
2025 NORTH *of* BOSTON *Tourism Summit*



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Massachusetts Marketing Update

Kate Fox, Executive Director
Massachusetts Office of Travel and Tourism



Massachusetts Office of Travel & Tourism Update

North of Boston Tourism Summit January 24, 2025

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DOMESTIC MARKETING

- **MAde Possible**
- Trip Advisor
- Social Media
- Public Relations and Familiarization Tours
- VisitMA.com

MASSACHUSETTS 250

- 2024 – 2026
- Statewide commemorations and celebrations
- Domestic and international marketing strategy
- Massachusetts250.org

FILM

- Goal: Increase film projects in Massachusetts
- Promoting the Massachusetts Film Tax Credit
- Creating film location brochures

INTERNATIONAL MARKETING

- Primary markets: Canada, UK, Germany
- Discover New England
- Brand USA
- Travel agent training
- Digital campaigns

GRANTS

- Regional Tourism Councils (RTC)
- Travel & Tourism Season Extension (TTSE)
- Destination Development Capital (DDC) Grants
- MA250

SPORTS

- Large scale events like Army/Navy Game, FIFA World Cup, NCAA March Madness
- Small events that have statewide impact
- Developing a statewide strategy

Massachusetts Tourism Economic Impact 2023

\$ **23.6** billion domestic & international spending
5.3% increase versus CY2022

\$ **2.3** billion in state & local taxes generated from tourism

\$ **350** million local lodging tax collected

154,330 jobs supported

\$ **395** million state lodging tax collected

52.3 million hosted visitors
(international and domestic)

+ **60%** international visitors
+ **80%** international visitor spending
versus CY2022

\$ **6.2** billion wages, salaries, & proprietor income

North of Boston Tourism Economic Impact 2023

\$**1.2** billion direct visitor spend
up 4.1 % over CY 2022

\$**306** million earnings and salaries
up 9% over CY 2022

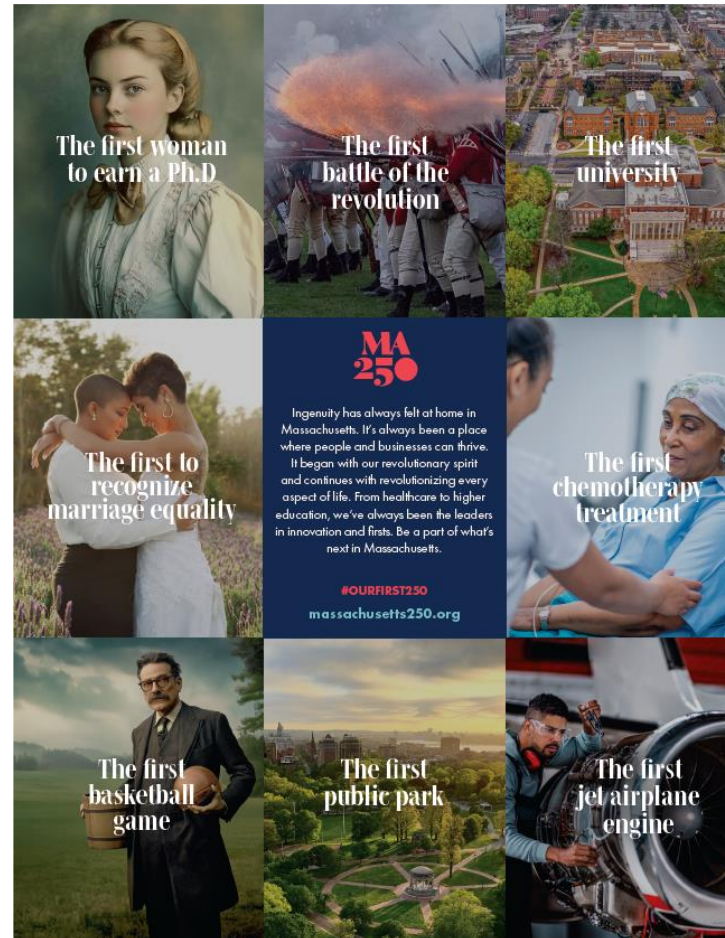
\$**28.5** million local tax receipts
up 16.7% over CY 2022

10,174 people employed
up 4.2% in CY 2022

\$**79.0** million state tax collected
up 6.8% over CY 2022

Visit
**NORTH of
BOSTON**

MASSACHUSETTS 250



DOMESTIC MARKETING



MAde Possible



TripAdvisor

INTERNATIONAL MARKETING



Massachusetts ist ein Zentrum künstlerischer und kultureller Innovation. Museen, Theater, Galerien und Gesellschaften schaffen ein vielfältiges Angebot, das Besucher aus aller Welt anzieht, die in Ort und Szene, die wir Ihnen hier nur als Beispiel, entdecken wollen.

BILDUNG UND LITERATUR

Massachusetts ist seit langem Vorreiter der amerikanischen Bildungswelt. Hier wurde die erste Public Secondary School und die erste Lehrerbildungsinstitution in Amerika gegründet. Im 18. Jahrhundert war hier die erste öffentliche Bibliothek. Heute ist das Land ein Zentrum für die Kunst- und Kulturbildung. Die State House in Boston ist ein Zentrum für die Kunst- und Kulturbildung. Die State House ist ein Zentrum für die Kunst- und Kulturbildung. Die State House ist ein Zentrum für die Kunst- und Kulturbildung.

VisitMA.com

Damen und Herren, die Kunst und Kultur zu entdecken.

KUNST UND MUSEEN

Kunstliebhaber sollten die MA's North Adams besuchen, um herauszufinden, was die MA's North Adams zu einem der besten Orte für Kunst und Kultur macht. Die MA's North Adams ist ein Zentrum für die Kunst- und Kulturbildung. Die MA's North Adams ist ein Zentrum für die Kunst- und Kulturbildung. Die MA's North Adams ist ein Zentrum für die Kunst- und Kulturbildung.

GREATER BOSTON & NORTH OF BOSTON

In Greater Boston und North of Boston können Sie viele Vergnügungen, städtisches Leben und der Charme der Küste zusammen. In Boston können Sie das beste von beiden haben. Hier finden Sie eine spannende Kunstszene, die sich in der Stadt und in der Umgebung ausbreitet. Hier finden Sie eine spannende Kunstszene, die sich in der Stadt und in der Umgebung ausbreitet.



Boston

- Spüren Sie auf dem Innovation Trail von Cambridge nach Boston und besuchen Sie das Institute of Contemporary Art in Boston's Seaport District, wo sich Erfindungen und Kunst modern verbinden lassen.
- Entdecken Sie die 350+ Grand Ave. in View Boston, nehmen Sie an einer Live Like a Local Tour in Downtown teil und erkunden Sie die verschlungenen Gassen.
- Entdecken Sie historische Stätten wie den Freedom Trail, das Museum of African American History, die Boston Public Library, den Fenway Park und die John F. Kennedy Presidential Library & Museum.

Lexington & Concord

- Begleiten Sie sich bei einer Liberty Ride Tour in Lexington und einem Besuch im Concord Museum auf die Spuren der amerikanischen Revolution.
- Entdecken Sie historische Stätten im Western Pond State Reservation & Visitors Center, dem Sitz der Thoreau Society, und im Orchard House, dem Wohnort von Louisa May Alcott.
- Genießen Sie zeitgenössische Kunst im deCordova Sculpture Park & Museum in Lincoln, dem größten seiner Art in New England.

Lowell

- Werfen Sie in den Western Avenue Studios mit über 350 Künstlerateliers einen Blick auf das kreative Herz Lowells.
- Entdecken Sie Lowells Industrielles Erbe im Lowell National Historic Park und im Boettcher Mills Museum, dort wird die Schicksalsschere der Stadt für die industrielle Revolution in den USA und deren technologische und soziale Errungenschaften gezeigt.

Salem, Gloucester & Cape Ann

- Das Salem Witch Museum in Salem, das Hawthorne Museum und das Crane Estate at Crane Hill in Ipswich geben einen Einblick in historischen Geschichten, Werten und dem kolonialistischen Amerika.
- Entdecken Sie entlang der Küste den Essex Coastal Scenic Byway, das Fishermen's Memorial und das Essex Shipbuilding Museum.
- Genießen Sie maritime Kunst und Meeresgeschichte im Cape Ann Museum in Gloucester, im Peabody Essex Museum in Salem und in der Rocky Neck Art Gallery in Rockport.

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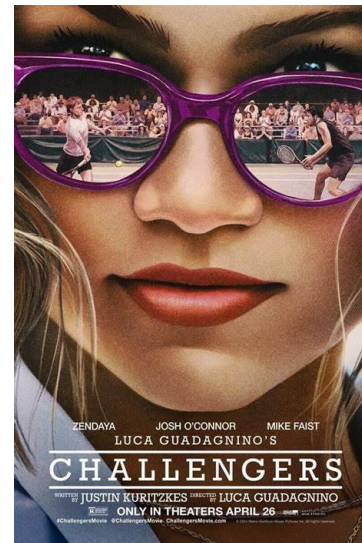


DESTINATION DEVELOPMENT GRANTS

Destination Development Grants support projects that enhance tourism infrastructure, promote sustainable growth, and improve overall visitor experience.



MASSACHUSETTS FILM OFFICE



Learn more at mafilm.org

Get In Touch!

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North of Boston CVB Marketing Updates

Nancy Gardella

NORTH *of* BOSTON

Convention & Visitors Bureau



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

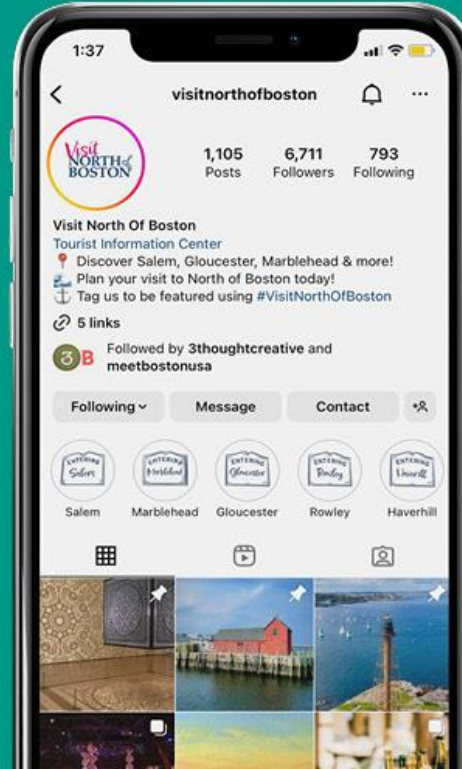
1.9M +
Annual Reach

Instagram

125.4K +
Annual Reach

Newsletter

68K + Recipients
34% Open Rate



Restaurant Amplification Program

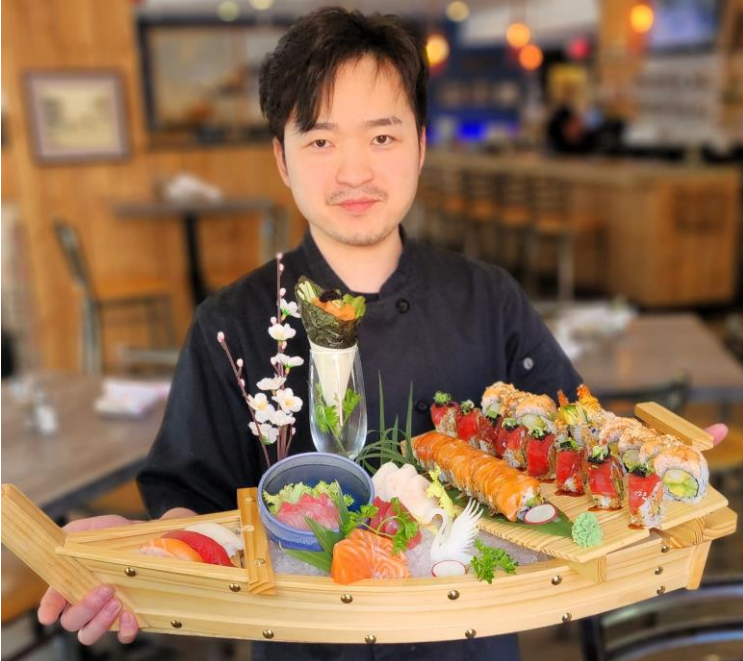
A Collaboration with Taste of Massachusetts

March – December 2024

Content was captured at 33 restaurants and locations, garnering the following results:

	TOTAL	AVERAGE PER VIDEO
Newsletter open rate	366,000	10,500
FB Photo Collage	1.3 Million	44,000
FB Posts 2 Reel	1.2 Million	33,000
Instagram Reel	1 Million	28,600
TikTok Video	1.7 Million	48,500
Google Reviews	670,000	24,000
LinkedIn	65,000	1,300
Total	6.3 Million	







