

# SALEM

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## Destination Salem Annual Meeting

February 20, 2025



## Agenda

1. **Welcome** – Derek O'Brien, President
2. **Greetings**
  - Councilor Alice Merkl
  - Mayor Dominick Pangallo
  - Representative Manny Cruz
  - Senator Joan Lovely
3. **Recognition of Kara McLaughlin** – Derek O'Brien, President
4. **Confirmation of the 2025 Board of Directors** – Wendy Meigs, Secretary
5. **Digital Marketing Update** – Mike Sperling, Sperling Interactive
6. **Director's Report** – Ashley Judge, Executive Director
7. **Closing Remarks** – Danielle Turner, President

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## Board of Directors

Destination Salem's **Board of Directors** consists of **15 to 17 representatives** from the following business sectors: **Accommodations, Attractions, Non-Profit / Cultural Institutions, Restaurants, Retail, and Tours / Transportation**. We also hold space on the Board for a **Salem resident** and **representatives from the City of Salem, Salem City Council, Salem Chamber of Commerce, and National Park Service**.

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## 2025 Board of Directors

**President**

Danielle Turner, Turner's Seafood

**Vice President**

Karen Gahagan, SSU Center for the Arts

**Treasurer**

Jessica Moody, Moody's Home & Gifts

**Secretary**

Wendy Meigs, Salem Resident

**At Large**

Ashley Tina, The Good Witch of Salem

Ashley Ganem, North Shore CDC

Matt Smith, District Trading Company

Beth Crowley, Witch City Walking Tours

Jacqueline Valatka, The House of Seven Gables

Margaret Rockett, Salem Waterfront Hotel

Marley Chase, The Coach House

Tammy Harrington, The Salem Trolley

**Ex-Officio**

Mayor Dominick Pangallo, City of Salem

Kate Newhall-Smith, City of Salem

Kylie Sullivan, Salem Main Streets

Alice Merkl, Salem City Council Liaison

Rinus Oosthoek, Salem Chamber of Commerce

**National Park Liaison**

Jennifer Hardin, Salem Maritime National Historic Site

**Executive Director**

Ashley Judge, Destination Salem

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# Digital Marketing Update

Mike Sperling, Sperling Interactive

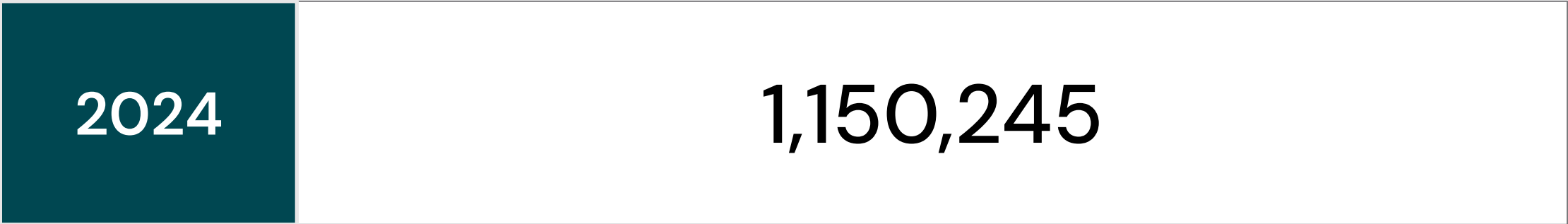
sperling.  
insight to impact

Salem  
Still making history.

# Destination Salem 2024 Year in Review

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# Destination Salem Website Users



ARPA Funds

# Destination Salem Website Session Sources

<b>Organic Search</b>	<b>Direct</b>	<b>Display</b>	<b>Referral</b>	<b>Organic Social</b>
872,008	188,259	29,495	24,201	18,395
<b>Paid Search</b>	<b>Paid Social</b>	<b>Cross Network</b>	<b>Email</b>	
13,333	5,899	5,021	521	



