

Find *Your Side* of Mass

A Guide to Hampshire County

Amherst, Easthampton, Northampton and Five College Area



Hampshire County
The Other Side of Massachusetts



MASSACHUSETTS
visitma.com



EST.  1926

INN ON BOLTWOOD

AMHERST, MA

In the heart of New England, where the lush, maple-lined lawn of Amherst Common meets the campus of Amherst College, the historic Inn on Boltwood has been a treasured landmark hotel in Western Massachusetts since 1926. Inn on Boltwood provides first-class accommodations, superior service, and fine dining to our guests. Our quaint historic Inn remains the destination of choice for returning Five Colleges alumni, visiting parents, and travelers seeking a classic New England experience.

Inn on Boltwood

30 Boltwood Avenue · Amherst, MA 01002
innonboltwood.com · 413.256.8200



BOLTWOOD

30 Boltwood Avenue
Amherst, MA 01002

413.835.2011
30Boltwood.com/reservations

Proudly serving handcrafted cuisine,
prepared with locally-sourced ingredients.

Breakfast · Lunch
Dinner · Sunday Brunch

Private dining and seasonal
outdoor seating available.

Find *Your Side* of Massachusetts

This publication is made possible by the **Hampshire County Regional Tourism Council**, a partnership of the Amherst Area, Greater Easthampton, South Hadley & Granby Chamber of Commerce, and Greater Northampton Chambers of Commerce



For up-to-date listings of Hampshire County's many seasonal festivals and events, we encourage you to explore visithampshirecounty.com

For more area info visit amherstarea.com
amherstdowntown.com
easthamptonchamber.org
northamptonchamber.com
northamptondna.com
shgchamber.com

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Cover photos (clockwise): Easthampton Bike Path; Hot Air Balloon Festival, Northampton; View of Mt. Tom & Connecticut River; Clay Hill Farm, Chesterfield
 Above: Amherst Landscape | Left: Northampton Pride Parade
 Design by Alexis Neubert | alexisdesignstudio.com. All photos by Lynne Graves unless otherwise indicated. Copy by Megan Tady.

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CB COLDWELL BANKER | COMMUNITY REALTORS



[cbCommunityRealtors.com](https://www.cbCommunityRealtors.com)

Amherst Northampton Shelburne Falls South Deerfield

The *Other Side* of Massachusetts



Why all the love for Hampshire County? *We'll show you.*

Hampshire County in Western Massachusetts is city-living meets homesteading, where you can sip a craft cocktail, dine on creative cuisine, and see a cow or two. In one weekend, you can explore our world-class museums, our rocking music scene, our bustling downtowns, and you can hike to the peak of a mountain or snowshoe our iconic rail trails.

We're not shy in saying: Hampshire County has got it going on!

It's also no secret that Hampshire County is an inclusive place – everyone's welcome. Be yourself and have a blast as you discover favorite hotspots in Amherst, Easthampton, Northampton, South Hadley, and our unique hilltowns.

There's no ONE perfect time to visit.

*We embrace the sunshine
and the snow!*



Red Fire Farm
Granby



Fall

Hampshire County turns bright red and golden orange during leaf-peeping season. Catch nature's most dazzling show from the top of our peaks to our downtown streets. The beauty doesn't stop until the last leaf drops.

Bucket List

- 1 Pick apples amidst outdoor art installations at Art in the Orchard
- 2 Take a hot air balloon ride over the stunning valley
- 3 Attend the Amherst Poetry Festival at the Emily Dickinson Museum
- 4 Hike (or drive) to the Summit House at Skinner State Park
- 5 Get lost in a corn maze

**We are the home
of harvest festivals!**

Find the latest at visithampshirecounty.com





Winter

Let it snow! There's no hibernating in Hampshire County. We brave the elements, and you can too. Enjoy all the winter sports – whether it's your first time on ice skates or you've been snowboarding since you were seven. Then shake off your mittens for hot chocolate, hot toddies, and hot tubs. Warming up is half the fun.

Bucket List

- 1 Cross-country ski at Cherry Hill Golf Course
- 2 Ring in the New Year at Northampton's family friendly First Night celebration
- 3 Watch ice sculptors at Easthampton's Winterfest and at Amherst's Fire & Ice
- 4 Shop for the holidays at our local stores and studios for handmade goods and art
- 5 Snuggle up on a horse-drawn sleigh ride

Esselon Café
Hadley



**Find places to chill inside or outside
at visithampshirecounty.com**



Clay Hill Farm
Chesterfield



Silvio O. Conte
Nature Trail, Hadley



Spring

Our valley blooms with spring flowers and tree blossoms that look like a Monet painting. This season hits the sweet spot with warm days and cool nights, perfect for stargazing, biking, and picnicking with our most famous food: fresh-picked asparagus. Get here before it's gone!

Bucket List

- 1 Eat breakfast at a sugar shack with maple syrup made on site
- 2 Kickstart spring at the Smith and Mount Holyoke Spring Bulb Shows
- 3 Bike across our rail trails
- 4 Plan a family hike at the Amethyst Brook Conservation Area
- 5 Test your strength at the climbing wall at Central Rock Gym



Amherst Farmer's
Market

Follow us @othersidema 



Lily Pond
Goshen

Summer



Outlook Farm
Westhampton

Your summer vacation starts here. Warm weather means playtime in Hampshire County, with every evening offering sizzling activities, like outdoor movies, concert series, and festivals. Our hotels and inns cater to your needs, or you can toss up a tent for a camping adventure.

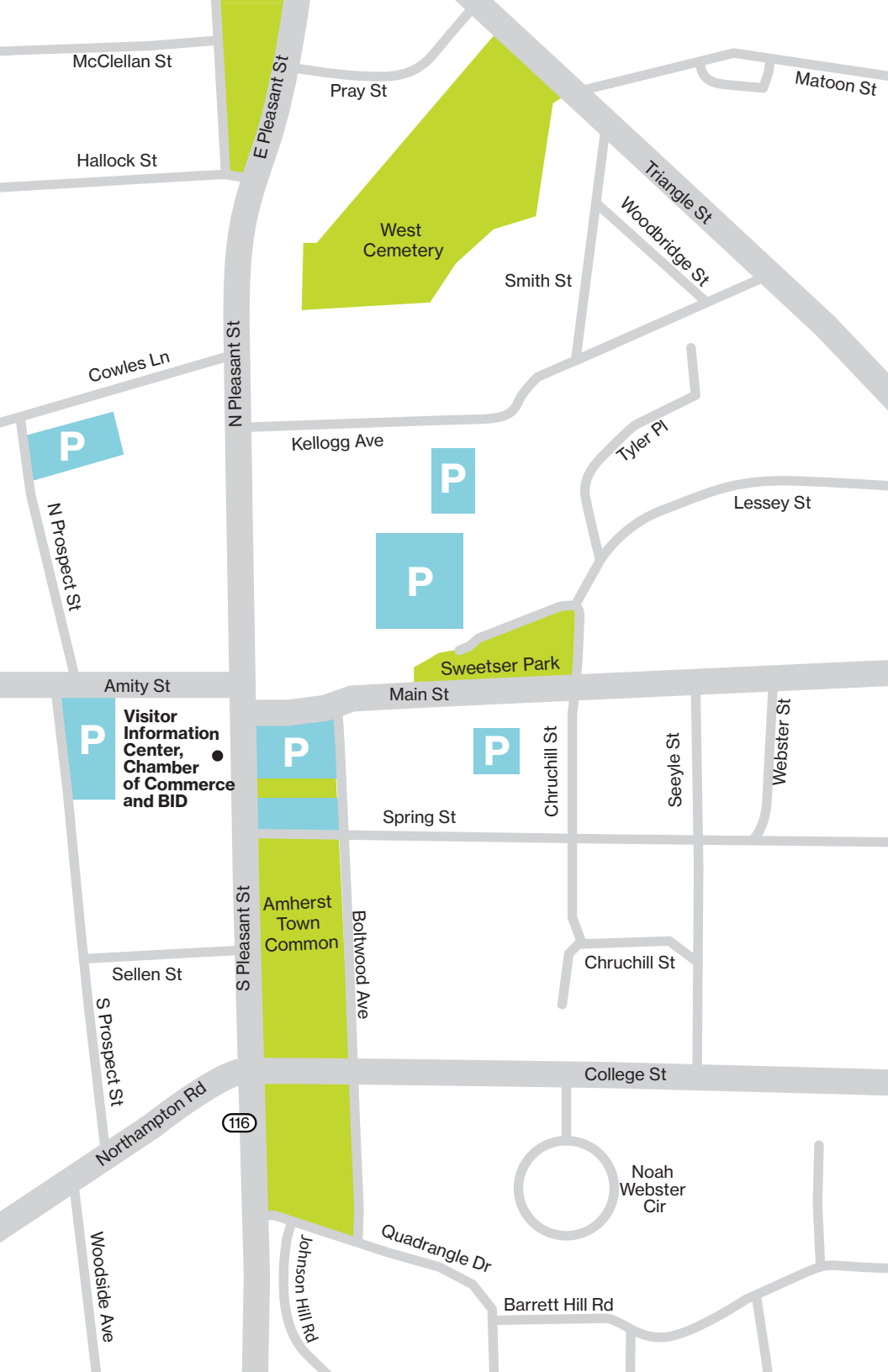
Bucket List

- 1 Get your indie music fix at our outdoor music festivals
- 2 Kayak on the Connecticut River or Easthampton's Nashawannuck Pond
- 3 Swim in the Chesterfield Gorge
- 4 Choose your favorite ice cream at our dairy farms and ice cream parlors
- 5 Cool off in Look Park's Groff Park's and splash parks

**Discover the hottest spots to cool
down at visithampshirecounty.com**



Lilac Land
Pelham



McClellan St

Hallock St

E Pleasant St

Pray St

Matoon St

West Cemetery

Smith St

Triangle St

Woodbridge St

Cowles Ln

N Pleasant St

Kellogg Ave

Tyler Pl

Lessey St

P

N Prospect St

P

P

Sweetser Park

Amity St

Main St

P
Visitor Information Center, Chamber of Commerce and BID

P

P

Chruchill St

Seeyle St

Webster St

Spring St

Amherst Town Common

Boltwood Ave

Chruchill St

Sellen St

S Pleasant St

College St

S Prospect St

(116)

Northampton Rd

Noah Webster Cir

Woodside Ave

Johnson Hill Rd

Quadrangle Dr

Barrett Hill Rd



The City Side *Amherst*

The town – the most populous in Hampshire County – is a vibrant, intellectual hub with three prestigious colleges:

Amherst College, Hampshire College, and UMass Amherst. Bask in the academic tradition as you stroll through the grand campuses and recite poetry (try local heroine Emily Dickinson) under a towering sycamore tree. Indulge in the perks of a college town – late night ramen, pizza, oysters, pints of beer, and music.

