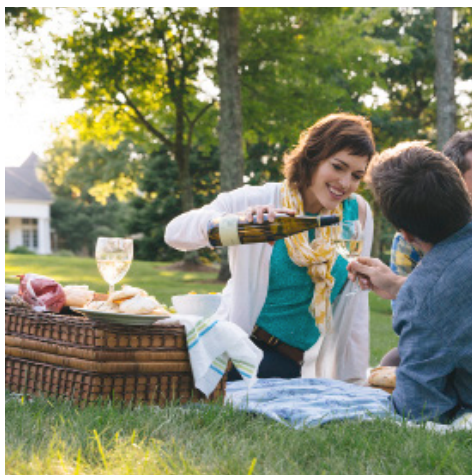
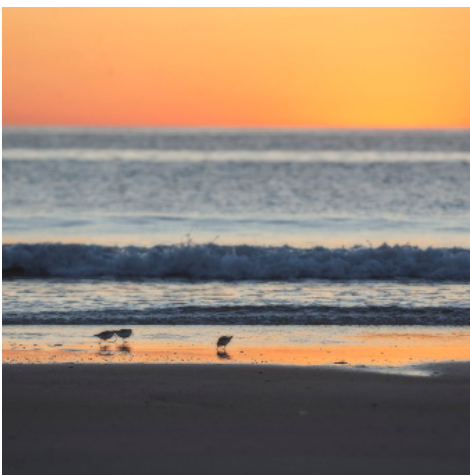


5 Things: Summer in Massachusetts



There's no denying that summer is the feel good season. As the pace of life slows, smiles widen, energy levels rise, and the list of must-do activities continues to grow. For some, it's about kicking back, indulging in an oversized cone, and listening to the waves lap along the shore. For others, found time is best spent on discoveries, experiences, and, "Woo hoo!" thrills.

Choose your own adventure and make it a summer to remember in the Bay State!

For inspiration and ideas on ways to enjoy Massachusetts this summer, visit massvacation.com

1

8 DAY TRIPS FOR YOUR SUMMER IN MASSACHUSETTS GETAWAY

Summer is a celebration of heartwarming elements - a sunny breeze, good company, and memorable adventures. From spectacular shorelines to mighty mountain tops, get ready to mix up your summer getaway and make it your own with day trips to some of our most beloved destinations (and fresh finds!) on and off the beaten path.



THE SUN AND THE SEA

So you've got a craving for artfully shaped coastlines and salty sea views? Venture east for swoonworthy sandy shores.

TRIP 3

How about a coastal road trip along the Essex Coastal Scenic Byway? This 90-mile roadway links 14 seaside communities between Lynn and Salisbury featuring period architecture, historic sites, and recreational activities. Enjoy the drive and the sites as you venture to Salisbury Beach where you can picnic, sunbathe, and even fish if you're feeling lucky! After enjoying this beautiful state park reservation, try a burger or sandwich at Lexie's in Newburyport; a fun atmosphere for all.

TRIP 4

Spend your next perfect beach day on the South Shore of Massachusetts! Start your morning with a trip to Green Harbor Beach in Marshfield - the water is pleasant and clear for all morning swimming or simply splashing around. After beach time, make your way into Marshfield for a stop at MaryLou's Coffee (ask anyone - it's a South Shore thing) for a taste of any sweet flavor you could possibly imagine, from French toast to s'mores! Now that you've tried some of the best coffee in town, it's off to Hingham's Derby Street Shoppes for retail therapy and people watching. What a way to spend a summer afternoon!

