



# Destination Salem 2019 Program Summary

Destination Salem is the destination marketing organization for the City of Salem, Massachusetts. The 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 by a portion of local option hotel/motel tax (43%) and by the revenue generated by advertising (57%) in the organization's publications.



## PUBLICATIONS

Destination Salem produces two annual publications: *The Salem Guide* (February release) and the *Guide to Haunted Happenings* (July release). The organization also creates the semi-annual *Motor Coach Map & Guidelines*.

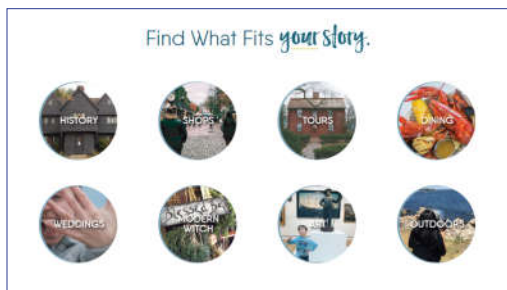
Distribution of the publications is done through CTM Media Group, direct mail fulfillment, and local distribution. CTM ensures the Guides can be found in the lobby displays of hundreds of hotels, information centers, and AAA offices throughout New England. Consumer guide requests submitted through the websites are fulfilled via mail house.

Advertising revenue from *The Salem Guide* and the *Guide to Haunted Happenings* fund the organization's marketing initiatives.

## DIGITAL

In conjunction with the printed guides, Destination Salem maintains and promotes [Salem.org](http://Salem.org) and [HauntedHappenings.org](http://HauntedHappenings.org). The mobile-responsive sites feature searchable databases of things to do, itinerary-builders, and extensive calendars of events.

In 2018, more than 625,000 users generated 2.8 million page views during 822,000 sessions on



Salem.org. Nearly 291,000 users generated 1.4 million page views during 416,200 sessions on HauntedHappenings.org during 2018. 74% of the Haunted Happenings traffic occurred between September 1 and October 31.

## SOCIAL MEDIA

Destination Salem (@destsalem) maintains a presence on most social media channels, including Facebook (22K followers), Twitter (6.3K followers), Instagram (9.7K followers), Pinterest (41K average monthly viewers) and YouTube.

Haunted Happenings (@hauntdhappnings) is also on several social media channels, including Facebook (63.6 followers) Twitter (9.5K followers), Instagram (7.7K followers), and Pinterest (1,650 average monthly viewers).

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

## 2019 BOARD OF DIRECTORS

### President

Tina Jordan, Salem Witch Museum

### Vice President

Tim Maguire, Salem Night Tour

### Treasurer

Susan Lippman, Essex Heritage

### Secretary

Wendy Meigs, Salem Resident

### Past President

Jim Hurrell, Witch Dungeon Museum

### Members at Large

Karen Davis, Coon's Cards & Gifts

Karen Gahagan, Salem State University

Teri Kalgren, Artemisia Botanicals

Serie Keezer, Sea Level Oyster Bar

Vini Kurti, Adriatic Restaurant & Bar

Kara McLaughlin, The House of the Seven Gables

Ryan Miller,

Salem Waterfront Hotel & Suites

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

Karen Scalia, Salem Food Tours

Matthew Wilding, Peabody Essex Museum

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

## 2019 MARKETING COMMITTEE

John Andrews, Julie Arrison-Bishop, Jen Close, Ryan Conary, Stacia Cooper, Erica Feldmann, Kate Fox, Sarah Gariieppy, Tina Jordan, Faxon Michaud, Elizabeth Peterson, Karen Scalia, Kylie Sullivan, Jeanne Sullivan, Jill Thompson, Sandra Wright

# 2019 Marketing Program

## 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.

In 2019 DS will be launching a new SEO/SEM digital campaign that will include Google Adwords and retargeting. The digital campaign will compliment print advertising in visitor guides published by the Greater Boston CVB, North of Boston CVB, Merrimack Valley CVB, and Cape Cod Chamber of Commerce.

## ADVOCACY

Destination Salem is involved in advocating for the tourism industry and attends lobbying and informational events at the State House.

## COMMUNICATIONS

Destination Salem issues regular media alerts, press releases, and e-blasts about events and programs happening in Salem. Press releases are distributed on a regular basis to travel and lifestyle media and to members of the Massachusetts tourism industry.

Destination Salem has an opt-in database of more than 10K subscribers. Each Tuesday a "This Week in Salem" email, which includes a 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). Consumer emails are also sent out on the first of each month.

Advertiser emails with organizational updates and opportunities are distributed monthly. An "Industry Weekly" is sent out on Monday mornings.

## CONSUMER SHOWS

Destination Salem attends the New York Times Travel Show, AAA Travel Marketplace, Dream Destinations Travel Show (Springfield), North Shore Pride Festival, and The Big E.

## 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.

## FAM TOURS

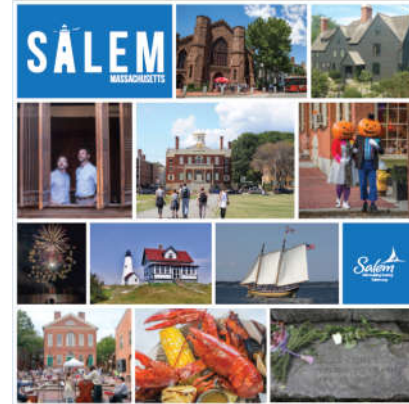
Familiarization (FAM) tours provide opportunities for businesses to promote themselves to qualified media and travel industry VIPs. FAMs are made available to advertisers via email. Depending on the season and the guest, a VIP pass may be issued to allow the FAM to explore Salem independently. In 2018 Destination Salem hosted 21 FAM tours, a 24% increase over 2017.

## PARTNERSHIPS

Destination Salem collaborates with the Salem Chamber of Commerce, Salem Main Streets, and the Creative Collective to promote and market several events and programs throughout the year. DS is a liaison to the Essex Heritage Scenic Byway and Salem Preservation Partners, and Destination Salem is an organizational partner for Massachusetts ArtWeek.

## SALEM FILM OFFICE

Destination Salem and the City of Salem collaborate and work with the Massachusetts Film Office and location scouts and managers to attract feature films, commercials, and television series to Salem. DS also works with lifestyle and travel media on photography and film shoots.



## SALEM HAUNTED HAPPENINGS

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 quarterly meetings of the Haunted Happenings Program Task Force, which oversees components of the festival.

## 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 2019 Destination Salem will attend the Discover New England Summit (international), and the Greater Boston Concierge Trade Show.

## VIP & STAFF PASSES

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.



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