Topsfield Fair

October 4, 2024

Newsletter Open Rate: 9,800

Facebook Photos Collage 221,753
Facebook Posts 2 Reel 11,900

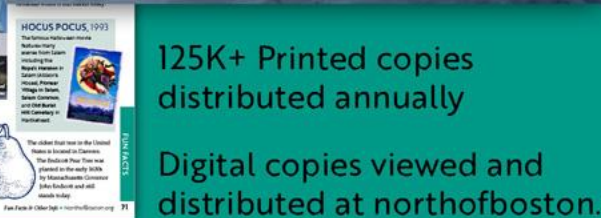
Instagram Reel: 43,900

TikTok Video: 341,600

Google Review: 3,747

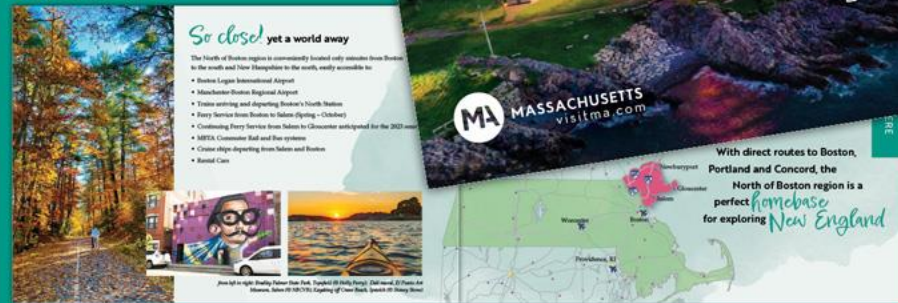
LinkedIN Photo/Video: 1,190/868

TOTALS: 634,758

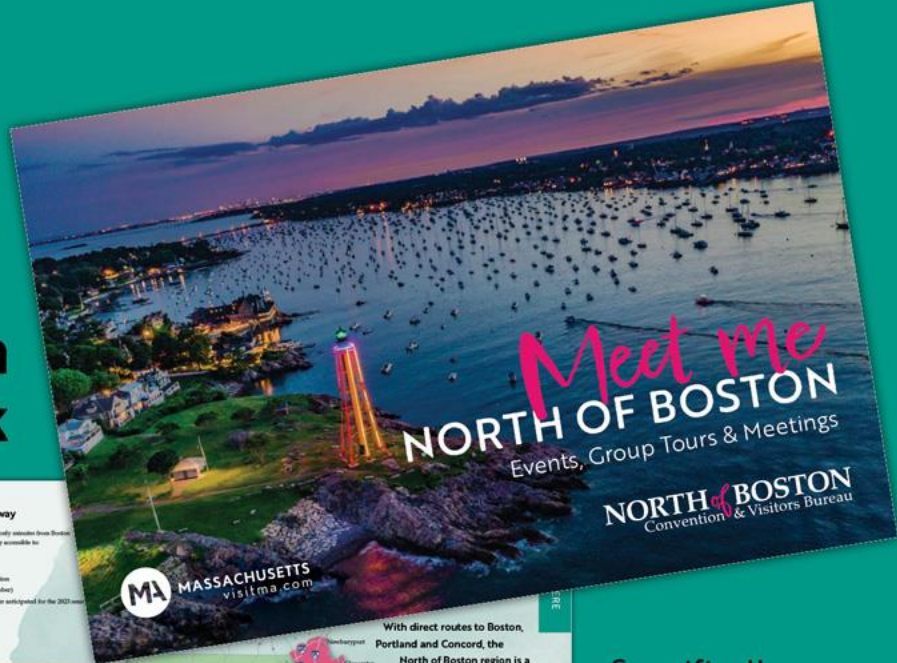


Annual Visitor Guide

Destination Lookbook



Our Publications



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

REAL SIMPLE

Better Homes
& Gardens

BUSINESS
INSIDER

INTERESTING
FACTS

FANDIMWIRE

Southern Living

Psychology Today

CBS NEWS



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Photo courtesy of Beauport Hotel,
© Lena Mirisola

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EVERY DETAIL FOR YOUR SPECIAL DAY!

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Fall for
NORTH of
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Photo courtesy of
Clider Hill Farm

PLAN YOUR GETAWAY



Winter Sparkles
NORTH of
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of Gloucester

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Fall for
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PLAN YOUR
GETAWAY



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There's
More to
the Story
than just the
Tea Party...

MA 250

DISCOVER THE
North of Boston
REGION

photo © Bryan Ruocco



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GET TO KNOW THE REGION JUST North of Boston

Lexington, Concord, Salem, Gloucester

GetToKnowNOB.com

photo © Amanda Johnston

NORTH of BOSTON

ocean adventures
New England charm
cultural sites

WICKED SeeWorthy



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ARTS & CULTURE

REVOLUTIONARY HISTORY

ONE-OF-A-KIND EXPERIENCES

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DISCOVER ALL
THERE IS TO SEE AT
NORTHOFBOSTON.ORG

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Watch, Gloucester © Amanda Johnston; Gloucester Lobster Rolls photo
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SO MUCH TO Sea NORTH of BOSTON

exciting arts & culture
heritage & historic sites
natural beauty
scrumptious local food

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Merry

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Get to Know the Region
Just North of Boston ▶

Photo courtesy of
Cider Hill Farm



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Juicy

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Just NORTH of BOSTON

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Get to Know the Greater Merrimack Valley and North of Boston Region



music and classic cars, the Christmas Stroll, and the Art Walk offering interactive artmaking, an art market, pop-up shops, and guided tours of public art.

Rockport Cultural District

Rockport has long been a beacon for artists and painters looking to capture its coastal beauty. So it's no surprise that its cultural district counts more than 40 galleries and studios. It's also home to one of the oldest active art associations in the country, the Rockport Art Association. Moreover, you'll find what is said to be the American building most often rendered in paintings: Motif Number 1, a charming red fishing shack hedged with buoys.

Upon arriving, drop by one of the

area's many coffee shops for a cup of something warm and energizing. You'll need the jolt to explore all the shingled shops and galleries lining Boardwalk Neck, and for your time spent leisurely tracing the edges of Rockport Harbor. A lobster roll is a necessary addition to your itinerary, as is catching a concert at the Shalin Liu Performance Center, where an expansive wall of glass reveals a stunning seascape backdrop for performances.

Rocky Neck Cultural District

Begin your visit by admiring the centuries-old fisherman cottages bathed in sunlight. These singular spectacles of light and shadow have long attracted artists to Rocky Neck, a storied corner of the New England coast that's home to one of the oldest

continuously operating art colonies in the United States.

Make like a local artist and swing by the studios and galleries nestled into Smith Cove. Grab tickets to a show at Gloucester Stage Company or catch an open mic at the Gloucester Writers Center, then tuck into lunch on a restaurant patio overlooking the harbor.

Bedford Cultural District

Come December, you'll want to set aside time to stroll the Holiday Artisans Fair, where you can peruse works from more than two-dozen local artists, ranging from jewelry and stained glass to scarves, mittens, and crocheted animals. The fun goes on with an evening tree-lighting ceremony in the picturesque town common. A special visitor from the North Pole has been known to make an appearance.

In warmer weather, you can take in the Imagine Community Art Walk stationed along Bedford's Narrow-Gauge Rail Trail. Once you're done ambling through the woods, there's an asphalt mural to admire on Modge Way, as well as two mini art galleries.

Concord Center Cultural District

A new art installation has arrived in Monument Square, located at the heart of this idyllic New England townlet.

Freedom's Silhouettes by Liz Heller invites viewers to consider Concord's role in the fight for civil liberties by looking into two former residents: Henry David Thoreau and Ellen Garrison. The artwork comprises two park benches facing one another, each with a silhouetted figure representing the celebrated abolitionists. The acrylic profiles are reflective from one side and transparent from the other, encouraging visitors to see themselves mirrored in these historical community members and to contemplate them as a lens through which to assess the present.

Bordered by lovely landscapes and buildings dating back as early as the 1700s, this district is also within walking distance of plenty of well-known landmarks, including the

Winter at the Farms

These agricultural destinations don't go dormant after harvest season, and neither should you.

BY MIKE URBAN

Spring, summer, and fall are busy times on the family-friendly farms just north of Boston. Believe it or not, there are bushels of fun to be had at several of these agricultural gems during wintertime, as well. In that quiet season between Thanksgiving and spring's awakening, these pastoral places are grateful to see visitors hungry for farm-fresh food and cold-weather fun.

Welcoming Barnyard

In Newbury, the 230 acres at Spencer-Peirce-Little Farm are home to one of the oldest stone houses in New England. The house and still-working farmland date back to the 1600s, and both are currently under the protective wing of nonprofit Historic New England. During winter months, the grounds are open for hiking and for visiting the rescue animals who roam the enclosed pasture next to the buildings. There's Roger the resident donkey, along with groups of sheep, goats, pigs, chickens, and other protected barnyard critters. You're invited for hors d'oeuvres and refreshments at the Christmas at the Farm event, held in the farmhouse in mid-December. In mid-January, discarded Christmas trees are gathered from around town, stacked in the middle of an open field on the property, and safely set ablaze for a roasting bonfire gathering.

Wintry Mix of Activity

Appleton Farms straddles the border between Ipswich and Hamilton and offers all sorts of frosty magic on its 658 acres. Now under the care of the Trustees of Reservations, it's one of the oldest continuously operating farms in the country, and its Community Supported Agriculture (CSA) programs feed locals. Rolling greenlands, stone walls, plowed fields, and grazing pastures may be accessed via several miles of hiking trails groomed for cross-country skiers. Snowshoe rentals are also available. There's a bounteous store stocked year round with organic vegetables and other victuals from the farm's fields and greenhouses and other nearby sources. During Barnyard

WORTHY WARES IN THE MILL CITY

Get your greens and other staples year-round at weekly indoor farmers' markets at 39 Hall Street in Lowell. The markets are run by **Mill City Grows**, a local nonprofit dedicated to improving health, economic independence, and sustainability within the community through increased access to locally grown food. Dates and hours for the winter markets may be found on the group's website, millcitygrows.org/mobile-markets.

Story Hour, held weekly on Tuesday mornings, kids get to hear a story and interact with goats, cows, and rabbits. Culinary workshops and dinners are held throughout the year for adults looking to sharpen their cooking skills. Snack-dub in the middle of residential Lexington sits this bucolic find, offering an easily accessed getaway from the daily grind, plus crisp produce no matter the season.

Walk Away from Suburbia

Lexington Community Farm is a true grassroots operation, sitting on town land and cherished by locals and visitors. Hiking trails traverse the property and circle the adjacent Azington Reservoir for twilight birdwatching and other wildlife viewing. A geodesic dome is in the works to provide shelter for classes and other activities in all four seasons. There are goats and alpacas you can visit in their paddocks. And two large greenhouses supply the farmstand with abundant veggies throughout the winter.

Wonderland of Wildlife

Just off Route 117 in Lincoln is **Drumlin Farm**, an agrarian enterprise and sanctuary that's home to dozens of farm animals and rescued creatures, all living under the watchful eye of dedicated Mass Audubon staff. Park your car, grab a map of the grounds at the admissions building, and walk the winding trails to Bird Hill, the Poultry House, the Pig Barn, the Goat Shed, and the Farm Life Center, where all manner of species are on display, enjoying shelter from the winter winds. Kids delight in close-up encounters with these critters. There are also miles of hiking trails for those wishing to explore crop fields, forests, and ponds or get in some birdwatching.

Mike Urban is the author of six books on New England cuisine. He is a frequent contributor to *Venue Magazine* and *NewEngland.com*.



The grounds of Spencer-Peirce-Little Farm are open to bundled-up winter adventurers.



Appleton Farms is famous for sourdough bread.



Sheep and other resident rescues are happy to see visitors at Drumlin Farm.



Get your kale fix at Lexington Community Farm.



6 Winter Photo ops

'Tis the season for stunning, snowy captures if you know where to go.

BY DAVE LONG

As I've photographed New England over the past 15 years, I've realized winter is my second-favorite time to shoot, mainly because it presents a stark contrast to the other three seasons with their profuse natural color. Focal points assume greater significance as foreground and background elements disappear. Scenes otherwise crowded with many layers and textures become minimalist, with very different light conditions bringing an entirely new look to every location.

With all these wonderful qualities, why don't we take more pictures in wintertime? The number one reason is: it's cold! Our bodies, our equipment, and our cars don't like it. Most of my recommended winter landscape locations require little exposure to the elements, so you and your camera will be much happier in all but the harshest conditions.

1. The Old North Bridge

While this is a popular spot and easy to find, you'll have it all to yourself in parka weather. A short walk from the parking lot at the neighboring Old Manse at 269 Monument Street in Concord will provide you with dazzling photo ops from both sides of the bridge. I prefer shooting west in the morning with the Minute Man statue poised in the background. You can't go wrong with any type of camera or lens.

2. The Millstream

The first mill complex in Chelmsford, established circa 1636, was rebuilt in the mid-1950s by the late Lloyd C. Greene Jr., who was fascinated with dams,



waterwheels, and mills. Open to the public at 99 Mill Road, there is a short, easy walking path around the holding pond, pump house, mill, waterfall, and stream. This site is best photographed late in the afternoon, when the sun shines on the barn-red mill buildings and waterfall.

3. Fort Pickering (Winter Island) Lighthouse

Fort Pickering Lighthouse was built in 1871 as part of a three-lighthouse system to divert ship traffic into Salem Harbor. With free parking in winter—steps away from the rocky shoreline—this is an enchanting location to shoot first thing in the morning, with a hostload of compositional prospects.

4. Plum Island

The North Shore's beautiful barrier island is just a 15-minute drive from downtown Newburyport. Whether you venture out on the hard-packed sand beaches or stick to the boardwalks of the Parker River National Wildlife Refuge, spectacular shots abound, from dunes to birds to pristine shoreline vistas. While the island is a popular place for people to catch a sunrise, cameras love its 360-degree views all day long.

5. Motif No. 1

Motif No. 1, the famous icon of Rockport, Massachusetts, was originally built in the 1890s to store

fishery supplies and daily catches. As Rockport gained notoriety as an artists' haven, painters flocked to the town to capture this eminently New England sight. In the nose-snapping months, parking spots are plentiful in town, and you can walk around and right up to the hoosy-clad building. The late-afternoon and early-evening sky casts a distinctly wintry glow on the entire harbor.