FRESH AIR AND LUSH LANDSCAPES

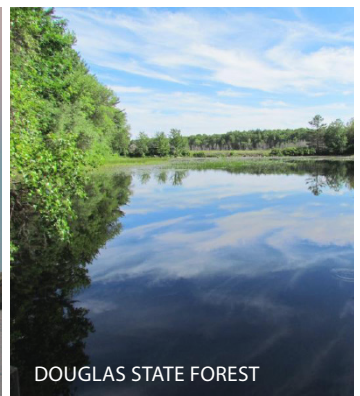
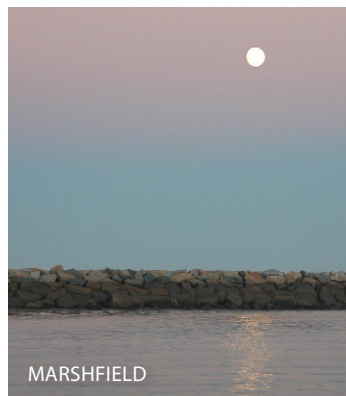
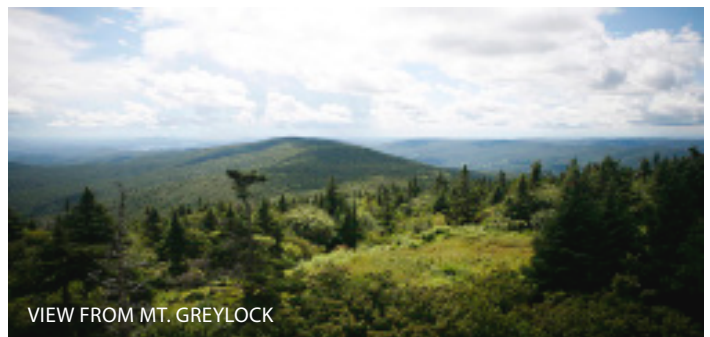
If you're after blue skies and green grass, go west! As you move onto higher ground, you'll be well on your way to a spectacular daytime adventure.

TRIP 1

Rise and shine, outdoor adventurers! Make a day of it with Mother Nature in beautiful Western Massachusetts. Hit the trails early at Mount Greylock State Reservation for incredible views of the northern Green Mountains, the southwestern Catskills, and the northwestern Adirondacks. The shortest trail to these breathtaking views is only 90 minutes and definitely worth the hike! For Harry Potter fans, the peak of Mt. Greylock is the site of the Ilvermorny School of Witchcraft and Wizardry - as if the views aren't magical enough. Next, we suggest grabbing a bite to eat at Mass MoCA's Gramercy Bistro or checking out newly opened Bright Ideas Brewing to toast great heights.

TRIP 2

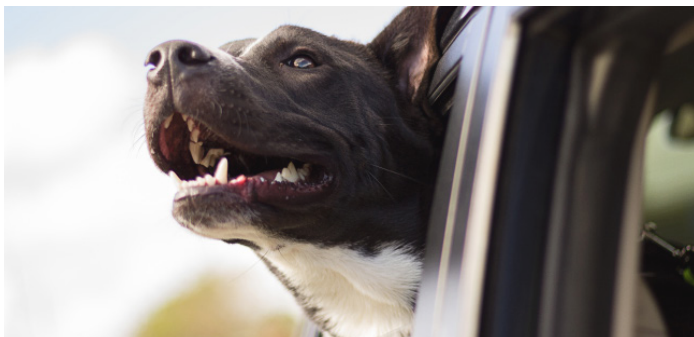
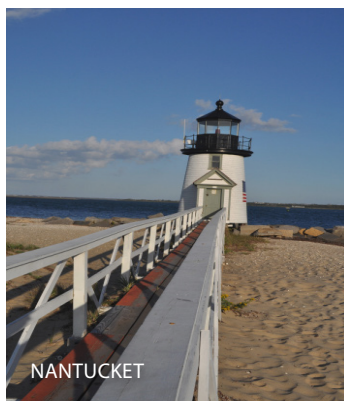
Enjoy a day of boating and hiking in one of New England's most picturesque forests. Douglas State Forest borders both Connecticut and Rhode Island. Insider tip: Be sure to bring your swimsuit, because this forest is actually a great place to go for a dip. To really make the most of the beautiful scenery at this magical respite, you'll want to load up on eats! Pass through Worcester in the morning for nibbles at Birch Tree Bread Company. Take your pick of fresh pastries and coffee for the drive, along with mouthwatering sandwiches - the tastiest post-hike reward.



THE SUN AND THE SEA (continued)

TRIP
5

Get ready for a fun-filled day of sunshine, ocean views, and local color in the “Best Domestic Gay Resort Town!” Provincetown is a must see destination during the summer months, and with two ways of getting there you really do get to choose your own adventure! From active adventures like Art’s Dune Tours or whale watching, to exploring the historic Pilgrim Monument or strolling eclectic Commercial Street, there’s something for everyone in this ultra-diverse LGBTQ and family-friendly hub. P-town (as it’s locally known), is also one of the most pup-lovin’ destinations on the Cape, so bring your furry friends along for the trip! You can take the ferry from Boston, or you can drive. If you opt for the latter, we suggest stopping at The Beach House at Chatham Bars Inn for a view of the ocean while you dine on fresh seafood. After lunch take a walk down Chatham’s Main Street and soak in the buzz while you pop in and out of shops!



