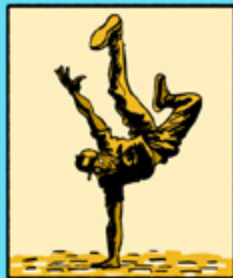


EXPLORE New BEDFORD





NEW BEDFORD

EXPLORE

There's a city by the sea where history meets a vibrant modern soul.

Once known as the "City that Lit the World" – and the wealthiest city in America due to its whaling industry – New Bedford, Massachusetts, still shines brightly today. Driven by an innovative and entrepreneurial spirit, you'll find the city is rich in many ways: cultural diversity, art, theater, live music, and world-class seafood, proudly serving as the number-one commercial fishing port in the nation.

Walk along the working waterfront and through the Seaport Cultural District, where cobblestone streets invite you to soak in a picturesque charm sought out by filmmakers across the globe. As you stroll, you'll discover a National Historical Park, striking public art, world-class museums, dynamic festivals, and an eclectic array of locally owned shops and restaurants.

Welcome to New Bedford!



From the cobblestoned streets of the Historic District, to the beehive of activity on our waterfront, to our ethnic neighborhoods, you'll soon discover what we who live here already know: New Bedford is a unique American city.

As visitors quickly discover, there's plenty to see and do. Amid the shops and restaurants in our Historic District, you can find your way to the New Bedford Whaling Museum, a world-class cultural attraction that chronicles New Bedford's role as the epicenter of America's whaling industry, which on the eve of the Civil War made New Bedford the country's wealthiest city. Immediately across Johnny Cake Hill, visitors should not miss the Seamen's Bethel, a shrine to lost mariners which was made famous as the Whaleman's Chapel in Herman Melville's epic, Moby-Dick. Blocks away you'll find Abolition Row, where Frederick Douglass first lived and worked after his escape from slavery.

The arts thrive in New Bedford. The newly renovated Zeiterion is the region's premier live performance venue, regularly hosting concerts and performances of every variety. Nearby is the New Bedford Art Museum, which is undergoing its own expansion and emergence as a regional cultural anchor. And you can't miss the public art and galleries all across the downtown and beyond.

New Bedford offers endless options for dining. As the highest-grossing commercial fishing port in America, you won't find fresher seafood anywhere. But you'll also discover a variety of Portuguese, Latin American, Cape Verdean, and Northern European restaurants across the city. My only advice: book your reservation early.

Whether it's the history, culture, cuisine, or an opportunity to take in a unique place, New Bedford offers something memorable for every visitor.

We're glad you're here.

JON MITCHELL
MAYOR



Welcome to New Bedford, Massachusetts,

a historic seaport city where the creative energy and sense of community are felt on every corner. From our bustling working waterfront to our locally owned shops, restaurants, and cultural institutions, our city is shaped by people who take pride in what they do and where they come from.

As you explore, I encourage you to take your time. Stroll along the streets, talk with shop owners, enjoy a meal made with ingredients that come straight from the harbor and nearby farms, learn about the immigrants who have shaped the city's diverse cultural landscape for over 100 years, and experience the sense of community that defines this city.

Whether this is your first visit to New Bedford or a return trip, I hope this guide helps you discover something new and gives you a reason to come back again.

Welcome, and enjoy your stay.



ASHLEY PAYNE
DIRECTOR OF TOURISM AND MARKETING
EXPLORE NEW BEDFORD



AMY DESROSIERS
MARKETING MANAGER
EXPLORE NEW BEDFORD



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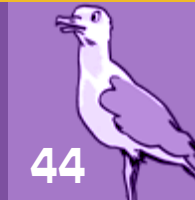
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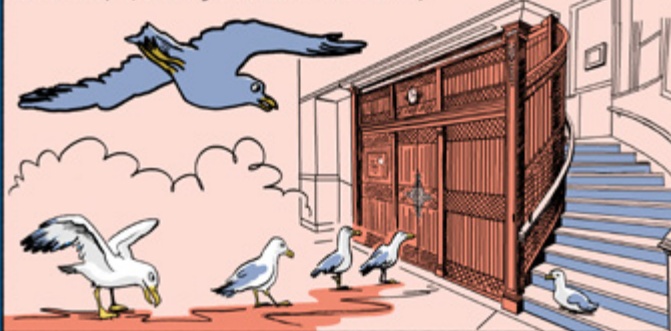
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COVER PAGE ELEMENTS:

- A Rancho Folclórico dancer (attend the Feast of the Blessed Sacrament)
- Break dancer (attend the 3rd Eye Open Hip Hop Festival)
- Frozen treats (visit Sorbae Frozen treats or find their mobile truck at a summer event)
- Elephant (visit Emily, the Asian elephant at the AZA accredited Buttonwood Park Zoo)
- Cabo Verdean singer (find Candida Rose at concerts throughout the year and during Cabo Verdean Heritage Month in July)
- Frederick Douglass (visit his first home as a free man, the Nathan and Polly Johnson House and Abolition Row Park)
- Seagull Statue (Seagull Cinderella by Donna Dodson visit the city each summer for the Seaport Art Walk)
- Lewis Temple Memorial (visit his statue outside the Free Public Library downtown)
- Plastic Rooster (find this DATMA commission by Portuguese artist Bordalo II in front of the YMCA downtown)
- The Bisca Tournament Club mural (find artist David Guadalupe and Superflat NB, who celebrate the club's Cape Verdean heritage)
- New Bedford Whaling Museum (visit the museum in downtown)
- Palmer's Island Lighthouse (find this lighthouse on the Harbor Walk)
- Azorean Whaleboats (row or sail on an authentic Azorean Whaleboat with the Azorean Maritime Heritage Society)
- Herman Melville Statue (in the fall of 2026, find Stefanie Rocknak's Melville sculpture outside of the Seamen's Bethel)

FUN FACT

Inside New Bedford City Hall, you can take a ride on the oldest continually operating elevator in the country.



Look for these fun facts about New Bedford throughout the guide!

HISTORY OF NEW BEDFORD

New Bedford's history is deeply rooted in the stories of its diverse people.

Long before its incorporation in 1847, the land was home to the Wampanoag people, "The People of the First Light." We recognize them as the first stewards of the land and honor their untold stories.

They played a vital role in the city's development, particularly in the whaling industry, which became the heart of New Bedford's economy during the 1800s.

Whaling not only shaped the economy, but also brought new cultures to the area.