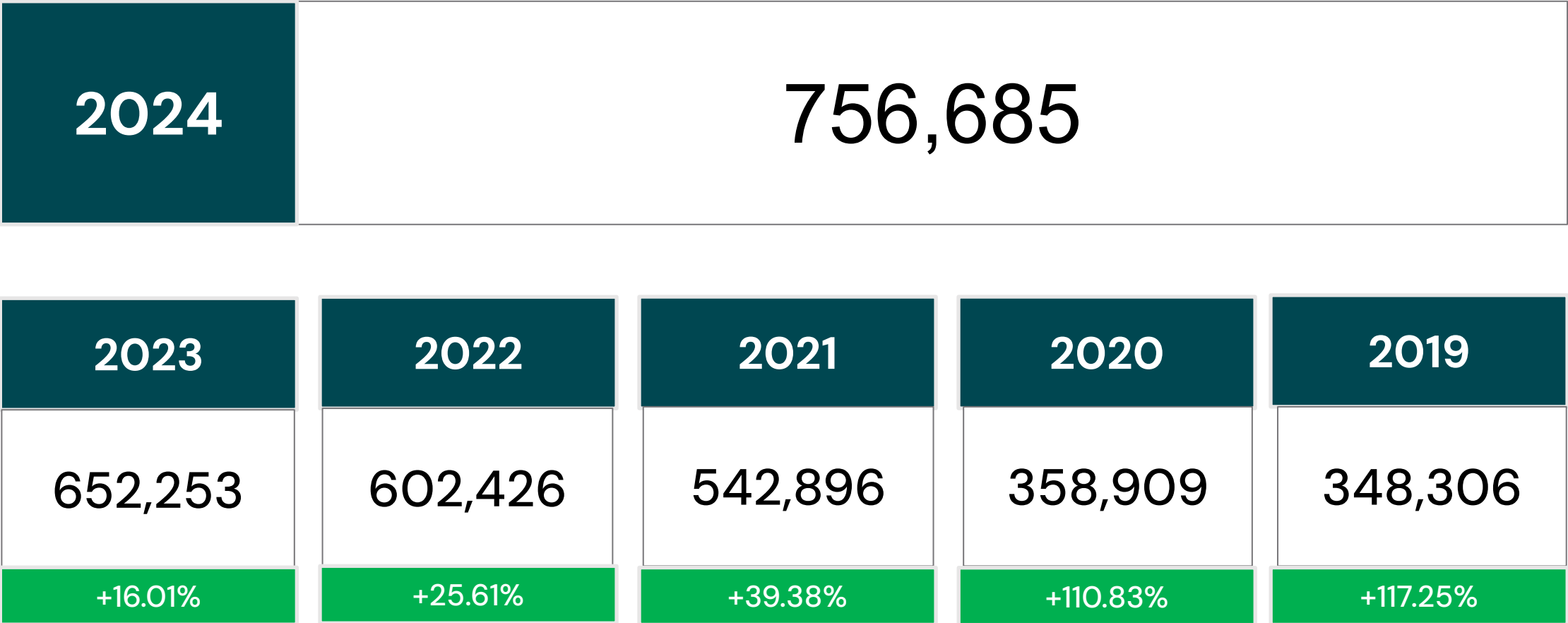
# Destination Salem Website Pageviews

<b>2024</b>	<b>4,172,882</b>
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<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
4,731,322	4,635,978	3,877,059	2,325,361	3,179,768
-11.80%	-9.99%	+7.63%	+79.45%	+31.23%