ISLAND HOPPING

In Massachusetts-native Herman Melville’s famous novel, *Moby Dick*, protagonist Ishmael talks about running away to sea. This summer we feel the same, so here are some maritime-centric ideas for your summer getaway in the Bay State.

TRIP
6

Catch an early morning ferry to Vineyard Haven and sit down for a feast at the Black Dog Tavern. After what will be one of the livelier breakfast experiences in the Vineyard, journey to Edgartown for a little shopping. From knick-knacks to boutique designers, you’re bound to find some of the most eye-catching gifts in this island town. Insider tip: Landscape photogs will want to check out the cliffs at Aquinnah for gorgeous land-meets-the-sea hues and an ever-evolving terrain. Following your afternoon adventures, spend an hour or two in Oak Bluffs - home to the decorative gingerbread cottages and Flying Horses Carousel - for the perfect way to tie up your Martha’s Vineyard day trip.

TRIP
7

For a day trip to Nantucket, the early bird definitely gets the worm! Hitch a ride on the high-speed Hy-Line to the island. As the boat pulls into the port on Nantucket, be on the starboard side for views of Brant Point Lighthouse. The island is relatively small and easy to navigate (even more so on two wheels) so consider renting a bike. For breakfast we recommend donuts at the DownyFlake, followed by toes-in-the-sand fun at Children’s or Steps Beach. After a few hours in the sun, make your way back into town for some Broad Street shopping! Check out the old Nantucket Looms and round out the day at the Brotherhood of Thieves restaurant for tasty eats among locals. Throughout the trip, you’ll notice beautiful weathervanes, ‘widow’s walks,’ and maritime elements on Nantucket homes that enhance the feeling of a true, island getaway.

TRIP
8

Take a boat to one of the Boston Harbor Islands for adventure and exploration. You’ve got options, with 34 islands to choose from! Touring historical forts and lighthouses, beaching, and even musical performances will keep you on your toes and check all the summer “must do” boxes. Once you’re back to port at Rowes Wharf in Boston, stroll along the Rose Kennedy Greenway and stop for seafood at the casual and lively restaurant The Barking Crab.

2

FAMILY FRIENDLY FUN

In Massachusetts, school's out for summer! We want the whole family to experience some of the best and brightest warm-weather fun in the Bay State. From heritage site visits that bring history to life, to learning how to expertly carve through white waters, plans for your upcoming adventures are covered. Pack a bag and let the good times roll, and before you know it you'll be brimming with page-turning stories to share in the new school year.

ARTS & CULTURE

In the mood to cultivate your artistic side? Visit one of these standout museums that everyone's bound to leave talking about.

There's no better way to learn than to watch! At the Sandwich Glass Museum you will get to see local masons blow glass, similar to the way things were done by the Boston and Sandwich Glass Co. in the 19th century.

With Springfield's new Dr. Seuss Museum, you can go there with a car when you visit from afar! This must-see attraction boasts an indoor exhibit space housing the fantasia of Dr. Seuss's masterpieces in addition to a fantastic outdoor sculpture park.

Set your sights on the other cape - Cape Ann! Immerse yourself in the sun and sea with a trip to Gloucester's Cape Ann Museum where you'll find collections of fine and decorative arts, and artifacts from the major industries of the area.

Get into the action with one of Massachusetts' most iconic industries with a visit to New Bedford's Fishing Heritage Center! From film to performances, these exhibits will help you become an expert on high-seas trade from past to present.

Central MA is a hotspot for culture this summer, and we recommend checking out the Worcester Art Museum - their ancient armor is something every medieval history fan needs to see!

Movies and Massachusetts go together like summer and vacation! This season, be sure to pack sneakers and a camera for a trek through memorable Boston area film sights with On Location Tours!

OUTDOORS & ADVENTURE

Unleash your inner Indiana Jones with thrills from the mountains of the Berkshires to the sandy shorelines of Cape Cod.

Summer is the perfect time to paddle out and explore the great outdoors! Try your hand at sea-kayaking with Cape Kayaking on Cape Cod Bay. As you meander between inlets and coastline, make sure to keep your eyes peeled for wildlife like birds and seals!