6. First Harbor Christmas Tree Dory

The coastal-New England tradition of floating a small Christmas tree in a dory can be spied in Marblehead each December. Ample parking close to



CLARENCE FROM LEFT: The Old North Bridge in Concord has been rebuilt five times, but it's as lovely as ever. Snap a lively photo of Fort Pickering Lighthouse. Capture the stark contrast of red with buildings and winter snow in Chelmsford. A Christmas tree affixes a festive cheer to Marblehead each holiday season.



the harbor at this time of year makes it easy to approach and photograph the bough-laden boat just offshore. I lean toward isolating this seafaring spruce with a telephoto lens, but you can experiment with capturing more of the surrounding waterfront. Best time? Sunset into blue hour, when the tree lights twinkle.

Professional landscape photographer and winter-photography enthusiast Dave Long has lived in New England for more than 30 years and currently resides on Cape Cod. He travels the region extensively, teaching workshops, giving presentations, and capturing images, which have appeared in calendars, on the VisitMA.com website, and in publications including *Outdoor Photographer*, *The Boston Globe*, *Newport Life*, *Cape Cod Magazine*, *Yankee Magazine*, and *Down East*. Find more winter-photography tips and his e-book *Winter Landscape Photography in New England* at davelongphoto.com.



Follow the Essex Coastal Scenic Byway to Rockport, where Mount Solon is the town's most prominent landmark (pictured here off the town).

1. A STICK-SEASON SCENIC DRIVE

Meandering back roads and picturesque byways are great reminders that the journey itself can be the best destination.

Morning: Start your drive along the eastern shore of Walden Pond in Concord, where writer, philosopher, and naturalist Henry David Thoreau lived a transcendental "life in the woods." From there, head north to get steeped in Revolutionary history and stand where the "shot heard round the world" was fired. Along the way, you'll pass the Concord Battleground and The Old Manse before sighting the famous North Bridge and The Minute Man statue at Minute Man National Historical Park. Next, immerse yourself in the architecture of bygone days in the Bedford Historic District, where the majority of buildings along Great Road between Beacon and Concord Roads were erected in the 19th century or earlier. In 1775, the town's minutemen gathered here at Fitch Tavern just hours before fighting in the Battles of Lexington and Concord.

Afternoon: Whether you scoot east on I-95 or set your GPS to avoid highways, make your way to Lynn. The 50-mile Essex Coastal Scenic Byway hugs the waterside through 14 cities and towns from here to Salisbury, winding past salt marshes, clam shacks, dramatic vistas, state parks, sleepy historic villages, and even a castle. Traveling the less-explored northern section is an off-the-beaten-path treat. Essex is an antique lover's dream, teeming with storefront displays and vestiges of the town's past as a captain of the nation's shipbuilding industry. Ipswich is postcard perfect, boasting the most First Period (pre-1725) homes in the nation, which you can admire on a self-guided tour using the interactive map available on the Historic Ipswich website. When you reach Newburyport, drive out to Plum Island and perhaps hit the trails at the Parker River National Wildlife Refuge, a world-renowned birding hot spot. Look for snowy owls in the winter. Back in downtown Newburyport, shops, galleries, and eateries line the brick-covered streets, while Maudslayi State Park boasts 19th-century gardens, trails, Merrimack River views, and a welcome sign of verdure: one of the grandest naturally occurring thickets of mountain laurel in the state.

5 Perfect Days

250th Anniversary of the American Revolution



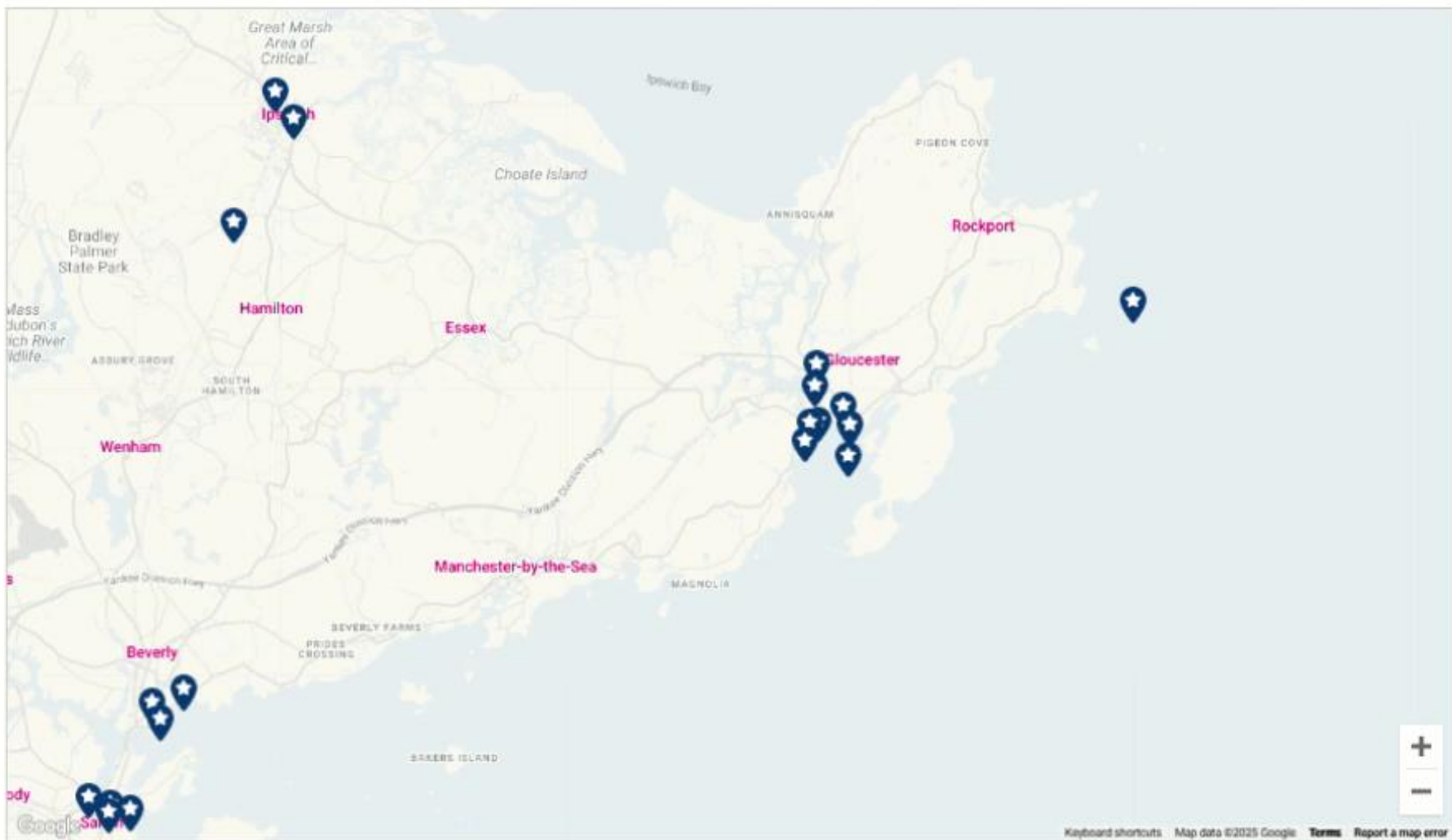
Glover's Regiment Marblehead © Bryan Ruocco

In two short years America will be commemorating the 250th anniversary of the American Revolution. But you don't have to wait two years to enjoy a region steeped in American history and heritage sites.

From the first blood spilled at Leslie's Point in Salem, to the opening shots at the Battles of Lexington and Concord, to John Glover and the Marblehead Men who ferried General Washington and his troops across the Delaware, the region just north of Boston offers bountiful exploration of the people, events and battles that shaped the formation of the United States.

In the gap between the Boston Tea Party and the Battle of Lexington and Concord, Essex County was the acting seat of government and played a pivotal role in the times. Traveling the Essex Coastal Scenic Byway, visitors can explore the home of the Maritime Atlantic trade routes, offering a window to see how events in Essex County influenced events throughout the world. Explore how women had to run not only households, but farms and businesses while the men were away at sea, and how both the local life and armies were supported by people who were black, indigenous, Asian and a variety of other identities.





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!



Digital Marketing
& Promotion

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

Paid Search: 8.8 CTR

Paid Display: .8% CTR

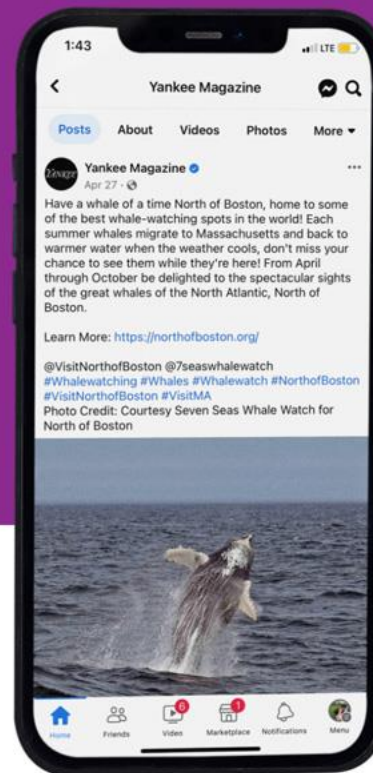
Google Discover: 1.9% CTR

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

Destinations East October 22-24, 2024

Smart Meetings October 28-29, 2024

**Ontario Motorcoach Association Marketplace
(OMCA) November 5-7, 2024**

**American Bus Association Marketplace
(ABA) February 3-6, 2025**

Travel Industry Events and International Shows

Brand USA Travel Week Oct 20-25, 2024

North of Boston Tourism Industry Awards Nov 14, 2024

North of Boston Tourism Summit Jan 24, 2025

MA Governor's Conference March 18-19, 2025

Discover New England Summit April 7-9, 2025

Brand USA's IPW June 15-18, 2025

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

AS THE NIGHTS GET LONGER

and temperatures plummet, it can only mean one thing: the culling season is officially upon us. It's that most magical time of year, when singletons couple up for the duration of the winter months. Which begs the question - how to attract a lover before winter solstice?

Come along, my pretty, as we travel to Salem, Massachusetts, to ask its famous love witches for their amorous advice. Just a short broom ride from Boston, Salem found notoriety with the Witch Trials of 1692, when 19 people were accused of witchcraft and sentenced to death. These days, it's not without a certain irony that the historic New England city swarms with a new generation of proudly practicing witches, many of whom specialise in the ancient art of romance. From a Wiccan priestess who blesses unions across the gender and sexuality spectrum to a relationship clairvoyant favoured by celebrities, Witch City's love coven puts a modern twist on witchcraft. Here they share their best advice for creating cosmic connections.

The Witch House, Salem, was owned by Judge Jonathan Corwin, who presided at the Witch Trials, and today a museum



LOVING SALEM



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.





Discover Gloucester

Sponsored •



Looking for the perfect winter destination... [See more](#)



Marblehead Museum

Just now •



An updated self-guided walking tour of historic Marblehead is available at the Museum, 170 Washington Street, and online at <https://marbleheadmuseum.org/wp-content/uploads/2024/11/B9.13.24-2024-11x17-Mhd-walking-tour-map-for-MMus-w-NoBMoTT.pdf>

Thanks to [North of Boston](#) for supporting this project. [#VisitNorthofBoston](#) and [#VisitMA](#)



COZY UP TO THE COAST

in Gloucester, Massachusetts

DISCOVER Gloucester

MA MASSACHUSETTS visitma.com

Visit NORTH of BOSTON

Funded, in part, by the Massachusetts Office of Travel & Tourism.

discovergloucester.com

Plan Your Visit

[Learn more](#)

CIDER HILL FARM

AWARD-WINNING CIDER DONUTS
MADE DAILY IN HISTORIC AMESBURY, MA

CIDER HILL FARM
AMESBURY, MA

MA MASSACHUSETTS visitma.com

Visit NORTH of BOSTON



Olde Ipswich Tours

Published by Jean Moss

October 11

Looking to experience autumn in New England? Join us for a gourmet travel adventure packed with delicious food, stunning foliage, and plenty of fun!

<https://ipswichtours.com/.../autumn-in-new-englands-villages>

#VisitNorthofBoston #VisitMA

COME EXPLORE
WITH US!

AUTUMN IN
NEW ENGLAND
THIS FALL!

A GOURMET
TRAVEL
EXPERIENCE

Olde Ipswich Tours
Small Group Gourmet Travel

Visit NORTH of BOSTON
northofboston.org

MA MASSACHUSETTS
visitma.com

Funded, in part, by the Massachusetts Office of Travel & Tourism.

COZY
UP TO
THE
COAST
in Gloucester, MA

LOBSTER TRAP TREE
- Gloucester, MA -

DISCOVER
Gloucester

Visit NORTH of BOSTON

MA MASSACHUSETTS
visitma.com

Funded, in part, by the
Massachusetts Office of
Travel and Tourism.