Immigrants from Portugal, Cape Verde and the Azores, along with formerly enslaved people seeking freedom all contributed to the city's growth and cultural tapestry. Maritime industries played a pivotal role in the Underground Railroad, with both on-land and dockside networks supporting the escape to freedom.

Learn more about our history at [ExploreNewBedford.org/Visionary-Voices/](https://www.explorenewbedford.org/Visionary-Voices/)



As the whaling industry declined, New Bedford adapted. Textiles became the city's new economic powerhouse, leading to the establishment of the New Bedford Textile School in 1895 to keep pace with new manufacturing technologies. The prosperity of this industry also fueled a vibrant arts scene, which continues to thrive today.

Though the industries that shaped much of New Bedford's history saw sharp declines, the city's ability to adapt and innovate persisted. The city's fishing industry, now a major economic driver, found renewed momentum as technology advanced.

By 1952, New Bedford landed 85% of the nation's scallops, and since 2001, it has remained the #1 fishing port in the United States by value.

Today a growing Central American population, supported by the fishing industry, has added another layer to the city's rich cultural and culinary landscape.

New Bedford's story is that of its artists and entrepreneurs, its fishing community, its freedom fighters and freedom seekers, its whaling community, its textile workers, and its Indigenous community. Today, the city honors and preserves the heritage of those who shaped its identity while looking to the future with a commitment to sustainability and growth.



FUN FACT

When Frederick Douglass escaped slavery, he first lived as a free man in New Bedford in the home of Black abolitionists Nathan and Polly Johnson. Their house was designated a National Historical Landmark located in the Abolition Row Historic District.

10 REASONS TO VISIT NB



Seafood 1

The freshest catch lets you taste the tradition that has made New Bedford the #1 fishing port in the nation for over twenty years. Learn about New Bedford's seafood at the New Bedford Fishing Heritage Center and take a tour along the working waterfront. Boat-to-table dining is easy in NB!

2 Art

In New Bedford, "art is everywhere you look for it" (El Greco), even where you least expect. From a chandelier by world-renowned glass artist Dale Chihuly, to the traditional costumes of the folkloric dancers of Madeira, our museums house centuries of art from around the world. Get a glimpse of the city's public art with the Bloomberg Connects app and take a self-guided tour with the app when you visit.



3 Festivals

New Bedford is home to many cultures, and our diversity is celebrated throughout the year with feasts and festivals highlighting art, music, food, and traditions. Experience the global influences of Cape Verde, Portugal, Guatemala, Mexico, and more. In addition to cultural festivals, enjoy music festivals, carnivals, food and craft beer festivals, concert series, and the New Bedford Film Festival.



4 Family-Friendly

New Bedford is perfect for a long weekend with the whole family. Our beaches and parks offer outdoor spaces for kids to roam and explore nature. Spend a few hours at the Buttonwood Park Zoo, engage with interactive exhibits and a 3-D theatre at the New Bedford Whaling Museum. Wind down at any of our family-friendly restaurants or enjoy an energetic arcade complete with themed food like Tetris Tots and treats.



5

Free

In addition to outdoor parks and playgrounds, free programming is available to the public year-round. In the summer, chances are you'll stumble across outdoor concerts, live art demonstrations, and other pop-up events. On the second Thursday of each month, downtown is packed with workshops, vendor markets, live music, and more, both outdoors and inside museums, shops, and restaurants. Attendance is free and fun for all ages, thanks to the organizers, AHA! New Bedford and partners.



7

History

Immerse yourself in New Bedford's rich history of innovative industry that brought people from around the globe to settle in the city. Learn about New Bedford's Underground Railroad and recent scholarship showing its ties to maritime culture. Visit our museums and join a guided walking tour. Get started at the Whaling National Historical Park Visitor Center.



6

Ocean Adventures

Tour New Bedford's working waterfront by boat with New Bedford Harbor Tours. Travel to the islands of Martha's Vineyard, Cuttyhunk, or Nantucket with the Seastreak Fast Ferry and Cuttyhunk Ferry Company. Go kayaking in Clark's Cove via Blue Lane Kayak Rentals. Travel to a waterfront restaurant in style with the New Bedford Launch. Try something new and schedule a row on an authentic Azorean Whaleboat with the Azorean Maritime Heritage Society!

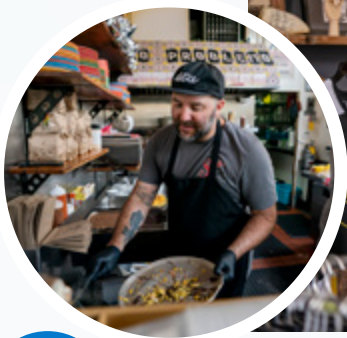


8

International Cuisine

Experience New Bedford's cultural heritage by tasting your way through the city. Let New Bedford Food Tours be your guide with their North End Tour that takes you to Cape Verde, Guatemala, Honduras, Mexico, and Portugal all within a short walk. Between bites, take in architecture and public art and learn the history of Acushnet Ave, or as locals refer to it "The Ave."





9

Locally Owned

We take pride in the fact that one of the hardest things to find in the city is a chain store or restaurant. The entrepreneurial spirit that has led the way from New Bedford's early days thrives in the present. Step into a local shop or restaurant and you'll be greeted by the dream makers of our city, keeping the heartbeat alive.

10

LGBTQ+ Friendly

New Bedford has a deep-rooted history of embracing diversity and welcoming everyone from various backgrounds and cultures. Pride is something that is celebrated year-round in the city. In June, the Queer Arts Council and AHA! team up to present their annual Pride block party. Downtown turns into one big party as the streets fill with free entertainment, dancing, and interactive activities like arts and crafts for all ages to enjoy. If you're looking for an LGBTQ+ venue, the Gallery Bar hosts drag shows, karaoke nights, and even silent book clubs.



#thisisdNB



Check us out online or in our Map&Guide to explore 120+ shops, restaurants, wellness hubs and cultural attractions!



downtownnb.org



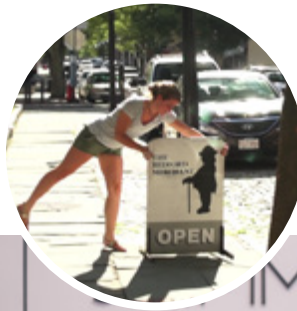
@dnbinc

KEEP IT LOCAL



In New Bedford, skip the hustle and bustle of a big city or typical tourist stop.

