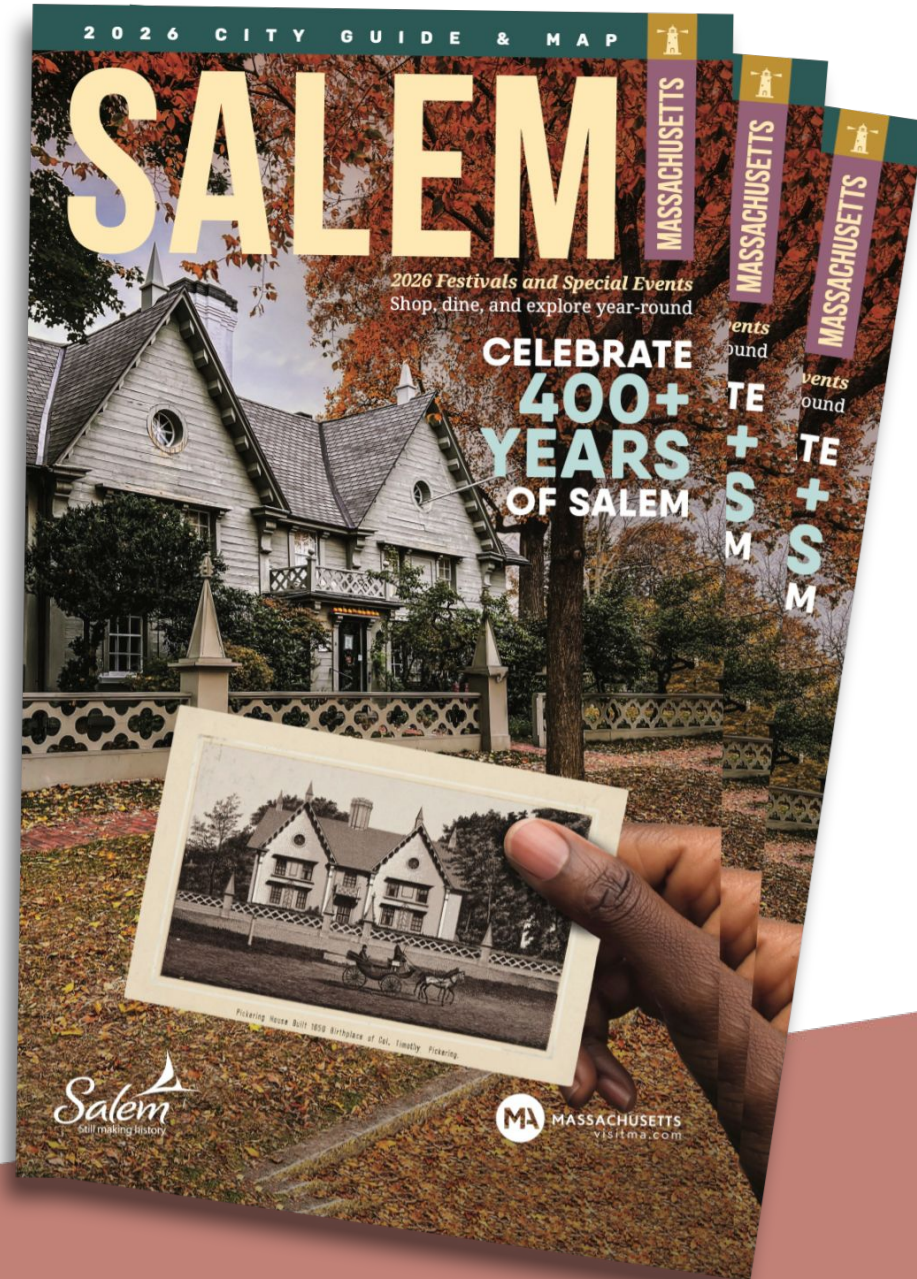


SALEM

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Destination Salem Annual Meeting

