

DESTINATION SALEM 2016 PROGRAM SUMMARY



WELCOME!

Destination Salem is the destination marketing organization (DMO) for the City of Salem. Our organization executes a robust, year-round marketing plan that is designed to attract tourists and visitors, utilizing traditional and new media to reach leisure, group, international, and cruise travelers throughout the year.

PUBLICATIONS

Destination Salem produces two annual publications: *The Salem Guide* and the *Guide to Haunted Happenings*; it also creates a semi-annual *Motor Coach Map & Guidelines*. These two publications generate advertising sales that are equivalent to the City's annual investment in Destination Salem, and fund its marketing initiatives.



The Salem Guide has a distribution of 300,000 printed copies that are distributed to visitors, leisure travelers, group tour operators, AAA offices, concierge, travel writers, and international tourists. The 12 month distribution plan includes CTM Media distribution, direct mail, and consumer shows. The Salem Guide is also available as an e-book on Salem.org. The 2016 Salem Guide e-book has approximately 13,000 annual visitors. Advertising sales for the Guide begin in November, and it is annually published in February.

The Guide to Haunted Happenings has a print distribution of 150,000, as well as an online e-book. In 2016 the Haunted Happenings e-book has nearly 63,000 visits. Advertising sales for the Haunted Happenings guide begin in April, and in 2016 it will be published in July.

The Motor Coach Map & Guidelines is produced as a resource for groups visiting Salem. This guide goes to ABA and is sent to group tour operators and student group leaders throughout the year. This group resource complements Salem.org/Groups. A new motor coach map is being produced in 2016.

DIGITAL

Destination Salem maintains and promotes **Salem.org** for year-round-visitation, and **Haunted Happenings.org** for the October festival. The option of listings on these sites is available, in addition to advertising in the associated guides.

We are very excited to be launching a brand new Salem.org in June of 2016!

Salem.org has a robust calendar of events in Salem. All advertisers are encouraged to submit their event listings to Meg Kazan at mkazan@salem.org.

The **Calendar** contributes to the blog on Salem.org, and our Constant Contact consumer emails; in addition to our Twitter, Facebook, Instagram, and Pinterest posts. **Calendar Listings** can be submitted in the email body or a Word document. Any images attached to calendar listings may be considered for the blog.

Salem.org averages 1,307 unique visitors per month. In 2015, more than 358,000 visitors generated more than 1.2 million page views on **HauntedHappenings.org**.

TOURISM GLOSSARY

ABA: American Bus Association. Promotes motor coach travel throughout the U.S.

Brand USA: A public-private partnership with the mission of promoting international travel to the U.S.

DMO: Destination Marketing Organization

DNE: Discover New England. The official tourism organization representing the New England region.

FAM: Familiarization Tour. A hosted or reduced rate trip offered to travel professionals to acquaint them with a destination.

FIT: Frequent Independent Traveler. A custom-designed, prepaid travel package with many individualized arrangements. FIT is unescorted and usually has no formal itinerary.

GBCVB: Greater Boston Convention & Visitors Bureau.

Group Tour: A prepaid travel package for an assembly of travelers that has a common itinerary, travel date, and transportation.

IPW: International Pow Wow. The travel industry's premier international marketplace and the largest generator of travel to the U.S.

MOTT: Massachusetts Office of Travel & Tourism.

NBCVB: North of Boston Convention & Visitors Bureau.

PBA: Pennsylvania Bus Association.

RTC: Regional Tourism Council.

Step-on Guide: A tour guide who boards a motor coach to give detailed, expert commentary about the city or area being visited

Tourist: Somebody who travels more than 50 miles or spends an overnight.

Visitor: Somebody who travels less than 50 miles.

