



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
Office of the Mayor
Contact: Elizabeth Treadup Pio
(508) 979-1410
etreadup@newbedford-ma.gov

Date: September 10, 2015
For Immediate Release

P R E S S R E L E A S E

NEW BEDFORD'S WORKING WATERFRONT FESTIVAL NAMED ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2016

Festival makes American Bus Association's list of events that offer excellent entertainment value to tour groups and individual travelers from around the world

New Bedford, Massachusetts –New Bedford's Working Waterfront Festival has been named one of the Top 100 Events in North America for 2016 by the American Bus Association (ABA). The ABA's list of the Top 100 Events was compiled by an expert tourism industry selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of Destinations magazine, indicates that Working Waterfront Festival offers excellent entertainment value to both tour groups and individual travelers from around the world.

"The attractiveness of Working Waterfront Festival as a don't-miss entertainment value is only part of why its selection this year is such a distinction for New Bedford," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that Working Waterfront Festival has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives New Bedford an important boost in visibility among professional tour planners."

New Bedford's Marketing and Tourism Director, Dagny Ashley agreed with Pantuso, "Motorcoach tours represent a significant portion of overall tourism dollars and New Bedford is growing increasingly popular as a destination for this type of group tour. Unique, hands-on events like the Working Waterfront Festival complement our museums, shops and galleries and make New Bedford a great place to stay and explore."

"The Working Waterfront Festival is a great opportunity to celebrate New Bedford's vibrant working waterfront and our status as the number one commercial fishing port. Festival organizers have consistently presented an event that is authentic, unique and offers an interactive experience for visitors to enjoy," said Mayor Jon Mitchell.

With the release of the American Bus Association's 2016 Top 100 Events in North America, ABA celebrates 34 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public.

According to studies completed by researchers at Dunham and Associates, one overnight visit by a motorcoach group can leave up to \$25,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"Tour groups spend more and stay longer," Pantuso said. "That's why Working Waterfront Festival is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

ABA's 2016 Top 100 Events Selection Committee selected New Bedford's Working Waterfront Festival from hundreds of event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria. The Top 100 Events list is available online at www.buses.org/Top100.

About the Working Waterfront Festival

The Working Waterfront Festival is a project of the Community Economic Development Center of Southeastern MA, a non-profit organization. The FREE festival, a family friendly, educational celebration of New England's commercial fishing industry, features live maritime and ethnic music, fishermen's contests, fresh seafood, vessel tours, maritime authors, cooking demonstrations, kid's activities and more. It all takes place on working piers and waterfront parks in New Bedford, MA, America's #1 fishing port, on the last full weekend in September. The 2015 Festival takes place on September 26 & 27. For more information, visit www.workingwaterfrontfestival.org.

###