Amherst's youthful, lively downtown boasts an independent movie theater, diverse restaurants, and a handful of coffee shops, museums, art galleries, and bookstores set against the backdrop of historical architecture and blooming flower gardens. Yes, it looks like a movie set for a quintessential New England town – only Amherst is the real deal (though you might see the odd film crew).

Amherst is also quickly becoming an agricultural hub, where Amherst College's Book & Plow farm is aptly named. Farmers' markets are brimming with the local bounty all year round, including the summer market held on the Amherst Common, and the winter market hosted in the Hampshire Mall. If eating kohlrabi doesn't sound adventurous enough, Amherst offers outdoor recreation that will spike your adrenaline – from swimming to hiking to cycling.



The City Side

Easthampton

Easthampton is not up-and-coming; it's arrived, and we can't get enough of this artsy, hip, surprising city.

Blink and you'll miss another new business hanging a shingle – a local butcher, a vintage clothing store, a tattoo parlor, and even a table tennis club. Easthampton residents are daring and inventive, which is showcased in our street murals and sculptures. We even commissioned artists to make our bike racks look cool.

In Easthampton's cultural district, artists and creative types churn out art and pottery from factory buildings once famed for textiles, buttons, and rubber. We love our new hot spots, but we're still crazy for our tried-and-true pizza joints and eateries. Here's a tidbit for your next trivia night: Easthampton was named the city with the best tasting water in the nation. Thanks to this clean, crisp H₂O, we've got a thriving micro-brewing scene, with three craft breweries serving up distinctive lagers, ales, and ginger beers.

Rising above the city, Mount Tom beckons, reminding you to get out and enjoy Easthampton's open spaces and hiking trails. The Nashawannuck Pond boardwalk is the ideal place to catch the sunset, fish from the dock, jump in a paddleboat, or watch a stranger hula hoop. Get your greens at the summer farmer's market and take the kids to the area's most epic playground in Nonotuck Park. The bike trail cuts right through the center of town, making it easy to come and go – though many people get here and stay.



● Chamber of Commerce

P

Brookside Cemetery

Lower Mill Pond

Rubber Thread Pond

Nashawannuck Pond



Market St

Bridge St

Hawley St

9

Strong Ave

P

Pleasant St

5

Pleasant St

5

Pearl St

P

Gothic St

P

P

Main St

Armory St

P

Visitor Center & Chamber of Commerce

Hampton Ave

Center St

P

Old South St

P

Masonic St

P

Crafts Ave

P

State St

Main St

Pulaski Park

P

Maple Ave

Wilson Ave

Elm St

9

New South St

Old South St

Conz St

West St

P

Fruit St



The City Side

Northampton

Northampton is our urban Eden, where you can pretend you're in NYC without the crowds.

We drink our cocktails with a little dirt under our nails because we hit the sweet spot of earthy meets worldly, with world-class museums and inventive restaurants next to historic buildings and nature trails.

Plus, we're super friendly in an invite-you-to-dinner kind of way, and we even painted a crosswalk in rainbow colors to declare our support of the LGBTQ+ community. Northampton has been named the most liberal city in the U.S., the lesbian capital of America, and the best small arts town in the nation. Visitors often tell us Northampton is a place where they can be themselves.



The city is also home to Smith College, a top-ranked women's liberal arts college with an art museum where you can see both a Picasso and an exquisitely painted restroom. We boast two historic theaters, too many bookstores to count, several breweries, and a bountiful farmer's market. People who travel here be warned: Northampton casts a strange spell that might have you moving here within a year, swapping a hyper-speed life for a chill pace in a cosmopolitan, close-knit city.



The City Side

South Hadley

Photo by Bill Curran

South Hadley is a Sunday-drive destination, where you'll drive past old New England barns and small working farms.

Pull over at a roadside stand to buy some fresh-cut flowers or back-garden cucumbers. Crane your neck as you eye the formidable Mount Holyoke (don't worry, you can drive up). Walk back in time with the dinosaur tracks along Bachelor Brook, the site of the first dinosaur fossils discovered in North America.

But like all of Hampshire County, South Hadley mixes its rural life with a touch of the cosmopolitan. Mount Holyoke College is located here – the first of the prestigious all-female Seven Sisters colleges. The Village Commons has restaurants, shops, art galleries, a luxury movie theater, a wine bar, a day spa, a yoga studio, and an independent bookstore.

Enjoy the bustling, tree-lined downtown of a vibrant college town, without the hectic pace (and parking difficulties) of a bigger city. Sip a mug of coffee or a glass of wine while you wait for open mic night at the Thirsty Mind. Shop for antiques or farmhouse décor, visit the Mt. Holyoke Art Museum, or cruise the Connecticut River on the Lady Bea.



47

116

Evergreen Cemetery

Hacley St

Woodbridge St

47

Village Commons

Dunlap Pl

Everett Rd

Church St

Woodbridge St

College St

Talcott Arboretum

116

Mt. Holyoke College

Gateway Rd

Gateway Rd

Jewett Ln

Blanchard Cir

Lower Lake Rd

Prospect Hall Rd

Bridgeman Ln

Skinner Green

Lower Lake Rd

Lower Pond

116

Chapin Rd

Woolley Green

Woolley Cir

Mandelle Hall Rd

The Country Side

Just like choosing a favorite child, it's impossible to pick a favorite Hampshire County town (or you should never admit to it).

Each and every one of our 20 towns and villages are noticeably different, with distinct personalities and traits. What we're saying is: if you've seen one town, you haven't seen them all. Keep exploring.

Hilltown residents are hardy types who are proud of the land and how they use it. Ask nicely and they might just tell you how to get to a secret swimming hole or give you a handful of strawberries from a sprawling backyard garden. Don't be fooled; not everyone's a farmer. The Hilltowns host eccentric artists, holed-up writers, and Brooklyn transplants who dreamt of renovating an old Colonial. The general stores in Williamsburg and Huntington will make you feel like you've stepped back in time, but you can also nab a kombucha with a side of local gossip.

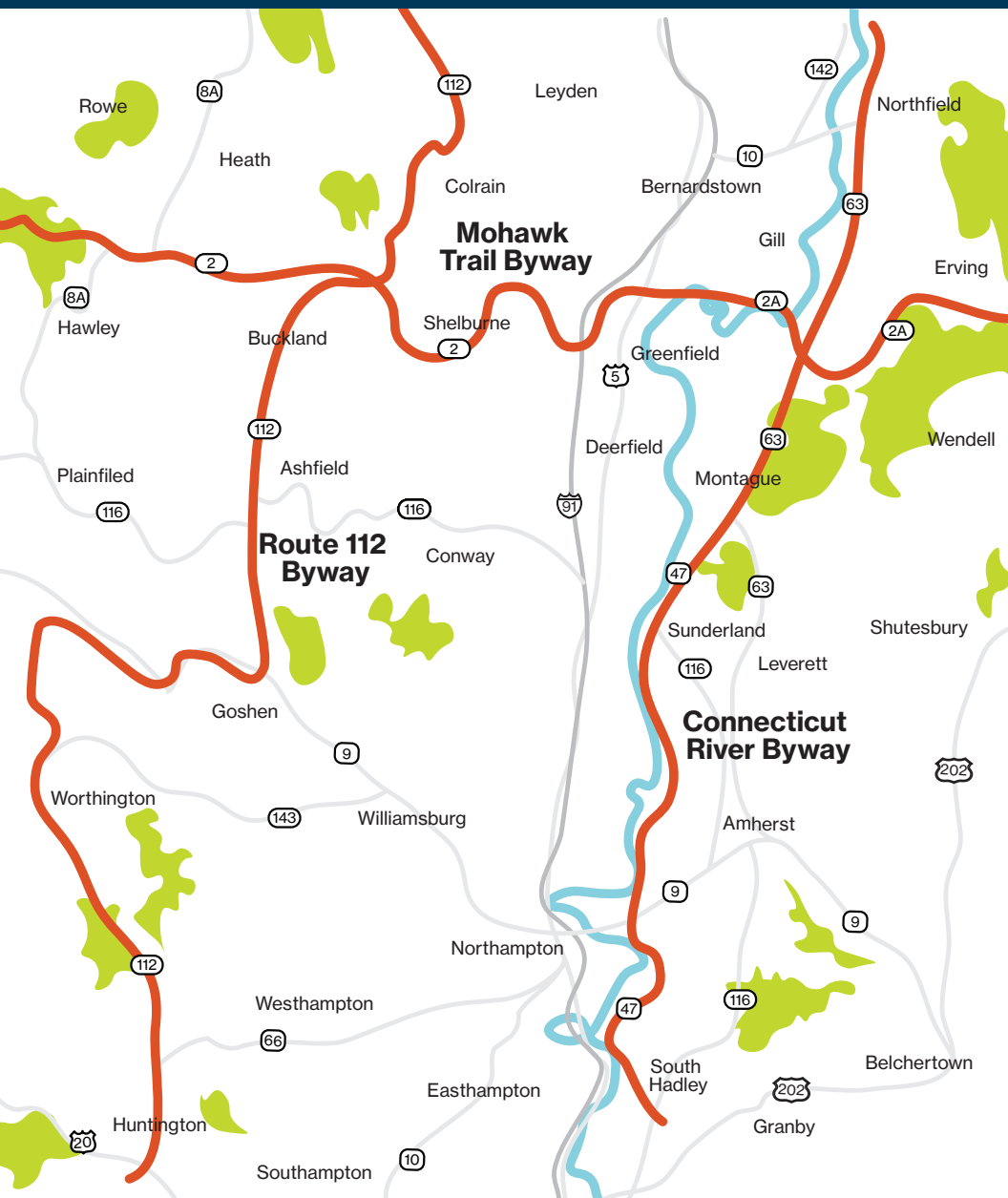
If you're a history buff, you can hike to see the ruins of the dam that caused the Mill River Flood Disaster in Williamsburg, or to the arched railroad bridges in Middlefield. And if you're food driven, you'll find everything from fresh-baked bread to overstuffed lobster rolls to elegant dining. Then you can jump on the bike path and put those calories to good use. The Connecticut River Scenic Byway is the only National Scenic byway in western Massachusetts, giving you photographic views from South Hadley to points north.



Chesterfield
Gorge

Take the Scenic Route!

Enjoy the views from our highways and byways and learn more about our many hilltowns and farm towns at visithampshirecounty.com!



The Artsy Side

We're a little artsy-fartsy.

We'll own it!

