

HIDDEN GEMS IN THE HEART OF MA



festivals and vibrant public art. Tour craft breweries, cideries, wineries and distilleries—many with award-winning restaurants.

Nature enthusiasts enjoy rich botanical tours at the New England Wild Flower Society's Garden in the Woods, New England Botanic Garden at Tower Hill and Massachusetts Horticultural Society's Garden at Elm Bank. With 22 state parks offering hiking, biking, skiing, swimming and boating—plus lakes, rivers, rail trails and forests—there's no shortage of outdoor fun, from summer's heat to glorious fall foliage, to blankets of winter snow to spring's first flowers.

Activities abound, including paintball, goat yoga, splash pads, escape rooms, aerial classes, trampoline parks or art and STEM workshops. Explore unique shopping, from locally-made products to vintage shops and boutiques.

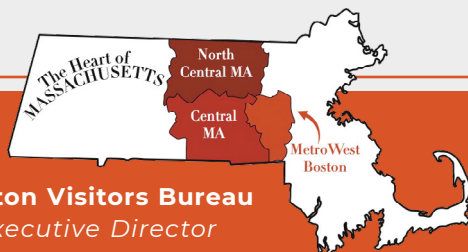
Group lodging includes an indoor waterpark resort, a lakeside resort, charming historic inns, boutique hotels, and of course, well-known national brands—most with free onsite bus parking.

Visit TheHeartofMA.com for an overview or contact each visitors bureau for help planning your next tour.

The Heart of Massachusetts offers a tapestry of history, arts, culture, family fun and culinary delights. Spanning three regions in central Massachusetts, each with their own visitors bureau eager to help plan your group travel, the area provides easy access from New England's airports, plus affordable lodging and lovely hidden gems.

History buffs love the Framingham History Center's custom group tours of amazing artifacts, from slavery documents to John Hancock's signature. Explore the Wayside Inn, America's oldest inn, with antique grist mill and beautiful grounds. Visit the American Heritage Museum's immersive exhibits of historic aircraft, tanks and classic cars. Discover Old Sturbridge Village, a recreated 1830s town, and chat with costumed historians.

Arts attractions abound with the Danforth, Worcester and Fitchburg Art Museums, and incredible performances await at Groton Hill Music Center, Hopkinton Center for the Arts and Hanover Theatre. Four Cultural Districts feature theatres, museums, boutiques,



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Epic group trips to Massachusetts start here



Four Cultural Districts offer amazing festivals, great public art, unique food, boutique shopping, and charming town commons, all within walking distance.



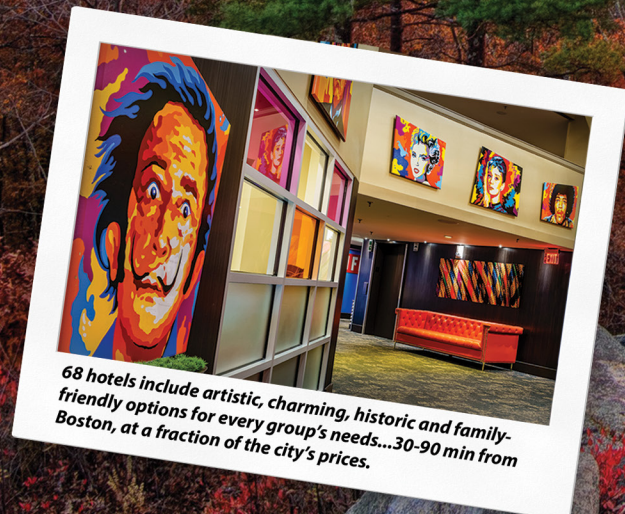
Hopkinton Center for the Arts, Groton Hill Music Center, Hanover Theatre, and more showcase live music, plays, dance, and theatrical events in historic buildings, beautiful venues, and outdoor amphitheatres.



22 state parks, countless recreation areas, and miles of rail trails provide hiking, biking, boating, fishing, skiing, snowmobiling, wildlife viewing and more year round.



Historical museums and sites—like the American Heritage Museum or Old Sturbridge Village—offer glimpses into the past, bringing to life our collective history.



68 hotels include artistic, charming, historic and family-friendly options for every group's needs...30-90 min from Boston, at a fraction of the city's prices.



Huge array of hands-on fun, from cooking classes to jewelry making, escape rooms to mini-golf, craft beer tastings to science and nature centers, and more!