Take a dip this summer with Zoar Outdoor for white water rafting! Whether you're a beginner or a seasoned pro, there's something for everyone. Or grab a tube and lazily float along the Deerfield River.

Whale watching has always been a fan favorite for Massachusetts visitors, and for good reason! Take a ride out to the Stellwagen Bank Marine Sanctuary past Cape Ann to witness these majestic creatures in their natural environment.

Get back to nature with a scenic hike. World's End in Hingham boasts 4.5 miles of beautiful, tree-lined carriage paths with sweeping views of the Boston skyline across its 251-acre coastline.

Taking a boat anywhere makes it really feel like a trip, let alone getting to explore one of Boston's Harbor Islands. Boston's 34 islands make up one of the greatest recreational spaces for learning about wildlife, historical tours, and beach excursions.

Enjoy some fun on the farm, but a bit more extreme at Davis Mega Maze in Sterling. Each summer, this head-turning puzzle takes on a new design for visitors looking to have some wayfinding fun with their outdoor exploration.



DR. SEUSS MUSEUM
photo source: Springfield Museums



FOOD & DRINK

Savor the flavors of the season by discovering new foodie finds and embracing classic, Massachusetts edible treasures.

Take a tour of New England's favorite crispy snack at the Cape Cod Potato Chip Factory in Hyannis. Insider tip: We heard they even give out free samples!

Who doesn't love chocolate? This summer put a little chocolate or fudge on the menu for your next taste testing escapade by visiting TAZA Chocolate Factory in Somerville, Ben & Bill's Chocolate Emporium on Martha's Vineyard, or Harbor Sweets in Salem.

Get the real life-on-the-farm experience with a trip out to Lincoln's Drumlin Farm. From produce to livestock, you'll get to see all of the excitement that goes into farm-to-table living!

Leave the city for a "pick your own" experience - there are so many great farms in Massachusetts, like North Andover's Smolak Farms, with ingredients to inspire your homemade summer jams and salads!

Do you dream of all things cheese? We dairy you (pun intended) to spend a day at Cricket Creek Farm in Williamstown where you can meet the people who work on the farm and learn the ins and outs of cheesemaking. You'll also get to see their lovable livestock in this beautiful Berkshires setting.

Who could forget fresh-caught fare? From mouth-watering seafood festivals to hidden lobster shacks, the Bay State is proud to serve up some of the best ocean grub in America. Go freshly fried with crispy oysters at Woodman's of Essex, savor a sumptuous crab cake sandwich at Yankee Lobster Co. in Boston, and close your eyes for the first bite of a juicy lobster roll at Chatham Fish Pier Market. Could you choose just one? Sure, but why not have them all?

HISTORY & HERITAGE

Take a history lesson outside the classroom and explore some of Massachusetts most beloved historical museums and activities.

Learn about Massachusetts role in an infamous industry at the Nantucket Whaling Museum. This museum speaks to various aspects of whaling and life for those on and off shore in Nantucket during the boom in the 18th and 19th centuries.

Explore New England's first scenic roadway, the Mohawk Trail. Panoramas from the drive alone will inspire you to write home, but you'll also want to make time for pitstops at the Susan B. Anthony Birthplace Museum, Bridge of Flowers, and Western Gateway Heritage State Park.

Uncover the legacy of Nathaniel Hawthorne on a tour of the House of Seven Gables. This national historic landmark was made famous by Hawthorne's novel of the same name, and serves as a carefully preserved snapshot of 17th and 18th century period architecture.

Salute the men and women of service with a trip to Battleship Cove in Fall River. At this interactive museum you will climb aboard navy ships to learn about each vessel's unique journey through United States history.

Try your chops as a revolutionary with a day aboard an 18th century replica vessel! You'll get to dump tea in Boston Harbor and learn all about the events which led to the American Revolution with the Boston Tea Party Ships & Museum.

Take a walk through history with Natick's Museum of World War II. This hidden gem has over 7,000 artifacts on display and an even bigger research archive of 500,000+ documents.



You won't want to miss these signature, family-friendly summer events in Massachusetts!

Every summer the Boston Symphony Orchestra relocates to Tanglewood for a series of concerts in true A Midsummer Night's Dream fashion, from June 15 - September 2.

