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Salem Tourism Office Charts a New Course

Kate Fox Hired to Lead Revitalization of the Salem Tourism Organization

Salem, MA... Mayor Kimberley Driscoll, in conjunction with leaders of the Salem tourism industry, announced today that Kate Fox has been hired as the new Executive Director of Destination Salem. Fox, who returns to Destination Salem from the Essex National Heritage Commission, was the director of the organization from 1999 – 2002.

“I am excited to have Kate on board with Destination Salem,” said Mayor Driscoll, “she brings a great deal of experience to the table, and she is very familiar with Salem’s tourism industry.” Since leaving Destination Salem in 1999, Fox has been developing heritage tourism programs for the Essex National Heritage Area, including the annual Trails & Sails weekend. “This is a great opportunity,” said Fox, “Destination Salem is at a pivotal point, and businesses want to come together to promote Salem.”

Fox’s hiring comes after months of planning by members of the Salem tourism industry. The redirection of Destination Salem is the result of the 2007 Strategy for Tourism Management, which was created with a grant from the Massachusetts Cultural Council. Based upon feedback from Salem businesses and the Strategy paper, Destination Salem is being reorganized without membership. The organization will be funded by advertising in the Salem Visitor & Travel Guide, grants, and funding from the City’s hotel-motel tax revenue. A board of directors is being developed from the group of tourism stakeholders.

“Salem is an exciting destination,” said Fox, “Visitors can come at any time of the year and discover the history of the Witchcraft Trials of 1692, a rich maritime heritage, incomparable architecture, art and culture, an eclectic mix of attractions and entertainment, and a shopping and dining scene that gets better each year. Destination Salem will proudly promote all that Salem has to offer through the Visitor & Travel Guide, and the Salem.org web site, which will be redesigned in 2008.”

In addition to publishing and distributing the annual Visitor & Travel Guide and maintaining the Salem.org web site, Destination Salem will work with the Salem Chamber of Commerce, the North of Boston Convention & Visitor Bureau, and Massachusetts Office of Travel & Tourism to publicize the businesses, events, and resources in Salem.

Destination Salem, the Salem Office of Tourism & Cultural Affairs, is the city’s destination marketing organization. Originally a City office, the organization became a private, non-profit in 1998. After November 1, the office will be located in Salem City Hall. For more information about Destination Salem or the 2008 Salem Visitor & Travel Guide, contact Kate Fox at (978) 741-3252.

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