

Destination Salem 2017 Program Summary

WELCOME!

Destination Salem is the destination marketing organization for the City of Salem, Massachusetts. 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.

FUNDING

Destination Salem is a 501(c)6 non-profit, public-private partnership. The organization is funded in part by a percentage of the local option hotel/motel tax, which is invested by the Mayor and City Council, and in part by the revenue generated by advertising in the organization's publications.

PUBLICATIONS



Destination Salem produces two annual publications: **The Salem Guide** and the **Guide to Haunted Happenings**. The organization also creates the semi-annual **Motor Coach Map & Guidelines**. The publications generate advertising sales that, combined with the annual allocation by the City of Salem, fund the organization's marketing initiatives.

The annual Salem Guide is published in February and the Guide to Haunted Happenings is published in July. Specifications and distribution plans for each publication are available on their insertion orders.

DIGITAL

Destination Salem maintains and promotes Salem.org for year-round visitation and HauntedHappenings.org for the Salem Haunted Happenings festival. Advertising in the print guides includes listings on the related website.

In July 2016 Destination Salem launched a new Salem.org, which includes a searchable database of things to do, an itinerary builder, and an extensive calendar of events.

Since its launch, sessions on the new site are 72% higher than 2016, the number of users has increased 63% over 2016, and page views have increased 95% over the prior year. In its first seven months, the new Salem.org has had 590,000 sessions and 2.3 million page views.

HauntedHappenings.org is scheduled for a rebuild in 2017.

SOCIAL

Destination Salem (@destsalem) maintains a presence on most social media channels, including Facebook (17K likes), Twitter (5K followers), Instagram (4K followers), Pinterest (1,200 followers), YouTube, and Snapchat.

Haunted Happenings (@hauntdhappnngs) is also on several social media channels, including Facebook (53K likes), Twitter (8.7K followers), Instagram (3.5K followers), and Pinterest (600 followers).

Be sure to tag #SalemMA and #DestSalem in your posts!

2017 BOARD OF DIRECTORS

President

Jim Hurrell, Witch Dungeon Museum

Vice President

Beth Williams, Peabody Essex Museum

Treasurer

Susan Lippman, Essex Heritage

Secretary

Betty Jane Bouchard, The Depot Group

Past President

Karen Scalia, Salem Food Tours

Members at Large

Pamela Captain, Bewitched After Dark Walking Tours

Erica Feldmann,
Hauswitch Home + Healing

Karen Gahagan, Salem State University

Tina Jordan, Salem Witch Museum

Serie Keezer, Sea Level Oyster Bar

Vini Kurti, Adriatic Restaurant & Bar

Kara McLaughlin,
The House of the Seven Gables

Wendy Meigs, Salem Resident

Ryan Miller,
Salem Waterfront Hotel & Suites

Dick Pabich, The Salem Inn

John Worthington, The Hawthorne Hotel

Ex Officio

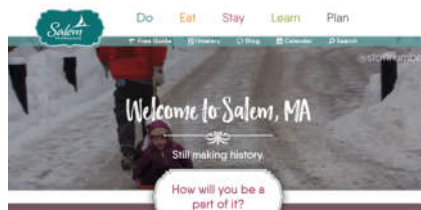
Kim Driscoll, Mayor, City of Salem

Heather Famico, Salem City Council

Rinus Oosthoek, Salem Chamber of Commerce

Executive Director

Kate Fox



Promoting Salem in 2017

ADVERTISING

Year-round travel and visitation to Salem is promoted through print, digital, radio, and social media. Cooperative advertising opportunities are used to target international and group tour markets.

2016 Advertising buys included the publications of the Greater Boston Convention & Visitors Bureau, North of Boston Convention & Visitors Bureau, and Cape Cod Chamber of Commerce. Advertising was also run with *Hartford Courant*, *Boston Spirit Magazine*, *Boston.com*, *The Boston Globe*, *Intersection Media (MBTA)*, *North Shore 104.9*, *Where Boston*, and *Yankee Magazine*.



CRUISE INDUSTRY

Destination Salem works with destination management companies on shore excursions for vessels visiting Boston, Gloucester, and Salem. DS staff also organizes and provides on-board and shore-side hospitality for ships calling on Salem.



CONSUMER SHOWS

Destination Salem attends the CT-1 Daytrips and Destinations Show in Hartford, AAA Travel Marketplace at Gillette Stadium, Boston Spirit Executive Networking Night, Greater Boston Concierge Association Trade Show, and the North Shore Pride Festival.

FAM TOURS

Familiarization, or FAM, tours provide 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, a VIP pass may be issued to allow the FAM to explore Salem independently.



MA400

Destination Salem represents Salem to the MA400 and Plymouth 400 Initiatives, which will commemorate the 400th anniversaries of Massachusetts communities beginning with Plymouth in 2020 and concluding with Boston in 2030.

Salem's 400th in 2026 will coincide with Revolution 250, providing several marketing and programming opportunities.

PRESS RELEASES & EMAIL MARKETING

Destination Salem issues regular media alerts, press releases, and e-blasts about events and programs happening in Salem. In addition to our media list, Destination Salem has an opt-in database of 7,800 subscribers.

Each Tuesday the a "This Week in Salem" email is sent to subscribers. These emails link to the printable PDF of the Weekend at a Glance, which is distributed to information centers and accommodations, as well as the Salem Farmers' Market (in season).

SALEM FILM OFFICE

Destination Salem and the City of Salem collaborate to work with the Massachusetts Film Office and location scouts to attract feature films, commercials, and television series to Salem.

CONTACT US

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SALEM HAUNTED HAPPENINGS

Nearly 30% of Salem's annual visitation happens during the month of October. Salem Haunted Happenings is recognized around the globe as the largest celebration of Halloween in the world. In addition to managing print, digital, and social media, public relations, and marketing around Haunted Happenings, Destination Salem oversees the programming task force, which meets monthly to organize and oversee components of the festival.

TOURISM ADVOCACY

As active members of the North of Boston Convention & Visitors Bureau (NBCVB), Destination Salem is involved in advocating for tourism in the Commonwealth of Massachusetts. Salem is frequently used as a "best practice" example for tourism funding.

TOURISM DAY

Our biggest FAM of the year is Tourism Day. Held annually in June, Tourism Day is a day-long itinerary prepared for members of the Greater Boston Concierge Association and the Massachusetts tourism industry.



TRADE SHOWS

In 2017 Destination Salem will attend the ABA Marketplace (group tour), DNE Summit (international), and Travel Industry Showcase (group tour).

VIP & STAFF PASSES

Salem Guide advertisers are eligible to participate in the annual VIP and Staff Pass program. These passes are distributed to travel media, tourism industry representatives, and front line tourism employees to allow them to experience all that Salem has to offer first hand.