Ice Art Festival
Northampton



Bucket List

- 1 Visit our art galleries, like the Oxbow Gallery and the R. Michelson Galleries
- 2 Get inked at Lucky's or Black Labyrinth Tattoo
- 3 Time your visit for the Ko Festival of Performance
- 4 Shop for ceramics or a still-life painting of ceramics at the Paradise City Arts Festival
- 5 Find your favorite children's book at The Eric Carle Museum of Picture Book Art



See what's on stage and on display at visithampshirecounty.com

Throw a stone and you'll hit an artist in Hampshire County.

We revere and celebrate the arts, and in return, we're chock full of creative types who beautify our landscapes and downtowns with murals and sculptures, and croon to us in unexpected places. We appreciate "high art," but we welcome novices. Who knows – maybe you'll grab an easel and start painting from the banks of our streams like Thomas Cole himself.



Tiffany Hilton
Pottery, Florence

AMHERST

Amherst Cinema Arts Center

28 Amity Street
413-253-2547
amherstcinema.org

Beneski Museum of Natural History

Amherst College
11 Barrett Hill Road
413-542-2165
amherst.edu/museums/naturalhistory

Burnett Gallery

43 Amity Street
413-256-4090
joneslibrary.org

The Drake Performance & Live Music Venue

44 North Pleasant Street
413-245-3945
thedrakeamherst.org

Emily Dickinson Museum

280 Main Street
413-542-8161
emilydickinsonmuseum.org

The Eric Carle Museum of Picture Book Art

125 West Bay Road
413-559-6300
carlemuseum.org

Hampshire College Art Gallery

Johnson Library Center
893 West Street
413-559-5544
hampshire.edu

Hitchcock Center for the Environment

845 West Street
413-256-6006
hitchcockcenter.org

Jones Library

43 Amity Street
413-259-3090
joneslibrary.org

Mead Art Museum

Amherst College
413-542-2335
amherst.edu/mead

Mill District Local Art Gallery

91 Cowsls Road
413-835-0966

UMass Fine Arts Center

100 Hicks Way #9C
413-545-4159
fineartscenter.com

University Museum of Contemporary Art

UMass Fine Arts Center
413-545-3670
fac.umass.edu/umca

Yiddish Book Center

1021 West Street
413-256-4900
yiddishbookcenter.org

BELCHERTOWN

Out! For Reel

413-575-5611
outforreel.net

DEERFIELD

Historic Deerfield, Inc.

80 Old Main Street
413-774-5581
historic-deerfield.org

EASTHAMPTON

Art In Motion

122 Pleasant Street, Unit 125
413-355-0196
artinmotion413.com

Big Red Frame

Old Town Hall
43 Main Street, Ste. 1
413-529-9265
bigredframe.com

Easthampton City Arts+

Old Town Hall
43 Main Street, Ste. 2
413-529-1425
easthamptoncityarts.com

The Williston

Northampton School

19 Payson Avenue
413-529-3000
williston.com

FLORENCE

Sojourner Truth Memorial Statue

121 Pine Street
sojournertruthmemorial.org

Celebrate The Art You First Loved

The Eric Carle Museum of Picture Book Art



Exhibitions, storytimes, theater, and art-making!

125 West Bay Road, Amherst MA 413.559.6300

www.carlemuseum.org

NORTHAMPTON**Academy of Music Theatre**

274 Main Street
413-584-9032
aomtheatre.com

Arcadia Players

4 Old South Street
413-586-8742
arcadiaplayers.org

The Botanic Garden of Smith College

16 College Lane
413-585-2740
smith.edu/garden

Forbes Library

20 West Street
413-587-1011
forbeslibrary.org

Historic Northampton

46 Bridge Street
413-584-6011
historic-northampton.org

Northampton Open Media

33 Hawley Street
413-587-3550
northamptonopenmedia.org

Paradise City Arts Festivals

413-587-0772
paradisecityarts.com

R. Michelson Galleries

132 Main Street
413-586-3964
rmichelson.com

Signature Sounds

32 Masonic Street
413-341-3317
signaturesounds.com

Smith College Museum of Art

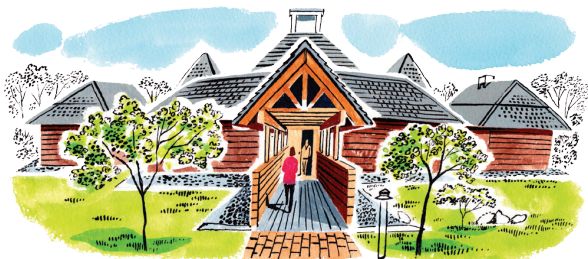
20 Elm Street @
Bedford Terrace
413-585-2760
smith.edu/artmuseum

Valley Classical Concerts

413-586-0458
valleyclassicalconcerts.org

SOUTH DEERFIELD**Magic Wings Butterfly Conservatory and Gardens**

281 Greenfield Road
413-665-2805
magicwings.com

**DISCOVER**

*a lebedike velt, a lively world
of Yiddish culture at the*
Yiddish Book Center
Museum and year-round
calendar of events

Amherst, Massachusetts
Visitors Center Hours:
Sunday–Friday, 10 a.m. to 4 p.m.
yiddishbookcenter.org

SOUTH HADLEY**Joseph A. Skinner Museum**

33 Woodbridge Street
413-538-2245
mtholyoke.edu/go/artmuseum

Mount Holyoke College Art Museum

50 College Street
413-538-2038
artmuseum.mtholyoke.edu

Tower Theaters

19 College Street
413-533-3456
towertheater.com

WILLIAMSBURG**Snow Farm: The New England Craft Program**

5 Clary Road
413-268-3101
snowfarm.org

WORTHINGTON**Worthington Library**

1 Huntington Road
413-238-5565



The Trail Side

The best views are up high.

Or up close.



Manhan Rail Trail
Easthampton

Find your next big adventure at wmassoutdoors.com!



Might we suggest a shot of nature with your espresso?

To truly appreciate Hampshire County, plan to hike our peaks and flat paths, and to bike our trails and backcountry roads. We have options for the novices who don't own hiking shoes, as well as for the pros who live in cycling spandex. Bring your own gear or rent it here. Our family-friendly rail trail network is the perfect place to amble at your own speed. You might see the Pedal People whiz by you – that's our recycling and trash delivery service via bike. Yes, we are that green. Annoying, right?



Connecticut River, Hadley

Bucket List

- 1 Glimpse wildlife at the Arcadia Wildlife Sanctuary
- 2 Start off at dawn to hike the entire Seven Sisters trail on the Holyoke Range
- 3 White knuckle it down the Deerfield River with Crab Apple Whitewater
- 4 Cycle past farmland on the flat and forgiving River Road in Hatfield
- 5 Let a hawk perch on your arm with New England Falconry

AMHERST

Amherst Golf Club, Inc.
365 S. Pleasant Street
413-256-6894
amherstgolfclub.org

Cherry Hill Golf Course
323 Montague Road
413-256-4071
cherryhillgolf.org

Hampshire Athletic Club
90 Gatehouse Road
413-256-6446
hampshireac.com

Hoop Joy
7 Pomeroy Lane #6
413-687-0809
hoopjoyamherst.com

Jazzercise
460 West Street
413-341-2361
jazzercise.com

Muddy Brook Farm
646 West Street
413-537-7262
muddybrookfarm.com

BELCHERTOWN

Cold Spring Country Club
330 Chauncey Walker Street
413-323-4888
coldspringcountryclub.com

EASTHAMPTON

Friends of the Manhan Trail
50 Payson Avenue
413-529-1460
manhanrailtrail.org

Mill 180 Park
180 Pleasant Street
703-395-5053
mill180park.com

Prodigy Minigolf & Gameroom
116 Pleasant Street
484-242-6464
prodigyminigolf.com

FLORENCE

Look Memorial Park
300 North Main Street
413-584-5457
lookpark.org

HADLEY

F45 Training Hampshire Meadows
207 Russell Street, Ste. 16
413-883-1137
f45training.com/
[hampshiremeadows](http://hampshiremeadows.com)

Joseph Allen Skinner State Park
10 Skinner State Park Road
413-586-0350
mass.gov/locations/skinner-state-park

Pinz
367 Russell Street
413-387-0550
pinzbowl.com

HATFIELD

Pioneer Valley Indoor Karting
10 West Street
413-446-7845
pioneervalleykarting.com

LEEDS

Northampton Country Club
135 Main Street
413-586-1898
hampgolf.com

NORTHAMPTON

Anytime Fitness
135 King Street
413-570-7070
anytimefitness.com

Friends of Northampton Trails
fntrails.org

Hampshire Regional YMCA
286 Prospect Street
413-584-7086
hrymca.org

Northampton Athletic Club
306 King Street
413-585-8500
nohoac.com

Norwottuck Rail Trail
Damon Road
413-586-8706
mass.gov/locations/norwottuck-rail-trail

Three County Fair
54 Fair Street
413-584-2237
3countyfair.com

SOUTHAMPTON

Anytime Fitness
15 College Highway, Ste. J
413-264-1760
anytimefitness.com

Canal Bowling Lanes & Tin Can Alley Lounge
74 College Highway
413-527-3492
canallanes.com

Southampton Country Club
329 College Highway
413-527-9815
southamptoncountryclub.com

SOUTH HADLEY

Brunelle's Marina
1 Alvard St
413-536-3132
brunelles.com

Ledges Golf Club
18 Mulligan Drive
413-532-2307
ledgesgc.com

Orchards Golf Club
18 Silverwood Terrace
413-535-2582
orchardsgolf.com

SUNDERLAND

Adventure East
11 Bridge Street
413-800-5345
adventureeast.com

Frontier Cycling Tours
205 Plumtree Road
413-345-5016
frontiercycling.net

**Bike, walk, or blade your way
through Hampshire County!**

**Learn all there is to see
and do along the trails at
visithampshirecounty.com**



The Market Side of Massachusetts

Shop 'til you drop.

But don't get hurt.



Downtown
Northampton

Zanna
Amherst

Can't take it with you when you go? We think you can shove a lot of Hampshire County in your suitcase if you really try.

Our locally owned stores aren't just any old retail – they're forms of expression for owners who lovingly curate them. You can shop for fair trade, handmade, museum-quality goods; hand-woven hip clothing; repurposed and modern furniture and home decor; and inventive toys to calm the kids on the car ride home. Our thriving downtowns and artist studios put Amazon and Etsy to shame – and hey, you'll get same-day delivery if you make your purchase right in the shop.