February 19, 2026





Agenda



1. **Welcome** – Danielle Turner, 2025 Board President
2. **Greetings**
 - Councilor Alice Merkl
 - Senator Joan Lovely
 - Representative Manny Cruz
 - Mayor Dominick Pangallo
3. **Confirmation of the 2026 Board of Directors** – Wendy Meigs, Secretary
4. **Keynote** – Ashley Judge, Executive Director
5. **Closing Remarks** – Karen Cahagan, 2026 Board President



2026 Board of Directors

President

Karen Gahagan, Salem State University Center for the Arts

Vice President

Ashley Ganem, North Shore CDC

Treasurer

Beth Crowley, Witch City Walking Tours

Secretary

Wendy Meigs, Salem Resident

At Large

Ashley Tina, The Good Witch of Salem

Jacqueline Valatka, The House of Seven Gables

Margaret Rockett, Salem Waterfront Hotel

Marley Chase, The Coach House

Tammy Harrington, The Salem Trolley

Ana Campos, Circle of Stitches

Eric Crescimano, Gulu-Gulu Café

Michael Hall, North Shore Glass School

Phe Needham, The Sea Wych Salem

Shanna Chambers, Bernadette & Settler

Vini Kurti, Adriatic Restaurant

Ex-Officio

Mayor Dominick Pangallo, City of Salem

Andrew Smith, Salem City Council Liaison

Kate Newhall-Smith, City of Salem

Kylie Sullivan, Salem Main Streets

Jennifer Hardin, Salem Maritime National Historical Park

Andrew Donovan, Salem Maritime National Historical Park

Jeff Swartz, Salem Chamber of Commerce

Executive Director

Ashley Judge, Destination Salem

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Keynote Speech

Ashley Judge





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travelmomoirs and destsalem
Alan Silvestri • Amas Veritas

travelmomoirs Edited • 38w
Tag someone you want to make a broom with in Salem, Massachusetts!

Making my pink broom at the Witchery @thewitcherysalem on my birthday was one of the most magical things I have ever done.

Be sure to SCHEDULE THIS CLASS IN ADVANCE! Classes do fill up and end early in the day. I did see some people turned away that missed the final class, so be sure to plan ahead!

It was such a lovely class and the teachers were super helpful. I will definitely be making either a grimoire or a broom with the Witchery any time I'm in Salem! @destsalem

106K 458

Add a comment...



brittikitty and 2 others
Original audio

brittikitty 22w
What a magical experience! @ascendgetlifted was so spot on and this was just such a special thing to do while in Salem! @destsalem #destsalem #salemma

ascendgetlifted 22w
Just the sweetest! Thank you for stopping by, we hope to welcome you back again in the future to see more of your beautiful auras!

83 likes Reply

View all 1 replies

michellepix86 22w
I'd love to do this. So fun & cool.

2 likes Reply

145.2K 1.3K
September 8, 2025

Add a comment...



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Give **THE APP** a



Review!



DOWNLOAD THE
DESTINATION
SALEM
APP



Salem
Still making history.

