



## Group Travel Contributed \$39.9 Million to Salem economy Motorcoach tours support jobs, sales, and hotel nights in 2016

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Salem, MA . . . Motorcoach group tourism to Salem, Massachusetts in 2016 had a total economic impact of more than \$39.9 million, according to a new report from the American Bus Association. This includes supporting 330 jobs and paying wages in excess of \$12.3 million. The total economic contribution is calculated by adding direct, supplier, and induced impacts together and was generated by 115,337 group tour visitors.

Hotels in Salem provided group motorcoach tourists with an estimated 10,133 room nights annually. These room nights are booked primarily at the Hawthorne Hotel and the Salem Waterfront Hotel & Suites.

“Companies that provide services to group tourists are a critical part of the economy in Salem, Massachusetts,” states the report, done through John Dunham & Associates, Inc. in New York, “Motorcoach operators, hotels, entertainment venues, restaurants and retailers who serve these travelers, along with the companies that supply services and materials to them, provide well-paying jobs in Salem and pay significant taxes to state and local governments.”

**Economic Contribution of Motorcoach Group Tourism in Salem, Massachusetts (2016)**

	Direct	Supplier	Induced	Total
<b>Economic Impact</b>	\$29,246,700	\$3,641,600	\$7,017,100	\$39,905,400
<b>Jobs</b>	260	10	60	330
<b>Wages</b>	\$8,584,500	\$1,119,800	\$2,642,800	\$12,347,100

The report continues, “Companies in Salem that provide motorcoach services to tourists employ as many as 70 people. In addition, companies that supply services to motorcoach passengers; such as hotels, restaurants and entertainment venues, employ as many as 190 people in the community.”

Group tour travel to Salem represents approximately 30% of the city’s total tourism and includes student and senior travelers as well as cruise passengers visiting Salem on a shore excursion. A typical group visit may include one or more museums and attractions, a meal, and time to shop and explore independently.

“Group travel is an important piece of our tourism industry,” says Destination Salem Executive Director Kate Fox, “we work to attract this industry segment and keep it interested in Salem because of the room nights, wages, and sales it generates for Salem. In addition, one motorcoach carrying 50 passengers alleviates the impact of 10 vehicles on the road.”

The total economic impact of tourism in Salem was more than \$101 million in 2015. A tourist is defined as somebody who travels more than 50 miles or spends an overnight.

Total Economic Impact of Tourism in Salem (Source: Massachusetts Office of Travel & Tourism)					
	Expenditures	Payroll	Employment	State Tax	Local Tax
2014	\$100,054,980	\$22,314,421	778	\$5,189,670	\$2,542
2015	\$101,723,287	\$23,380,203	781	\$5,516,245	\$2,655,422

“Group tourism is a key industry segment for Salem,” says Fox, “and it extends beyond October’s Haunted Happenings. Groups visit throughout the year, especially in April and September, supporting our businesses during the shoulder and off-seasons as well as during the peak season.”

The City of Salem provides complimentary coach parking and drop zones downtown and overflow bus parking on Fort Avenue. Destination Salem publishes a *Motorcoach Guide and Parking Map* for drivers and tour operators.

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**About Salem:** Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today more than one million people visit Salem annually, generating more than \$101 million in tourism spending.

**About Destination Salem:** As the Salem Office of Tourism & Cultural Affairs, Inc., 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](http://Salem.org).