Here, local shops and restaurants greet regulars by name and invite you to slow down and enjoy the space they've built. Whether it's handmade jewelry, vintage clothing, original art, rare antiques, or a perfectly brewed cup of coffee, every business has a unique story.



You won't find many chain stores here, and that's part of what makes the experience special. Shopping and dining in New Bedford means discovering something original, something shaped by passion, creativity, and local pride.



And while many small destinations go quiet after summer, New Bedford keeps its doors open. Local shops, markets, and community events bring life to the city year-round.



Browse listings of shops and restaurants located throughout the city on our website. We're sure you'll find one-of-a-kind treasures to bring home and delicious food to enjoy while you're here.

FOR THE FAMILY



Planning a family trip to New Bedford is easy, as there is always something for the whole family. From our parks and museums to ice cream spots and an escape room, the city offers plenty of ways to explore together without feeling rushed, crowded, or overwhelmed.

Whether you're traveling with toddlers, teens, or somewhere in between, New Bedford offers easy-to-plan, fun, educational, and memorable experiences.

What makes New Bedford even more attractive for visiting families? Free activities are abundant, and the attractions, festivals, dining, and places to stay are far more affordable than you'd find in other cities.



Fairfield Inn & Suites by Marriott

Start your family adventure by checking into the Fairfield Inn and Suites by Marriott, a welcoming hotel with comfortable accommodations right near the waterfront. Start your day with a complimentary continental breakfast and a dip in the indoor heated pool before you head out to explore the city.

Quick and Easy Bites

The Baker

Start the day with a visit to The Baker, where you'll find an assortment of gourmet pastries, Portuguese linguica rolls, and mouthwatering sandwiches. This gem of downtown, opened by Johnson and Wales culinary graduate Brandon Roderick, is open Wednesday through Sunday. Make sure to check out their social media on Fridays for the specialty donut release, only available on Saturday and Sunday. Arrive early as specialty items sell out fast on the weekends.



Ice Cream

Summer in New Bedford is the best time to grab a scoop (or two!) of freshly made ice cream. Acushnet Creamery is conveniently located on New Bedford's Pier 3, where you can watch the fishing boats come and go. Dairy Maid is located in the South End near the hurricane barrier, providing the perfect opportunity to stroll along the Blue Lane, a walking path along the top of the barrier.

Play Arcade

Get your game on or hang out on the rooftop deck overlooking the New Bedford harbor. Boasting over 40 vintage arcade games, including ski ball and air hockey, Play Arcade is *the* spot for fun games, good food, and great drinks. Play is 21+ after 8pm except on Sundays.

No Problemo Taqueria

Referred to as "No Prob" by locals, this taqueria is known for its fresh ingredients, affordable prices, and gigantic burritos. Options are available for both meat and veggie lovers. Spice it up with one of their specialty hot sauces, like the Nick Dompierre Red Habanero, named after a local skateboarding legend. Dine in or head straight to their takeout counter, but note that they are a cash-only establishment.

Brick Pizzeria

In a rush to grab a bite? In minutes, you can enjoy brick oven sourdough crust personal pizzas made with fresh, locally sourced mozzarella made by hand daily. Choose from dozens of gourmet toppings and indulge your sweet tooth with a dessert pizza made with Nutella or a delicious ricotta-stuffed cannoli.



Attractions

Buttonwood Park Zoo

The zoo is perfectly sized, never overwhelming, always just right! With both indoor and outdoor exhibits, a cafe, an outdoor nature play area, and rides for children, Buttonwood Park Zoo is the perfect spot to spend an hour or two with the whole family.

Fishing Heritage Center

This one-of-a-kind center is dedicated to telling the stories of New Bedford's fishing industry from the past to the present. Learn about the hardworking people who have helped make New Bedford the #1 fishing port in the US for over two decades. Exhibits and activities are designed to engage children and adults with educational, interactive experiences.

New Bedford Whaling National Historical Park Visitor Center

Established by Congress in 1996, the park tells the stories of whaling, the working waterfront, the Underground Railroad, women's history, Black history, Native American history, the city's art and culture, and the influence of the Quaker community. Kids can complete the free *Journey Through New Bedford* guidebook to receive a New Bedford Whaling National Historical Park Junior Ranger badge and signed certificate. Guided walking tours by park rangers are available from May through October.

Outdoor Recreation

Parks, Beaches, and Playgrounds

When you're ready to stretch your legs and get some fresh air, we have over 30 public parks, playgrounds, beaches, and recreational areas that are perfect for burning off some energy. Breathe in the salty air as you walk, run, or ride a bike along the Blue Lane, a dedicated walking path that spans the city's south end waterfront. Enjoy the sand and scenic views at East Beach and Fort Taber Beach. Noah's Place Playground, located next to Pope's Island Marina, is a state-of-the-art accessible playground that offers fun for kids of all ages.



Blue Lane Kayak Rentals

Weekends during the summer are the perfect time to head to New Bedford's south end. Kayaks and standup paddleboards are available to rent at the Community Boating Center for one to three hours. Children between 5 and 11 years old must be accompanied by an adult. Parking at West Beach is reserved for seasonal beach pass holders, but you can park at nearby Hazelwood Park, which is a short walk to the beach.

Indoor Recreation

Boulder Union Climbing and Fitness

Imagine climbing the walls of a federal reserve bank. At Boulder Union, it's not far from reality. Housed in the 1896 New Bedford Institution for Savings, this locally owned bouldering gym seamlessly blends intricately detailed historic architecture with modern adventure. Inside, you'll find 37-foot vaulted ceilings, original Italian marble, stained glass, and a preserved bank vault as the backdrop for your next climb. Families visiting with children aged five and older can enjoy the fun and challenge of climbing different walls throughout the gym.

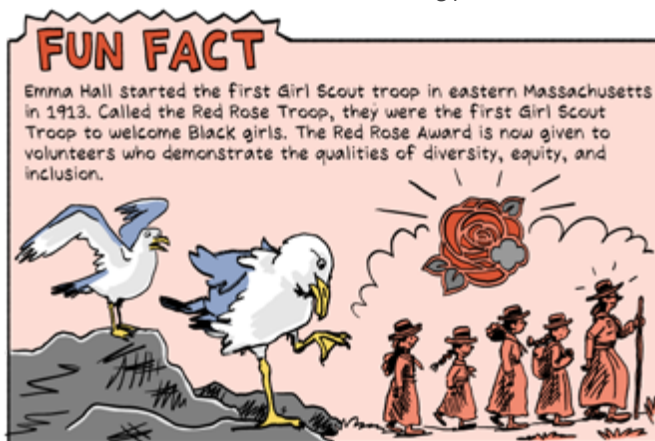


Mass Escape

If you're traveling with older kids, Mass Escape offers a fun challenge that gets everyone thinking and working together. Choose from different escape rooms designed to test problem-solving, communication, and teamwork as you race the clock to solve clues and puzzles and make your escape. It's a great indoor option for a rainy day, or if you're visiting from late spring through early fall, when the weather is nice, you can try the Cipher Collective, which is an outdoor escape game that turns downtown New Bedford into one big puzzle.

