

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

Created as a Massachusetts Regional Tourism Council, 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, and we drive billions of dollars of visitor spending to the region each year.

Bottom line: we put heads in beds and cheeks in seats by inspiring travel enthusiasts to choose North of Boston!



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

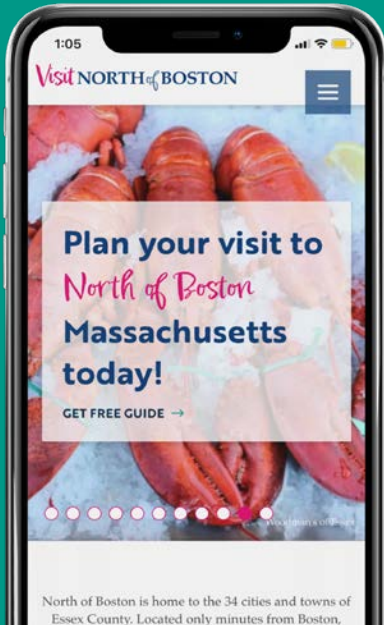
AND HOW DO WE ATTRACT THOSE VISITORS?



OUR PLATFORMS

Website

4M +
Page Views



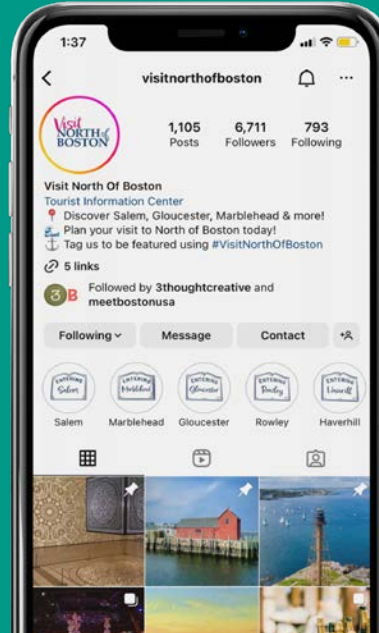
Facebook

1.9M +
Annual Reach



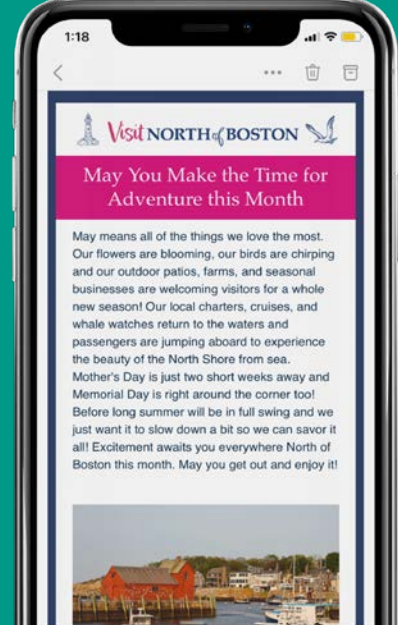
Instagram

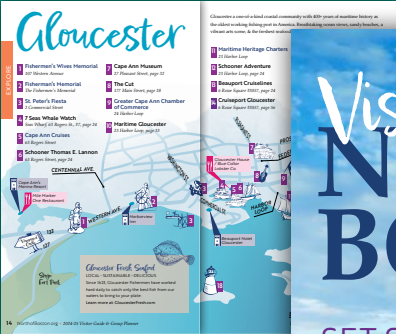
125.4K +
Annual Reach



Newsletter

68K + Recipients
34% Open Rate



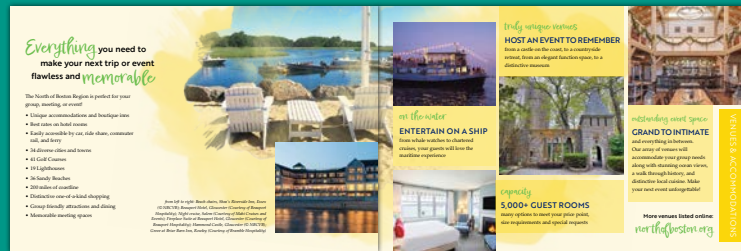


125K+ Printed copies distributed annually

Digital copies viewed and distributed at northofboston.org

Annual Visitor Guide

Destination Lookbook



Specifically targeted to Group Tour operators and Event and Meeting planners this brochure presents the best of our region in a beautiful and concise format.

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

GENERATING ROI



Expedia

January-April Campaign

Ad Spend: \$29,400

Results: 3.8K

Room Nights Sold in Essex
County resulting in Gross
Bookings of \$886,100

That's an ROI of 3 to 1!