Bucket List

- 1 Shop Northampton's famed Thornes Marketplace, the gateway to charming Main Street shops
- 2 Play the fashionista at Zanna, a chic women's clothing store
- 3 Redecorate with furniture from Chap de Laine's or The Flying Squirrel
- 4 Peruse the vast selection at Amherst Books
- 5 Visit Santa at Yankee Candle Village at Christmastime



AMHERST**A. J. Hastings**

45 S. Pleasant Street
413-253-2840
ajhastings.com

Amherst Books

8 Main Street
413-256-1547
amherstbooks.com

Andrew's Greenhouse

1184 South East Street
413-253-2937
andrewsgreenhouse.com

Art of Intimates

70 Sunset Avenue
413-340-4455
artofintimates.com

Atkins Farms

Country Market
1150 West Street
413-253-9528
atkinsfarms.com

Clay's

32 Main Street
413-256-4200
claysclothing.com

The Closet

19 Montague Road
413-345-5999
thecloset.clothing

**Collective Copies/
Levellers Press**

71 S. Pleasant Street
413-256-6425
collectivecopies.com

Cowls Building Supply

125 Sunderland Road
413-549-0001
cowlsbuildingsupply.com

Fretted Instrument

49 S. Pleasant Street
413-256-6217
frettedinstrumentworkshop.com

Gallery A3

28 Amity Street 1D
413-256-4250
gallerya3.com

J. Austin Antiques

31 South Pleasant Street
413.253.3986
jaustinantiques.com

**WE LIVE HERE.**

Family-owned. Community-driven.

4 Liberty Street, Easthampton
taylorrealtors.net
413-527-3375

**Knowles Flower Shop**

172 N. Pleasant Street
413-253-3805
knowlesflowershop.com

Laughing Dog Bicycles

69 South Pleasant Street
413-253-7722
worldsbestbikeshop.com

Mary Moore DESIGN

220 N. Pleasant Street, Ste 10
413-265-3707
marymooredesign.com

Mill District General Store

91 Cowls Road
413-835-0966

Mystery Train Records

178 N. Pleasant Street
413-253-4776

**Off The Common Books/
Levellers Press**

71 South Pleasant Street
413-256-6425
levellerspress.com

Paul's Shoe Repair

103 N. Pleasant Street
413-256-8416

Russell's Liquors

18 Main Street
413-253-5441

**Stamell Stringed
Instruments**

18 Kellogg Avenue
413-256 0936
stamellstring.com

Zanna

187 N. Pleasant Street
413-253-2563
zanna.com

EASTHAMPTON**Aubuchon Hardware**

168 Northampton Street
413-529-9494
hardwarestore.com

Big Bear Used Books & Café

122 Pleasant Street, Ste. 132
413-206-6199
bigbearbooksandcafe.com

Big E's Supermarket

11 Union Street
413-527-2125
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corsellobutcheria.com

DeGrandpre Jewelers

54 Cottage Street
413-527-2477
degrandprejewelersinc.com

Eastworks

116 Pleasant Street, Ste. 320
413-527-1000
eastworks.com

Guild Art Supply/Big Wheel Press/Pierce's Frame Shop

1 Cottage Street, Building 10
413-586-6343
bigwheelpress.com

Keystone

122 Pleasant Street, Ste. 234
413-203-2319
pleasantstreetmills.com

KW Home

122 Pleasant Street, Ste. 110
413-527-5936
kwhome.net

River Valley Co-op

228 Northampton Street
413-529-4990
rivervalley.coop

Sonnet & Sparrow

84½ Cottage Street
413-203-1966
sonnetandsparrow.com

The Vintage Cellar East

122 Pleasant Street
413-977-1978
thevintagecellareast.com

FLORENCE

CyclePottery

42 Maple Street
413-219-9594
cyclepottery.com

HADLEY

Four Seasons Wine & Liquor

333 Russell Street
413-584-8174
fourseasonswine.com

Hampshire Mall

367 Russell Street
413-586-5700
hampshiremall.com

Liquors 44

458-9 Russell Street
413-253-9344
liquors44.com

Staples

125 Westgate Center Dr
413-253-2599
staples.com

LEVERETT

Leverett Village Coop

180 Rattlesnake Gutter Road
413-367-9794
leverettcoop.com

NORTHAMPTON

25 Central

162 Main Street
413-586-8017
25centralthampton.com

A2Z Science & Learning Store

57 King Street
413-586-1611
a2zscience.com

Acme Surplus

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150 Main Street
413-586-1122
thornesmarketplace.com

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413-570-4932
assemblenorthampton.com

The Baker's Pin

34 Bridge Street
413-586-7978
thebakerspin.com

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413-586-1119
shopberyl.com

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413-586-4235
broadsidebooks.com

Captain Candy

Thornes Marketplace
150 Main Street
413-727-8248
captaincandy.org

Cedar Chest

Thornes Marketplace
150 Main Street
413-584-3860
explorecedarchest.com

CopyCat

137A Damon Road
413-585-1616
copycatink.com

Cornucopia

Thornes Marketplace
150 Main Street
413-586-3800
cornucopianoho.com

The Cotton Gallery

153 Main Street
413-341-3197

Downtown Sounds

Workers Co-op
21 Pleasant Street
413-586-0998
downtownsounds.com

Eileen Fisher

24 Pleasant Street
413-585-1118
eileenfisher.com

Footbeats for Women

Thornes Marketplace
413-584-0920
thornesmarketplace.com

Gazebo

14 Center Street
413-584-6673
the-gazebo.com

Glimpse of Tibet

Thornes Marketplace
150 Main Street
413-586-1568

Hannoush Jewelers

227 Main Street
413-584-8056
hannoush.com/northampton

Heavenly Chocolate

Thornes Marketplace
150 Main Street
413-586-3800
heavenly-chocolate.com

The Hospice Shop

18 Bridge Street
413-586-0193
vnaandhospice.org

Inspirit Crystals

219 Main Street
413-585-1169
inspiritcrystals.com

Instincts & Friends

204 Main Street
413-345-8616
animalinstinctsapparel.com

Jackson & Connor, LLC

Thornes Marketplace
150 Main Street
413-586-4636
jacksonandconnor.com

JoiaBeauty

6 Crafts Avenue
413-585-5888
joiabehauty.com

KESTREL

22 Masonic Street
413-341-3115
kestrelshop.com

Le BonNton

209 Main Street
413-341-3482
lebonnton.com

Little Blue

Thornes Marketplace
150 Main Street
413-253-0328

Mill River Music

16 Armory Street
413-210-4800
millrivermusic.com

Northampton Bicycle

319 Pleasant Street
413-586-3810
nohobike.com

**Northampton
Computer Repair**

12 Main Street
413-341-3571
northamptoncomputerrepair.com

Northampton Rental Center

59 Service Center Road
413-584-5072
northampton-rental.com

Northampton Wools

29 Pleasant Street
413-586-4331
northamptonwools.com

Noteworthy

Thornes Marketplace
150 Main Street
413-584-3879

Paradise Copies, Inc.

21 Conz Street
413-585-0414
paradisecopies.com

Phoenix Rising

5 Old South Street
413-320-2371

PINCH

179 Main Street
413-586-4509
pinchgoods.com

Provisions

30 Crafts Avenue
413-727-3497
provisionswine.com

Raven Used Books

4 Old South Street
413-584-9868
ravenusedbooks.com

Rebekah Brooks

147 Main Street
413-584-0905
rebekahbrooks.com

River Valley Co-op

330 North King Street
413-584-2665
rivervalley.coop

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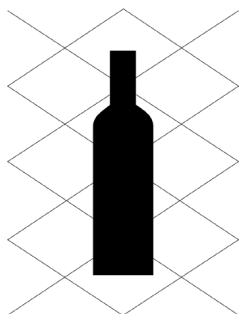
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197 Main Street
413-586-3510
synergysportswear.com

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allstardairyfoods.com

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Spring Street Parking Lot
amherstfarmersmarket.com

Amherst Winter Farmers Market

Hampshire Mall, Hadley
amherstwintermarket.com

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1184 South East Street
 413-253-2937
andrewsgreenhouse.com

Atkins Farms Country Market

1150 West Street
 413-253-9528
atkinsfarms.com

Simple Gifts Farm

1089 N. Pleasant Street
 413-230-3262
simplegiftsfarmcsa.com

BELCHERTOWN

Phoenix Fruit Farm

401 Mill Valley Road
 978-430-9459
phoenixfruitfarm.com

EASTHAMPTON

Easthampton Farmers & Makers Market

50 Payson Avenue
easthamptonmarket.com

Park Hill Orchards

82 Park Hill Road
 413-303-0335
parkhillorchard.com

HADLEY

Barstow's Dairy Store and Bakery

172 Hockanum Road
 413-586-2142
barstowlongviewfarm.com

Flayvors of Cook Farm

129 South Maple St
 413-584-2224
flayvors.com

North Hadley Market & Sugar Shack

181 River Drive
 413-585-8820
northhadleysugarshack.com

HAYDENVILLE

Valley View Farm

16 Walpole Road
 917-592-4999
valleyviewfarm.info

NORTHAMPTON

Northampton Saturday Farmers Market

Upper Gothic Street, Downtown
northamptonfarmersmarket.com

Northampton Tuesday Market

next to the Parking Garage
growfoodnorthampton.com

Northampton Winter Market

67 Conz Street
northamptonwintermarket.com

SOUTH HADLEY

South Hadley Farmers Market

Town Common

Visit buylocalfood.org for a full list of farms, farmers' markets, and more from CISA (Community Involved in Sustaining Agriculture)

The Fresh Side

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We don't just eat food in Hampshire County; we savor it (and Instagram pictures of it).

As a place that sparked the local food movement, we support our corner grocers and nearly 250 farms. We've got a healthy obsession with fresh fruits and veggies, though we won't kick a burger – preferably grass fed – out of bed. Expect farm-to-table cuisine, artisan breads, local cheeses, and creative, eclectic menus from award-winning chefs. We hope to expand your palate and send you home with a new respect for dandelion greens and duck nachos.