OPEN DAILY · AMESBURY, MA

CIDER HILL FARM

CHRISTMAS TREE STAND & FARM STORE

Visit
NORTH of BOSTON
northofboston.org

MA MASSACHUSETTS
visitma.com

LOOKING FORWARD

Invest \$553,725+

In Digital Advertising in key markets

Invest \$88,000+

In key international markets

Award \$100,000+

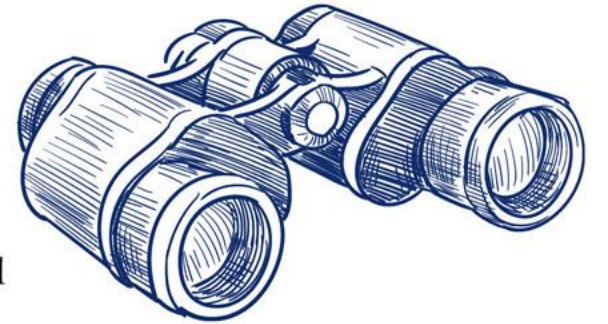
In Tourism Marketing Grants

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

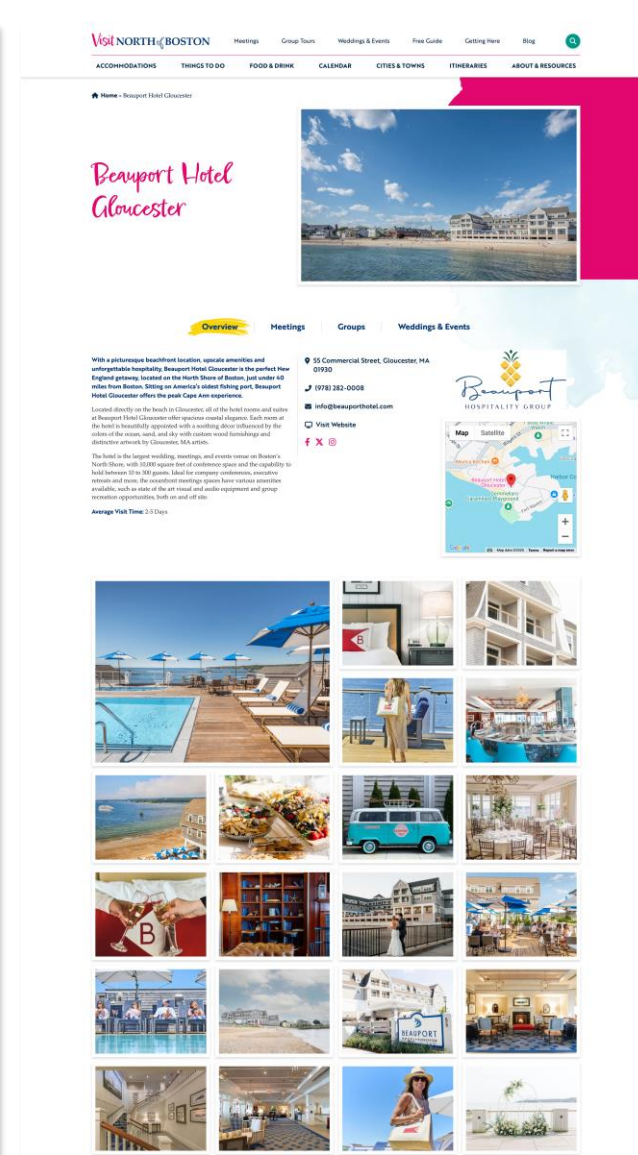
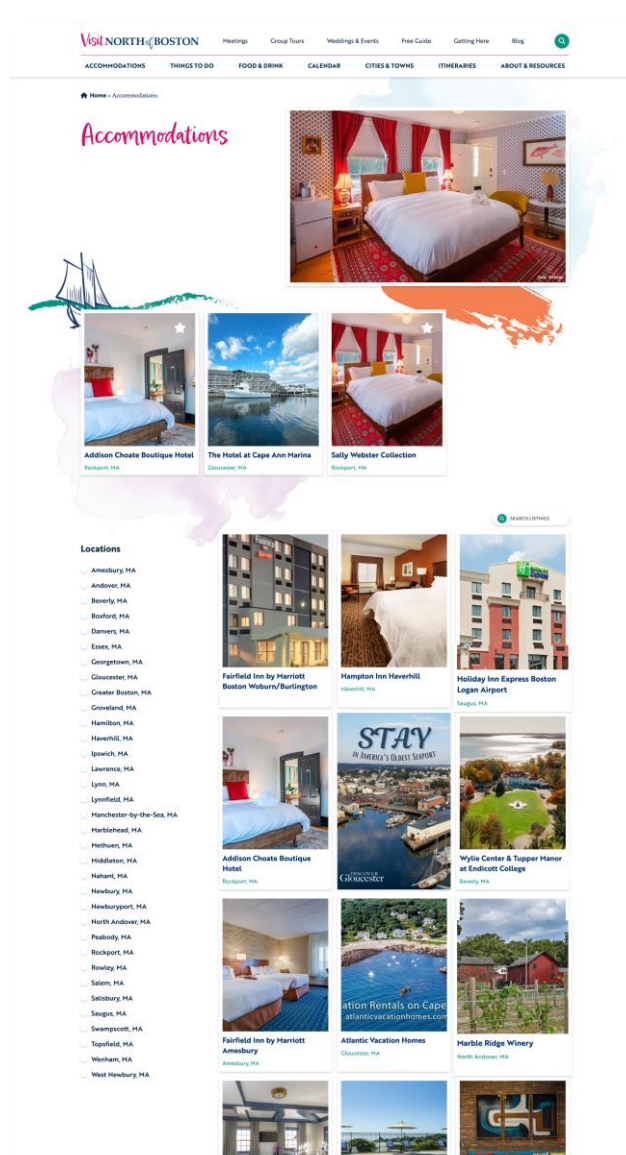
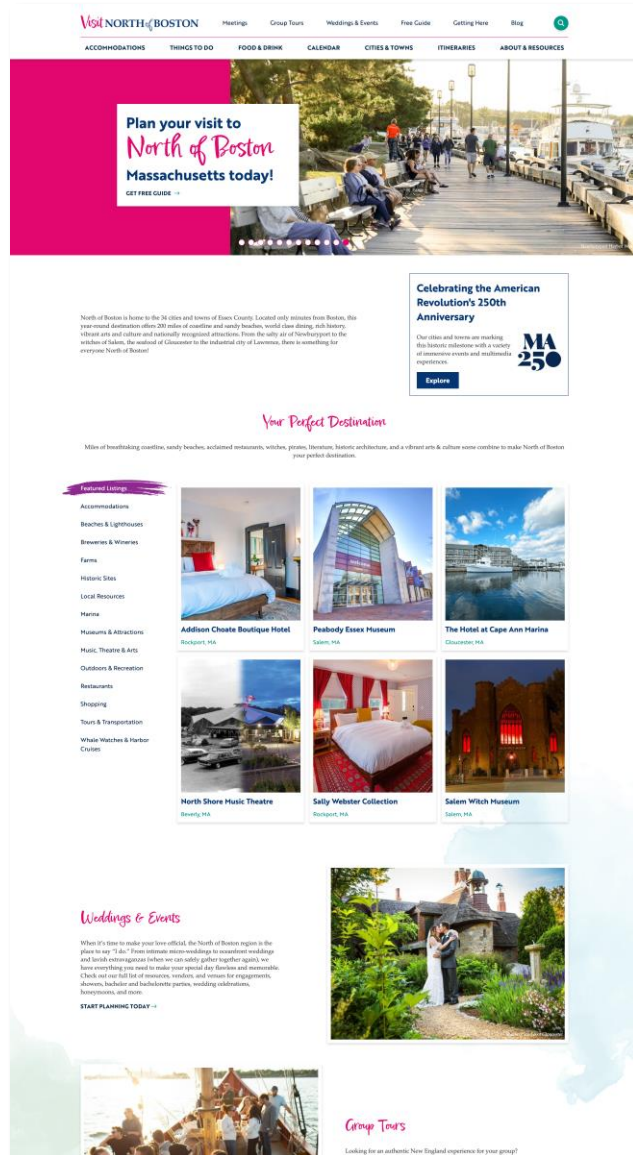
- Annual Tourism Summit
Expert speakers & presentations to help you navigate the tourism market
- Sales Meetings
Connect with members, build relationships, and receive sales leads directly from Tradeshows attended by the CVB
- Networking & Educational Events
Supporting and connecting members throughout the year
- Virtual Programming
Special educational seminars to help you grow your business
- Member E-Newsletters
Stay informed about the MA tourism landscape

North of Boston CVB Digital Updates

Mike Sperling
Sperling Interactive

North of Boston 2024 Year in Review

New Website Launched



MA250

Visit NORTH of BOSTON

MeetingsGroup ToursWeddings & EventsFree GuideGetting HereBlog

ACCOMMODATIONS

THINGS TO DO

FOOD & DRINK


CALENDAR

CITIES & TOWNS

ITINERARIES

ABOUT & RESOURCES

250th Anniversary of the American Revolution

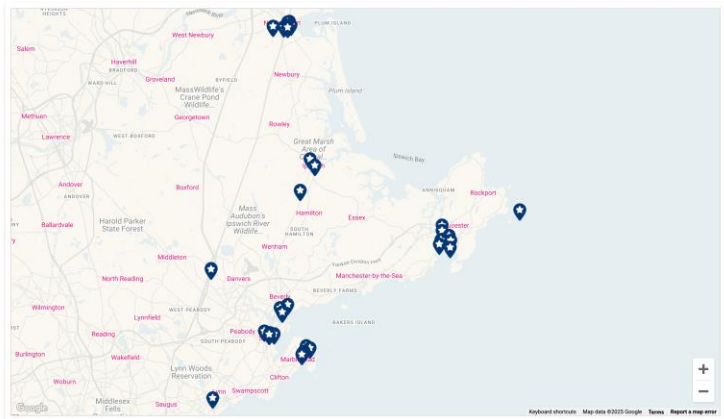



Clover's Regiment Marblehead © Royal Boston

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Keyboard shortcuts Map data ©2023 Google Terms Report a map error

MA
Fort Sewall
Marblehead
250



MA
Museum of Old Newbury
Newburyport
250



2024 Website Statistics

Website Users

2024

259,382

2023

238,358

+8.82%

2022

219,092

+18.39%

2021

192,575

+34.69%

2020

122,851

+111.14%

2019

136,533

+89.98%

Website Session Sources

Organic Search	Paid Search	Direct	Referral	Paid Social
139,424	38,666	33,696	26,585	17,850
Cross Network	Display	Email	Organic Social	
17,266	13,274	2,266	1,199	

Website Pageviews

2024	514,481			
2023	2022	2021	2020	2019
471,561	409,235	370,113	245,117	293,757
+8.82%	+18.39%	+34.69%	+111.14%	+89.98%

Website Visits by Location Domestic

- | | |
|------------------|--------------------|
| 1. Massachusetts | 6. Virginia |
| 2. New York | 7. Georgia |
| 3. Connecticut | 8. Ohio |
| 4. Florida | 9. Pennsylvania |
| 5. New Hampshire | 10. North Carolina |

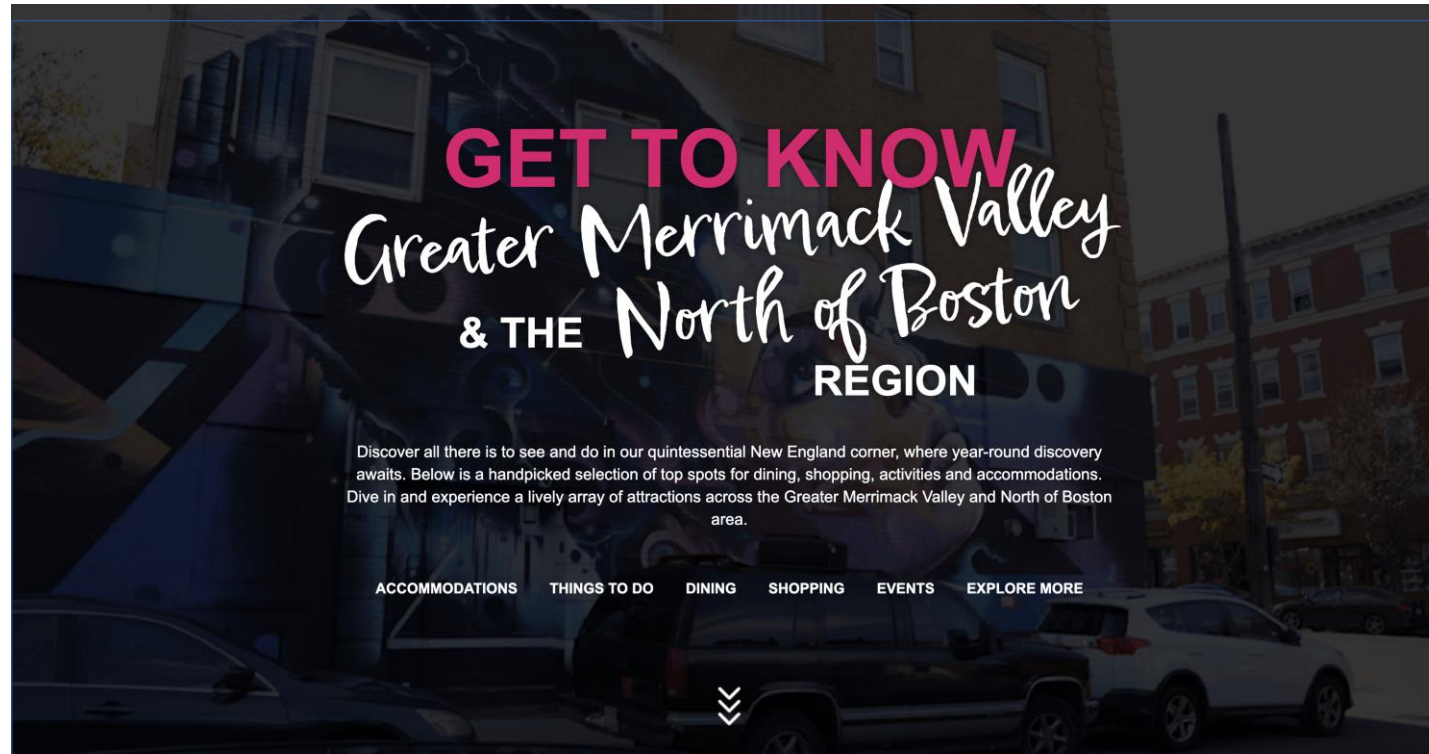
Website Visits by Location International

- | | |
|-------------------|--------------|
| 1. Canada | 6. Hong Kong |
| 2. United Kingdom | 7. China |
| 3. India | 8. France |
| 4. Germany | 9. Brazil |
| 5. Ireland | 10. Japan |

TTSE Get Campaign

The North of Boston Region was awarded a \$1,000,000 Travel and Tourism Season Extension grant to promote the region from November until April from 2023 through 2025. The region is defined as North of Boston and the Merrimack Valley.