**ARPA Funds**

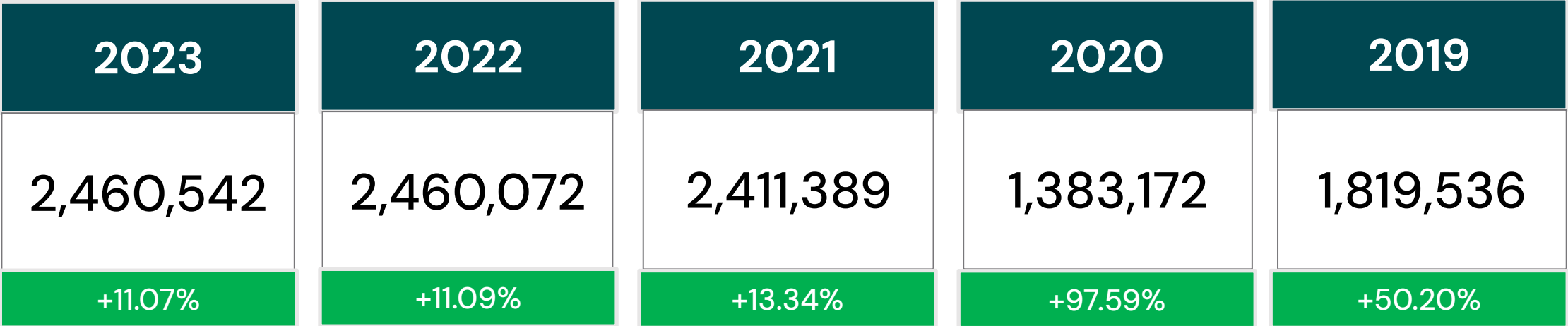
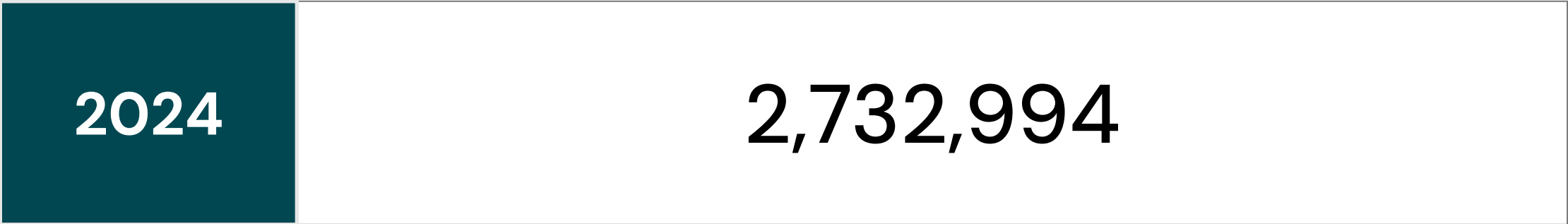
# Haunted Happenings Website Users



# Haunted Happenings Website Session Sources

<b>Organic Search</b>	<b>Direct</b>	<b>Referral</b>	<b>Organic Social</b>	<b>Paid Search</b>
456,184	180,130	52,320	26,817	11,539
<b>Paid Social</b>	<b>Display</b>	<b>Email</b>		
11,255	4,171	241		

# Haunted Happenings Website Pageviews



# Website Visits by Location Domestic

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1. Massachusetts

2. New York

3. Florida

4. Virginia

5. Texas

6. Pennsylvania

7. Georgia

8. California

9. Connecticut

10. Illinois

# Website Visits by Location International

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1. Canada
2. United Kingdom
3. China
4. Germany
5. Australia
6. India
7. Ireland
8. France
9. Mexico
10. Puerto Rico

# Search Ads

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<b>Impressions</b>	<b>Clicks</b>	<b>Click Through Rate</b>
85,528	12,566	14.69%

Looking for Average of 1% - 1.5%

# Display Ads

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<b>Impressions</b>	<b>Clicks</b>	<b>Click Through Rate</b>
3,510,964	42,260	1.20%

Looking for Average of .1% - .35%



# Demand Gen Ads

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Impressions	Clicks	Click Through Rate
339,079	8,928	2.63%

Looking for Average of .1% - .35%

# Meta Ads

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<b>Impressions</b>	<b>Clicks</b>	<b>Click Through Rate</b>
1,327,841	13,613	1.03%

Looking for Average of .1% - .35%

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## Director's Report

Ashley Judge





## Economic Impact Report: Key Findings for Salem (2023)

*Based on the Massachusetts Office of Travel & Tourism (MOTT) Economic Impact Report, prepared by Dean Runyan Associates, for 2023.*

- Visitors spent \$144 million in Salem in 2023. (5% over 2022)
  - ✓ Accommodations → Hotels, motels, short-term rentals.
  - ✓ Food Service → Restaurants, bars, and cafés.
  - ✓ Arts, Entertainment & Recreation → Museums, tours, and attractions.
  - ✓ Retail Sales → Shopping, souvenirs, and specialty stores.
  - ✓ Local Transportation & Gas → Public transit, rideshares, fuel.
- Tourism directly supported 1,212 local jobs and generated \$36.6 million in wages.
- This data reflects direct visitor spending only. The full economic impact of tourism is even greater when indirect and induced effects are considered.