Bucket List

- 1 Jumpstart your day with house-baked bagels at Tandem Bagel Company
- 2 Order the soup-and-sandwich special at Union Street Bistro
- 3 Hit up Esselon for your morning latte and Amherst Coffee for your evening whiskey
- 4 Join the crowd at the legendary Joe's Pizza
- 5 Try Thai street food and bubble tea at T. Roots

AMHERST

30 Boltwood Restaurant

30 Boltwood Avenue
413-835-2011
30boltwood.com

Amherst Coffee

28 Amity Street
413-256-8987
amherstcoffee.com

Amherst House of Pizza

17 Montague Road
413-461-3510
amhersthouseofpizza.com

Antonio's Pizza

31 N. Pleasant Street
413-253-0808
antoniospizza.com

Arigato Japanese Restaurant

11 N. Pleasant Street
413-253-1070
arigatosushiamherst.com

Bistro 63

63 N. Pleasant Street
413-259-1600
bistro63.com

The Black Sheep Deli

79 Main Street
413-253-3442
blacksheepdeli.com

Bruegger's Bagels

170 N. Pleasant St
413-253-5713
brueggers.com

Bueno Y Sano

1 Boltwood Walk
413-253-4000
buenoy sano.com

Crazy Noodles

36 Main Street
413-253-3287
crazynoodlesamherst.com

Cushman Market and Cafe

491 Pine Street
413-549-0100
cushmanmarket.com

Formosa Restaurant

62 Main Street
413-253-7835
formosaamherst.com

El Comalito

460 West Street
413-259-9999
elcomalitorestaurantbar.com

Fresh Side Eatery

39 S. Pleasant Street
413-256-0296
freshsideeatery.com

Garcia's Mexican Restaurant & Bar

51 E. Pleasant Street
413-230-3017

Glazed Doughnut Shop

19 N. Pleasant Street
413-230-6811
glazeddoughnutshop.com

Hangar Pub & Grill

10 University Drive
413-549-9464
hangarpubandgrill.com

The Harp

163 Sunderland Road
413-835-0050
theharpamherst.com

Hazel's Blue Lagoon

41 Boltwood Walk

Insomnia Cookies

30 Main Street
413-887-3352
insomniacookies.com

IYA Amherst

1 E. Pleasant Street
413-327-8000
iyasushi.com

Jake's at the Mill

68 Cows Road
413-230-3717
jakesnorthampton.com

Johnny's Tavern

30 Boltwood Walk
413-253-8000
johnnystavernamherst.com

Lime Red Teahouse

50 Main Street
413-200-8327
limeredteahouse.com

Mexcalitos's Taco Bar

17 Kellogg Avenue
413-230 3064
mexcalito-tacobar.com

Miss Saigon

96 N. Pleasant Street
413-253-9988
amherstpho.com

Momo Tibetan Restaurant

23 N. Pleasant Street
413-835-0382

Oriental Flavor

25 S. Pleasant Street
413-253-7673
orientalfavoramherst.com

Osteria Vespa

28 Amity Street
413-230-3194
osteriavespa.com

Pasta E Basta

26 Main Street
413-256-3550
PastaEBastaofAmherst.com

Panda East

103 N. Pleasant Street
413-256-8923
panda-east.com

Paradise of India

87 Main Street
413-256-1067
paradiseofindia.com

Pita Pockets

103 N. Pleasant Street
413-256-3600
pitapocketsamherst.com

Ricelicious

31 Boltwood Walk
413-230-3465
ricelicious21.com

Savannas Bar and Bistro

University Drive
413-835-0906
savannasbarandbistro.com

Share Coffee

178 N. Pleasant Street
413.253.9441
sharecoffee.com

Taste Thai Cuisine

25 N. Pleasant Street
413-256-5421

University Club & Restaurant

243 Stockbridge Road
413-545-2551
umassuclub.com

The Works Bakery Cafe

48 N. Pleasant Street
413-835-0561
worksbakerycafe.com

DEERFIELD**Champney's
Restaurant & Tavern**

81 Old Main Street
413-772-3087
champneysrestaurant.com

EASTHAMPTON**Burger King**

113 Northampton Street
413-527-7474

Crooked Sticks Pops

413-337-7677
crookedstickpops.com

El Comalito Easthampton

126 Northampton Street
413-203-5186
elcomalitorestaurantbar.com

Galaxy

60 Main Street
413-203-2011
galaxy413.com

Glendale Grill

65 Glendale Street
413-203-2300
glendalegrill65.com

**Mt. Tom's Homemade
Ice Cream**

34 Cottage Street
413-529-2929
mttoms.com

Nini's Ristorante

124 Cottage Street
413-527-0149
ninisristorante.com

Pulaski Club

79 Maple Street
413-527-9847
pulaskiclubeast@gmail.com

Riff's Joint

116 Pleasant Street, Ste. 158
413-527-8811
riffsjoint.com

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35 Union Street
413-626-7830
unionstreetbistroandbakery.com

FLORENCE**Miss Florence Diner**

99 Main Street
413-584-3137
missflorencediner.com

HADLEY**110 Grill**

355 Russell Street
413-584-0110
110grill.com

Arizona Pizza

67 Russell Street
413-582-0400
arizonapizzahadley.com

Cheesy Street Grill

367 Russell Street
413-687-0134
cheesystreetgrill.com

Esselon Cafe

99 Russell Street
413-585-1515
esselon.com

**Gohyang Korean
Restaurant**

113 Russell Street
413-586-8848
gohyangrestaurant.com

Johnny's Roadside Diner

458 Russell Street
413-256-8000
johnnysroadside.com

Pulse Cafe

270 Russell Street
413-387-0555
pulsecafe.com

Texas Roadhouse

280 Russell Street
413-584-0100
texasroadhouse.com

NORTHAMPTON**Bombay Royale**

1 Roundhouse Plaza, Ste. 4
413-341-3537
bombayroyale.com

Bueno Y Sano

134 Main Street
413-586-7311
buenoysano.com

Cafe Balagan

241 Main Street
413-727-3990
cafebalagan.com

Coolidge Park Cafe

The Hotel Northampton
36 King Street
413-584-3100
hotelnorthampton.com

The Deck Bar

125A Pleasant Street
413-341-3952
platformsportsbar.com

The Dirty Truth

29 Main Street
413-585-5999
dirtytruthbeerhall.com

Dobra Tea

186 Main Street
413-727-3471
dobrateama.com

Eastside Grill

19 Strong Avenue
413-586-3347
eastsidegrill.com

Filos Greek Taverna

279 Main Street
413-586-3456
filosgreek.com

Fitzwilly's

23 Main Street
413-584-8666
fitzwillys.com

Herrell's Ice Cream Corp.

8 Old South Street
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herrells.com

**Highbrow Wood Fired
Kitchen + Bar**

12 Crafts Avenue
413-586-1468
highbrowrestaurant.com

India House Restaurant

45 State Street
413-586-6344
indiahousenorthampton.com

Jake's

17 King Street
413-584-9613
jakesnorthampton.com

Joe's Cafe

33 Market Street
413-584-3168
joescafenorthampton.com

Local Burger

16 Main Street
413-586-5857
localnorthampton.com

Mama Iguana's

271 Main Street
413-586-0400
spoletorestaurants.com

Northampton Brewery

11 Brewster Court
413-584-9903
northamptonbrewery.com

**Paul & Elizabeth's
Restaurant**

Thornes Marketplace
150 Main Street
413-584-4832
paulandelizabeths.com

Pioneer Valley Food Tours

36 Pomeroy Terrace
413-320-7700
pioneervalleyfoodtours.com

Platform Sports Bar

125A Pleasant Street
413-341-3161

Roberto's

223 Pleasant Street
413-584-0204
robertosnorthampton.com

The Roost

1 Market Street
347-403-3285
roostnorthampton.com

Spoleto Restaurant

1 Bridge Street
413-586-6313
spoletorestaurants.com

Sylvester's Restaurant

111 Pleasant Street
413-586-5343
sylvestersrestaurant.com

Thai Garden

2 Bridge Street
413-587-3336
thethaigardengroup.com

Toasted Owl Tavern

21 Main Street
413-585-5088
toastedowl.com

The Tunnel Bar

Strong Avenue
413-341-3161
thetunnelbar.com

Wiggins Tavern

The Hotel Northampton
36 King Street
413-584-3100
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413-536-2342
boathousedining.com

Ebenezer's Bar and Grill

60 Bridge Street
413-437-7632
ebenezersbarandgrill.com

Johnny's Bar and Grille

23 College Street
413-534-8222
johnnysbarandgrille.com

The Hanger of

South Hadley
515 Granby Road
413-539-9464
hangarpub.com

The Thirsty Mind Wine and Coffee Bar

23 College Street
413-538-9309
thirstymindcoffeeshop.com

Whiskey Barrel

21 Lyman Street
413-650-0550

Yarde Tavern

3 Hadley Street
413-315-4339
yardetavernsouthhadley.com

SUNDERLAND

Blue Heron Restaurant & Catering

112 Main Street
413-665-2102
blueherondining.com

Goten of Japan

104 Old Amherst Road
413-665-3628
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The Spirited Side

Beer snobs?

Guilty as charged.



Black Birch
Vineyard, Hatfield

Artifact Cider Project
Florence

Hampshire County's breweries and wineries are multiplying faster than we can tap a keg.

In fact, Western Massachusetts is home to over one third of the state's breweries, and our Valley Beer Trail has 48 destinations for craft beer. We're suckers for handcrafted beer brewed right on site, small-batch wines that come with a stellar view of our valley, and pubs and restaurants serving our favorites with a side of fries or oysters.

Bucket List

- 1 Sample local brews during Western Mass Beer Week
- 2 Attend a tasting at Provisions or State Street Wine & Spirits
- 3 Sip wine at a summer concert at Glendale Ridge Vineyard
- 4 Join Food Truck Fridays at Abandoned Building Brewery (you can bring your dog!)
- 5 Catch live music at Fort Hill Brewery and New City Brewery

Abandoned Building
Brewery, Easthampton



EASTHAMPTON

Abandoned Building Brewery

142 Pleasant Street
Unit 103A
413-282-7062
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Fort Hill Brewery

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413-203-5754
forthillbrewery.com

New City Brewery

180 Pleasant Street
413-529-2000
newcitybrewery.com

FLORENCE

Artifact Cider Project

34 North Maple Street
617-544-3494
artifactsider.com

NORTHAMPTON

Beerology

342 Pleasant Street, #1
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beerology.beer

Northampton Brewery

11 Brewster Court
413-584-9903
northamptonbrewery.com

Progression Brewing Company

9 Pearl Street
413-341-3517
progbrew.com

SOUTHAMPTON

Glendale Ridge Vineyard

155 Glendale Road
413-527-0164
glendaleridgevineyard.com

SOUTH DEERFIELD

Powder Hollow Brewery at Yankee Candle Village

25 Greenfield Road South

SOUTH HADLEY

Drunken Rabbit Brewing

749 New Ludlow Road
413-478-0224
rabbit.beer

Discover what's on tap
in our *hoppy valley* at
visithampshirecounty.com

This is just a sample of some of our favorite annual events. See more at visithampshirecounty.com