@DESTSALEM | SALEM.ORG

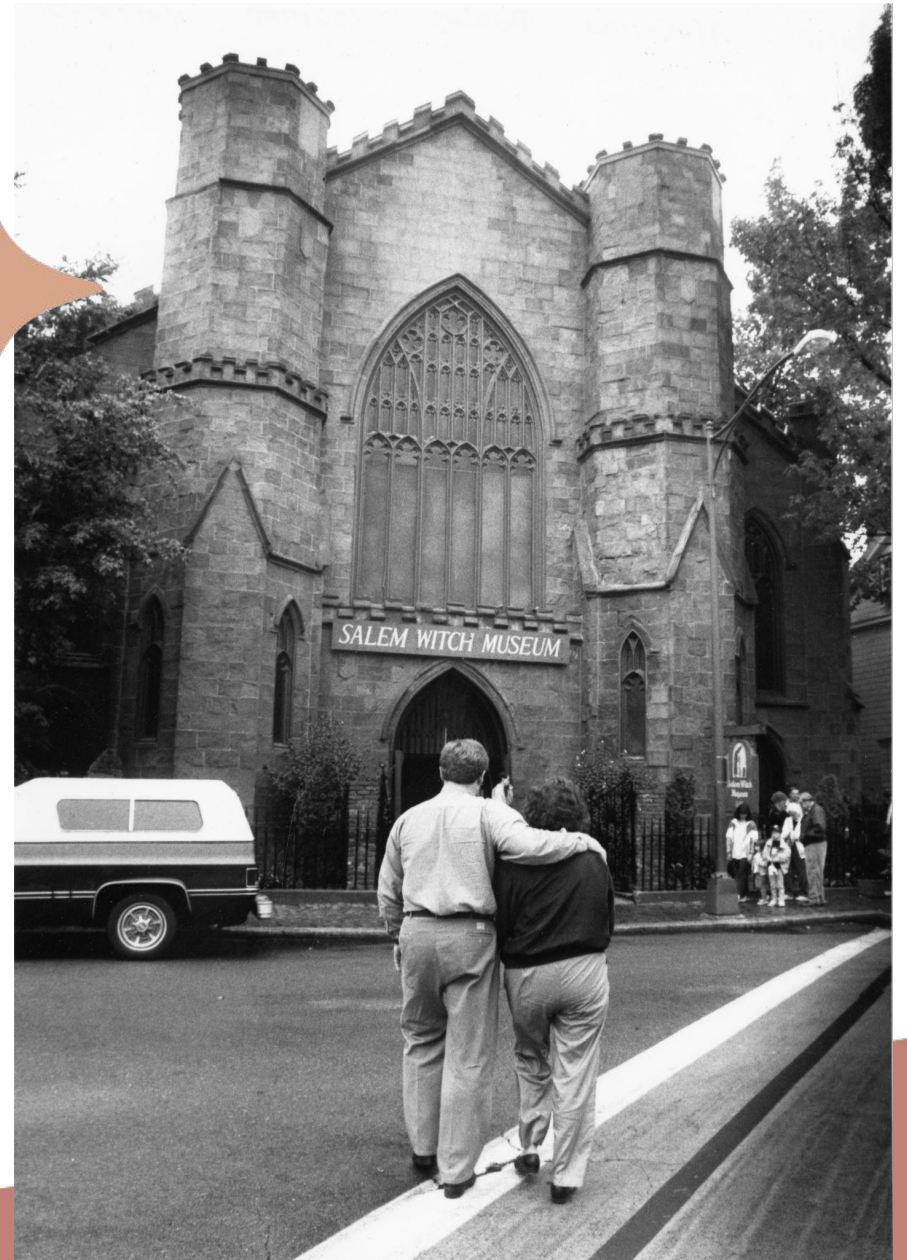


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Big **THANK YOU** to the Salem Witch Museum!

Photo - The Salem News Historic Photograph Collection,
Salem State University Archives and Special Collections.



Rank	Destination	Trips	Visitors	Nights	Average Days
#1	Boston	13.7M	1.0M	16.8M	3.0
#2	Cambridge	1.6M	114.1K	2.0M	2.9
#3	Barnstable	1.5M	109.2K	2.6M	3.3
#4	Worcester	1.1M	79.6K	1.5M	3.3
#5	Springfield	1.1M	78.3K	1.4M	2.9
#6	Amherst	848.2K	60.6K	1.9M	4.1
#7	Salem	838.1K	66.9K	607.5K	3.1
#8	Waltham	738.1K	54.4K	988.6K	2.8
#9	Agawam	680.3K	54.4K	152.7K	3.2
#10	Newton	662.6K	47.6K	957.9K	3.1