## Who is Considered a Visitor?

*As defined by the Massachusetts Office of Travel & Tourism (MOTT) Economic Impact Report.*

A visitor is anyone who travels 50 miles or more from their place of residence for a non-routine trip or stays overnight, regardless of distance.

This includes:

- ✓ Domestic & International Travelers → Both out-of-state and in-state visitors count.
- ✓ Leisure & Business Travelers → Whether for vacation, meetings, or events.
- ✓ Day & Overnight Visitors → Spending data includes both same-day trips and multi-day stays.

💡 Local residents commuting for work or running routine errands are NOT classified as visitors in this analysis.

## Understanding the Full Economic Impact

Tourism extends beyond what visitors spend at hotels and attractions - it generates economic activity across multiple sectors.

Economic impact studies measure three key types of spending:

### 1. Direct Spending (\$144M in Salem)

- ➔ Visitor transactions at businesses that serve them directly.
- ➔ Examples:
  - ✓ Booking a hotel room
  - ✓ Dining at a restaurant
  - ✓ Purchasing a museum ticket

## Understanding the Full Economic Impact

### 2. Indirect Spending (Business-to-Business Impacts)

- ➔ When tourism businesses buy goods and services to meet visitor demand.
- ➔ Examples:
  - ✓ A restaurant purchasing more food from suppliers
  - ✓ A hotel contracting with a cleaning service
  - ✓ A tour company investing in new equipment

### 3. Induced Spending (Wages Recycled in the Local Economy)

- ➔ When employees of tourism-supported businesses spend their earnings locally.
- ➔ Examples:
  - ✓ A hotel staff member paying rent in Salem
  - ✓ A bartender shopping at a local clothing store
  - ✓ A tour guide dining at a local restaurant

💡 Together, indirect and induced spending nearly matches direct spending - almost doubling the total economic impact of tourism. At the state level, for every \$1 spent directly by visitors, nearly another \$1 is generated through supply chain effects and employee spending, amplifying tourism's overall contribution to the economy.



## Impact of Lodging Tax Revenue on Residential Property Taxes

*As prepared by the City of Salem Finance Director for 2024.*

In 2024, lodging taxes from hotels and short-term rentals generated \$2.6 million for Salem, with \$1.28 million collected in just three months (October–December).

This revenue directly offsets the need for higher property taxes, providing real savings for Salem homeowners.

Assessed Value	Estimated RO Tax Bill Impact
\$250,000	\$60
\$350,000	\$84
\$450,000	\$108
\$550,000	\$132
\$650,000	\$156
\$750,000	\$180
\$850,000	\$204
\$950,000	\$228
\$1,050,000	\$252
\$1,150,000	\$276
\$1,250,000	\$300
\$1,350,000	\$324
\$1,450,000	\$348
\$1,550,000	\$372

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## Bottom Line:

- Visitor-generated tax revenue helps offset municipal costs, reducing reliance on residential property taxes.
- Tourism is a \$144 million industry in Salem, but its impact extends beyond direct spending - it fuels business growth, sustains jobs, and strengthens the local economy.
- Every dollar spent by a visitor is "other people's money" flowing into Salem.
- Continued investment in tourism will help maintain Salem's competitive position and maximize economic returns.

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## Closing Remarks

**Danielle Turner, President  
Marketing Coordinator  
Turner's Seafood**



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## We are **HERE** for **YOU!**

**Ashley Judge**  
*Executive Director*  
[ajudge@salem.org](mailto:ajudge@salem.org)

**Bridie O'Connell**  
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