MONTHLY

Easthampton Art Walk

2nd Saturday

Northampton Arts Night Out

2nd Friday

FEBRUARY

Winterfest

Amherst & Easthampton

Four Sundays in February

Northampton

Ice Art Festival

Amherst & Northampton

MARCH

Bulb Shows

Smith College, Northampton

Mt. Holyoke College, South Hadley

APRIL

Asparagus Valley Pottery Trail

Hampshire County

MAY

Noho Pride

Northampton

College Commencements

Amherst, Northampton, South Hadley

Paradise City Arts Festival

Northampton

JUNE

Juneteenth

Amherst

Illustrator's Day

Eric Carle Museum, Amherst

Cultural Chaos

Easthampton

WGBY Asparagus Festival

Hadley

Western Mass Beer Week

Hampshire County

Django in June

Northampton

SUMMER July–Sept

Summer Park Series

Amherst, Northampton, South Hadley

Summer Outdoor Film Series

Mill District, Amherst

Food Truck Fridays

Belchertown & Easthampton

Mill Pond Live

Easthampton

JULY

Fireworks

Amherst, Florence, South Hadley

Sidewalk Sales

Amherst & Northampton

AUGUST

Cummington Fair

Cummington

Tomato Festival

Granby

SEPTEMBER

Annual Block Party

Amherst

Amherst Poetry Festival

Emily Dickinson Museum, Amherst

Belchertown Fair

Belchertown

Florence Night Out

Florence

Homestead Harvest Festival

William Cullen Bryant Homestead, Cummington

Three County Fair

Northampton

OCTOBER

Halloween Fest

Amherst

Paradise City Arts Festival

Northampton

Northampton Jazz Fest

Northampton

New England Noir Wine Festival

Glendale Ridge Vineyard, Southampton

NOVEMBER Open Studios

Arts & Industry

Florence

Fall Chrysanthemum Show

Smith College, Northampton

Snow Farm New England Craft Program

Williamsburg

DECEMBER

Merry Days

Amherst

Cottage Street Open Studios

Easthampton

Winter Solstice

Arcadia Wildlife, Easthampton

Holiday Stroll

Northampton

First Night Northampton

The Rockin' Side

Rock stars live here.

It's just that cool.



Luthier's Coop
Easthampton



Hampshire County is where it's at for really good music.

Catch a show every night of the week in intimate venues, historic theaters, outdoor festivals, open mic nights, and concert halls. Drop your jaw in awe of a just-discovered talent or grab your tickets early for your favorite artist on a world tour. Can't *not* dance? We've got deejays spinning sick beats, so lose yourself in the music.



Bucket List

- 1 Snag tickets to a show at the Academy of Music, the Parlor Room, or The Drake (opening spring 2022)
- 2 Sing at Luthier's open mic night
- 3 Dance your heart out at Salsa in the Park in Northampton's Pulaski Park
- 4 Take home some vinyl from Platterpus Records
- 5 Frolic on the lawn at the Millpond Live free outdoor concert series

The Healing Side

Look and feel your best during your stay!

AMHERST

Amherst Extensions & Beauty Salon
460 West Street
413-883-2784

Artressa Salon
15 Pray Street
413-230-3371

Balanced Birch Studio
77 Cows Road
413-345-5788
balancedbirchstudio.com

Casimir Kocot Salon
196 N. Pleasant Street
413-256-3660
casimirkocotsalon.com

Elements Hot Tub Spa
373 Main Street
413-256-8827
elementshottubspa.com

Eliana's Barber Shop
196 N. Pleasant Street
413-230-3341

Global Cuts Barber
460 West Street, Ste. 3
413-253-9419

Hair By Harlow
220 N. Pleasant Street
413-253-8897
hairbyharlow.business.site

If Wishes Were Horses Salon
321 Main Street
413.584.1422
ifwishes.com

The Lift Salon
68 Cows Road
413-230-3318
theliftsalon.com

Red Door Salon
55 S. Pleasant Street
413-345-3647
reddooramherst.com

Sei Bella Salon
59 B Boltwood Walk
413-259-1011
seibellasalon.com

Smooth Affairs at The Lift Salon
68 Cows Road
413-475-4624
smoothaffairs.com

Vici Hair Salon
189 N. Pleasant Street
413-549-0039
vicihairstudio.com

EASTHAMPTON

Breathing Space, Inc.
102 Cottage Street
413-0747
breathingspaceyoga.org

Elan Hair Salon
95 Union Street
413-527-1021

Evolve Community Fitness
1 Cottage Street
Suite 118
413-203-5200
evlectioncrossfit.com

Ollie Salon
100 Cottage Street
413-522-6651

Tend Bodyworks, Inc.
186 Northampton Street
Unit D
413-889-1874
tendbodyworks.com

FLORENCE

Glow Beauty Bar
40 Main Street, 102
413-341-3098
glowbridalmakeup.com

Iyengar Yoga Center of Western Massachusetts
221 Pine Street
413-341-2434
iycwm.com

HADLEY

The Healing ZONE Therapeutic Massage
58 Russell Street
413-585-0077
thehealingzonemassage.com

NORTHAMPTON

Bang Bang Body Arts
7 Armory Street
413-727-3025
bangbangbodyarts.com

Body Zen::Holistic Skin Care and Ayurvedic Bodywork
150 Main Street
413-341-1127
bodyzenbliss.com

Euphoria Float Spa
241 King Street
413-586-8086
euphoriafloat.com

Haven Body Arts
108 Main Street
413-584-6637
havenbodyarts.com

Herdis, The Salon
213 Main Street
413-586-0088
salonherdis.com

Lucky's Tattoo & Piercing
37 Main Street
413-587-0004
luckystattoo.org

MXED GREENS
2 Conz Street, #20
941-356-0033
mxedgreens.com

Pure Barre
63 King Street
413-341-3125
purebarre.com

Studio Helix
Thornes Marketplace
413-584-9942
studiohelixnoho.com



The Mossy Apothecary
Southampton

**The Backstop
Seated Massage**

Thornes Marketplace
150 Main Street
413-563-8211
thebackstopnorthampton.com

Vallon Medispa
163 Conz Street
413-586-9449
vallonmedispa.com

**Viola Aesthetics and
Day Spa**
140 Main Street
413-727-3237
vagarog.com

Visage Salon
225 Main Street
413-586-9393
visagebarbaraween.com

**Wellness House
Northampton**
27 Brewster Court 1L
413-222-8616
wellnesshousenorthampton.com

Yoga Sanctuary
150 Main Street
413-585-9642
yoga-sanctuary.com

SOUTH HADLEY

Serenity Yoga
The Village Commons
17 College Street
413-563-3678
serenityyogastudio.net

SOUTHAMPTON

Soul Fitness
15 College Highway
413-203-5616

SUNDERLAND

Bodywork Beyond Massage
240 S. Silver Lane
413-665-4977
bodyworkbeyondmassage.com

The Bright Side

We've got smarts.

**And the libraries
to prove it.**



Hampshire College
Campus, Amherst

Mullins Center
UMass Amherst

Every year, students stream into Hampshire County

with high aspirations, high IQs, and highly fashionable wardrobes. As home to the “Five Colleges,” we have some of the top colleges and universities in the nation: Amherst College, Hampshire College, Mount Holyoke College, Smith College, and the University of Massachusetts Amherst. Enjoy all of the benefits of going to college – famous guest lecturers, competitive sports, historic libraries – without all the studying and soul searching.

Bucket List

- 1 Visit the special collections at the Jones Library in Amherst
- 2 Stare at a Monet at the Smith College Museum of Art, and tour the museums at the other colleges
- 3 Catch a world-class act at the UMass Fine Arts Center
- 4 Tour the “living building” at the Hitchcock Center for the Environment
- 5 Inspect dinosaur bones at the Beneski Museum of Natural History

Odyssey Bookshop
South Hadley

AMHERST COLLEGE

AMHERST

amherst.edu

Beneski Museum of Natural History

11 Barrett Hill Road
413-542-2165
amherst.edu

Buckley Recital Hall

53 College Street
413-542-2199
amherst.edu

Emily Dickinson Museum

280 Main Street
413-542-8161
emilydickinsonmuseum.org

Mead Art Museum

41 Quadrangle Drive
413-542-2335
amherst.edu

Yushien Japanese Garden

21 Quadrangle Drive

HAMPSHIRE COLLEGE

AMHERST

hampshire.edu

Eric Carle Museum of Picture Book Art

125 West Bay Road
413-559-6300
carlemuseum.org

Hampshire College Art Gallery

Johnson Library Center
413-559-5544
hampshire.edu

Hitchcock Center for the Environment

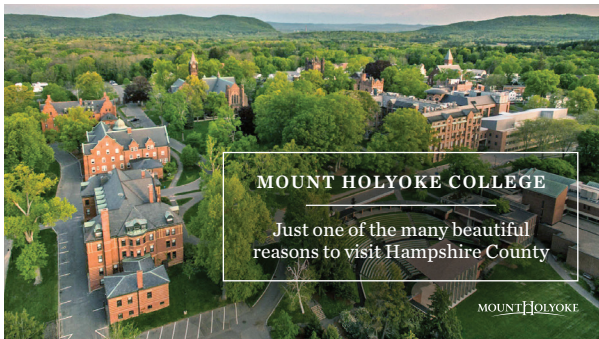
845 West Street
413-256-6006
hitchcockcenter.org

R.W. Kern Center

893 West Street
413-549-4600
hampshire.edu

Yiddish Book Center

1021 West Street
413-256-4900
yiddishbookcenter.org



UNIVERSITY OF MASSACHUSETTS (UMass)

AMHERST

Fine Arts Center

151 President's Drive
413-545-2511
fac.umass.edu

Hotel UMass

1 Campus Center Way
877-822-2110
hotelumass.com

Mullins Center

200 Commonwealth Avenue
413-545-3040
mullinscenter.com

Robsham Memorial Center for Visitors

300 Massachusetts Ave
413-545-0306
umass.edu/visitorsctr

University Museum of Contemporary Art

151 President's Drive
413-545-3672
fac.umass.edu

UMass Athletics

866-UMASS-TIX
umassathletics.com

SMITH COLLEGE NORTHAMPTON

smith.edu

The Botanic Garden at Smith College

16 College Lane
413-585-2740
smith.edu/garden

Smith College Campus Center and Café

100 Elm Street
413-585-4801
smith.edu

Smith College Museum of Art

20 Elm Street
413-585-2760
smith.edu/artmuseum

Smith College Performing Arts Box Office

122 Green Street, upper level of the Mendenhall Center
413-585-3220
smith.edu/smitharts/boxoffice

Enjoy activities and destinations near all of the area's campuses!