FUNZ Trampoline Park

Sometimes the rain, snow, or New England winter weather means staying indoors, but the kids still need to burn off some energy. That's where FUN-Z Trampoline Park comes in to save the day. Fun-Z has over 48,000 sq-ft of trampolines, ball pits, slides, and a jungle gym, making it the perfect place for families looking for indoor fun. There's even a toddler area made specifically for children 8 and under to enjoy.



FREE IN NB



OR UPGRADE TO PAID!

Walk along a historic Civil War-era stone fort and snap a photo of a WWII M-4 Sherman Tank at Fort Taber Park.



Browse an expansive collection of military memorabilia at the Fort Taber/Fort Rodman Military Museum and Veterans' Memorial.

View the City's historic art collection at the New Bedford Public Library main branch.



Walk across the street to the New Bedford Art Museum for contemporary art exhibitions, performances, workshops, and lectures.

Dance the night away at a Summer Sound Series concert.



Catch a show at The Zeiterion, a beautifully restored and renovated 1920s vaudeville theatre complete with a speakeasy lounge.

Watch commercial fishing boats come in and out of port at Pier 3.



Relax outside and snack on locally caught seafood like lobster rolls, scallop rolls, or fried clams at the Whale's Tail waterfront "shack" on Pier 3.

Pack a blanket and a book and read among the 350+ rose bushes in the public gardens at the Rotch-Jones-Duff House.



Pay admission to enter the preserved 1830s mansion and collection of historic artifacts representing three consecutive periods of occupancy by the Rotch, Jones, and Duff families.

Sit in the very pew where Herman Melville once sat in the Seamen's Bethel. The Bethel is mentioned in his story *Moby-Dick*, which was inspired by his time in New Bedford and his voyage on the whaleship *Acushnet*.



Stay overnight at The Whalehouse, a Victorian Italianate home built in 1855, where Herman Melville's sister lived for over six years in the 1860s. It is believed Herman Melville stayed there when he visited his sister in New Bedford. Today, the home is available to rent for overnight stays, events, and productions.



SEASONS IN THE SEAPORT IN THE

**Always a great time,
no matter the season**

**In New Bedford, we love gathering for events
and that doesn't stop when summer ends.**

Locals and visitors alike come together for festivals, performances, and community events that fill the calendar year-round. We don't stop the fun after "peak season," so whether you visit in winter, spring, summer, or autumn, you'll find plenty happening across the city. The only challenge is deciding what to experience first.



Winter

New Bedford is not a city where businesses and attractions shut down for the winter or what may be considered "off-season" in other tourism destinations. Winter is the perfect time to visit those museums and galleries on your list, join a workshop, attend a lecture, or see a live show at The Zeiterion. The festive winter season inspires a wide array of events, including the dNB Holiday Stroll and City Celebrates New Year's Eve.

Spring

There is a phrase credited to Mark Twain, "If you don't like the weather in New England now, just wait a few minutes." Spring is more than the rain that brings the flowers, and it's as good a time as any to visit the city. Take a break from the hustle and bustle and plan that solo trip or reconnect with friends and family with fewer crowds as you enjoy the same top-notch culinary adventures, small local business shopping, artistic and cultural journeys, and special events like the New Bedford Film Festival and Artweek Southcoast.

Summer

Summer in the city is chock full of bucket list experiences. Embark on educational and immersive journeys, find relaxing and low-key off-the-beaten-path treasures, and join in on lively cultural festivals like the Feast of the Blessed Sacrament, Festival Tipico de Guatemala, and the Cape Verdean Recognition Parade. Dive into unique culinary experiences with boat-to-table waterfront dining, rooftop bars, and menus designed to use local produce. Get on the water with a harbor tour, kayak rental, or chartered sunset sail onboard the historic Schooner Ernestina-Morrissey.

Autumn

Autumn in New England is known for its magical procession of colors, warm sunny days, and cozy, crisp nights. Set aside some time to breathe in the fresh sea air and indulge in the tastes, sights, and sounds of New England Fall on the waterfront. New Bedford's harbor provides the backdrop for the ultimate chowder cook-off at the New Bedford Seaport Chowderfest and Oktoberfest.

ANNUAL EVENTS

**A CITY
FOR ALL
SEASONS**



Spring

- New Bedford Half Marathon
- New Bedford Film Festival
- ArtWeek SouthCoast
- Food Truck and Craft Beer Festival
- New Bedford Jazz Fest
- Hatch Street Open Studios
- Oysterfest
- New Bedford Symphony Orchestra Season

Summer

- Pride Block Party
- Cabo Verdean Heritage Month
- Cape Verdean Recognition Parade
- Seaport Art Walk
- Buzzards Bay Swim
- Whaling City Festival
- NB Roots and Branches Festival (Local folk and more)
- Summer Sound Series
- 50s Night
- Feast of the Blessed Sacrament
- New Moon Roller Disco
- Festival Tipico Guatemalteco
- Reggae on West Beach
- 3rd Eye Open Hip Hop Festival
- New Bedford Festival Theatre

Fall

- First Taste of Fall at the Zoo
- New Bedford Seaport Chowder Festival
- Food Truck and Craft Beer Festival
- New Bedford Oktoberfest
- Johnny Cake Hill Wine Festival
- Buzzards Bay Watershed Ride
- dNB Fall Fest
- Countryfest Weekend
- New Bedford Fishing Heritage Center's Seafood Soiree
- Boo at the Zoo
- Hatch Street Open Studios
- New Bedford Symphony Orchestra Season

Winter

- New Bedford Symphony Orchestra Holiday Pops
- dNB Holiday Stroll
- City Celebrates New Year's Eve
- Annual Downtown Christmas Tree Lighting
- Moby-Dick Marathon



**AHA! Night is downtown
New Bedford's FREE
cultural event.**



PHOTO: ANDREW KEPINSKI

It's AHA! Night and you're invited!

