

Unlocking a Decade of Discovery: 1Berkshire Continues to Publish the Official Visitors Guide to the Berkshires

Since its 2016 merger, 1Berkshire has helped connect businesses, attract visitors and strengthen the Berkshires businesses, tourism and regional growth.

NEW YORK, NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- The Berkshires beckon. To ensure you experience the full breadth of this distinctive New England destination, 1Berkshire—the central connector dedicated to preserving, positioning, and promoting Berkshire County's distinct sense of place—is thrilled to announce this year's Official Guide to the Berkshires is here.

As the organization moves through its 10th year, its focus remains on championing the region's business community, amplifying the county's appeal to visitors, and helping ensure long-term growth for one of Massachusetts' most distinctive destinations. Through its work as the Regional Tourism Council, 1Berkshire is focused on marketing the Berkshires as an ideal vacation destination, and this Guide is one of many ways it shines a light on all businesses working in and supporting tourism in the region.

This marketing tool is fundamental for supporting tourism growth and economic vibrancy. It showcases the Berkshires' unique combination of world-class culture and entertainment, a deeply rooted food culture, and year-round outdoor adventure. In addition, it highlights our local member businesses and tells unique regional stories to inspire travelers. Whether you are a



1Berkshire Logo



A Decade of Discovery with the 2026 1Berkshire Guide (Photo Credit: 1Berkshire)

repeat visitor, a second homeowner, or exploring the area for the first time, this essential resource is available now across all marketing channels.

Ready to be inspired? Order a free copy of the Guide or peruse the digital version at berkshires.org. Take the first step toward spending your next vacation in one of Massachusetts' most distinctive destinations.

The current membership of 1Berkshire includes organizations from a variety of corporate, and not-for-profit activities such as; to The current membership if 1Berkshire includes organizations from corporate, and not-for-profit organizations such as:

Adventure Tourism
Advertising and Media
Antiques
Automotive
Bars and Restaurants
Bed and Breakfasts and Inns
Business and Professional
Campgrounds
Camps
Cannabis Retailers
Catering
Chambers
Communication and Computers
Community and Civic Organizations
Consultants
Contractors and Construction
Education
Energy Services
Family Activities
Festivals and Special Events
Finance and Insurance
Funeral Services
Golfing



Olivia's Overlook (Photo credit: Kara Thornton)



The Clark Art Institute (Photo Credit: 1Berkshire)



Huttopia Berkshires (Photo Credit: Huttopia Berkshires)

Government
Healthcare
Hiking and Biking
Hotels
Legal Services
Manufacturing
Motels
Museums, Historic Sites and Gardens
Orchards and Farms
Performing Arts and Entertainment
Personal Care and Wellness
Pet Care
Real Estate
Religious
Residential / Commercial Services
Resorts
Retirement Living
Skiing and Winter Sports
Specialty Food Markets
Specialty Retailers
Transportation
Travel Assistance
Vacation Rentals
Visual Arts
Water Sports
Wedding Facilities
Wedding Services
Wineries, Breweries and Distilleries

Throughout this 10th anniversary year, 1Berkshire looks forward to continuing its programs and initiatives that help grow the Berkshire region. Whether you are a visitor, resident, entrepreneur, and/or business owner in the Berkshires, discover how you can celebrate this pertinent milestone at: <https://berkshires.org/events>

About The Berkshires:

Less than three hours from New York City and Boston, the Berkshires offer culture and adventure year-round. The surrounding mountains provide plenty of opportunity for outdoor excursions in all seasons while world class culture and entertainment, along with a deeply rooted food culture and an array of lodging options amidst picturesque towns, set this region apart. The Berkshires is a picturesque rural destination with a cultural scene to rival far larger urban dwellings. For more info visit berkshires.org.

About 1Berkshire:

1Berkshire is a county-wide marketing and economic development organization that works to simultaneously preserve, position, and promote Berkshire County's profound sense of place. Its mission is to advance Berkshire County's economy by advocating for the business community and attracting visitors. Powered by membership, 1Berkshire provides programs that connect businesses with resources and potential customers, as well as develop future leaders and support entrepreneurs. For more information, visit [1Berkshire.com](https://www.1berkshire.com)

For more information about 1Berkshire (the regional tourism and economic development organization) visit www.1berkshire.com

IG: @visittheberkshires | FB: VisitTheBerkshires | X/T: @BerkshiresToday
Y: @theberkshiresofwesternma | TikTok: @visittheberkshires

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