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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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## Destination Salem attends the New York Times Travel Show

Salem, MA . . . Destination Salem was one of more than 560 exhibitors at the 2019 New York Times Travel Show, held January 25 – 27 at the Jacob K. Javits Center in New York City. Representatives from several Salem attractions and tours joined Destination Salem staff for the three-day show that had an anticipated attendance of 30,000 consumers and 280 members of the travel trade and media.

Representatives from the Salem Witch Museum, Salem Night Tour, Salem Food Tours, The House of the Seven Gables, and NOW Age Tours joined Destination Salem staff Kate Fox and Stacia Cooper in the booth. Cast members from History Alive! performed an abbreviated version of *Cry Innocent: The People versus Bridget Bishop* on both Saturday and Sunday.

More than 1,100 consumers stopped by the Salem booth on Saturday and Sunday and entered a drawing for two trips to Salem, one sponsored by the Salem Waterfront Hotel & Suites and one sponsored by The Salem Inn.

This was the first time Salem's destination marketing organization has attended the New York show, which is in its 16<sup>th</sup> year. Other Massachusetts destinations in attendance included Discover Gloucester and Provincetown Tourism.

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