



FOR IMMEDIATE RELEASE

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**Destination Salem Receives Travel and Tourism Grant
from Massachusetts Office of Travel and Tourism**



SALEM, Mass. – Destination Salem is pleased to announce that the City has received a Travel and Tourism Recovery (TTR) Grant for \$49,000 from the Massachusetts Office of Travel and Tourism (MOTT) for fiscal year 2022. The TTR program is dedicated to campaigns and initiatives that increase consumer spending, support local businesses, and advance community recovery efforts to businesses in Massachusetts adapt to the post-pandemic environment. The funds will enable local, regional, and statewide organizations to enhance tourism recovery and increase non-resident visitation to Massachusetts.

Destination Salem will use its grant money to create and generate digital interactions, radio advertisements, and social media campaigns targeted to regional areas including Philadelphia, Hartford, and Providence. These campaigns will be conducted from April through June 30, 2022.

"We are grateful to receive funding through the second round of Travel & Tourism Recovery grants," said Kate Fox, Executive Director of Destination Salem. "We look forward to deploying the new 'All within steps' campaign, which was created with the first round TTR funding, with digital and radio advertising. The campaign goal is to promote spring and summer travel to visitors from key markets and increase overnight stays in Salem."

Salem will have a slate of programming available for April School Vacation Week, and will host Salem Ancestry Days beginning Friday, April 29. To find out more about attractions, special events, dining, and hotel accommodations, please visit Destination Salem at salem.org.

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. Today, approximately 1.8 million people visit Salem annually, generating nearly \$140 million in tourism spending and supporting 1,000 jobs.

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.

Image: Bewitched Statue of Elizabeth Montgomery, Lappin Park, Salem.

High-resolution images and interviews available upon request.

Media Contacts:

Kristen Levesque, kristen@kristenlevesquepr.com

Mary Keith, mmkeithma@gmail.com