



beautiful grounds. Visit the American Heritage Museum's collection of one-of-a-kind historic aircraft, tanks, armored vehicles, and classic cars from the Revolutionary War to today with immersive exhibits and living history events.

MetroWest Boston also offers excellent arts attractions, including the Danforth Art Museum, four cultural districts ripe with theaters, galleries, museums, boutiques, festivals and more—plus fabulous public art. Take a tour of the region's 17 craft breweries, cideries, winery and distillery to really get a taste of the region.

With eight state park recreation areas, lakes, rivers, rail trails and forests, there are places to hike, bike, swim, cross-country ski, ice fish, boat and more. Visit Hopkinton State Park, whose 1,500 forested acres include hiking, horseback riding, snowmobiling, and mountain biking trails surrounding a lake with beaches, stocked fishing and boat rentals. Explore the beauty of New England wildflowers at Garden in the Woods, showcasing native plants of the region.

Looking to entertain families? MetroWest offers everything from paintball to goat yoga, splash pads to escape rooms, aerial classes to trampoline parks. Put your group to the test at Level99, a real-life game world with over 40 rooms of physical and mental challenges. Or visit Apex Entertainment's indoor amusement park, then go next door for axe-throwing at Half Axe. The MetroWest Boston Visitors Bureau is happy to help coordinate custom itineraries for any age and interest.

Discover Central Massachusetts is your compass to navigate the richness of the region, ensuring your group's memorable exploration of hidden gems and immersive encounters. Visit Worcester's vibrant Shrewsbury Street Restaurant Row, a culinary haven, or the Canal District, with its vibrant atmosphere and tantalizing array of local produce, artisanal goods and international cuisines.

The Worcester Historical Museum's exhibits chronicle the city's evolution, highlighting pivotal moments, key figures and surprising contributions,

HIDDEN GEMS IN THE HEART OF MA

The Heart of Massachusetts offers group travelers a tapestry of history, arts, culture, family fun and culinary delights. With three regions, each with their own Visitors Bureau eager to help plan your group's travel, the Heart of MA provides easy access from New England's airports, plus affordable accommodations and many hidden gems.

MetroWest Boston, only 30-60 minutes from Boston, is an excellent location for hub and spoke tours to Boston, Cape Cod, Western Massachusetts, Rhode Island, Connecticut, Southern New Hampshire and Maine. History buffs love the Framingham History Center's collection, including John Hancock's signature, American Revolution tune books and more. Explore the Wayside Inn's 100-acre property, the oldest inn in the U.S., featuring the Old Barn's antique coaches and farming tools, the Redstone Schoolhouse, Grist Mill, Chapel and

such as the invention of the Smiley face.

Art enthusiasts relish the Worcester Art Museum's world-class collection of ancient artifacts to contemporary masterpieces. Engaging exhibits and educational programs make it a cultural cornerstone for art-loving groups.

For a journey back in time, explore Old Sturbridge Village, a recreated 1830s rural New England town. Chat with costumed historians as they work the tasks of the past, and be inspired by the stories of early 19th-century life.

Nature enthusiasts love New England Botanic Garden at Tower Hill's meticulously landscaped variety of flora throughout the seasons. Group tours offer insights into the rich botanical diversity and horticultural practices.

With Discover Central Massachusetts as your guide, your group tour promises to be a seamless and enriching journey through cultural treasures, culinary adventures, historical exploration and artistic immersion.

Visit North Central Massachusetts represents 27 communities; the region's scenic beauty is one of its biggest attractions, from the spectacular 360-degree summit view at Wachusett Mountain to the peaceful meadows of the Mass Audubon Sanctuary to beautiful hikes through Leominster State Forest, you'll never feel closer to nature. Groups also adore the region's spectacular fall foliage.

Apple and Halloween pumpkin picking, fresh cider donuts or getting lost in a hay maze—fall fun is abundant at dozens of area farms and orchards.

Wachusett Mountain Ski Area welcomes groups for a day on the slopes, but also offers themed fall festivals from August through November and scenic chairlift rides to the summit.

From antiquing at scores of vintage shops to unique finds in area specialty boutiques, North Central offers numerous engaging shopping opportunities.

For food and beverage enthusiasts, enjoy a seasonal ale at one of the region's craft breweries, like Gardner Ale House or Wachusett Brewery, or tasty comfort food at one of their great restaurants.

Enjoy homemade ice cream at the many ice cream stands and farms, from Kimball Farm to Rota Spring and plenty more in between.

A stop at the Johnny Appleseed Visitors Center is a must for local memorabilia or history of the region's most famous son, John Chapman, aka Johnny Appleseed.



Visit

TheHeartofMA.com

for a full overview, or contact each Visitors Bureau individually for help planning your next tour.

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