The Brimfield Antique Show is a must for stocking up on collectibles, antiques, and more - not once, but twice - during summer, from July 9 - 14 and September 3 - 8.

3

WE ALL SCREAM FOR ICE CREAM

Massachusetts has a longstanding love affair with ice cream. Generations of families have fond memories of noshing on sweet treats in beach towns and outside farm stands. This, "More, please!" dessert is a four-season food group here in the Bay State, and we celebrate its creamy goodness even more on those warm, sunny days.

Here's the scoop on where you can find your next favorite flavor!



WHAT'S YOUR FLAVOR?

Sweet, scrumptious ice cream... What's not to love? It's refreshing, fun to eat, and comes in a variety of flavors and textures. Whether you're a traditionalist (single scoop of vanilla) or dance to the beat of your own drum (mint lime avocado), there's always room for ice cream. But don't take our word for it... we want to hear from YOU. Follow us on social media and tell us your favorite ice cream flavors, styles, where to find 'em!

 MassVacation   visitMA

#icecreamMA #visitMA



In addition to the beloved, local ice cream shops around Massachusetts towns, at least three world-renowned brands had their start here, Hood, Friendly's, and Brigham's Ice Cream. With a rich tradition in the science of ice creamery, Massachusetts layers this season's favorite dessert with a dollop of sunshine and sprinkling of good vibes.

1. SOCO CREAMERY, GREAT BARRINGTON

Western Massachusetts takes its ice cream very seriously; just ask SoCo Creamery founders. This Great Barrington local shop turned trend setter got out in front of the natural food frenzy in the United States. Their New England kitchen at SoCo Creamery uses only fresh milk and ingredients to make some of the smoothest ice cream in the Bay State.

2. LICKETY SPLIT, ADAMS

Class up standard ice-cream flavors with a trip to Lickety Split at Mass MoCA. Enjoy their premium version of classic flavors like black raspberry and fresh mint post Museum tour as you reflect by the pond in picturesque Adams!

3. THE NORTHFIELD CREAMIE, NORTHFIELD

Take a break from the hustle and bustle to enjoy some classic, 1950s-style American ice cream! At Franklin County's The Northfield Creamie, you'll find that quaint, traditional, hometown U.S.A. vibe in frozen delight form.

4. HERRELL'S, NORTHAMPTON

Almost every Massachusetts native knows about gourmet creamery, Herrell's. With roots planted in Somerville during the 1970s, Herrell's has since relocated to its Northampton home and serves as the area's cornerstone of summertime flavor.

5. RANDALL'S FARM & GREENHOUSE, LUDLOW

Sometimes, it's the little guys that make a big impact. At Randall's Farm & Greenhouse in Ludlow, they know all about the importance of fresh, full-bodied flavors from their locally grown produce. Taste some of the best small batch ice cream in the state at Elsie's Creamery on the Farm.

6. COOL LICKS, WORCESTER

Stop by Cool Licks Ice Cream & Frozen Yogurt in Worcester for the tastiest way to cap off your day! They've got it all, from soft serve to scoop style, and ever popular froyo, this shop is chock-full of decadent, novelty desserts to fill your sweet dreams.

7. CHERRY HILL ICE CREAM, LUNENBURG

Nothing says summer in scenic Massachusetts quite like a trip to a local dairy farm for some homemade ice cream. Cherry Hill Ice Cream is a bucolic farmhouse that has been in Lunenburg since the 1950s, and is a staple among many families in the area. Stop by this wholesome farm for some ice cream.

8. NEW CITY MICROCREAMERY, HUDSON

Punch up the flavor in your ice cream with New City Microcreamery in Hudson. This newcomer is changing the way frozen dairy is made. Their organic milk comes from the family-owned Mapleline Farms, and after the ice cream base has done its thing for 24 hours, liquid nitrogen is used to instantly freeze the mixture. The result is a light and smooth, craveable confection.

9. KIMBALL FARM, WESTFORD

If you're looking for your next date night idea or family activity, check out Kimball Farm in Westford. In addition to out-of-this-world ice cream, they also boast live animals for the kids to pet, mini golf, driving range and golf course, and even hot air ballooning! Nothing beats this fun-for-all destination just a short drive from Boston.

10. RICHARDSON'S FARM, MIDDLETON

Take your ice cream adventures outdoors and back to basics with Richardson's Farm in Middleton. This working farm sure loves to keep it in the family - from its family of cows to its customer family - this freshly made ice cream is a tried and true crowd pleaser.