BOARD OF DIRECTORS

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Salem Food Tours

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Witch Dungeon Museum

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Vini Kurti, Adriatic Restaurant

Kara McLaughlin, The House of
the Seven Gables

Denise Snape, Far From the
Tree Cider

Beth Williams, Peabody Essex
Museum

Ex Officio

Kim Driscoll, Mayor,
City of Salem

Heather Famico,
Salem City Councillor

Rinus Oosthoek,
Salem Chamber of Commerce

Executive Director

Kate Fox

STAFF

Kate Fox, Executive Director
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Stacia Cooper, Sales Manager
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Margaret Kazan,
Administrative Assistant
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Advertising

Destination advertising is placed in print and digital publications. Destination Salem invests in North of Boston CVB, Greater Boston CVB, *The Hartford Courant*, *The Boston Globe*, North Shore Magazine, Where Magazine, AAA publications, and more.

In addition to destination advertising, Destination Salem manages an active **cooperative advertising** program that targets both tourists and visitors. Co-ops allow businesses to be present in publications that would otherwise be cost prohibitive. Co-ops are done for leisure, group, and international markets.

Destination Salem advertises in the **Greater Salem/Greater Boston** region to attract visitors to our festivals and events, including: Salem So Sweet, Restaurant Weeks (Spring and Fall), Salem Arts Festival, and Holiday Happenings.

Cruise Industry

Destination Salem works destination management companies including Intercruises and Destination North America on shore excursions for ships visiting both Salem and Boston. When ships are in port in Salem, the Salem Guide is provided on board for passengers.

Consumer Shows

We attend the following **consumer shows**: CT-1 Daytrips & Destinations (leisure drive market), AAA Travel Marketplace (leisure drive market), Boston Spirit Executive Networking Night (LGBT), GBKA Trade Show (Concierge). We are often looking for **prizes and giveaways** to promote Salem and your business at the shows through raffles and drawings. Check your email for requests!

FAM Tours

Familiarization ("FAM") tours are opportunities for businesses to promote themselves to qualified media and travel industry VIPs. FAMs are made available to advertisers via email. Depending on the season and the guest, we may issue a VIP Pass and allow the FAM to explore Salem independently, or we may create an itinerary.

Our biggest FAM of the year is **Tourism Day** in June when we invite the Greater Boston Concierge Association and members of the Massachusetts Tourism Industry to Salem for the day.

Photography

We're always looking for high-resolution photographs to add to our image bank. If you have images that we can use for media requests, the blog, Salem Guide, and Salem.org, please send them to Kate.

Press Releases & Email

Destination Salem issues regular media alerts, media releases, and e-blasts about events and programs happening in Salem. Sign up for our mailing list on Salem.org.

Salem Film Office

Destination Salem collaborates with the City of Salem to work with scouts and film crews to attract feature films, commercials, and television series to Salem. The feature films *Joy*, 2015, and *American Hustle*, 2013, were filmed in Salem. In addition, the crew for *Grown Ups 2* was headquartered in Salem, and members of the cast of HBO's *Olive Kitteridge* stayed in Salem during 2013.

Social Media

Destination Salem manages Facebook, Twitter, Pinterest, Instagram, and YouTube pages. Please send us your news, events, programs, and promotions so we can share them through our social media outlets. Find us at @destsalem and make sure to tag your posts with #SalemMa and #DestSalem.

Trade Shows

In 2016 Destination Salem will attend the following **trade shows**: ABA Marketplace (groups), DNE Summit (international), and Destination New England (group tour).

If you are **group-accommodating**, make sure you are listed on Salem.org/groups, and that we have your group profile sheets for 2016 and 2017.

If you offer **translations**, please let us know what translations you offer so you can be included in the International Profile Sheet.

VIP & Staff Passes

Salem Guide advertisers are invited to participate in VIP and Staff Passes annually. VIP passes are distributed to travel media or tourism industry members who are doing an independent FAM tour. Staff Passes are distributed to front line employees of the Salem tourism industry to allow them to experience all that Salem has to offer and become great ambassadors.

Check your email!

Destination Salem sends updates, news, and marketing opportunities in monthly emails to advertisers. Are you on the list?

CONTACT US!

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