On the second Thursday of each month, join AHA! New Bedford for a celebration of art, history, culture, and community...and it's all FREE.

Learn from local artists, dance to live music, sing karaoke if you dare, join the jazz jam, browse a vendor market, stroll the historic streets, and explore art exhibits all year long.

The AHA! Night theme changes each month, but there is always free museum admission, live music, art exhibits, and crafts. Throughout the year, you'll also find buskers, aerialists, storytellers, food trucks, and more! Shops extend their hours, bars and restaurants keep the music going into the evening with AHA! After Dark.

**Explore the arts & culture of
downtown New Bedford and
discover your AHA! moment.**

2 THURSDAY OF
EVERY MONTH
ND

**KICK OFF A
LONG WEEKEND
WITH AN AHA! NIGHT
IN DOWNTOWN
NEW BEDFORD!**

ahanewbedford.org

SIGHT SEE IN NB



Stretch your legs in one of the city's over thirty parks. In Buttonwood Park, find "one of the finest small zoos in the nation" and the 12th oldest zoo in the United States. Accredited by the Association of Zoos and Aquariums (AZA), the Buttonwood Park Zoo is dedicated to preserving the future of wildlife by creating engaging and educational experiences that connect you with the natural world. Explore over 240 species, a play area for kids, and plenty of events and programs that entertain and educate visitors of all ages.

Did you know? New Bedford has a National Historical Park right downtown! Visit the New Bedford Whaling National Historical Park Visitor Center where you can watch a short film on New Bedford's History, browse educational exhibits, enjoy rotating artist-in-residency exhibitions, and join guided walking tours led by expert park rangers on a variety of topics all for free.

Breathe in the ocean air at Fort Taber Park, situated on a peninsula surrounded by the open waters of Buzzards Bay.

Follow the paved walking path around a Civil War-era military fort and browse through decades of preserved military memorabilia on display at the Fort Taber-Fort Rodman Military Museum and Veterans Memorial. Get up close to a real WWII tank recovered from Exercise Tiger. Visiting with kids? They can enjoy the playground in the park while you take in the scenic views as recreational and fishing boats move in and out of the harbor.

New Bedford has long been referred to as the "Whaling City." Today it is home to the nation's largest museum devoted to the history of whaling.

Climb aboard the Lagoda, a half-scale model of a whaling bark within the walls of the New Bedford Whaling Museum. Little ones can even journey through a life-sized model of a whale heart and enjoy a 3-D movie inside the museum's theatre.

Immerse yourself in a world of wonder at the New Bedford Art Museum.

With rotating exhibits that excite the senses and public programs offering a mix of visual and performance art, your experience at the museum will be an unforgettable journey. Don't forget to look up! Experience the jaw-dropping Dale Chihuly *Luminous Silver Chandelier* on permanent display.



It's "all hands on deck" at the New Bedford Fishing Heritage Center.

Dive into the diverse roles of the fishing industry that bring fresh seafood to your plates. Work a scallop dredge, try on diving suits, and take a guided tour of the working waterfront. *Catch the Tradition* that makes enjoying seafood in New Bedford a truly boat-to-table experience.



FUN FACT

New Bedford is known as the "whaling city" for its premier role in the whaling industry; however, it was also once the world's leader in textile manufacturing. In addition, during the Gilded Age, the city was the leading center for American art glass production.



MUSEUMS & INSTITUTIONS

MUSEUMS

Buttonwood Park Zoo

425 Hawthorn St., New Bedford, MA
bpzoo.org

Fort Taber-Fort Rodman Military Museum and Veterans Memorial

1000 South Rodney French Boulevard, New Bedford, MA
forttaber.org

James Arnold Mansion

427 County Street, New Bedford, MA
jamesarnoldmansion.org

Museum of Madeiran Heritage

27 Hope Street, New Bedford, MA
museumofmadeiranheritage.com

Nathan and Polly Johnson House New Bedford Historical Society

21 Seventh Street, New Bedford, MA
nbhistoricalsociety.org

New Bedford Art Museum

608 Pleasant Street, New Bedford, MA
newbedfordart.org

New Bedford Fire Museum

51 Bedford Street, New Bedford, MA
facebook.com/NBFireMuseum

New Bedford Fishing Heritage Center

38 Bethel Street, New Bedford, MA
fishingheritagecenter.org

New Bedford Free Public Library Art Gallery

613 Pleasant St., New Bedford, MA
newbedford-ma.gov/library

New Bedford Museum of Glass

427 County Street, New Bedford, MA
nbmog.org

New Bedford Whaling Museum

18 Johnny Cake Hill, New Bedford, MA
whalingmuseum.org

New Bedford Whaling National Historical Park Visitor Center

33 William Street, New Bedford, MA
nps.gov/nebe/index.htm

Rotch-Jones-Duff House and Garden Museum

396 County Street, New Bedford, MA
rjdmuseum.org

Seamen's Bethel and Mariners' Home

15 Johnny Cake Hill, New Bedford, MA
seamensbethel.org

Schooner Ernestina-Morrissey

State Pier, New Bedford, MA
www.maritime.edu/fleet/ernestina

The Trustees, Allen C. Haskell Public Gardens

787 Shawmut Ave, New Bedford, MA
thetrustees.org/place/allen-c-haskell-
public-gardens/



CULTURAL INSTITUTIONS

3rd Eye Youth Empowerment

230 Union Street, New Bedford, MA
3rdeyeunlimited.org

Cape Verdean Cultural Center

1157 Acushnet Ave, New Bedford, MA
www.cvanb.org/cultural-center

Co-Creative Center

cocreativenb.org

Cummings Building Artist Studios

96 William Street, New Bedford, MA
www.facebook.com/
CummingsBuildingStudios/

DATMA (Massachusetts Design Art Technology Institute)

1213 Purchase Street, Suite 206,
New Bedford, MA 02740
datma.org

Gallery X

169 William Street, New Bedford, MA
galleryx.org

Groundwork Gallery

1213 Purchase Street, New Bedford, MA
groundwork.space/groundwork-art-
space-community-gallery/

Hatch Street Studios

88 Hatch Street, New Bedford, MA 02745
www.facebook.com/HatchStreetStudios/
https://www.hatchstreetstudios.com/

Kilburn Mill Artisan Center

127 W Rodney French Blvd, New Bedford, MA
kilburnmill.com

The Star Store

715 Purchase Street, New Bedford, MA
starstorenb.org

The Vault Performing Arts Center and Pub

791 Purchase Street, New Bedford, MA
vaultnb.com

Steeple Playhouse

159 William Street, New Bedford, MA
steepleplayhouse.org

The Zeiterion

684 Purchase St., New Bedford, MA
zeiterion.org

TOURS



New Bedford's history is layered with many voices and, therefore, endless stories to explore. While you can uncover many of these stories strolling through the cobblestone streets of the Whaling National Historical Park or discovering the city's historic art collection inside the Public Library, there is a lot you can miss without a guide. Unlock some of the city's most dynamic stories with a range of tours perfectly suited for each type of traveler.