**GET
Crackin'**



Digital Marketing
& Promotion

*Exceeded industry
standard of .08% CTR
in EVERY category!*

Paid Search: 8.8 CTR

Paid Display: .8% CTR

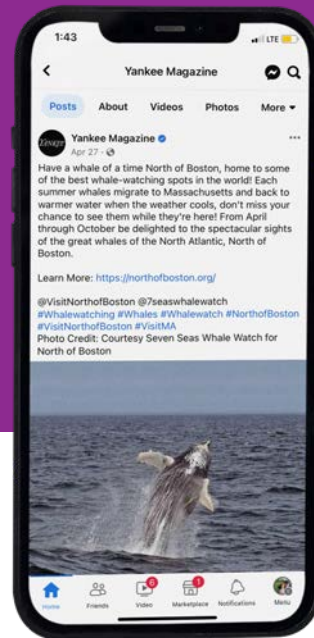
Google Discover: 1.9% CTR

META Ads:

58.1% Engagement

YouTube:

67.9% watched ads 100%



YANKEE

979K

Regional reader
distribution and
On-line, newsletter and
social media CTR of

14%

HEARST

Holidays, Winter and
Early Spring Campaign

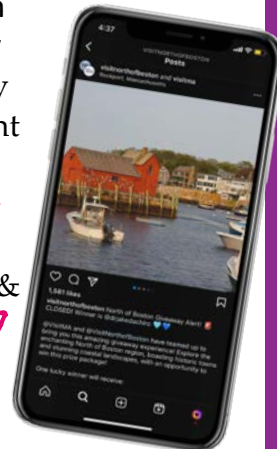
**Engagement &
Click Thru Rates:** *28%*

*Compared to an average
rate of 8%*

Highest performance
of all Hearst campaigns
year to date

Instagram
Giveaway
Single-Day
Engagement
led to

1317
comments &
1,577
likes



FORGING CONNECTIONS



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

FAM Tours

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!



Brand USA Mega FAM
Italy & Switzerland



Brand USA Mega FAM
UK, Ireland & Italy



Discover New England
with 14 international tour operators

TOURISM MARKETING GRANTS

Over the last 5 years the CVB has partnered with *>100 local member businesses* by awarding more than *\$302K* 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.



LOOKING FORWARD

Invest \$553,725+

In Digital Advertising in key markets

Invest \$88,000+

In key international markets

Award \$100,000+

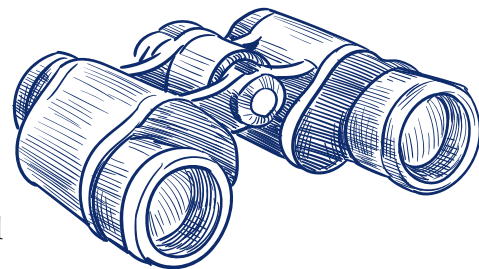
In Tourism Marketing Grants

Develop & Distribute

125,000+ Annual Destination Guides

Invest
in SEO

Marketing to keep the CVB and its members front of mind in all search results while growing website traffic.



Invest \$60,000+/year

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



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?



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

Advertising & Sponsorship Opportunities

- Ad opportunities on Northofboston.org
- Visitor Guide Ads
- Annual Meeting & Awards Dinner Sponsorships
- Annual Tourism Summit Sponsorships
- Consumer E-blasts
- Member to Member E-blasts
- Dedicated Posts on Social Media
- Cooperative Advertising
- Visitor Welcome Center Advertising

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 for 2024-25

ADVERTISING ON THE CVB'S DYNAMIC WEBSITE,
a top-performing website across all search engines.
We're investing \$40K to our SEO marketing to put your business
in front of nearly 4M website visitors.

ADVERTISING AT THE MARIA MILES VISITOR CENTER
Place your brand in front of the 300K+ people who will make their
first stop in MA at our center.

DEDICATED EMAIL BLASTS
Deliver your targeted tourism message to our member network.

GUEST BLOGS
As an expert in your field, we want to hear from you! Take advantage
of our Guest Blog to shine a light on your area of expertise with our
engaged online audience. Not only will you be our subject matter
expert, but we'll also hyperlinked directly to your business, driving
traffic and visibility to your website!

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.





The North of Boston CVB is more than a membership. It's an investment in our region and lifting all boats. The businesses are not just advertisers — they're tourism family.

STACIA COOPER
Destination Salem



INTERESTED IN MEMBERSHIP?



Join Now!

Speak with our Membership Team Today

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