Get Campaign Landing Page



Accommodations

Find the perfect place for your stay, whether you're seeking a family retreat, romantic getaway, or solitary escape.

SELECT A DESTINATION



GET *Quaint*



Concord's Colonial Inn
Concord, MA

Users

244,335

Get Campaign Video Ads

Views	50% Completion	75% Completion	100% Completion
5,219,911	83.25%	75.43%	71.47%

Get Campaign Search Ads

Impressions	Clicks	Click Through Rate
538,781	66,266	12.3%

Looking for Average of 1% - 1.5%

Get Campaign Display Ads

Impressions	Clicks	Click Through Rate
6,594,557	128,921	1.96%

Looking for Average of .1% - .35%

Get Campaign Demand Gen Ads

Impressions	Clicks	Click Through Rate
5,966,499	136,884	2.29%

Looking for Average of .1% - .35%

Get Campaign Meta Ads

Impressions	Clicks	Click Through Rate
2,323,190	39,370	1.70%

Looking for Average of .1% - .35%

Morning Plenary Session

Leveraging Cultural Districts and the Creative Economy to Put Heads in Beds Year-Round

Panelists:

Elizabeth Carey, CEO of the Rocky Neck Art Colony and Cultural District

Carolyn Cole, Special Projects Manager for Advancement, Mass Cultural Council

Erin Padilla, Executive Director of Creative Haverhill and Riverwalk Cultural District

LaCrecia Thomson, Arts & Culture Planner, City of Lynn and Lynn Cultural District

Erin Truex, Executive Director of Beverly Main Streets and Arts Beverly



Massachusetts 250 Updates

**Sheila Green, MA250 Coordinator
Massachusetts Office of Travel & Tourism**

Essex County 250 Updates

**Ryan Conary, Program and Event Manager
Essex Heritage**

Massachusetts Office of Travel & Tourism North of Boston Annual Tourism Summit January 24, 2025



Kate Fox, Executive Director
kate.fox@mass.gov

Sheila Green, MA250
Sheila.green@mass.gov



MAURA T. HEALEY
GOVERNOR

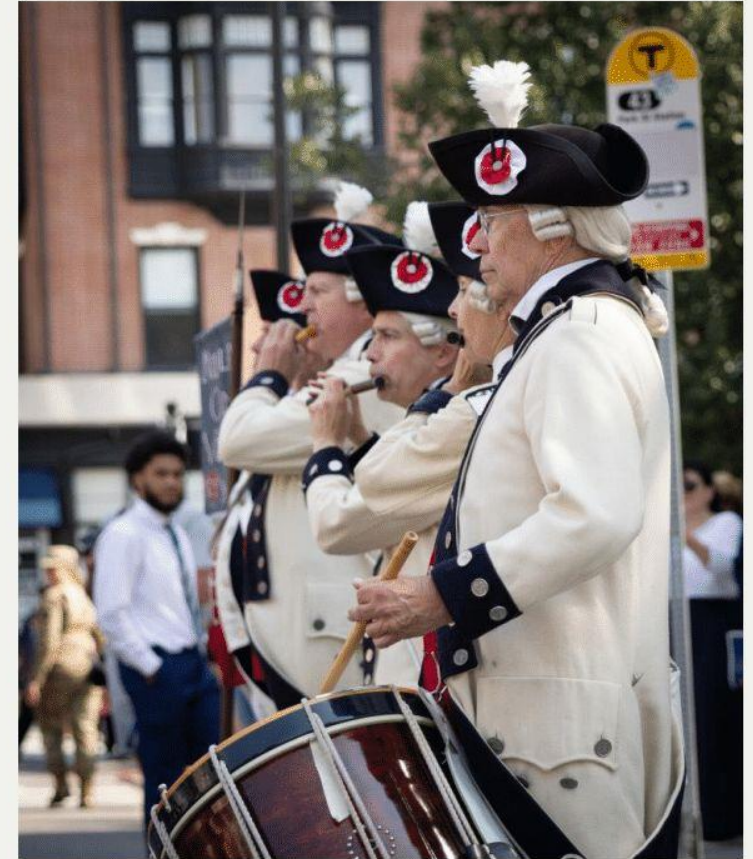
KIM DRISCOLL
LIEUTENANT GOVERNOR

YVONNE HAO
SECRETARY OF ECONOMIC
DEVELOPMENT



MASSACHUSETTS 250 GOALS REVIEW

- ★ **Use the Semiquincentennial of the American Revolution to promote Massachusetts as an exceptional place to live, work, and visit**
- ★ **Commemorate the history of the American Revolution in Massachusetts** through partnerships with non-profits, communities, historic sites, museums, National Parks, and state parks
- ★ **Celebrate the amazing future in Massachusetts** – a future built on 250 years of innovation and independent thinking
- ★ **Share untold stories**, and use Massachusetts 250 as an opportunity to reframe the telling of our history
- ★ **Statewide engagement** with public and private partners and residents
- ★ **MA250 FY26 Grants** to be announced in 2025.



MUSEUMS 250

- ★ **Target Participants:** Massachusetts Museums
- ★ **Objective:** Establish Massachusetts museums as key destinations for commemorating the 250th anniversary of the American Revolution by showcasing Revolutionary-era items, stories, and programs through a unified marketing campaign.
- ★ **Detail:** This initiative provides a comprehensive promotional framework for museums, encouraging collaboration and amplifying shared narratives to engage visitors and enhance the commemoration.
- ★ **How to Get Involved:** Please submit your unique experiences and promotions for inclusion in our website calendar, social media, consumer newsletters, and media promotion efforts.



REVOLUTIONARY WEEKENDS

- ★ **Target Participants:** Hospitality and Tourism Partners
- ★ **Objective:** Encourage and inspire fun and engaging celebrations of Massachusetts' 250th anniversary.
- ★ **Detail:** These events aim to engage residents and visitors in various fun and educational experiences (e.g., themed dinners and drink menus, guided tours, workshops, community celebrations, and more.)
- ★ **How to Get Involved:** Please submit your unique experiences and promotions for inclusion in our website calendar, social media, consumer newsletters, and media promotion efforts.



LUNCH & LEARNS

- ★ **Target Audience:** Stakeholders, Tourism Industry Partners
- ★ **Objective:** Generate excitement, support, and engagement for the Massachusetts 250 commemoration and programming.
- ★ **Detail:** Topical, virtual information sessions featuring 30-minute speaker presentations (e.g., scalable celebrations, celebrating collections, restaurant participation), followed by 15 minutes of Q&A.
- ★ **How to Get Involved:** Nominate a speaker and help spread the word.



PROGRAMMING SAMPLES

- ★ **250 Talks** will feature thought leaders and innovators commemorating the past and exploring what's next in 2025
- ★ A new exhibit on democracy & science at the **Museum of Science**
- ★ **The MFA** is embracing Museums 250 in 2025 and will be announcing a new America's Revolution in 2026.
- ★ **Bunker Hill Reenactment** in June 2025 in the Gloucester impacting the Essex National Heritage Area
- ★ **Knox Trail Reenactment** from Great Barrington to Boston in January – March 2026
- ★ **National Park Service** trails and programming in the 10 parks that feature Revolutionary history across Massachusetts



CORPORATE MATCHMAKING

Our **Corporate Sponsorship Matchmaking Program** connect attractions, museums, nonprofits, and tourism partners with companies eager to support Massachusetts 250 programming and storytelling.

By sharing your sponsorship needs, we'll work to match you with potential corporate partners that align with your goals.

Our goal is to provide corporations with funding needs for consideration. We cannot guarantee funding.





MASSACHUSETTS250.ORG

SUBMIT YOUR ATTRACTION & EVENTS

Events:

Massachusetts250.org/events/

Attractions:

Massachusetts250.org/attractions/



MASSACHUSETTS250.ORG

TO GET INVOLVED IN PROGRAMMING:

Sheila Green

Coordinator, Massachusetts 250

sheila.green@mass.gov



MASSACHUSETTS250.ORG

THANK YOU!



Essex Heritage



Essex County in the American Revolution

- General Gage moves government from Boston to Salem - early summer 1774
- First MA Provincial Congress met in Salem - Oct 7, 1774
- Early confrontation: Leslie's Retreat - Feb 26, 1775
- Battle of Lexington & Concord - April 19, 1775
- Battle of Bunker Hill - June 17, 1775



Essex County Revolution 250



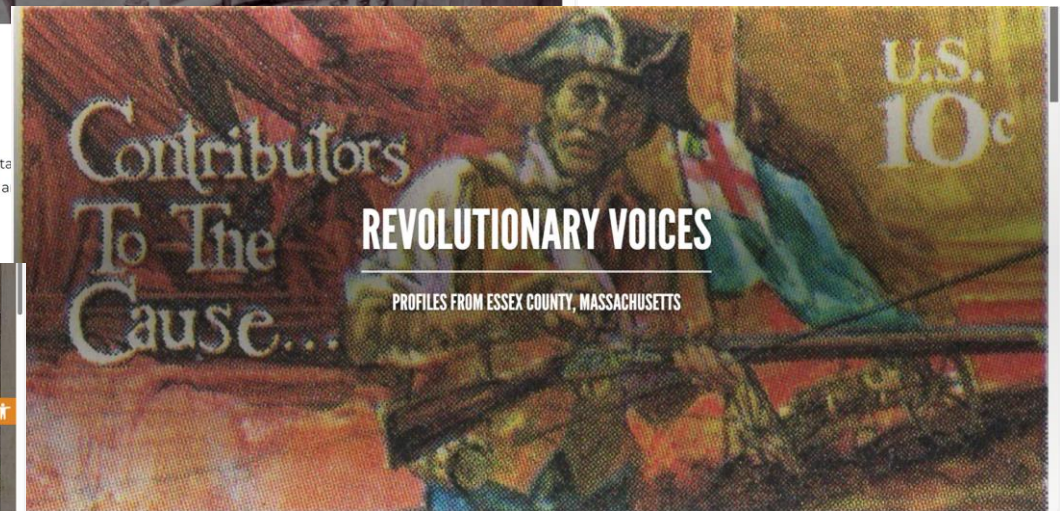
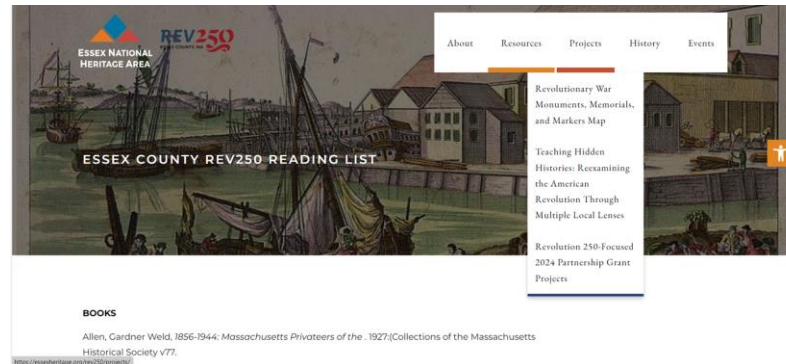
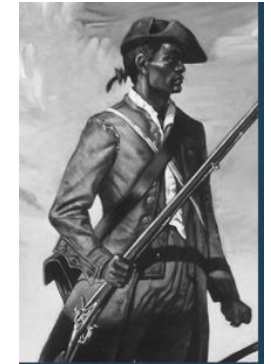
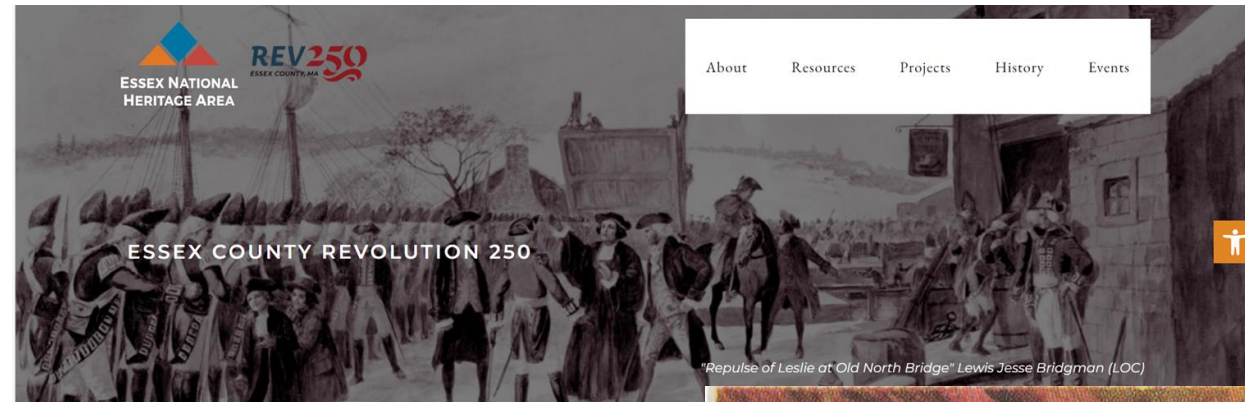
- Massachusetts Revolution 250
- MA 250
- America 250
- Local Partner Organizations



EssexHeritage.org/Rev250



- Resources
- Projects
- History
- Events



ESSEX NATIONAL
HERITAGE AREA

Reassessing the American Revolution

- “Re-Examining the American Revolution Through Multiple Local Lenses”
 - Black (free and enslaved)
 - Women
 - Indigenous
- *Who won freedom? Who gained liberty?*



ESSEX NATIONAL
HERITAGE AREA

Printing of Declaration of Independence with runaway enslaved person ad 1776: *Essex Gazette* July 16, 1776



Trails & Sails Rev250 Events



- TrailsandSails.org
- Dozens of free events through September 29



Want to get involved?



