



SALEM

MASSACHUSETTS

2021 PROGRAM SUMMARY

Destination Salem is the destination marketing organization for the City of Salem, Massachusetts. Typically, the organization executes a 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. In 2021 Destination Salem will focus on recovery marketing as the Salem business community emerges from the coronavirus crisis.

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 and by the revenue generated by advertising in the organization's publications.

Destination Salem's revenue funds the organization's marketing initiatives.

PUBLICATIONS



In 2021, Destination Salem will produce two publications: [The Salem Guide](#) and the [Salem Haunted Happenings Brochure & Map](#).

The organization's semi-annual [Motor Coach Map & Guidelines](#) is on hold until the group tour industry recovery is underway.

Destination Salem distributes its publications through direct mail fulfillment, CTM Media Group, and local distribution. The distribution plan ensures

the Salem Guide 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.

DIGITAL

In conjunction with the printed guides, Destination Salem maintains and promotes [Salem.org](#) and [HauntedHappenings.org](#). The websites are mobile-responsive and feature searchable databases of things to do, places to stay, dine, and shop, as well as history and information.

In 2020, more than 663,000 users generated 2.3 million page views during 865,000 sessions on Salem.org. Nearly 359,000 users generated 1.4 million page views during 476,000 sessions on HauntedHappenings.org during 2020. 70% of the Haunted Happenings traffic occurred between September 1 and October 31.

In response to changing consumer trends in 2020, Destination Salem released the [Salem App](#) for iPhone and Android, which has been downloaded more than 22,000 times.

SOCIAL MEDIA

Destination Salem ([@destsalem](#)) maintains a presence on most social media channels, including Facebook (28K followers), Twitter (7.2K followers), Instagram (18.3K followers), Pinterest (43K average monthly impressions) and YouTube.

Haunted Happenings ([@hauntdhappnings](#)) is also on several social media channels, including Facebook (74K followers) Twitter (10K followers), Instagram (16.5K followers), and Pinterest (1,390 average monthly impressions).

Be sure to tag [#SalemMA](#) and [#DestSalem](#) in your posts!

2021 BOARD OF DIRECTORS

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Tim Maguire, Salem Night Tour

First Vice President

Derek O'Brien, Peabody Essex Museum

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Kara McLaughlin, The House of the Seven Gables
Jessica Moody, Moody's Home & Gifts

Erik Rodenhiser, Gallows Hill Museum/Theatre

Karen Scalia, Salem Food Tours
Danielle Turner, Turner's Seafood

Ex-Officio

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Josh Turiel, Salem City Council
Rinus Oosthoek, Salem Chamber of Commerce

Ann Marie Casey, North of Boston Convention & Visitors Bureau

National Park Liaison

Paul DePrey, Salem Maritime National Historic Site

DESTINATION SALEM STAFF

Executive Director Kate Fox

Assistant Director Stacia Cooper

Communications Manager

Brittany DiCologero

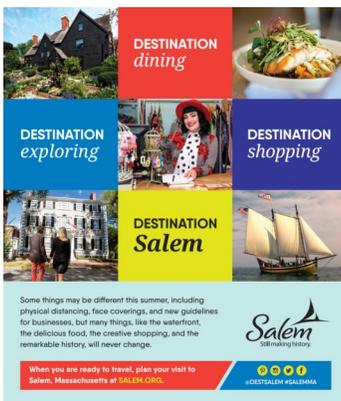
Recovery Marketing in 2021

MISSION

As the official destination marketing organization for the City of Salem, 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.

RECOVERY & REVITALIZATION

Destination Salem has participated in the City of Salem Economic Development Recovery and Revitalization (EDRR) Task Force since it was convened in March 2020. The EDRR provides information and resources to support businesses through the coronavirus crisis.



ADVERTISING

In response to the COVID crisis, Destination Salem recalibrated marketing and communications to focus on drive market travelers and locals.

Advertising in 2020 promoted setting expectations for responsible travel, encouraging support of local businesses, and planning ahead.

Messaging was done through digital, print, and radio in 2020.

2021 advertising is anticipated to focus within Massachusetts and expand to New England drive-market as travel orders are relaxed.

DS will continue its SEO/SEM digital campaign that includes Google Ad-words and drives visitors to Salem.org, the Salem app, and to request a print guide.

ADVOCACY

Destination Salem advocates for the Massachusetts tourism industry by working with our legislators and the tourism industry in Massachusetts and New England, and the U.S.

COMMUNICATIONS

Destination Salem issues regular media alerts, press releases, and e-blasts about marketing opportunities.

Destination Salem has an opt-in database of more than 33.7K subscribers. Consumer emails are sent on the first of the month. Weekly emails will resume on Tuesdays later in 2021.

Other emails include advertiser emails with organizational updates and opportunities, which are distributed on a regular basis, and a "Salem Industry Weekly" update that goes to the tourism industry on Monday mornings.

DMO GROUPS

Destination Salem is a founding member of the Massachusetts DMO Directors Group and the Yankee Magazine DMO group, both of which meet monthly via Zoom to share challenges and opportunities facing destination marketing organizations.

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. VIP passes are issued to allow the fam to explore Salem independently. We are optimistic that media visits will return in 2021.

MARKETING COMMITTEE

The DS Marketing Committee meets monthly to review marketing opportunities and make recommendations to the Board of Directors.

MEMBERSHIPS

Destination Salem maintains memberships in several DMOs and business organizations that provide networking and marketing opportunities.

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 Harbor Plan Committee, Salem Partnership, Salem Preservation Partners.

PUBLIC RELATIONS

In 2020 Destination Salem contracted with a public relations consultant to distribute press releases and generate earned media throughout the fall. We plan to continue this contract in 2021.

SALEM APP

The Destination Salem App is free for iOS and Android and combines the information from Salem.org, HauntedHappenings.org, and the Salem Guide into one resource.

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. DS manages print, digital, and social media, public relations, and marketing around Haunted Happenings.

VIP & STAFF PASSES

VIP passes are distributed to travel media and to tourism industry representatives to allow for independent exploration of Salem. Staff passes encourage front line employees to experience sites and attractions first-hand.