See what's near yours at visithampshirecounty.com



Smith College Campus
Northampton

**MOUNT HOLYOKE
COLLEGE
SOUTH HADLEY**
mtholyoke.edu

**Joseph Allen Skinner
Museum**
33 Woodbridge Street
413-538-2245
artmuseum.mtholyoke.edu

**Mount Holyoke College
Art Museum**
Lower Lake Road
413-538-2245
artmuseum.mtholyoke.edu

**Mount Holyoke College
Botanic Garden & Arboretum**
Lower Lake Road
413-538-2116
mtholyoke.edu/botanic

**Odyssey Bookshop
Mount Holyoke College
Campus Store**
9 College Street
413-534-7307
odysseybks.com

**Willits-Hallowell Conference
Center and Hotel at
Mount Holyoke College**
26 Park Street
413-538-2217
meetatmhc.com

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visithampshirecounty.com**

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community, and
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boarding community
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**Williston Scholars
Program** incorporate
5 College resources

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www.williston.com or call 413.529.3241**

The Happily-Ever-After Side of Massachusetts



Dandelions Florist
Easthampton

Couples of all persuasions tie the knot here,

quietly eloping or throwing huge bashes (and they stay for their honeymoons, too). We have dozens of ceremony and reception venues that give you and your sweetheart the wedding of your dreams. Plus, planning a wedding in Hampshire County is easy – and fun, we vow – because we have everything you need: jewelry and bridal shops, artistic florists, talented photographers and caterers, luxury and economy hotels for your guests, and a huge selection of musicians, bands and deejays for your rocking receptions.



Union Station Banquets
Northampton

Venues for Every Season:

121 Club, Eastworks

Mill 180

Amherst Woman's Club

Inn on Boltwood

Look Memorial Park
& Garden House

Summit View Banquet
and Meeting House

The Boylston Rooms

Valley View Farm

Valley View Farm
Haydenville

What should my wedding party do?

Let's be honest: You're writing your vows at the last minute. In the meantime, here's a list of activities to keep your wedding party and guests entertained.

- 1 Bowl a strike and croon karaoke at Canal Bowling Lanes & Tin Can Alley Lounge
- 2 Deeply relax in a saltwater tub at the Go With the Float spa or Elements Hot Tub & Spa
- 3 Play Nintendo—and other nostalgic games—at Prodigy Mini Golf & Gameroom
- 4 Rent bikes at Manhan Bicycles and explore the rail trails and trailside breweries
- 5 Get aligned with a yoga class at Serenity Yoga or Breathing Space



30Bolwood
Amherst

Bucket List

- 1 Pick out rings at Ted's Creative Jewelers
- 2 Try on dashing wedding attire at Jackson and Connor Men's Clothing Store
- 3 Choose Forget Me Not Florist to bring your bouquet dreams to life
- 4 Offer farm-to-table food to your guests with caterers who use fresh, local ingredients

VENUES**Amherst Woman's Club**

35 Triangle Street
Amherst
413-253-7027
amherstwomansclub.org

The Eric Carle Museum of Picture Book Art

125 W. Bay Road
Amherst
413-559-6300
carlemuseum.org

Hotel UMass

1 Campus Center Way
Amherst
413-549-6000
hotelumass.com

Inn on Boltwood

30 Boltwood Avenue
Amherst
413-256-8200
innonboltwood.com

Yiddish Book Center

1021 West Street
Amherst
413-256-4900
yiddishbookcenter.org

The Boylston Rooms

122 Pleasant Street, Ste 112
Easthampton
413-548-4852
boylstonrooms.com

Garden House at Look Park

300 North Main Street
Florence
413-584-5457
lookpark.org

Three Sisters Sanctuary

188 Cape Street
Goshen
413-268-3677
threesisterssanctuary.com

Courtyard by Marriott

423 Russell Street
Hadley
413-256-5454
marriott.com

Valley View Farm

16 Walpole Road
Haydenville
917-592-4999
valleyviewfarm.info

Summit View Banquet & Meeting House

555 Northampton Street
Holyoke
413-538-7431
hamelscreativecatering.com

Retreat At Norwich Lake

128 Norwich Lake
Huntington
413-207-3142
retreatatnorwichlake.org

Botanic Garden of Smith College

16 College Lane
Northampton
413-585-2740
garden.smith.edu

Child's Park

78 North Elm Street
Northampton
413-584-1991
childspark.org

Hotel Northampton

36 King Street
Northampton
413-584-3100
hotelnorthampton.com

Smith College Conference Center

49 College Lane
Northampton
413-585-6977
smith.edu

Union Station Banquets

125 Pleasant Street
Northampton
413-341-3161
unionstationbanquets.com

Magic Wings Butterfly Conservatory and Gardens

281 Greenfield Road
South Deerfield
413-665-2805
magicwings.com

Southampton Country Club

329 College Highway
Southampton
413-527-9815
southamptoncountryclub.com

Snow Farm

5 Clary Road
Williamsburg
413-268-3101
snowfarm.org

CATERERS**30Boltwood**

30 Boltwood Avenue
Amherst
413-835-2011
30boltwood.com

Atkins Farms Country Market

1150 West Street
Amherst
413-253-9528
atkinsfarms.com

Bistro 63

63 N. Pleasant Street
Amherst
413-259-1600
bistro63.com

The Black Sheep Deli

79 Main Street
Amherst
413-253-3442
blacksheepdeli.com

CremeBru.LA

35 Glendale Road
Amherst
310-741-4111
cremebru.la

Southern Belle Pastry

Amherst
413-379-8690

Wheelhouse Farm

383 S. Main Street
Amherst
413-323-3322
wheelhousefarm.com

Champney's Restaurant

81 Old Main Street
Deerfield
413-772-3087
champneysrestaurant.com

El Comalito

126 Northampton Street
Easthampton
413-203-5186
elcomalitorestaurantbar.com

Nini's Ristorante

124 Cottage Street
Easthampton
413-527-0149
ninisristorante.com

Osteria Vespa

28 Amity Street 1G
Amherst
413-230-3194
osteriavespa.com

Something Special

181 West Street
 Granby
 413-467-2433
somethingspecialcatering.com

Esselon Cafe

99 Russell Street
 Hadley
 413-585-1515
esselon.com

Hamel's Creative Catering at the Summit View

555 Northampton Street
 Holyoke
 413-538-7431
hamelscreativecatering.com

Union Station Banquets

125 Pleasant Street
 Northampton
 413-341-3161
unionstationbanquets.com

Chef Bill, Inc.

50 Arnold Road
 Pelham
 413-230-3773
chefbill.com

Blue Heron Restaurant & Catering

112 Main Street
 Sunderland
 413-665-2102
blueherondining.com

CLOTHING, GIFTS & JEWELRY

Art of Intimates

70 Sunset Avenue
 Amherst
 413-340-4455
artofintimates.com

DeGrandpre Jewelers

54 Cottage Street
 Easthampton
 413-527-2477
DeGrandpreJewelers.com

Murduff's Jewelry

90 Main Street
 Florence
 413-586-8760
murduffs.com

Beryl

40 Main Street
 Northampton
 413-586-1119
shopberyl.com



The Blue Marble

Thornes Marketplace
 150 Main Street
 Northampton
 413-585-0328
thebluemarble.biz

Gazebo

14 Center Street
 Northampton
 413-584-6673
the-gazebo.com

Hannoush Jewelers

227 Main Street
 Northampton
 413-584-8056
hannoush.com/northampton

Jackson & Connor, LLC

Thornes Marketplace
 150 Main Street, 2nd Floor
 Northampton
 413-586-4636
jacksonandconnor.com

Rebekah Brooks

147 Main Street
 Northampton
 413-584-0905
rebekahbrooks.com

Underlings Lingerie

The Village Commons
 19 College Street
 South Hadley
 413-538-7800

Ted's Creative Jewelers

15 College Highway
 Southampton
 413-529-9400

FLORISTS

Dandelions Florist

191 Hendrick Street
 Easthampton
 413-335-5576
dandelionshome.com

Florence Village Flower & Gift Shoppe

5 N. Maple Street
 Florence
 413-584-9595

Forget Me Not Florist

114 Main Street
 Northampton
 413-584-6800
forgetmenotfloristnoho.com

PHOTOGRAPHY**April Eve Images**

6 Berkshire Avenue
Belchertown
413-213-1018
aprileve.com

Erin Long Photography

2 Franklin Street, Unit C
Easthampton
413-262-7973
erinlongphotography.com

Derek Fowles Photography

74 Milton Street
Florence
413-584-7756
derekfowles.com

Tiffany Chapman Photography

296-C Nonotuck Street
Florence
413-588-2782
tiffanychapmanphotography.com

dani.fine Photography

Thornes Marketplace
150 Main Street
Northampton
413-341-3031
daniphotography.com

Lynne Graves Photography

29 Harvey Road
Worthington
413-335-6985
lynnegraves.com

SALONS & SPAS**Amherst Extensions & Beauty Salon**

460 West Street
Amherst
413-883-2784

Artressa Salon

15 Pray Street
Amherst
413-237-2990

Balanced Birch Studio

77 Cowls Road
Amherst
413-345-5788
balancedbirchstudio.com

Casimir Kocot Salon

196 N. Pleasant Street
Amherst
413-256-3660
casimirkocotsalon.com

Elements Hot Tub Spa

373 Main Street
Amherst
413-256-8827
elementshottubspa.com

The Lift Salon

68 Cowls Road
Amherst
413-230-3318
theliftsalon.com

Red Door Salon

55 S. Pleasant Street
Amherst
413-345-3647
reddooramherst.com

Sei Bella Salon

59B Boltwood Walk
Amherst
413-259-1011
seibellasalon.com

Vici Hair Salon

189 N. Pleasant Street
Amherst
413-549-0039
vicihairstudio.com

Elan Hair Salon

95 Union Street
Easthampton
413-527-1021

Glow Beauty Bar

40 Main Street, 102
Florence
413-341-3098
glowbridalmakeup.com

JoiBeauty

6 Crafts Avenue
Northampton
413-585-5888
joiabeauty.com

Herdis, The Salon

213 Main Street
Northampton
413-586-0088
salonherdis.com

Viola Aesthetics and Day Spa

140 Main Street
Northampton
413-727-3237
vagaro.com

Visage Salon

225 Main Street
Northampton
413-586-9393
visagebarbaraween.com

SERVICES**Muddy Brook Farm**

Horse Drawn Wedding Carriages
646 West Street
Amherst
413-537-7262
muddybrookfarm.com

Your Family Chef

24 Bisbee Road
Chesterfield
413-250-6332

TJ Taylor Rental

301 Russell Street
Hadley
413-584-4184
hampshirecountyrentals.com

Dance Northampton

492 Pleasant Street
Northampton
413-586-2422
dancenorthampton.com

Heavenly Chocolate

Thornes Marketplace
150 Main Street
Northampton
413-586-3800
heavenly-chocolate.com

Northampton Rental Center

59 Service Center Road
Northampton
413-584-5072
northamptonrentalcenter.com

Spend the Day at Smith College



Feed your soul.



