



Play

ACROSS GREATER BOSTON AND BEYOND, WORLD-CLASS ARTS AND CULTURAL INSTITUTIONS DELIGHT LOCALS AND VISITORS ALIKE

From Fenway Park’s Green Monster to the historic Freedom Trail, there’s plenty to see and do in Boston—as recognized by *U.S. News & World Report* earlier this year, when it named Boston as its number-one summer vacation destination in the nation.

“We’ve been so excited by how the tourism economy has grown to play such a dramatic role in the broader Boston and Cambridge economy,” says Pat Moscaritolo, president and CEO of the Greater Boston CVB. “In May, when *U.S. News* came out with those rankings, it was a culmination of what’s been going on for five years, to position Boston as a historical city and a city that has some of the most beautiful cultural institutions, but also a city that is on everybody’s must-do

culinary list, and where there is so much to offer in our sports venues.”

Below, we look at some of the attractions and landmarks that have made the region such an exciting destination, both today and throughout its history.

Faneuil Hall

Part shopping destination, part living history museum, Faneuil Hall has been a marketplace and meeting hall since 1742. Over its lifetime, its brick walls have played host to speeches by the likes of Samuel Adams, earning it the moniker ‘Cradle of Liberty,’ but today people are more likely to visit for its mix of local and national retailers, specialty pushcarts, variety of restaurants, and first-rate street performers and musicians.

“It has so much to offer that you’re not going to be bored,” says Linda DeMarco, president of the Faneuil Hall Merchants Association. “You’re going to be able to eat something great and you’re going to be entertained, and you’re going to learn something about the country at the same time.”

Institute of Contemporary Art

Located in a modern glass-and-steel building at the edge of Boston Harbor, the ICA has long been committed to presenting contemporary art in all media, in innovative and welcoming ways—for example, earlier this year, when it converted a formerly condemned warehouse in East Boston into a new exhibition space called the ICA Watershed.

“There are incredible art museums in Massachusetts, and all of us offer something really different,” says Kelly Gifford, deputy director of public engagement and

28m

Domestic and international visitors to MA in 2016

planning. “The thing that really makes the ICA a little bit different is our mission to be a center for contemporary art in civic life, and really bring forth emerging artists that are having their first exhibitions and solo shows.”

Museum of Fine Arts

Founded in 1870, and housed in its current grand location since 1909, the MFA’s near-500,000 works of art make up one of the most comprehensive collections in the nation. More than 1 million visitors pass through its doors each year, drawn by galleries that span from Ancient Egyptian art, to the Impressionists, to the Art of the Americas Wing, opened in 2010.

“The museum is a collection of collections. Everything came here through a donor, in essence, so our collection really reflects the interests of Bostonians over time,” says deputy director Katie Getchell. “People should expect to be surprised by what they find, both in terms of the artwork and the engagement they have with it.”

The Boch Center

One of the nation’s foremost non-profit performing arts institutions and New England’s largest cultural venue, the Boch Center manages and maintains the historic Wang and Shubert Theatres in the Boston Theater District. Across these stages, it presents everything from opera and classical music to Broadway productions and leading popular acts, while it also produces an annual 10-day spring festival called ArtWeek that offered over 530 creative events in more than 120 towns across Massachusetts in 2018.

“The simple premise that we function on every single day here is that the arts make us a civilized society and that the arts bring people together,” says president and CEO Joe Spaulding. “Here at



the Boch Center, we don’t judge arts for art’s sake. In any given week, anybody who’s from Boston or coming to Boston knows that the Boch Center is going to have a diversity of entertainment and things that people want to see.”

Museum of Science

Around 1.5 million guests a year attend Boston’s most-visited cultural institution, which offers a wide range of programming and 700 interactive exhibits designed to help the public engage with science and technology. These span from a world-class planetarium to an indoor zoo and butterfly garden, while the museum continues to build on its 188-year history by expanding its educational programs and reinvigorating its Blue Wing with plans for new exhibits in such contemporary areas as big data and climate change.

“We present the natural world and the engineered world, we have live animals, we have a spectacular theatre with electricity that can



generate lightning, and we have a fantastic omni theater,” says president and director Ioannis Miaoulis. “A lot of science centers focus just on young children but we have something for everyone.”

Boston Children’s Museum

As one of the oldest and most influential children’s museums in the world, the Boston Children’s Museum is notable for its ability to set the agenda for educational programs and innovative curricula that reach children across the nation and beyond. Founded by Bostonian teachers in 1913, it is one of only a few children’s museums to maintain a permanent collection, encompassing

139,000

Jobs supported by the state’s visitor industry

1634

Creation of Boston Common, the oldest U.S. public park