- Trails and Sails
- Events
- Quarterly Meetings
- Partnership Grants
- Battle of Bunker Hill reenactment – June 21-22, 2025
- *And more!*



Follow us! Get in touch.



- @EssexHeritage (FB & IG)
- Essexheritage.org; Essexheritage.org/rev250
- Email – info@essexheritage.org



The Big Picture: Essential Workshop Takeaways

Simple Strategies for High Impact Marketing

Ray St. Amand
Sperling Interactive

Simple Strategies for High-Impact Marketing in 2025

Leverage AI, Paid Media, Content, and Partnerships
for Steady Growth 🚀 🚀

The State of Digital is Changing

The customer journey is shifting as AI, search, and social transform the way businesses are found and researched.

Brand & Content Audits

Ensure your brand and content align with search engines and AI as well as your audience — audit for accuracy, relevance, opportunity, and visibility.

- Audit your brand across all channels
 - Audit the content on your website
 - Repurpose old content instead of creating new
 - Find new content opportunities based on search volume/trends
-

Artificial Intelligence

With so many AI tools out there, it is hard to harness all of them effectively and ethically.

- Try out different tools & don't over do it
 - The key to the best output is the details in your prompt
 - Think of ways to utilize AI on websites
-

Paid Media

Endless paid media options exist, but the true power lies in leveraging cost-effective channels to amplify your messaging to the right people.

- Consider Google Things to Do Ads or Hotel Ads
 - Consider Demand Gen to promote content
 - Utilize Facebook Event Ads
 - Test out instant experience ads on Meta
-

Thank you!

sperling.



Ray St. Amand

Director of Marketing Operations

<https://www.linkedin.com/in/raysaintamand/>

978•304•1730

ray@sperlinginteractive.com

The Big Picture: Essential Workshop Takeaways

**International Travelers: What to Know
and How to Attract Them**

Casey Canevari
Brand USA



Unlocking Global Potential

Brand USA 101

Attracting International Visitation

Brand USA 101



BRAND USA WORKS TO **INCREASE**
INTERNATIONAL VISITATION TO THE
UNITED STATES IN ORDER TO **FUEL THE**
U.S. ECONOMY AND **ENHANCE THE IMAGE**
OF THE UNITED STATES WORLDWIDE.



PROMOTION

U.S.
Travel &
Tourism

U.S. TRAVEL
ASSOCIATION®

ADVOCACY



POLICY



Brand USA Economic Impact



Over the past 11 years (FY13 – FY23), Brand USA's marketing efforts have generated:

8.7 MILLION incremental visitors

\$28.8 BILLION incremental spending

Over 36,800 incremental jobs
on average supported each year

\$8.3 BILLION in federal, state, and local taxes

Nearly \$63 BILLION in total economic impact



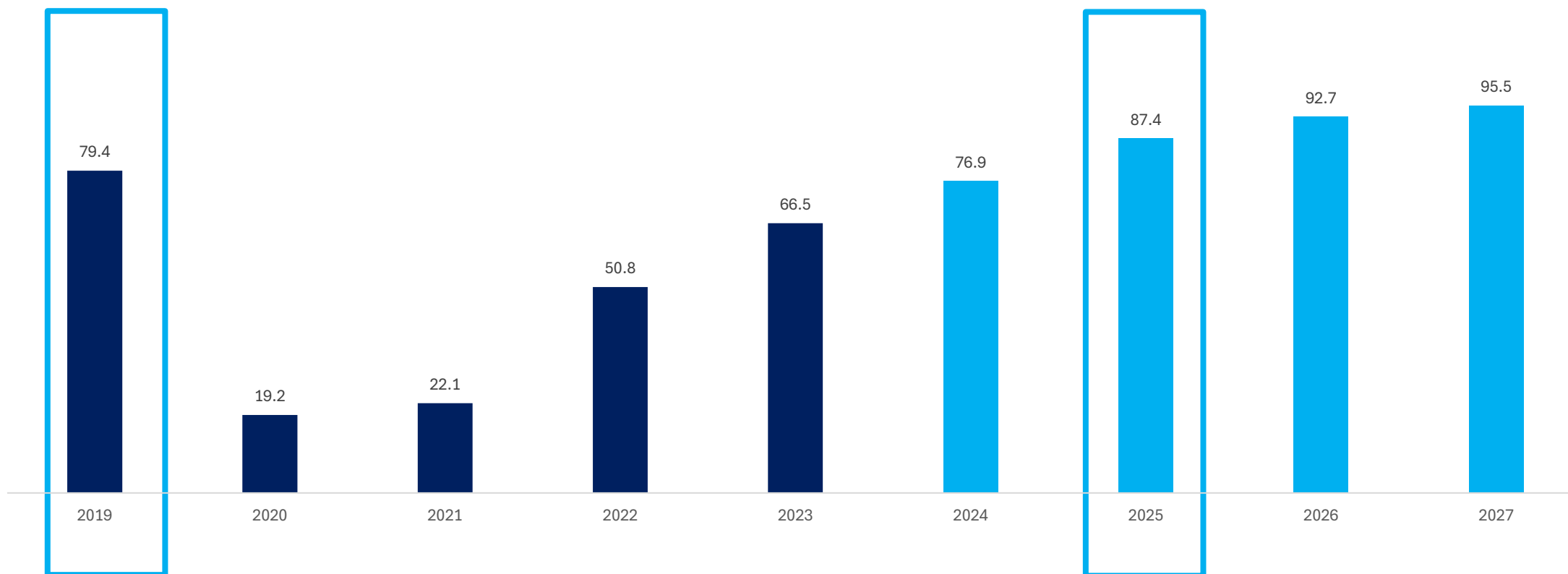
State of

International Visitation



U.S. Inbound travel forecast to surpass pre-pandemic levels in 2025

Visitation in millions



Impact of Top 12 Markets

80% of visitation comes from:

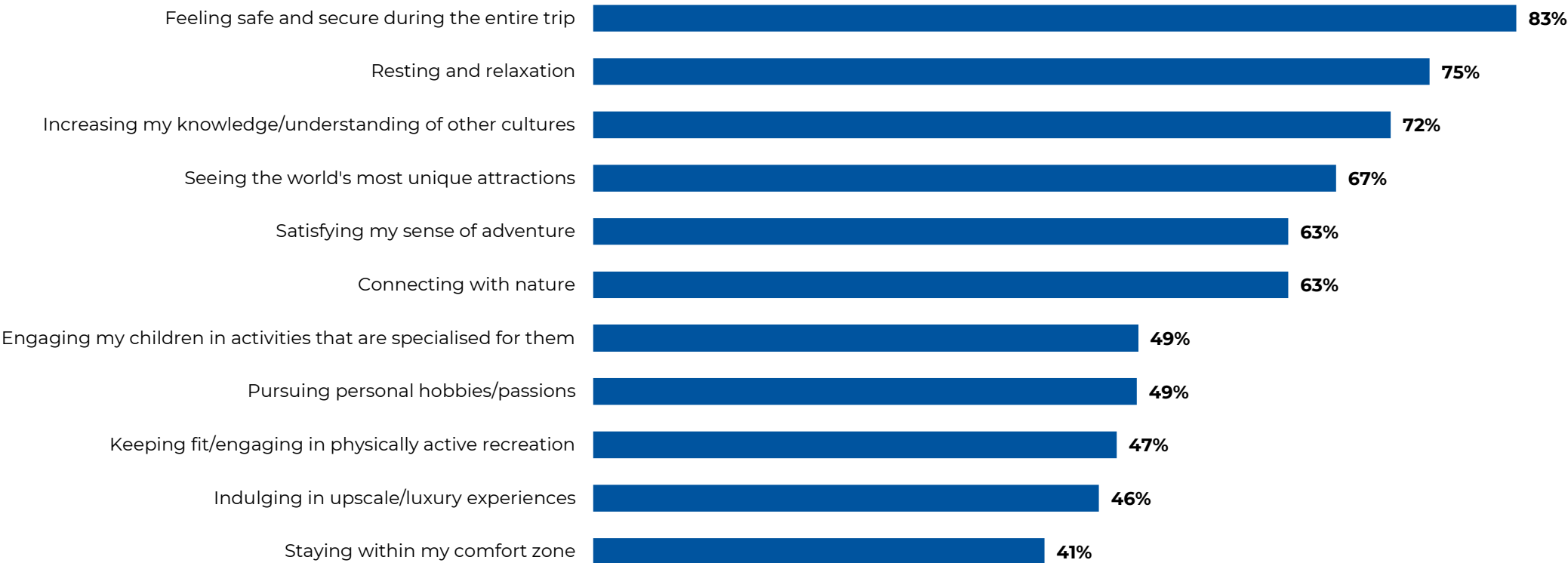
- Canada
- Mexico
- United Kingdom
- Germany
- India
- Brazil
- South Korea
- France
- Japan
- China
- Italy
- Australia



Important Considerations for Destination Selection

Safety is the most important personal consideration when selecting a vacation destination.

(% Extremely Important & Important)



Q: On a scale from 1 to 5 , how important are the following personal considerations to you when deciding where to go on an international overnight leisure trip?
Base: Total respondents, N=25,179

United States: Characteristics

The United States is described as diverse, energetic, and trendy.



2024 Year to Date Overseas Arrivals

	Arrivals ↓	YOY Change
United Kingdom	2,590,065	4%
India	1,554,020	30%
Germany	1,292,854	12%
Japan	1,202,620	34%
Brazil	1,200,311	22%
France	1,160,172	10%
South Korea	1,143,634	12%
China	1,121,562	61%
Italy	756,667	18%
Colombia	673,128	20%
Australia	653,460	10%
Spain	597,674	14%
Argentina	465,622	16%
Netherlands	421,483	12%
Dominican Republic	342,499	11%