	Origin	Trips	Average Monthly Visitors	Visit Nights	Average Duration	Total Spend	Average Spend / Trip
★ #1	New York, NY	93,414	19,139	75,661	2.9 days	\$7.0M	\$75
#2	Boston, MA (Manchester, NH)	52,139	4,942	30,204	3.1 days	\$1.5M	\$28
#3	Providence - New Bedford, MA-RI	43,699	9,564	17,844	2.9 days	\$1.3M	\$29
#4	Philadelphia, PA	38,334	7,016	35,040	3.1 days	\$3.7M	★ \$96
#5	Portland - Auburn, ME	33,190	5,528	22,455	2.8 days	\$1.3M	\$40
#6	Springfield - Holyoke, MA	29,485	4,494	23,790	3.1 days	\$763.5K	\$27
#7	Albany - Schenectady - Troy, NY	23,369	7,020	13,096	2.8 days	\$1.0M	\$44
#8	Chicago, IL	16,733	3,447	10,976	3.0 days	\$1.6M	\$96 ★
#9	Burlington, VT - Plattsburgh, NY	15,923	3,346	11,708	2.8 days	\$1.1M	\$70
#10	Washington, DC (Hagerstown, MD)	14,883	2,596	12,353	3.1 days	\$658.2K	\$44



Closing Remarks

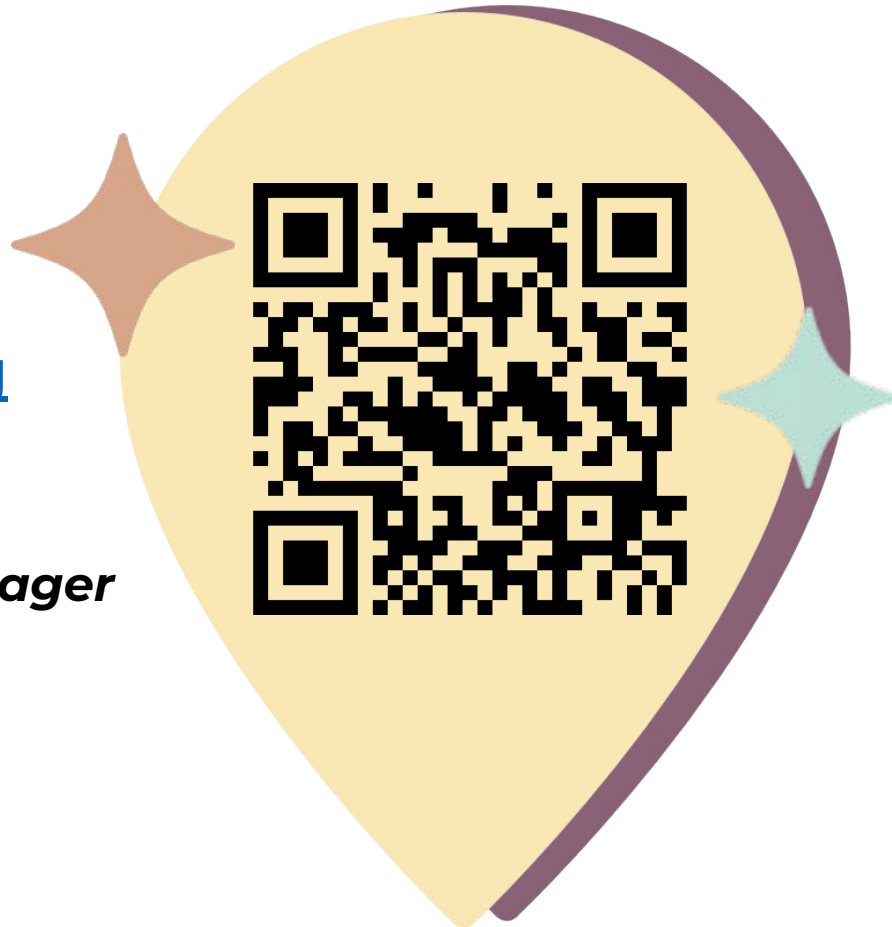
Karen Gahagan, President
Salem State University
Center for the Arts



We are **HERE** for YOU!

Ashley Judge
Executive Director
ajudge@salem.org

Bridie O'Connell
Advertising & Tourism Manager
bridie@salem.org



Jess Shada
Communications Coordinator
jshada@salem.org

Sharon Driscoll
Operations Manager
sdriscoll@salem.org