Costumes in Salem (© Brittany DiCologero); Real Pirates Salem (© NBCVB); Salem Witch Trials (Courtesy of History Alive); Haunted Happenings, Salem (© John Andrews / Creative Collective)





With the ocean at its doorstep and the *abundance* of farms, North of Boston offers some of the tastiest food experiences in the country! Eat like a *local* and splurge on *fresh* lobster, chowder, and fried clams!



Group friendly spots for fresh, local seafood:

- **Woodman's of Essex**, inventor of the fried clam, welcomes groups and events of all sizes year-round and has plenty of parking for buses.
- **Turner's Seafood** in Salem offers locally caught, sustainable and delicious seafood from their very own fish market in Gloucester. Features a large group banquet room.
- **The Landing** in Marblehead is a perfect seaside location with stunning views that compliment their delicious menu.
- **Finz** in Salem is home to the best sushi bar on the North Shore.
- **Sea Level Newburyport** has a fabulous oyster bar and is located on the waterfront.
- **Seaport Grille**, located directly on the inner harbors of Gloucester, features delectable cuisines made from the freshest ingredients.

Insider Tip: Head to Beverly to experience their bustling craft beer scene. **Gentile Brewing Company** is the town's first craft beer taproom and is family and dog friendly.

But we're not just seafood! These group-friendly spots offer a delicious and diverse array of local cuisine:

- **Capri** in Salisbury offers authentic Italian recipes passed down by generations and artisan brick oven pizza.
- **Grove** in Rowely offers sensational seasonal menus curated with exquisite flare.
- **American BBQ** in Rowely has finger licking BBQ dishes; catering is available for your group event.
- **Davio's Lynnfield**, a Northern Italian Steakhouse with regional Italian foods with private dining space perfect for your next corporate meeting/outing.

Time to sit back and relax with hand-crafted, locally made beer, wine & spirits:

- **The Roof**, located at the top of Hotel Salem, features an outdoor kitchen and expansive views of Salem's cobblestone streets and bustling harbor.
- **Ipswich Ale Brewing** has been a fixture on Boston's north shore since 1991 focusing on brewing tradition, innovation, and community.

left to right: Oysters on the half shell, Gloucester (Courtesy of Mile Marker One); Clam chowder (Courtesy of Grove Rowley); Fish tacos (Courtesy of Finz Salem); Lobster bake (Courtesy of Woodman's of Essex)

Artists have long been *inspired* North of Boston and you will discover their *creative spirit* on full display as you wander the streets and waterways.



Our Mural Art map will guide you through a region full of outdoor, walkable murals anytime. Explore **Lynn Museum/Lynn Arts** in the heart of Lynn's arts & culture district, or the **Punto Urban Art Museum** in Salem.

The **North Shore Music Theatre** in Beverly produces a vibrant and varied musical series along with celebrity concerts. For a bit of romance, enjoy a seaside serenade at **Shalin Liu Center** located on the waterfront in Rockport with views as breathtaking as the performances. The **Firehouse Center for the Arts** in Newburyport enriches and entertains with high quality visual and performing arts experiences.

Delight your senses while exploring one of the many designated Cultural Districts, including Beverly, Essex River, Gloucester's Harbortown and Rocky Neck, Lynn, Newburyport, Riverfront in Haverhill and Rockport.



from left to right: Mr Cenx mural, El Punto Art Museum, Salem (© NBCVB); Smug mural, Lynn (© NBCVB); Peabody Essex Museum, Salem (© Bob Packert); Crane Estate, Ipswich (© Stoney Stone, Courtesy of The Trustees); Haverhill Shoe (© NBCVB).

Treat yourself to a visit to the **Peabody Essex Museum**, the **Salem Witch Museum**, the **Museum of Old Newbury** or any number of dynamic and historic museums to learn the history and the future of the region. And there's nothing better than enjoying an outdoor performance at the **Crane Estate**.



Insider Tip: Cape Ann is home to several unique cultural art districts. Don't miss open studio experiences, gallery exhibits & events all inspired by exquisite natural surroundings.





The region North of Boston has roots steeped in agriculture, with many family-run farms offering interactive adult, family and group activities as well as fun rustic spaces for special events. **Russell Orchards**, **Cider Hill Farm**, **Spencer-Peirce-Little Farm**, **Smolak Farms**, **Marini Farm**, and **Appleton Farm** offer pick-your-own experiences, cider and wine tastings,

Insider Tip:

Head to **Cider Hill Farm** named the #1 apple picking spot in America! Then head downtown and take in the spectacular waterfall that runs through Amesbury's charming and walkable town center.

from left to right: Farm friends, Danvers (© Holly Perry); Cider Hill Farm store, Amesbury (© NBCVB); Plein air painting, Essex (© NBCVB); Apple cider and donuts (Courtesy of Cider Hill Farm, Amesbury)



fresh produce, baked goods and honey, adorable animal encounters and some of the best cider donuts in the world!