Travel & Tourism Spending

\$232B **+13%** **\$691M**

YTD 2024

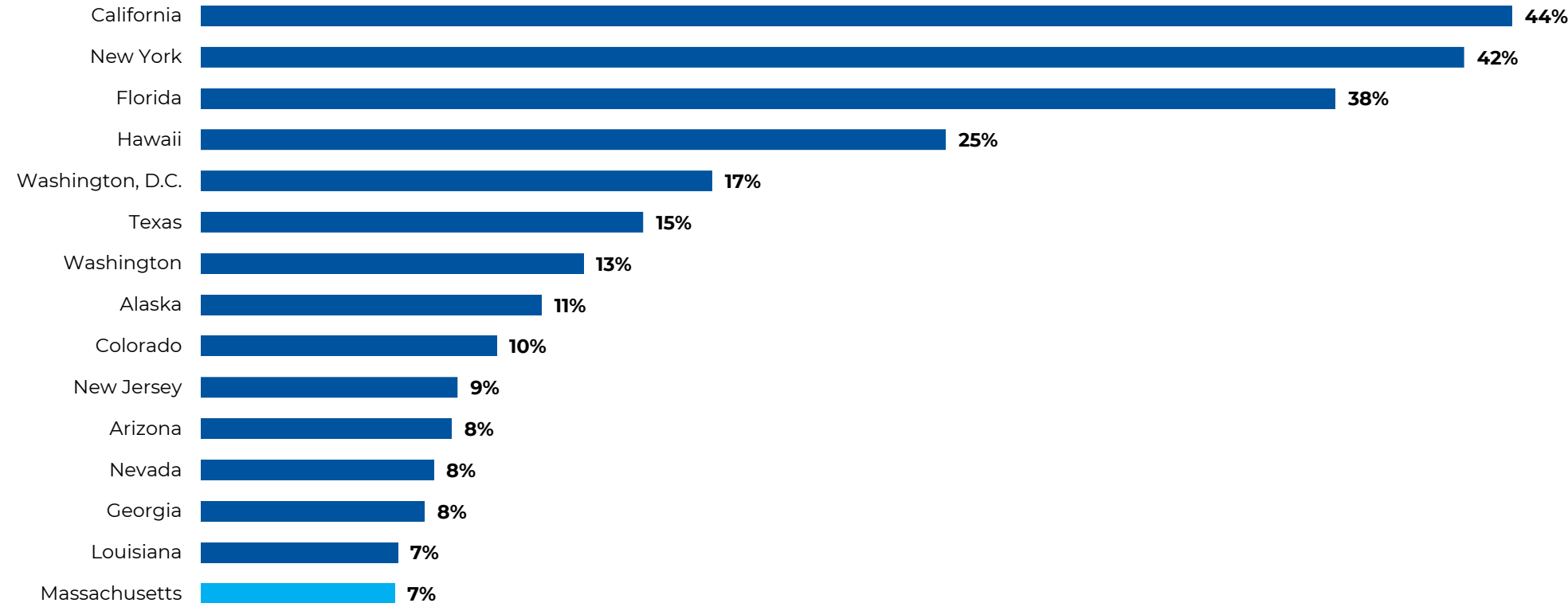
vs. 2023

Per day



United States: Top 15 States and Territories of Interest

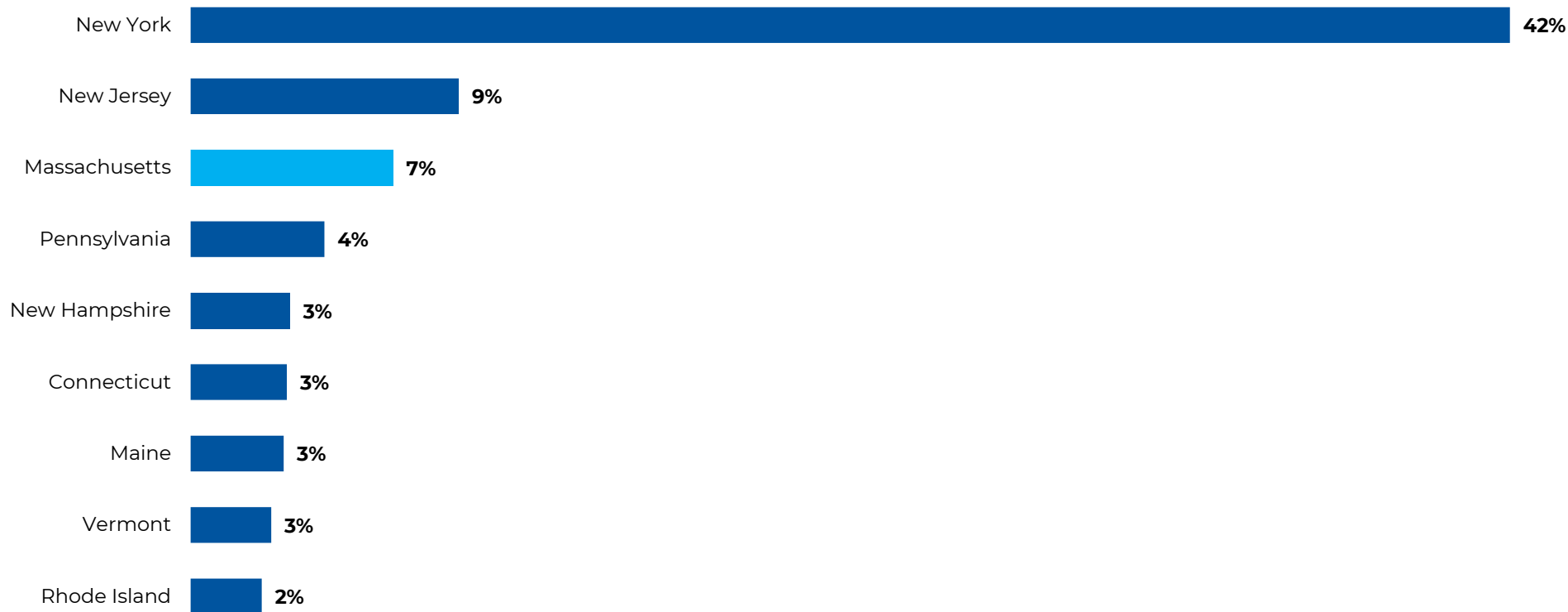
California, New York, and Florida are the top three states travelers are most interested in for a future overnight leisure trip to the United States, with Massachusetts securing a spot among the top 15.



Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the USA.
 Base: Respondents likely to visit the USA sometime in the future, N=23,693

United States: Top States and Territories of Interest – Northeastern States

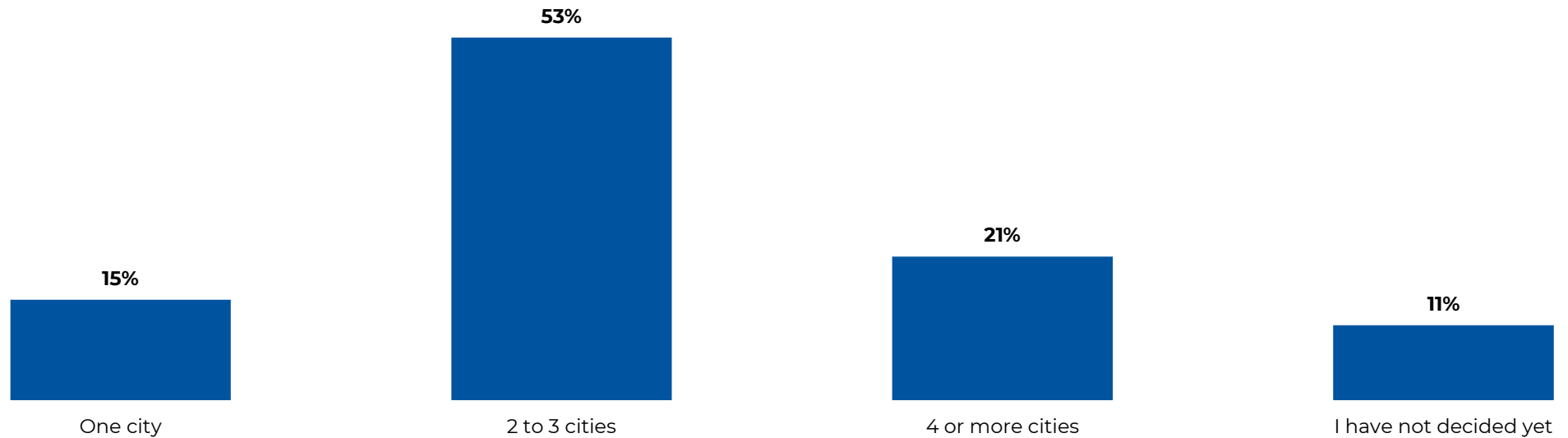
Looking specifically at the Northeastern states, New York, New Jersey, and Massachusetts are the top states of interest.



Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the USA.
Base: Respondents likely to visit the USA sometime in the future, N=23,693

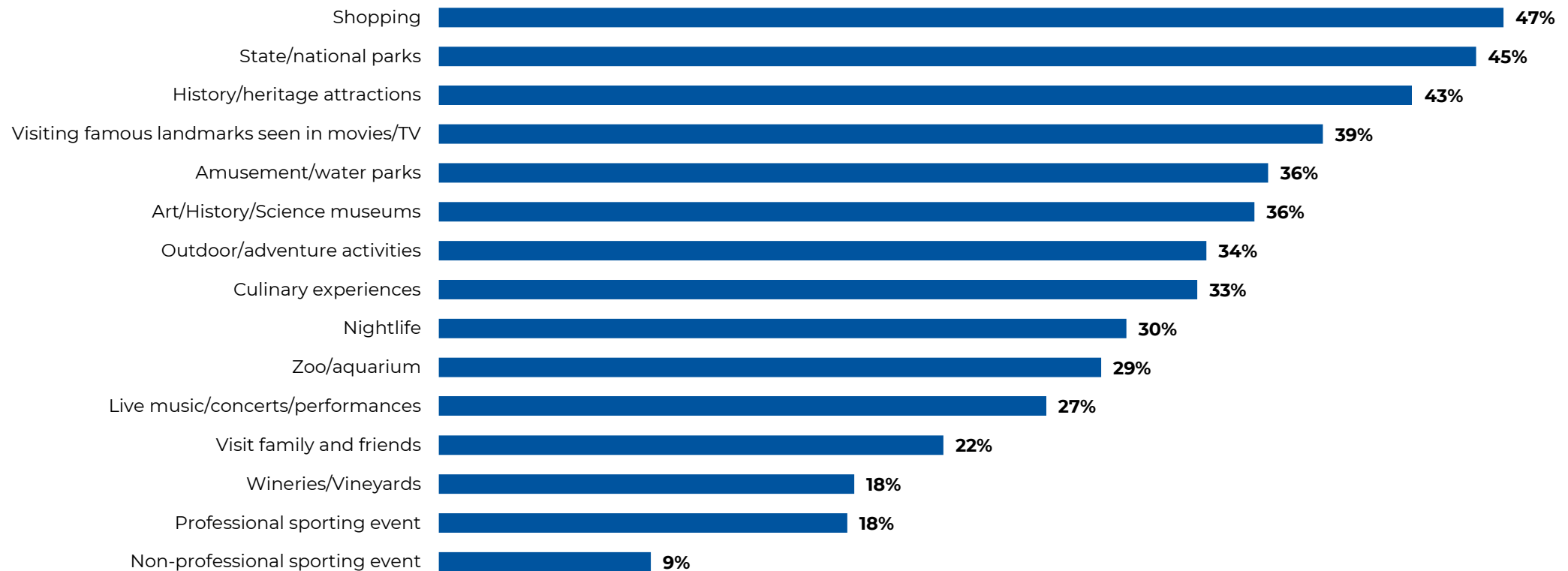
Future USA Leisure Trip: Number of Cities Visited

Travelers are likely to visit multiple cities on their future trip to the USA.



Future USA Leisure Trip: Activities

Top activities on a future USA trip include shopping, visiting state/national parks, history/heritage attractions, and visiting famous landmarks seen in movies or TV shows.



Marketing

Marketing the
USA



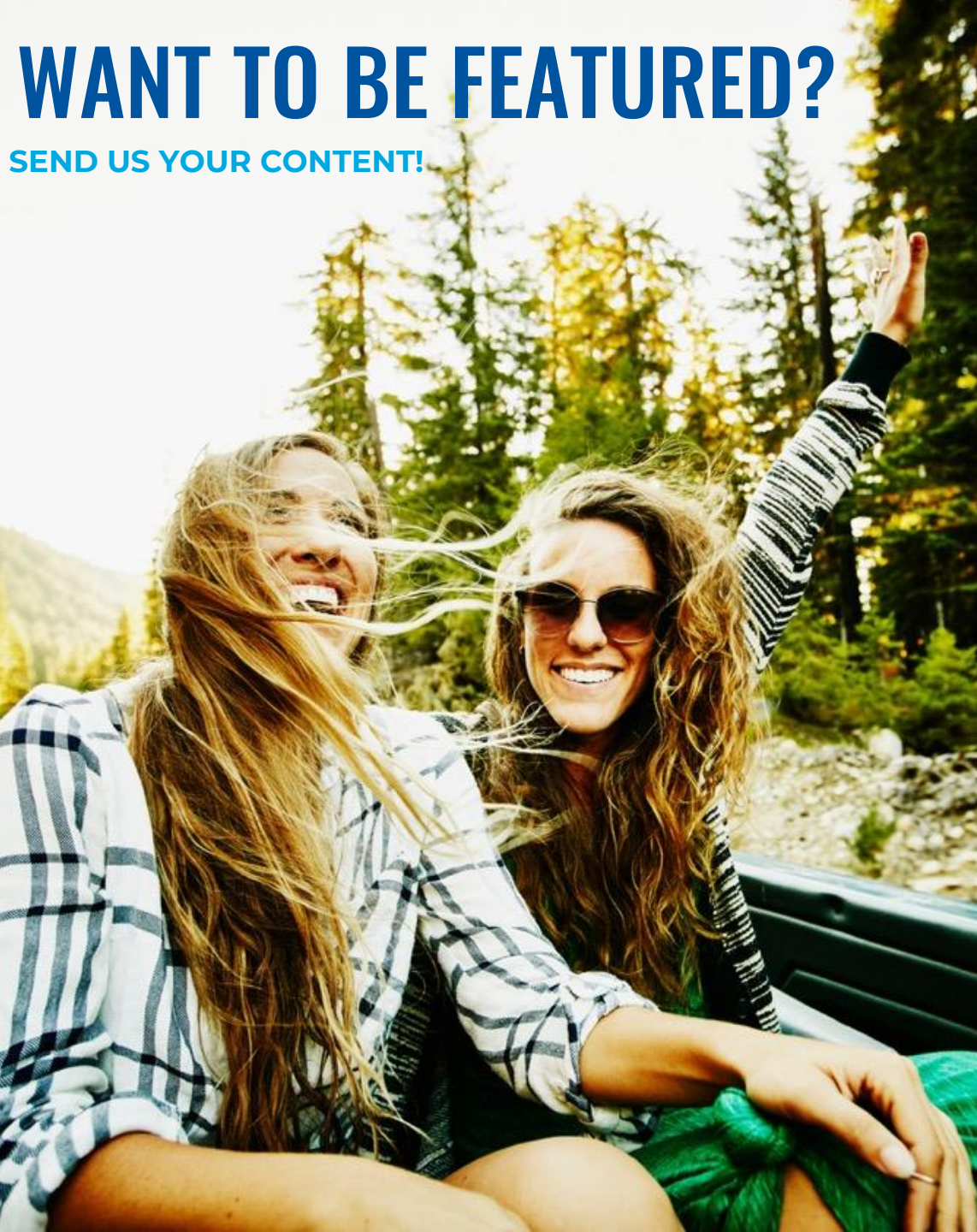


Social Media



WANT TO BE FEATURED?

SEND US YOUR CONTENT!



WE ARE ALWAYS ACCEPTING

- Image and video assets for social media promotion.
- Episodic video assets for our streaming channel.

WHAT WE LOOK FOR

- Story arc. The storyline must have a concrete beginning, middle, and end for viewers to follow, as well as engaging emotion through drama, conflict, fun, or comedy.
- Builds a unique sense of place by featuring cultural elements such as food, music, sports, tradition, or other attributes
- Motivates a viewer to say: "I want to go do that thing, in that place, with those people!"

Social Media Inclusion

Want to be featured?

Tag @VisitTheUSA to share your story
#VisitTheUSA



Visit the USA.com



The official Travel
Trade site of the USA



Destinations

Itineraries

Resources

Events

Massachusetts

North of Boston and the Merrimack History, Nature and Culture in Massa



View all states



Venture just north of Massachusetts' largest city some surprising highlights.