Self-Guided Tours



For the casual explorer looking to venture out on their own time, opt for a self-guided tour. Find a **Black History Trail** curated by the New

Bedford Historical Society. Stroll along the waterfront, where placards tell the story of the **Working Waterfront**. If you enjoy taking in historic sites, the New Bedford **Whaling National Historical Park** is full of signs and placards noting historic architecture and places of historic significance, such as the Seaman's Bethel. Drop into the Park's Visitor Center during operating hours for printed brochures of self-guided tours of specific interest. The **Preservation Society** offers downloadable self-guided architectural tours in addition to hosting neighborhood tours, "New Bedford Pathways," on the PocketSights app. For the art lover, tour public art on display throughout the city through the **Bloomberg Connects** app. Search for New Bedford, and you'll find a free virtual Public Art Guide.

Immersive Self-Guided Tours

For an interactive self-guided experience, try an augmented reality tour serviced through an immersive mobile app. Augmented reality enhances a self-guided tour by giving you access to stories and historic insights right at your fingertips. Learn about the city's dedication to historic preservation with the Waterfront Historic Area League's (WHALE) tour, "Not Just Anywhere." Access three tours by the New Bedford Historical Society that cover sites within a city block. Get to know Black abolitionists Nathan and Polly Johnson, whose home was the first place Frederick Douglass stayed in as a free man. In a second tour, learn why the neighborhood of their historic home was designated the Abolition Row Historic District. A third tour steps into Abolition Row Park with a statue of Douglass by sculptor Richard Blake.



Guided Tours

If you're looking for tours led by knowledgeable guides who can provide extra insights and answer questions, consider joining a guided tour. To learn about the city's working waterfront, book a tour with the **New Bedford Fishing**

Heritage Center, which gives you a glimpse behind the scenes of the city's active fishing port and is led by industry professionals with decades of stories to share. Pack a snack and get on the water with **New Bedford Harbor Tours** to explore the harbor where Herman Melville set forth on the whaling expedition that inspired the novel *Moby-Dick*. For maritime history, abolition history, and the people's history of the city, check the tour calendar for the **National Park Visitor Center**. They offer a variety of guided tours led by Rangers and volunteers on regularly scheduled dates and times from May through October.

Guided Art and Food Tours



Book a guided public art tour with the **New Bedford Art Museum**, offered Thursday through Sunday at 2 PM. Tours are free with museum admission prices. If you love art, food, and history, look no further than **New Bedford Food Tours**. Taste your way through downtown New Bedford with stops along the

way at locally-owned restaurants, historical sites, and public art installations. Experience flavors from around the globe on the North End Food Tour, where you'll sample from Cape Verdean, Guatemalan, Honduran, Mexican, and Portuguese cuisine all within a few steps of each other on Acushnet Avenue.

Virtual Tours



Get a sneak peak of New Bedford's historic sites right from your living room with a series of **Virtual Tours** that are available online 24/7.

The New Bedford Historical Society's Black History Trail, the Whaling National Historical Park's virtual tour of the historic Schooner Ernestina-Morrissey, and the New Bedford Preservation Society's architectural walking tours are a few you can explore.



LEARN MORE ABOUT OUR TOURS!

ART



New Bedford is recognized for its thriving art scene, which is fueled by robust partnerships and collaborations among private and public institutions and individual artists. This means that art is everywhere, from public installations and murals to the nooks and crannies of the most unexpected places. Throughout the year, free public events are invigorated by live painting, innovative performances, community art projects, and local music. The art scene in the city is made possible by an engaged community of creatives inspired by the city's cultural richness and one another.

The dynamic art scene is supported in large part by **New Bedford Creative**, housed at the Economic Development Council. They implement the city's first-ever strategic arts and culture plan, managing grants, workshops, networking, and other technical assistance for artists. Each year, they present the **Seaport Art Walk**, the city's first large-format outdoor public art installation. Annually, dozens of local and regional artists submit to a call for art for the installation that has a new theme each year. The art walk is on

display from July through October along the city's working waterfront and Seaport Cultural District.

You can't miss sculptures produced by the **Massachusetts Design Art and Technology Institute, DATMA**, on a stroll through downtown. A giant plastic rooster made of recycled materials by world-renowned artist Bordalo II is one of many awe-inspiring DATMA projects that draw art enthusiasts to the city, encouraging them to scour the area for more public art gems peppered throughout the cityscape.



Thanks to the hard work of New Bedford Creative and DATMA, New Bedford is the first city in Massachusetts to have its public art featured on the **Bloomberg Connects App**. Explore public art with this curated guide, available in over thirty languages.

New Bedford is home to two museums specifically dedicated to presenting in-house collections, rotating exhibitions, and local art. The **New Bedford Art Museum** offers cutting-edge exhibitions, creative experiences and education, and community collaboration. The **New Bedford Museum of Glass**, located in the historic James Arnold Mansion, displays an impressive collection of over 7,000 pieces of glass. Among popular features is the collection of 19th-century art glass made in New Bedford, once known as "The Art Glass Capital of the Country."



Artisan workspaces and galleries are spread throughout the city, with artisan centers located in several former textile mills. In addition to workspaces, the artisan centers in **the Kilburn Mill, Hatch Street Studios, and Star Store** offer workshops, open studios, art markets, unique shopping experiences, and more.

Community art galleries offer an intimate gathering space to celebrate local art and stimulate conversations that lead to innovative projects and experiences. **Gallery X** was established by a collective of artists working together to dedicate a space by and for creative expression. Today, Gallery X continues to provide a space and network for all types of artistic expression that remains in conversation with the culture of the city.



