

Destination Salem 2018 Program Summary

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.

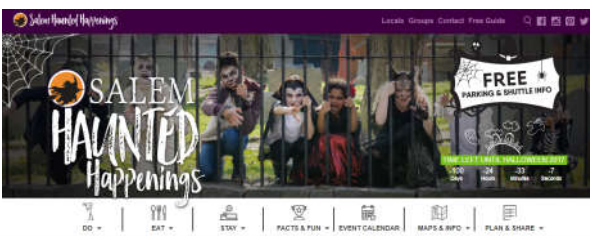
The annual Salem Guide is published in February and the Guide to Haunted Happenings is published in July. Specifications and distribution plans for each publication are available on their insertion orders.

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.

Salem.org features a searchable database of things to do, an itinerary-builder, and an extensive calendar of events. More than 632,000 users generated 2.6 million page views during 848,000 sessions on Salem.org. We saw a 16% increase in users during 2017, and an 11% increase in sessions.

HauntedHappenings.org underwent a complete redesign in 2017 and now



features a mobile-first design. Nearly 240,000 users generated 517,400 page views during 334,200 sessions during 2017, and 74% of that traffic happened between September 1 and October 31.

SOCIAL MEDIA

Destination Salem (@destsalem) maintains a presence on most social media channels, including Facebook (19K likes), Twitter (5.8K followers), Instagram (6K followers), Pinterest (1,375 followers), and YouTube.

Haunted Happenings (@hauntdhappnings) is also on several social media channels, including Facebook (58K likes), Twitter (9.3K followers), Instagram (5.3K followers), and Pinterest (650 followers).

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

2018 BOARD OF DIRECTORS

President

Beth Williams, Peabody Essex Museum

Vice President

Tina Jordan, Salem Witch Museum

Treasurer

Susan Lippman, Essex Heritage

Secretary

Betty Jane Bouchard,
The Depot Group

Past President

Jim Hurrell, Witch Dungeon Museum

Members at Large

Pamela Captain, Bewitched After Dark
Walking Tours

Erica Feldmann,
Hauswitch Home + Healing

Karen Gahagan, Salem State University

Serie Keezer, Sea Level Oyster Bar

Vini Kurti, Adriatic Restaurant & Bar

Tim Maguire, Salem Night Tour

Wendy Meigs, Salem Resident

Ryan Miller,

Salem Waterfront Hotel & Suites

Elizabeth Peterson, The Witch House &
Salem 1630: Pioneer Village

John Worthington,
The Hawthorne Hotel

Ex Officio

Kim Driscoll, Mayor, City of Salem

Lisa Peterson, Salem City Council

Rinus Oosthoek, Salem Chamber of
Commerce

National Park Liaison

Paul DePrey, Salem Maritime National
Historic Site

Executive Director

Kate Fox



Marketing Salem in 2018

ADVERTISING



Destination Salem promotes travel and visitation to Salem through print, radio, and digital media. Cooperative advertising opportunities are used to reach

international and group tour markets.

2018 advertising buys will include *Boston Spirit*, *Where Boston*, *Salem Magazine*, *North Shore Magazine*, visitor guides published by the North of Boston CVB, Merrimack Valley CVB, and Cape Cod Chamber of Commerce. Digital placements will include Facebook, TripAdvisor, Google AdWords, and retargeting.

CONSUMER SHOWS

Destination Salem attends Daytrips and Destinations Show (Hartford), AAA Travel Marketplace, Boston Spirit Executive Networking Night, Greater Boston Concierge Association Trade Show, and North Shore Pride Festival.

CRUISE INDUSTRY



Destination Salem works with destination management

companies that plan shore excursions for vessels visiting Boston, Gloucester, and Salem. DS also organizes and provides on-board and shore-side hospitality for ships that call on Salem.

CONTACT US

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FAM TOURS



Familiarization (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. In 2017 Destination Salem hosted 18 FAM tours, a 40% increase over 2016.

PARTNERSHIPS & COLLABORATION

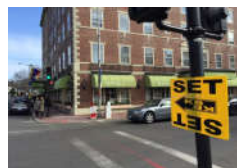
Destination Salem collaborates with the Salem Chamber of Commerce and Salem Main Streets to promote and market several events and programs throughout the year. DS is a liaison to the Essex Heritage Scenic Byway and Plymouth 400 initiatives. In 2018, DS will be a catalyst organization for Massachusetts ArtWeek.

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 a media list, Destination Salem has an opt-in database of more than 8,400 subscribers.

Each Tuesday a "This Week in Salem" email is sent to subscribers. These emails link to an "at a glance" schedule of walking tours, and a printable PDF of the Weekend at a Glance, which is also distributed to information centers, accommodations, and 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 and managers to work with feature films, commercials, and television series that are interested in filming in Salem. DS also works with lifestyle and travel media on photography and film shoots.

SALEM HAUNTED HAPPENINGS

More than 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 the tourism industry in Massachusetts.

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 2018 Destination Salem will attend the ABA Marketplace (group tour) and DNE Summit (international), and Salem will be hosting the New England Travel Showcase (group tour) in June.

VIP & STAFF PASSES

Salem Guide advertisers are eligible to participate in the annual VIP and Staff Pass program. VIP passes are distributed to travel media and tourism industry representatives to allow them to explore Salem independently. Staff passes are distributed to Salem's front line employees to encourage them to experience the city's sites and attractions first-hand.