11. J.P. LICKS, JAMAICA PLAIN

While Vermont might have Ben & Jerry, the Jamaica Plain neighborhood of Boston has its famous cows and quirky flavors. What started as a local ice cream shop in the 1980s, in what is still considered the funkiest neighborhood in the city, came the revered Massachusetts brand J.P.Licks. An atypical ice cream parlor, this spot is known for intense flavors and an eclectic feel. J.P. Licks is the ultimate tasting grounds for your next ice cream obsession.

12. FARFAR'S DANISH ICE CREAM SHOP, DUXBURY

Named for its first generation Danish-American owners, Farfar's and the Carltons were determined to keep sweet dessert secrets in the family. This staple ice cream shop has remained a frozen-favorite for both visitors and residents of the South Shore since 1979.

13. ACUSHNET CREAMERY, ACUSHNET

A local gem, Acushnet Creamery has been cooling down customers with ice creamy goodness since 2003. With a warm welcome at the heart of their service mantra, this family-owned and operated spot offers a menu of over 50 expertly blended ice creams frozen yogurts, sherbets, and sorbets.

14. KATIE'S ICE CREAM, HYANNIS

Often referred to as, "The Best Ice Cream on Cape Cod," Katie's Ice Cream has become one of the most successful newer restaurants on the Massachusetts shoreline. Since its inception in 2002, this gourmet creamery continues to serve the masses their instant-favorite new flavors of soft serve, frozen yogurt, and traditional ice cream. Stop by the big, pink house on Main Street in Hyannis for your next ice cream escape!

15. MAD MARTHA'S, MARTHA'S VINEYARD

Now open for its 47th season, Mad Martha's is one of the Vineyard's most treasured ice cream spots. With locations in Edgartown, Oak Bluffs, and Vineyard Haven, enjoying an oversized cone isn't a maybe so much as a must (and welcome just about any time of day). Insider Tip: If you're spending time around Oak Bluffs, be sure to visit the Flying Horses carousel for a chance at catching the brass-ring!

16. THE JUICE BAR, NANTUCKET

Nothing puts you in vacation-mode quiet like "a la mode" and The Juice Bar on Nantucket has you covered! A quick step off the ferry on Nantucket Island, you'll soon find yourself eye to eye with ice cream a plenty at this popular hangout. Scooping up fans since the frozen delight was added to the menu in 1999, delighting in the Bar's homemade flavors is island custom.



4

HOLIDAYS



INDEPENDENCE DAY



LABOR DAY

5

2019 SUMMER HAPPENINGS

Festival season is here, and Massachusetts is dishing up massive entertainment across the board this summer. Making the lineup, headline-worthy culinary, art, and maritime events... and that's just the beginning. Check out the list of happenings below to get started, then make sure to visit massvacation.com/events for more!

St. Peter's Fiesta, June 26 - 30
Boston Harborfest, July 1 - 7
Boston Pops Fireworks Spectacular, July 4
Brimfield Antique Show, July 9 - 14 and September 3 - 8
Barnstable County Fair, July 22 - 28
Green River Festival, July 12 - 14
Shakespeare on the Common: Cymbeline, July 24 - August 11
33rd Annual Lowell Folk Festival, July 26 - 28
28th Annual Woods Hole Film Festival, July 27 - August 3
105th Feast of the Blessed Sacrament, August 1- 4
Salem Maritime Festival, August 3 - 4
Plymouth Heritage Days Festival, August 3 - 4
Pan-Mass Challenge, August 3 - 4
17th Annual African American Film Festival, August 5 - 10
Springfield Jazz & Roots Festival, August 10
15th Annual Provincetown Jazz Festival, August 15 and 19
46th Berkshire Crafts Fair, August 9 - 11
Ptown Carnival Week, August 15 - 24
Falmouth Road Race, Aug 18
Marshfield Fair, August 16 - 25
39th Annual Gloucester Waterfront Festival, August 17 - 18
Quincy August Moon Festival, August 18
100th Saint Anthony's Feast, August 22 - 25
Dell Technologies Championship, August 31 - September 3
King Richard's Faire, August 31 - October 20
Bread and Roses Heritage Festival, September 2
Spencer Fair, August 30-September 2