The Zeiterion is housed downtown in a 1920s-era theater, which underwent a meticulous historic renovation in 2024 and 2025. They offer world-class entertainment, including renowned musicians, movie nights, dance and circus performances, and theatrical performances. The **New Bedford Symphony Orchestra** and **New Bedford Festival Theatre** are resident companies at the Zeiterion, presenting exclusive symphonic and Broadway catalogues not to be missed.

Your Theatre is a non-profit volunteer community theater group with several shows each year from well-known productions to plays written and produced in-house. In partnership with the Waterfront Historic Area League (WHALE), Your Theatre gained a permanent home in the First Baptist Church, listed in the National Register of Historic Places. After historic renovation, the building was renamed **Steeple Playhouse Performing Arts Center** and is stewarded and made available to other community arts groups by Your Theatre.

The **New Bedford Whaling Museum** and **Rotch-Jones-Duff House and Garden Museum** are both treasure troves of art and artifacts throughout the ages. Their catalogues tell the story of the city's growth from manufacturing to exploring textiles, furniture, and glass as artistic practices. The New Bedford Whaling Museum preserved the longest painting in the United States, *Grand Panorama of a Whaling Voyage 'Round the World* by New Bedford artists Caleb Purrington and Benjamin Russell.



FUN FACT

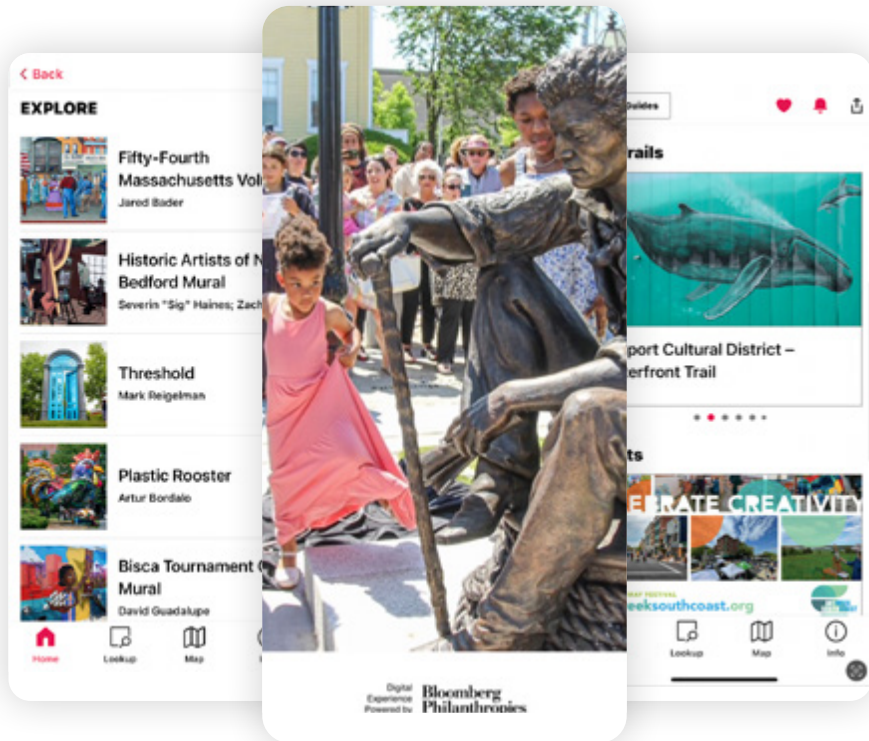
The Boston Public Library was the first free public library to be incorporated. However, the New Bedford Free Public Library was the first of its kind to open its doors.



The **New Bedford Free Public Library** houses the city's historic art collection, including works from Albert Bierstadt and William Bradford and the complete set of John James Audubon's "The Birds of America."



Enhance your visit.



Find expert insights, context, and more curated content by viewing our Public Art Guide on Bloomberg Connects for free. Install the app on your mobile device, search "New Bedford" and explore dozens of public art! Plus, view free guides on New Bedford Art Museum and New Bedford Whaling Museum. **Explore now.**



CULINARY



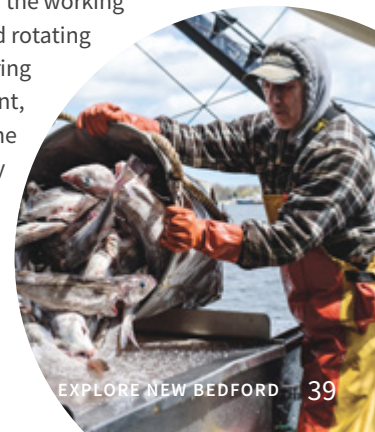
Taste the Tradition

In New Bedford, our food scene reflects the city's diversity, creativity, and connection to the sea. As the top fishing port in the nation, "boat to table" isn't a luxury; it's a way of life. The port is a vital artery in the supply chain for the seafood industry in the US and beyond, with an average of 1 million pounds of seafood moving through our port each day. New Bedford scallops are prized around the world, and nearly 50 million pounds of sea scallops land on our docks in a single year.

In New Bedford, you can taste the freshest, finest catch available in markets and restaurants steps away from the working waterfront. There are several places in the city where you can enjoy boat-to-table dining options, including scallops, cod, lobster, and quahogs.

And, if you're curious to learn what boat-to-table truly means, head to the Fishing Heritage Center, where you'll learn about generations of fishing families in New Bedford, the seafood coming in through our port, and efforts

to preserve this tradition for future generations. The center offers unique learning opportunities through hands-on experiences and events, workshops, guided tours of the working waterfront, and rotating exhibits that bring the past, present, and future of the fishing industry to life.





Acushnet Avenue

is the vibrant hub of New Bedford’s North End—a commercial corridor where authentic cuisine, cultural tradition and community heritage come together.

Global Culinary Journey

New Bedford’s culinary scene is a testament to our history and cultural diversity. The city offers an array of international flavors in family-owned restaurants with recipes passed down through generations. For an insider experience, join a local guide on a New Bedford Food Tour. On the North End Tour, explore the restaurants on Acushnet Avenue, affectionately known by residents as “The Ave,” which serve dishes from Guatemala, Mexico, Honduras, and beyond.

The whaling era brought cultures of fishing communities from around the world, including Portugal and Cape Verde. Visitors can enjoy a variety of Portuguese and Cape Verdean restaurants and festivals throughout the city. From soul-warming Cape Verdean stews to creamy Portuguese custard tarts, there are abundant flavors to savor from around the world, and every bite tells a story of hearth and heritage.

