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* (January release) and the *Guide to Salem 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 Salem Haunted Happenings fund the organization’s marketing initiatives.

**DIGITAL**

In conjunction with the printed guides, Destination Salem maintains and promotes Salem.org and HauntedHappenings.org. The mobile-responsive sites feature searchable databases of things to do and extensive calendars of events.

In 2019, more than 660,000 users generated 3.1 million page views during 880,000 sessions on Salem.org. Nearly 349,000 users generated 1.8 million page views during 499,200 sessions on HauntedHappenings.org during 2019. 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 (25K followers), Twitter (6.8K followers), Instagram (12.3K followers), Pinterest (2,350 average monthly impressions) and YouTube.

Haunted Happenings (@hauntdhappenings) is also on several social media channels, including Facebook (69.4K followers) Twitter (9.9K followers), Instagram (11.8K followers), and Pinterest (1,390 average monthly impressions).

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

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**2020 Program Summary**

**2020 BOARD OF DIRECTORS**

**President**
Tina Jordan, Salem Witch Museum

**Vice President**
Tim Maguire, Salem Night Tour

**Treasurer**
Ryan Miller, Salem Waterfront Hotel & Suites

**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
Kara McLaughlin, The House of the Seven Gables
Derek O’Brien, Peabody Essex Museum
Elizabeth Peterson, The Witch House & Salem 1630: Pioneer Village
Karen Scalia, Salem Food Tours
Elias Tsagaris, Essex’s NY Pizza & Deli
John Worthington, The Hawthorne Hotel

**Ex Officio**
Kim Driscoll, Mayor, City of Salem
Rinus Oosthoek, Salem Chamber of Commerce

**National Park Liaison**
Paul DePrey, Salem Maritime National Historic Site

**Executive Director**
Kate Fox

**MARKETING COMMITTEE**

Boston Harbor Cruises—Jeanne Sullivan
Creative North Shore—John Andrews
Essex Heritage—Cheri Grishin
HausWitch—Erica Feldmann
Hex & Omen—Sandra Wright
The House of the Seven Gables—Julie Arrison–Bishop & Sarah Garrieopy
Peabody Essex Museum—Jen Close
Salem Witch Museum—Tina Jordan and Faxon Michaud
Salem Food Tours—Karen Scalia
Salem Main Streets—Kylie Sullivan
2020 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 2020 DS will continue a SEO/SEM digital campaign that includes Google Adwords and a retargeting strategy. 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 advocates for the Massachusetts tourism industry by attending lobbying and informational events at the State House and throughout the region.

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 nearly 20K subscribers. Each Tuesday a “This Week in Salem” email is sent which includes 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 plans to attend the New York Times Travel Show, Dream Destinations Travel Show (Springfield), North Shore Travel Show (Beverly), and The Big E in 2020.

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.

EVENTS
Destination Salem is supporting the new Salem Ancestry Days in May as a way to connect descendants of Salem families with the destination. DS also supports Salem’s So Sweet, Salem Celebrates the Fourth, Heritage Days, and Holiday Happenings.

FAM TOURS
Familiarization (FAM) tours provide opportunities to introduce Salem 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 2019 Destination Salem hosted 35 FAM tours, a 66% increase over 2018.

PARTNERSHIPS
Destination Salem collaborates with the Salem Chamber of Commerce, Salem Main Streets, the Creative Collective, and the North of Boston Convention & Visitors Bureau to promote and market several events and programs throughout the year. DS is a liaison to the 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.

TRADE SHOWS
In 2020 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 to 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.