



FOR IMMEDIATE RELEASE
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DESTINATION SALEM CONFIRMS NEW BOARD OF DIRECTORS, RELEASES 2021 SALEM GUIDE AT ANNUAL MEETING

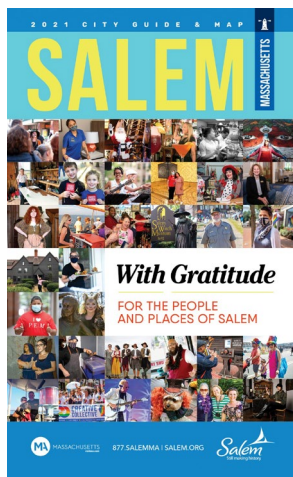
Salem Tourism Industry Looks Forward to 2021 Season with Cautious Optimism

SALEM, Mass. – At its annual meeting, which was held via Zoom, on February 18, the Salem Office of Tourism and Cultural Affairs, Inc. confirmed its 2021 slate of directors, including President Tim Maguire of Salem Night Tour, Vice President Derek O'Brien of the Peabody Essex Museum, and Second Vice President Teri Kalgren of Artemisia Botanicals. Returning officers include Secretary Wendy Meigs, who is the Salem resident representative to the Board of Directors, and Past President Tina Jordan of the Salem Witch Museum.

The Destination Salem Board of Directors includes representatives from businesses that represent Salem's tourism and hospitality industry, including accommodations, attractions, non-profit/cultural institutions, restaurants, retail, tours and transportation, and a Salem resident. Representatives from the City of Salem, Salem City Council, and Salem Chamber of Commerce serve in Ex Officio positions. New directors for the 2021 term include Jim Bostick, Salem Arts Association, Amy Job, Jolie Tea Company, Tammy Harrington, Salem Trolley, Jessica Moody, Moody's Home & Gifts, Erik Rodenhiser, Gallows Hill Museum/Theatre, and Danielle Turner, Turner's Seafood. City Councillor Josh Turiel will be the City Council liaison.

Jim Hurrell of the Witch Dungeon Museum, Karen Gahagan from Salem State University Center for the Arts, and Elizabeth Peterson from The Witch House (City of Salem) all concluded their terms on the Board of Directors.

The annual meeting also featured a presentation on consumer sentiment regarding travel and COVID-19 from Destination Analysts and remarks from Mayor Kim Driscoll, Senator Joan Lovely, and Representative Paul Tucker. Executive Director Kate Fox provided an update on the organization's activities.



Destination Salem shifted its course in 2020, replacing trade and consumer shows with economic recovery initiatives and small business support. Destination Salem has been a key member of the City of Salem's Economic Development Recovery and Revitalization (EDRR) Task Force, which was convened by Mayor Driscoll in March 2020. In addition to work with the EDRR, Destination Salem's response to the COVID-19 crisis has included creation and maintenance of COVID pages on salem.org and HauntedHappenings.org, development of the Salem Together Pledge, production of a video promoting Salem as a safe and open destination, creation of the Destination Salem App for iPhone and Android, recovery marketing, and public relations.

2021 recovery marketing initiatives will include a mix of public relations and advertising, all of which will be nimble and reactive to the public health crisis and reopening advisories. Destination Salem has released the 2021 Salem Guide, which is the cornerstone of the organization's annual marketing strategy. The publication joins the Destination Salem app and websites as key components of Salem's destination marketing. Guide distribution has been reduced to adjust for increased travel on the websites, app downloads, and an anticipated decrease in travelers. In 2020, domestic guide requests were down 22% from 2019 and international guide requests were down 41% from 2019.

After what is considered catastrophic impact of COVID-19 on the global tourism industry, Salem is well positioned for recovery. Domestic leisure travel is forecasted to be the first segment of travel to return when the economy reopens, and this type of traveler comprises about 80% of Salem tourism. Group tour, international, and corporate travel are not expected to rebound until 2022 – 2023.

Destination Salem will continue to market and promote safe, responsible travel to Salem as the economy reopens. Data indicate that consumers may be able to safely return to travel over the summer once vaccination distribution rates increase. Public health guidelines, including wearing a mask, capacity limits, and frequent handwashing, are expected to be in place throughout 2021.

Destination Salem 2021 Board of Directors

Executive Committee

President Tim Maguire, The Histrionic Academy and Salem Night Tour

First Vice President Derek O'Brien, Peabody Essex Museum

Second Vice President Teri Kalgren, Artemisia Botanicals

Treasurer Ryan Miller, Salem Waterfront Hotel

Secretary Wendy Meigs, Salem Resident

Past President Tina Jordan, Salem Witch Museum

Ex Officio Kate Fox, Executive Director, Destination Salem

At Large

Jim Bostick, Salem Arts Association

Karen Davis, Coon's Card & Gift Shop

Tammy Harrington, Salem Trolley

Amy Job, Jolie Tea Company

Claire Kallelis, Hawthorne Hotel

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

Mayor Kimberley Driscoll, City of Salem

Tom Daniel, City of Salem

Rinus Oosthoek, Salem Chamber of Commerce

Ann Marie Casey, North of Boston Convention & Visitors Bureau

Josh Turiel, Salem City Council

National Park Service Liaison Paul DePrey, Superintendent, Salem Maritime National Historic Site

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Salem, Massachusetts COVID-19 Guidelines

Salem has a public health order requiring masks or face coverings be worn in all public spaces, indoors and outdoors, in the downtown district, and in Salem parks. Salem is following the Massachusetts 4-phase reopening guidelines. Many Salem businesses are open and operating under capacity restrictions that allow employees and guests to adhere to physical distancing guidelines. Due to these restrictions, all visitors are encouraged to book reservations or buy tickets in advance of arrival. All visitors entering Massachusetts, including returning residents, are expected to follow the Massachusetts Travel Order. Visit salem.org/covid19 or download the Destination Salem app to receive updates.

About Salem, Massachusetts

Salem 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.

About Destination Salem

As the 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. For more information, visit Salem.org.

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