From the birth of the USA to the writing of some of the most influential novels of all time, fascinating stories are waiting to be discovered here. Get inspired at Walden Pond in the p Valley, follow in the footsteps of American Revolutionary War heroes in Lexington and Cor and spend dreamy afternoons ambling down friendly streets of towns such as Salem, Ipsw



The official Travel
Trade site of the USA



Destinations

Itineraries

Resources

Events

Massachusetts

Essex County, Massachusetts: Maritime History and Natural Beauty

By: Claire Duncan



View all states



Discover Massachusetts' historic communities, New England cuisine and water adventure on a fun North of Boston vacation.

Located just 30 short minutes from Boston, the picturesque area of Essex County in Massachusetts, otherwise known as the North of Boston region, is rife with scenic natural beauty and rich maritime culture. And with a multitude of quaint historic communities to explore, I'm prepared for a fun-filled seaside vacation in the North of Boston region.



Global Trade



What does the trade team do?



Maintains relationships with trade partners

- Travel agents, tour operators, OTAs, airlines, receptives, Visit USA Committees

Provide opportunities for our U.S. partners to engage with the travel trade

Educate our U.S. partners on key international markets

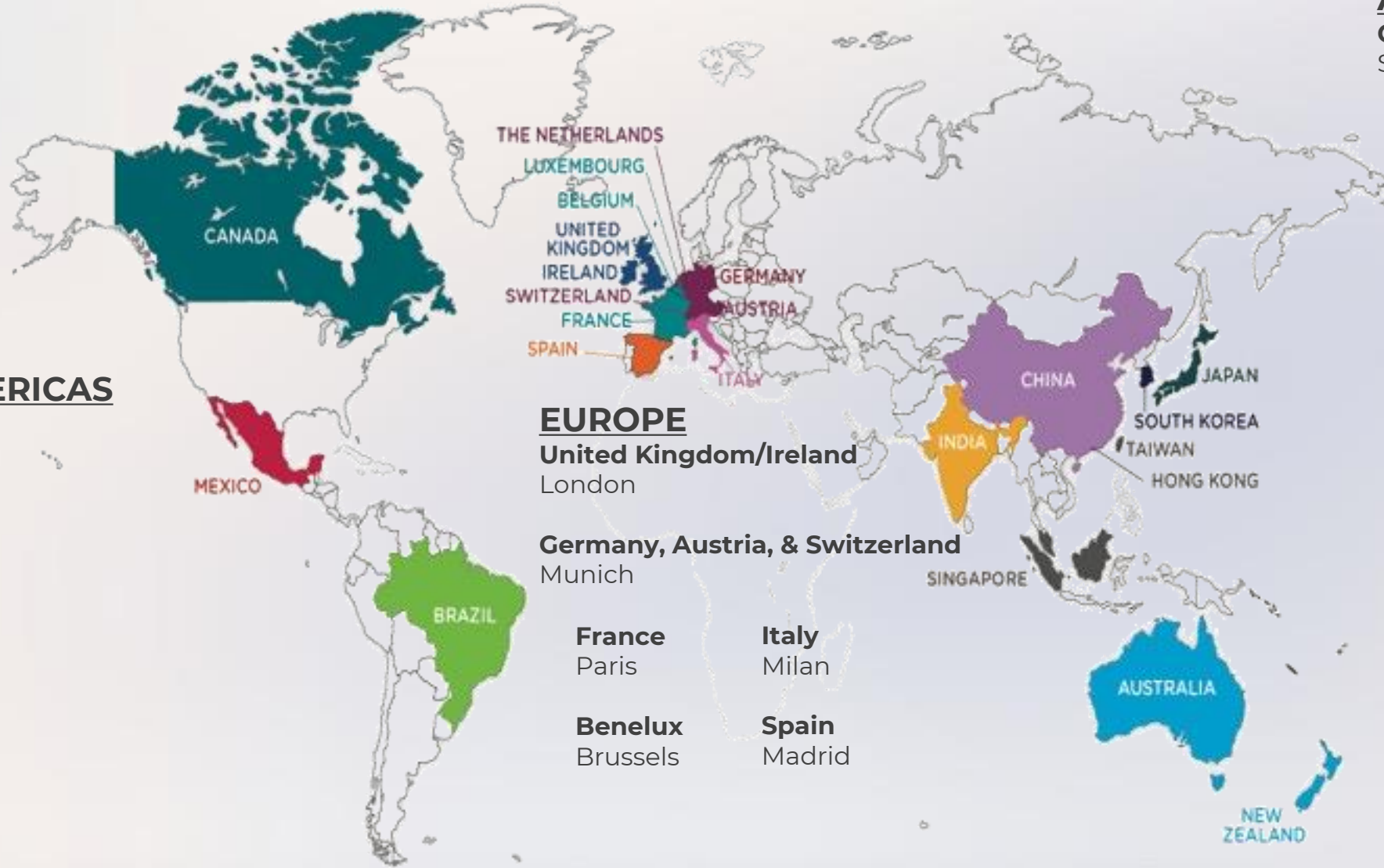
Conduct in-market tour operator campaigns

Bring key travel trade to the USA to experience it first-hand

Train and educate the travel trade on the USA

Product development

GLOBAL REPRESENTATION IN 20 MARKETS



Brand USA Opportunities

Increasing connections with the travel trade

- Sales Missions & B2B Days
- Roadshows
- TravelWeek Europe
- Fams & MegaFams

Increasing destination knowledge

- Sales Missions
- Roadshows
- USA Discovery Program
- Webinars & Trainings
- Fams & MegaFams

Additional B2B and B2C exposure

- Brand USA Co-Op Opportunities
- SXSW Sydney





Collaboration

**BRING PARTNERS TOGETHER
TO MAKE A BIGGER SPLASH**

**BUILD UPON ESTABLISHED
TRADE PRESENCE TO SHOW
PROXIMITY**



**IDENTIFY FOCUSED
OBJECTIVES, MARKETS,
TIMING AND SCOPE**

**LEVERAGE IDENTIFIED BRAND
USA PROGRAMMING TO
MAXIMIZE VALUE**

Takeaway

Top 4 Takeaways

Top 4 Take Aways

			
Utilize the Data	Send your content to Brand USA	Engage with the travel trade teams for exposure	Collaborate



THANK YOU

CONNECT WITH US

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TheBrandUSA.com

The Big Picture: Essential Workshop Takeaways

Elevate Your Digital Communications: Top 10 Trends for 2025

Angela Prout & Marnely Murray
Shored Up Digital

Top 10 Trends for 2025

Trend #1: Smart Use of AI

Trend #2: Short Form Video Domination

Trend #3: Voice Search Optimization

Trend #4: Authentic Influencer Collaborations

Trend #5: Sustainable & Ethical Marketing

Trend #6: Immersive Content with Augmented
Reality and Virtual Reality

Trend #7: User Generated Content

Trend #8: Social Commerce & Shoppable Content

Trend #9: Community Focused Social Platforms

Trend #10: Mobile-First Strategies

Keynote:
**Tourism, Arts & Culture,
and the Future of Resilience**

**Harold Steward, Executive Director
New England Foundation for the Arts**



New England
Foundation for the Arts

In Culture We Trust
Thrive In '25: Tourism, Arts & Culture
and the Future of Resilience

North of Boston Tourism Summit
1.24.25



Harold Rosa, Bare Skin

Art as Applied Social Science concerns itself with the psychological wellbeing and social welfare of individuals, communities and society.

Psychological well-being refers to the state of feeling good and functioning effectively in various areas of life.

It encompasses several dimensions, including:

Emotional Well-Being: Experiencing positive emotions and life satisfaction, including happiness, contentment, and fulfillment.

Psychological Functioning: The ability to manage stress, make decisions, and cope with challenges, reflecting resilience and adaptability.

Self-Acceptance: Having a positive regard for oneself, accepting one's strengths and weaknesses, and maintaining a realistic self-image.

Purpose in Life: Feeling that one has goals, direction, and meaning in life, contributing to overall motivation and engagement.

Positive Relationships: Establishing and maintaining fulfilling connections with others, fostering a sense of belonging and support.

Autonomy: The ability to make independent choices and decisions, reflecting personal control over one's life.

Social welfare refers to a system and set of programs and services designed to promote the well-being of individuals and communities, particularly those who are vulnerable. It encompasses a wide range of initiatives aimed at improving the quality of life and providing support to various populations.

Social welfare systems can vary significantly between countries, reflecting different cultural values, economic conditions, and political priorities. The overall goal of social welfare is to enhance individual and community well-being, promote social justice, and reduce inequality.

Social sciences are a group of academic disciplines that study human society and social relationships. They explore various aspects of human behavior, interactions, and the structures that influence them.

The main social sciences include:

Sociology: The study of society, social institutions, and social relationships, analyzing how societal structures and cultural norms shape behaviors and interactions.

Psychology: The scientific study of the mind and behavior, focusing on individual mental processes, emotions, and social interactions.

Anthropology: The study of humans, human behavior, and societies, both past and present, including cultural, social, linguistic, and biological aspects.

Economics: The study of how individuals, businesses, and governments allocate resources and make decisions regarding the production, distribution, and consumption of goods and services.

Political Science: The study of political systems, government structures, political behavior, and the theoretical and practical aspects of politics and policy-making.

Geography: The study of places, environments, and spatial relationships, examining how human activity and physical landscapes interact.

History: The study of past events and their impact on societies, cultures, and human behavior, providing context for contemporary social issues.

Communication Studies: The examination of how information is transmitted and received through various mediums and the impact of communication on societal interactions.

Social Work: Although often seen as a practice-oriented field, it incorporates social science principles to address social issues and support individuals and communities.

Tourism is the activity of traveling to and staying in places outside of one's usual environment for leisure, business, or other purposes. It encompasses a wide range of experiences and services associated with these activities.

Types of Tourism:

Leisure Tourism: Travel for relaxation, enjoyment, and recreation, such as vacations and holidays.

Business Tourism: Travel for work-related purposes, including meetings, conferences, and corporate events.

Cultural Tourism: Visiting destinations to explore different cultures, arts, and heritage.

Ecotourism: Responsible travel to natural areas, focusing on conservation and the well-being of local communities.

Adventure Tourism: Engaging in outdoor and adventurous activities, such as hiking, climbing, and extreme sports

Impact of Tourism:

Economic Impact: Tourism can significantly contribute to local economies by generating revenue, creating jobs, and supporting local businesses.

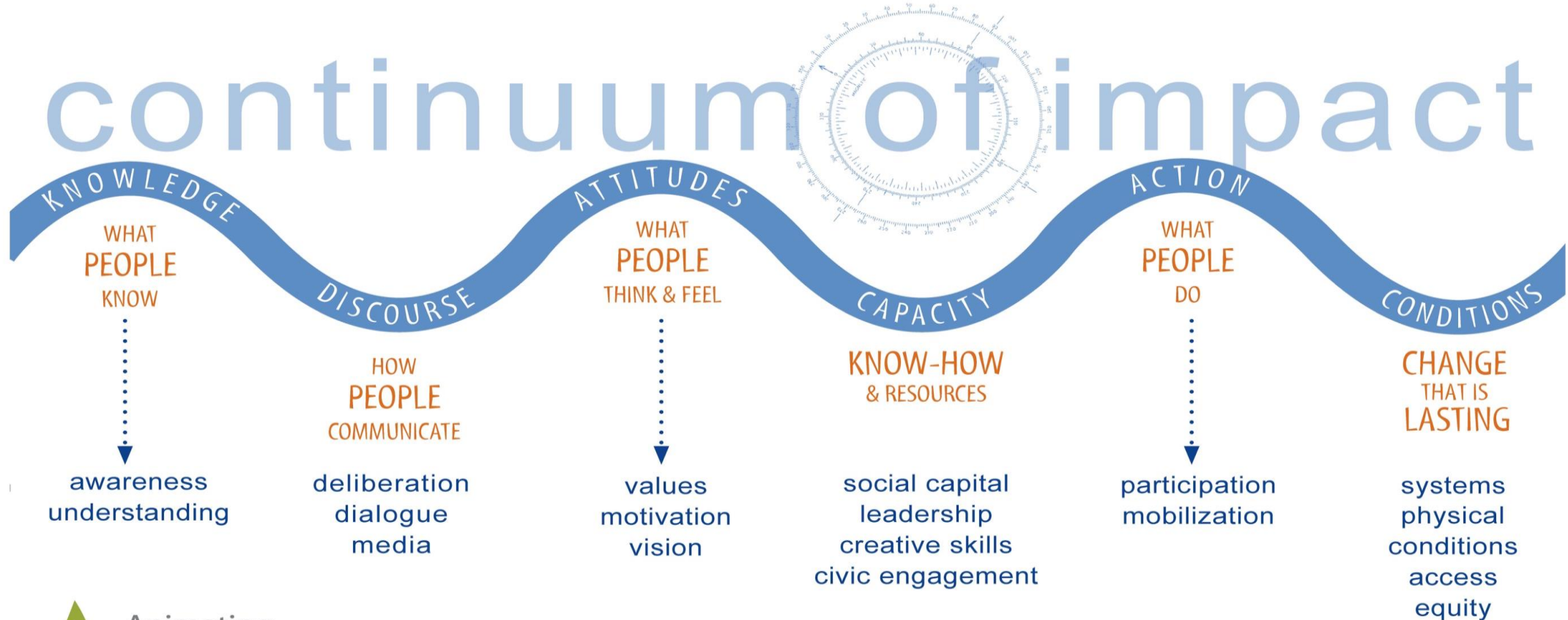
Cultural Impact: It can promote cultural exchange and understanding, but it may also lead to changes in local customs and traditions.

Environmental Impact: Tourism can both positively and negatively affect the environment, leading to conservation efforts or contributing to issues like pollution and habitat destruction.

ANIMATE
INFORM
INFLUENCE
EXPRESS
ENGAGE

ARTS and CULTURE make change happen

continuum of impact





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