



CITY OF SALEM, MASSACHUSETTS

Kimberley Driscoll
Mayor

PRESS RELEASE

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Substantial Increase in Hotel/Motel Tax Revenue in Salem
City Benefits from 22% Boost in Hotel/Motel Tax Revenues

SALEM, MA – The City’s renewed interest and investment in *Destination Salem* has reaped great rewards. Over the first eight months of Fiscal Year 2008, the City of Salem has seen a 22% increase in hotel/motel tax revenues. This is a dramatic increase from \$195,860 in FY2007 to \$239,128 in FY2008.

In the FY08 budget, the City restored a small, but significant, segment of funding for citywide tourism promotion and marketing to help support the revitalization of *Destination Salem*. The City re-committed 25% of our hotel/motel tax proceeds (approximately \$65,000) to funding a citywide tourism promotion and marketing effort and, at the time, was banking on this being a smart financial investment. Upon review of the hotel/motel tax receipts to date, it certainly seems as though the return on investment has been great and the City’s involvement has paid off.

Due in large part to the support and direction of City officials, the revitalization of *Destination Salem* – including the production of the 2007 Strategy for Tourism Management Report, the restructuring of the organization, the election of a new Board of Directors, the City’s financial commitment, the relocation of offices to City Hall and the hiring of a new Executive Director, Kate Fox - has been a huge success.

“I am thrilled that our investment in tourism has proved to be a wise one,” stated Mayor Kimberley Driscoll. “This investment not only rewards the City with increases in hotel/motel tax revenue but also benefits the community by attracting additional visitors to support our thriving downtown retail and restaurant sectors.”

“City support of the destination marketing of Salem is extremely important,” said Kate Fox, “It conveys the message that the City is invested in the success of tourism, which is one of Salem’s primary industries, for all who are involved – businesses, residents, and visitors.”

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