Mother Nature runs amok in every season, with plentiful opportunities for walking, hiking, birding, and fun by the water available year-round!

Enjoy **autumn** at
an orchard.

Take a **spring** hike
along the shore.





Visit a working farm
this *summer*.

So much to *explore!*

NATURE & AGRITOURISM

North of Boston is a *year-round* destination, with *signature events* you can plan your meeting, tour or special event around.



JANUARY

- Old Newbury Bonfire, Spencer-Peirce-Little Farm
- Salem's Comedy & Spirits Festival
- Gloucester's So Salty

FEBRUARY

- Salem's So Sweet Chocolate & Ice Sculpture Festival
- Merrimack River Eagle Festival, Newburyport

MARCH

- Salem Film Festival



from left to right: Pet parade, Salem (© Kate Fox / Destination Salem); North Shore Music Theatre (© Paul Lyden); Topsfield Fair (© NBCVB); Historical reenactors (© NBCVB)



250 Years of Revolution History

North Bridge in Salem, scene of Leslie's Retreat, is said to be where the first blood of the Revolutionary War was shed. John Glover and the Men of Marblehead were the hands at the oars that rowed General George Washington and army across the ice choked Delaware River in a blizzard on Christmas Eve in 1776. For more information, visit northofboston.org/250

APRIL

- Newburyport Literary Festival

MAY

- Motif #1 Day, Rockport
- Marblehead Art Walk

JUNE

- Cape Ann Artisans Open Studios Tour
- Rockport Chamber Music Festival
- St. Peter's Fiesta, Gloucester
- Arts Fest Beverly
- North Shore Pride Parade & Festival

JULY

- Salem Black Picnic Day
- Newburyport Yankee Homecoming
- Misselwood Concours d'elegance

AUGUST

- Salem Heritage Days
- Riverfest Music Festival, Salisbury
- Cape Ann Artisans Open Studios Tour

SEPTEMBER

- Bread & Roses Festival, Lawrence
- Trails and Sails, Essex County
- Gloucester Schooner Festival
- River Ruckus, Haverhill

OCTOBER

- Haunted Happenings Salem
- Topsfield Fair
- Essex Clam Fest

NOVEMBER

- Sea Festival of Trees, Salisbury

DECEMBER

- Marblehead Christmas Walk
- Rockport New Year's Eve

Visit our online calendar to find the most up to date event specifics at

northofboston.org

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

The North of Boston Region is perfect for your group, meeting, or event!

- Unique accommodations and boutique inns
- Best rates on hotel rooms
- Easily accessible by car, ride 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



from left to right: Beach chairs, Shea's Riverside Inn, Essex (© NBCVB); Beauport Hotel, Gloucester (Courtesy of Beauport Hospitality); Night cruise, Salem (Courtesy of Mahi Cruises and Events); Fireplace Suite at Beauport Hotel, Gloucester (Courtesy of Beauport Hospitality); Hammond Castle, Gloucester (© NBCVB); Grove at Briar Barn Inn, Rowley (Courtesy of Bramble Hospitality)



on the water

ENTERTAIN ON A SHIP

from whale watches to chartered cruises, your guests will love the maritime experience

truly unique venues

HOST AN EVENT TO REMEMBER

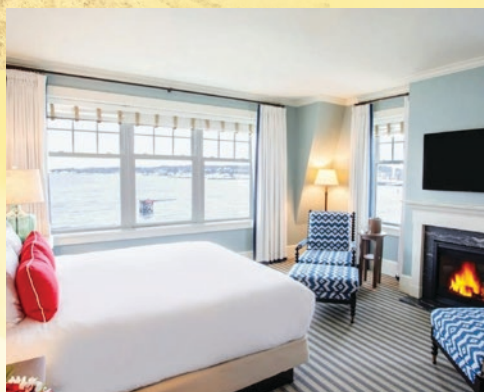
from a castle on the coast, to a countryside retreat, from an elegant function space, to a distinctive museum



capacity

5,000+ GUEST ROOMS

many options to meet your price point, size requirements and special requests



outstanding event space

GRAND TO INTIMATE

and everything in between. Our array of venues will accommodate your group needs along with stunning ocean views, a walk through history, and distinctive local cuisine. Make your next event unforgettable!

More venues listed online:

northofboston.org

VENUES & ACCOMMODATIONS

If you can't find exactly what you need just ask!
The CVB is a free service staffed with "wicked
smah't" people ready to serve you.



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visitma.com

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Create a true New England experience for your
group to remember with our help to expediate
proposals, and provide quality images, brochures,
maps and guides.

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*Abbott Hall and Marblehead Harbor
(© Derrick Mills)*

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