Spark your imagination.



Enlighten your mind.

Enjoy a 147-acre arboretum with six acres of gardens, a world-class museum with 27,000 pieces of art and a state-of-the-art library with scenic views and brimming with publications. Visit the websites below to find out what's happening.

*Botanic Garden
of Smith College*
garden.smith.edu

*Smith College
Museum of Art*
scma.smith.edu

Neilson Library
libraries.smith.edu
Opening to the public
on May 23, 2022

◆ — SMITH COLLEGE — ◆

The Homey Side

Do you have Hampshire County fever yet?

Every year, people visit the area and don't ever leave, deciding they can't bear to part with us (well, they go get their stuff, but they come right back). We get it; the perks to living in Hampshire County are endless. Moving here is easy, too. You can find the home of your dreams in your dream location, drive your own moving truck or hire local movers, and prepare to feel welcomed as you settle in. Pretty soon you'll be directing visitors to your favorite haunts and hotspots, answering the question, "Excuse me, do you live here?" with "Yes, I'm local."

Welcome to the Neighborhood!



Find your new home in Western Massachusetts.

MAPLE and MAIN REALTY LLC

28 NORTH MAPLE STREET | FLORENCE
413 584 2900 | mapleandmainrealty.com



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413.586.5626
appliedmortgage.com



TRAILSIDE TEAM

Craig Della Penna Kristin Vevon
413.575.2277 413.210.3423

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Here's just
some of our
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413-575-2277

**OUR AWARD-WINNING
Bed & Breakfast
in Northampton's
Historic Civil War era
village of Florence**

The renovation of our house was featured on HGTV and our B&B was featured in Yankee Magazine's 70th anniversary issue. The bike trail sits 8 feet from the house and we have free bikes for our guests to use. Come stay with us. *Craig & Kathy Della Penna*

The Greener Side

It's true!

The grass really *is* greener

On the Other Side!



Might we invite you to the greener side of things?

The cannabis industry in Western Massachusetts is booming, and we are here for it. Northampton has the distinction of being home to New England Treatment Access (NETA), the first dispensary west of the Mississippi River. But that was just the beginning: now each of our major cities and towns hosts dispensaries of their own that are unique and attractive destinations, and they're setting themselves apart in so many ways. Even their names tell a story: You can *Trulieve* (that's truly believe) us when we tell you that they are living up to their *Pleasantrees* and promises. We won't claim anything beyond that and hope that you will come see for yourself.

Bucket List

- 1 Discover INSA in Easthampton, where they ask, "What is your INSA?"
- 2 Find what resonates with you at Resinate.
- 3 Visit Balagan Cannabis in Northampton and its sister cafe, Cafe Balagan, next door.
- 4 Enjoy the mural that wraps around the Rise Amherst building, where art, nature, and cannabis converge.
- 5 Shop Western Massachusetts's first minority-owned cannabis at Enlite.

AMHERST

Mass Alternative Care, Inc.
55 University Drive
413-377-6240
massaltcare.com

Pleasantrees, Inc.
422 Amity Street
508-572-5331
enjoypleasantrees.com

RedCardinal
328 College Street
413-253-1733
red-cardinal.com

RISE
169 Meadow Street
413-825-9770
risecannabis.com

EASTHAMPTON

Holistic Industries - Liberty Cannabis
155 Northampton Street
413-893-9839
holisticindustries.com
libertycannabis.com

INSA
122 Pleasant Street, Ste. 144
877-500-4672
insa.com

Pleasantrees, Inc.
195 Northampton Street
413-203-9909
enjoypleasantrees.com

The Verb is the Herb
74 Cottage Street
413-394-5055
verbblsherb.com

HADLEY

Hadleaf Dispensary
251 Russell Street
413-387-0076
hadleafdispensary.com

NORTHAMPTON

Balagan Cannabis
235 Main Street
413-727-8361
balagancannabis.com

Enlite Cannabis
391 Damon Road
413-896-6407
enlitecannabis.com

NETA
118 Conz Street
413-461-8181
netacare.org

Resinate, Inc.
110 Pleasant Street
508-476-6290
iresinate.com

Trulieve
216 N. King Street
727-631-8022
trulieve.com

Turning Leaf Centers
261 King Street
413-889-5323
turningleafcenters.com



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WORCESTER: 1191 Millbury St, Worcester, MA 01607
NORTHAMPTON: 110 Pleasant St, Northampton, MA 01060

The Bed Side

Hey, get a room.

No really, we hope you stay.

Hotel
Northampton

Sugar Maple
Trailside Inn, Florence



Photo courtesy of Sugar Maple Trailside Inn

It tickles us pink to help you feel welcome in Hampshire County.

We want you to sleep well and rest up for the adventures that await. We've got a range of options – from budget to lavish – where you can rest your weary head. Prefer a fluffy pillow and room service? Want to camp under the stars? Searching for a room where the kids can crash (and jump on the bed)? No problem. Hampshire County is happy to host.

Bucket List

- 1 Book a room at the iconic and historic Hotel Northampton or Inn on Boltwood
- 2 Have a romantic night at Flower Hill Farm Bed & Breakfast
- 3 Stay at the Downton Valley Inn, a contemporary getaway for women
- 4 Bring Fido to the Comfort Inn and the kids to Homewood Suites
- 5 Camp at the KOA Windy Acres Family Campground

Five College Area Bed and Breakfast Association

413-253-4988
fivecollegebb.com

AMHERST

Hotel UMass

1 Campus Center Way
 413-549-6000
hotelumass.com

Inn on Boltwood

30 Boltwood Avenue
 413-256-8200
innonboltwood.com

University Lodge 

345 N. Pleasant Street
 413-256-8111
hampshirehospitality.com

BELCHERTOWN

Big Sky Hilltop B&B

579 North Gulf Road
 413-213-0186
bigskyhilltopbb.com

DEERFIELD

Deerfield Inn

81 Old Main Street
 413-774-5587
deerfieldinn.com

FLORENCE

Sugar Maple Trailside Inn

62 Chestnut Street
 413-575-2277
sugar-maple-inn.com

HADLEY

Comfort Inn & Suites 

400 Russell Street
 413-341-1556
hampshirehospitality.com

Courtyard by Marriott 

423 Russell Street
 413-256-5454
marriott.com/bdlhd

Econo-Lodge 

329 Street
 413-582-7077
hampshirehospitality.com

Hampshire Hospitality Group

401 Russell Street
 413-586-3910
hampshirehospitality.com

Hampton Inn

24 Bay Road
 413-586-4851
hadley.hamptoninn.com

Homewood Suites by Hilton

340 Russell Street
 413-387-0583
homewoodsuites3.hilton.com

Howard Johnson Hotel  

401 Russell Street
 413-586-0114
hampshirehospitality.com

HUNTINGTON

Retreat At Norwich Lake

128 Norwich Lake
 413-207-3142
retreatatnorwichlake.org

NORTHAMPTON

The Good Dog Spot 

139 King Street
 413-534-1333
gooddogspot.net

The Hotel Northampton

36 King Street
 413-584-3100
hotelnorthampton.com

Quality Inn & Suites 

117 Conz Street
 413-586-1500
qualityinn.com

SOUTH HADLEY

Carson's Bed and Breakfast and Salon

96 College Street
 413-404-3446
carsonsbnbandsalon.com

SPRINGFIELD

Pioneer Valley Hotel Group

100 Congress Street
 413-750-3101
pvhg.com

SPECIAL AMMENITIES

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 Pets allowed

 Pets allowed with fee



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 Amherst

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GENERAL STORE
THE MILL DISTRICT

graze craze
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...the party and coffee

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1

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BY MARRIOTT

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2

Comfort
INN & SUITES
by CHOICE HOTELS

400 Russell Street, Hadley
413-582-0002

3

Howard Johnson

401 Russell Street, Hadley
413-586-0114

4

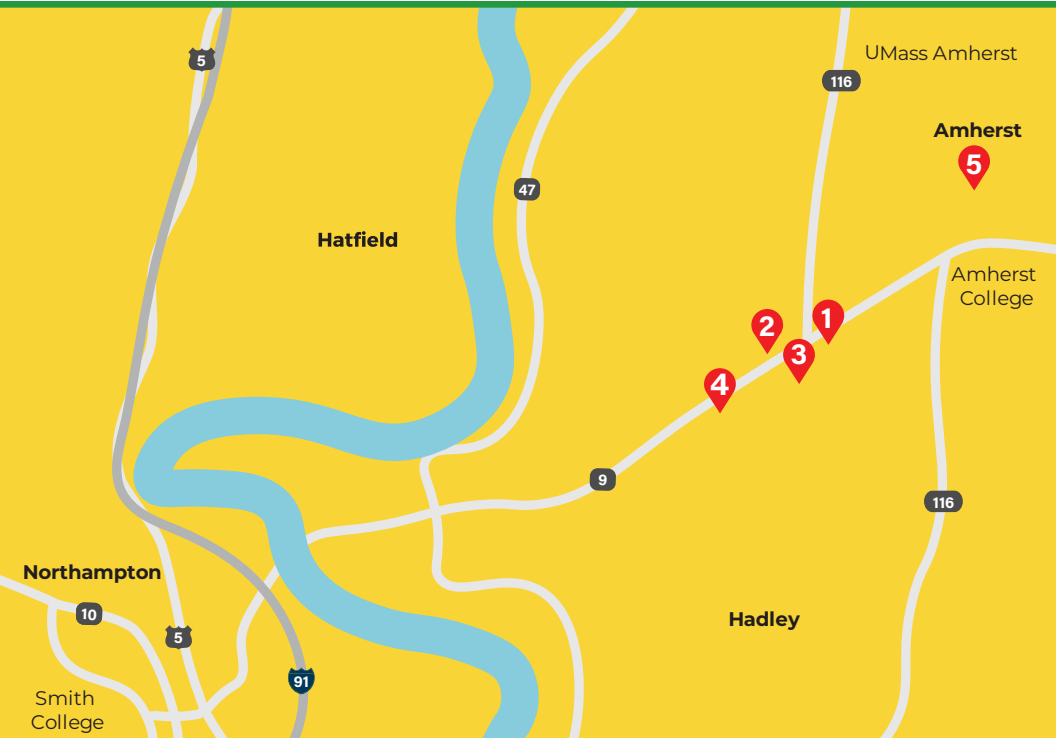
EconoLodge
BY CHOICE HOTELS

329 Russell Street, Hadley
413-582-7077

5

**University
Lodge**

345 N. Pleasant Street, Amherst
413-256-8111



We Define Hospitality
hampshirehospitality.com