Farmers Markets

New Bedford is surrounded by farming communities such as Dartmouth, Rochester, and Westport. Throughout the year, you’ll find local farms popping up at both indoor and outdoor farmers’ markets in New Bedford, offering an assortment of fresh produce and artisan goods like baked breads, small-batch coffee beans, and local honey. Can’t make it to a farmers’ market but still want to grab some fresh produce? The Coastal Foodshed’s Food Hub Market, located in the Kilburn Mill, is a retail shop offering a diverse selection of produce, meat, dairy, eggs, and more, sourced from over 70 farms and local food businesses.



Come hungry, stay curious, and taste what makes New Bedford one of New England’s most authentic food destinations.



You’re sure to find a flavor to suit your taste here with over 40 unique dining destinations offering everything from Central American to Portuguese dishes - with a generous helping of the local seafood that has made New Bedford famous.

Find out more at LoveTheAve.com

GETTING ON THE WATER

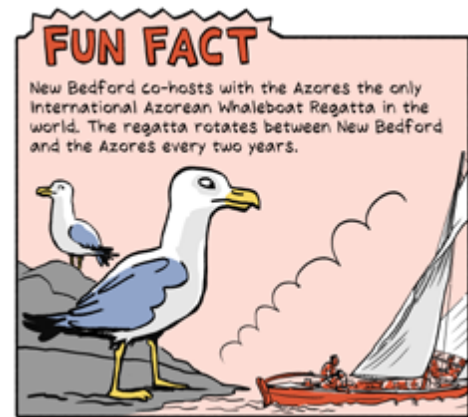
New Bedford is situated along the Acushnet River, with its southernmost peninsula reaching out into Buzzards Bay. Buzzards Bay is considered the finest sailing location on the East Coast. The abundant waters along the eastern and southern stretches of the city are accessible for recreation, fishing, and relaxing on the beach or on a scenic cruise.

New Bedford's waterfront features the bustling harbor, with a rich history as the nation's premier whaling port, an international trading hub, and today, the nation's number one fishing port by value. Experience the history of New Bedford's maritime past and present while enjoying a cruise on the harbor. **New Bedford Harbor Tours** offers intimate tours with small groups during the day and a sunset cruise with stunning views of Buzzards Bay and the cityscape at dusk.

Impress your dinner party by booking a ride on the **New Bedford Launch** to a waterfront restaurant. The launch boat services recreational boaters, but also provides a ferry to points within the harbor, including restaurants on the water or within walking distance.

The Launch is housed at **Pope's Island Marina**, which welcomes recreational boaters. Managed by the Port Authority, the marina provides seasonal slips and accommodates transient reservations.

Tucked around the tip of the southern end of the city is Clark's Cove, with the **Community Boating Center (CBC)** nestled in the innermost section of the cove and West Beach along the Eastern shore. Venture out onto Clark's Cove from the CBC on an authentic **Azorean**



Whaleboat with the Azorean Maritime Heritage Society's Open Rows and Sails. Your first row or sail is free! Rent a kayak at **Blue Lane Kayak Rentals**, also housed at the CBC landing.

Book an intimate sailing charter with **Buzzards Bay Yacht Charters**. Their cruises are perfect for a family adventure or celebrating a special event with friends. Pack snacks and beverages or grab takeout from **Cisco Brewers** New Bedford, where you'll board the sailing vessel *Omoo*.

FILM

New Bedford is a film-friendly, camera-ready location with a diverse set of visual assets: preserved historic architecture, the working waterfront, the natural beauty of expansive shoreline and over thirty parks. The urban streetscape also lends commercial main streets, rows of mill buildings, and the cobblestone streets of historic downtown for your film needs.

From student projects to major motion pictures, New Bedford provides the perfect backdrop and welcoming support for productions of all sizes. You'll also find local talent eager to collaborate and work with your production. As a city of many artists, there are costume designers, actors, cinematographers, sound designers, and more.

Come and network with local film industry professionals at the New Bedford Film Festival, held each spring in multiple performance venues throughout downtown. The festival draws filmmakers from all over the globe, including robust local talent, and a 48-hour festival.

Explore New Bedford manages the New Bedford Film Office. Location, permitting, film resources, and other inquiries can be made to film@newbedford-ma.gov



FINESTKIND, DIRECTED BY BRIAN HELGELAND, 2023. PROMOTIONAL PHOTOGRAPH COURTESY PARAMOUNT+



GETTING HERE, STAYING HERE:



WHERE IS NB?

Located close to Boston, Plymouth and Cape Cod in Massachusetts and Providence and Newport in Rhode Island, New Bedford is a perfect stop on a tour of coastal New England.





FERRY:

Make New Bedford your homebase and take a **day trip on a fast ferry** from New Bedford to Martha's Vineyard, Nantucket or Cuttyhunk. Two of our hotels are located within walking distance of the Seastreak Ferry Terminal.



PLANE:

Fly into **Boston Logan International Airport**, the largest airport in Massachusetts, located 60 miles from New Bedford. Most major airlines fly into this airport. From Logan take a rental car, bus, or the MBTA train to New Bedford.

Fly into **Providence T.F. Green Airport**, about 40 miles from New Bedford. Rent a car or take a shuttle to New Bedford.

Fly into the **New Bedford Regional Airport**, servicing smaller aircraft and regional flights. Visit flyewb.com for flight updates.



BUS/TRAIN:

Peter Pan: Daily bus service from Providence and Boston to the New Bedford downtown bus terminal.

Amtrak: Amtrak connects with South Station in Boston and the Providence Train Station. From Boston, take the South Coast Rail directly to New Bedford, and from Providence, take a Peter Pan bus.

MBTA Southcoast Rail: A roughly 90-minute train ride connects Boston's South Station to the Church Street and Downtown stations in New Bedford. Reduced fares are available on weekends with the train departing from Boston daily between 6 AM and midnight.



STAY:

New Bedford offers a range of accommodations, from modern comfort to historic charm. The city has three hotels for visitors who prefer classic convenience, along with short-term rentals in beautifully restored historic buildings and homes. For a truly unique stay, book a suite or the entire home at The Whalehouse, an 1800s mansion that was once home to Herman Melville's sister.

Regional accommodations are also available within a short distance of New Bedford, including several brand-name hotels.



**LOOKING FOR PARKING?
SCAN HERE!**



Plan your visit!



EXPLORE
New
BEDFORD

www.ExploreNewBedford.org

