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Contact: Kate Fox, Executive
978.741.3252; kfox@salem.org

Destination Salem Releases 2008 Visitor Guide

New visitor guide format signifies reinvigorated destination marketing organization.

Salem, MA... The new 2008 Salem Visitor & Travel Guide has arrived in Salem, ready to encourage visitation and usher in the 2008 tourism season. The 2008 Salem Visitor & Travel Guide features a new look and format: It has been expanded to a digest-sized publication that includes editorial, maps, and information on Salem businesses.

The 2008 Salem Visitor & Travel Guide features new editorial content that has been written by local historians Jim McAllister, Bonnie Hurd Smith, John Goff, and Allison D'Amario, who is the education director for the Salem Witch Museum. Editorial is complimented by beautiful photography that highlights all of the fun, historic, educational things there are to do in Salem for families and adults. The "Five Seasons of Salem" are illustrated through a new three-page calendar of events that breaks events out into spring, summer, fall, October, and winter.

Mayor Kimberley Driscoll appreciates the changes to the visitor guide, commenting, "The new Salem Visitor Guide clearly shows visitors how much there is to see and do in Salem. It will be a useful tool for people who are planning their 2008 vacations," Mayor Driscoll added, "This guide showcases Salem as the fun, interesting place to visit that it is all year long. It's a great destination to bring your family for a day or a week. There is so much to see and do!"

The distribution plan for the guides will put most of the guides in the hands of visitors before they arrive in Salem. Approximately 30% of the guides will fulfill requests for visitor information that are submitted through Salem.org or the toll-free 877 SALEM MA number. The remaining guides will be distributed through visitor information centers across Massachusetts, in Greater Boston attractions and accommodations, through AAA offices nation-wide, and through the advertising businesses. A total of 225,000 guides were printed.

"This guide was created to compete with destinations like Block Island, Nantucket, The Berkshires, Charlotte, NC, and Charleston, SC," said Kate Fox, executive director of Destination Salem, "The guides are being mailed to thousands of households that are trying to decide where they should spend their summer vacation. The larger size of the guide, beautiful photography, and expanded editorial make Salem a very appealing destination."

The 2008 Salem Visitor & Travel Guide was funded by the City of Salem, the Commonwealth of Massachusetts, Department of Business and Technology/Massachusetts Office of Travel & Tourism through a grant administered by the North of Boston Convention & Visitors Bureau, and its advertisers.

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About Destination Salem: As the destination marketing organization for the City of Salem, Massachusetts, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping, and fun. For more information, visit Salem.org or call 978.741.3252.