

# 2019 INTERNATIONAL PROFILE

# SALEM, MASSACHUSETTS

## ABOUT SALEM

Salem, Massachusetts is a fascinating destination for visitors from around the world. Most noted for the Salem Witch Trials of 1692, Salem's history stretches from the 17th century to the 21st century and includes American literature, architecture, maritime heritage, and military history. When you visit Salem, you will learn the stories of the interesting men and women who have made remarkable contributions to Salem, New England, and the world.

## WHAT'S NEW IN SALEM 2019 – 2020

- **Count Orlok's Nightmare Gallery** has moved to the Pedestrian Mall at 217 Essex Street
- **Finz Seafood & Grill** has moved to 86 Wharf Street
- New **motor coach parking** locations, including new drop/pick-up zones
- **Peabody Essex Museum** will open 40,000 SF of new exhibit space in September 2019
- **The Hampton Inn** (Maine Course Hospitality) anticipated opening July 2020
- **The Hotel Salem** has opened The Cellar function space, a compliment to The Roof and Counter
- **Twisted Escape Room** is open on Washington Street
- **New Shops!** Kakawa Chocolate House, Hive & Forge, Merry & Bright, VampFangs



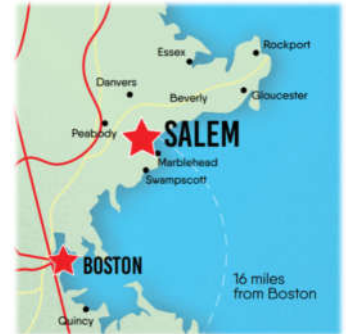
The Peabody Essex Museum Expansion, opening September 2019

## DID YOU KNOW?

- ◇ During the **Salem Witch Trials of 1692**, 19 innocent men and women were hanged, and one man pressed to death, accused of being Witches
- ◇ The first militia muster was held on Salem Common in 1637, making Salem the birthplace of the **American National Guard**
- ◇ Dating back to 1668, **The House of the Seven Gables** is New England's oldest wooden mansion.
- ◇ In 1877 **Alexander Graham Bell** placed the first long-distance telephone call from Salem's Lyceum Hall
- ◇ Founded in 1799, the **Peabody Essex Museum** is the oldest continually operated museum in America
- ◇ The **Parker Brothers** game company opened in Salem in 1887. Monopoly and other beloved games were largely produced here until production ceased in 1991

## LOCATION & ACCESS

- Salem is 16 miles (25 km) north of Boston and 14 miles north of Logan International Airport
- Closest highway: MA RTE-128; Closest interstate: I-95
- Salem is a 30-minute drive from Gloucester, Ipswich, and Essex, and 24 miles from historic Lexington and Concord, Massachusetts
- The high-speed Salem Ferry provides service between Salem Wharf and Long Wharf in Boston late May through October
- Commuter train service between Salem and Boston's North Station takes 30 minutes and is available daily, year-round. The train can be taken north from Salem to Gloucester, Ipswich, Rockport, and Newburyport.



## HOSPITALITY & AMENITIES

Destination Salem is happy to offer the following amenities and services. Please contact us or visit Salem.org for more information.

- ⇒ Assistance with itinerary planning
- ⇒ FAM Tours
- ⇒ Free motor coach/tour bus parking (first come, first served)
- ⇒ Motor coach drop zones
- ⇒ On-board and/or shore-side hospitality upon arrival for visiting cruise ships.
- ⇒ Overflow motor coach parking
- ⇒ Picnic tables (Salem Maritime National Historic Site)
- ⇒ Public restrooms (Old Town Hall, Salem Maritime National Historic Site, Salem Visitor Center)
- ⇒ Motor Coach Parking Map and Guidelines (free)
- ⇒ **Salem Regional Visitor Center**, National Park Service / Essex Heritage, 2 New Liberty St., Salem, has restrooms, exhibits and films. (Closed Mondays and Tuesdays November–May)

## SUGGESTED THEMES & ITINERARIES

**SALEM WITCH TRIALS OF 1692** A dark period of fear and accusation, the events of the Salem Witch Trials are examined and interpreted by several attractions, museums, walking tours, and films. Visitors are encouraged to pause for reflection and remembrance at the Salem Witch Trials Memorial.

**MARITIME HERITAGE** Salem's exciting maritime heritage includes boat-building, fishing, and the prosperous China trade. Explore Salem's museums and the Salem Maritime National Historic Site to learn the stories and see the treasures of the men and women who contributed to Salem's boom.

**PARANORMAL SALEM** Scores of visitors to Salem seek a paranormal experience, and professional paranormal investigators often set their sights on this bewitching seaport. Ghostly tours will share Salem's murder mysteries, wrongful deaths, and wandering spirits. If you are seeking a more personal experience, join a Salem séance!

**BOOKS & MOVIES** Immerse yourself in the fiction of Nathaniel Hawthorne, Arthur Miller, Brunonia Barry, Katherine Howe, Kathleen Kent, Adrianna Mather and more. Visit the filming locations for the film *Hocus Pocus* as well as David O. Russell's films *Joy* and *American Hustle*.

**CULINARY SALEM** Indulge in a food tour, which connects Salem's maritime and spice trade heritage with the historic sites, restaurant and shops of today.

## TRANSLATIONS, AUDIO GUIDES, AND INTERPRETERS

### RECEPTIVE OPERATORS

**Hawthorne Tours**  
HawthorneTours.com | 978-744-5463  
*German*

**Wolf Adventures & Tours**  
WolfeTours.com | 978-255-1645  
*Italian, French, German*

### VISITOR SERVICES

**Salem Chamber of Commerce**  
Salem-Chamber.org | 978-744-0004  
*Dutch, German*

### ACCOMMODATIONS

**Hawthorne Hotel**  
HawthorneHotel.com | 978-744-4080  
*Spanish*

**Northey Street House B&B**  
NortheyStreetHouse.com | 978-397-1582  
*Mandarin, Cantonese*

**Salem Waterfront Hotel & Suites**  
SalemWaterfrontHotel.com | 978-740-8788  
*Spanish, French, and Portuguese*

### TROLLEY & WALKING TOURS

**Bewitched After Dark Walking Tours**  
BewitchedAfterDark.com | 978-498-4061  
*Spanish*

### SHOPPING

**Circle of Stitches**  
CircleofStitches.com | 978-745-9276  
*Portuguese, Spanish*

### MUSEUMS & ATTRACTIONS

***Cry Innocent: The People Versus Bridget Bishop***  
HistoryAliveSalem.com | 978-810-2588  
*Arabic, French, Italian, Japanese, Mandarin, Russian, Spanish*

**Historic New England's Phillips House**  
HistoricNewEngland.org | 978-744-0440  
*French*

**The House of the Seven Gables**  
7Gables.org | 978-744-0991  
*Cantonese, French, German, Italian, Japanese, Mandarin, Portuguese, Spanish*

**Peabody Essex Museum**  
PEM.org | 978-745-9500 ext. 3014  
*Cantonese audio tours of Yin Yu Tang Chinese House available*

**Salem Witch Museum**  
SalemWitchMuseum.com | 978-744-1692  
*Cantonese, French, German, Italian, Japanese, Mandarin, Russian, Spanish*

**Witch Dungeon Museum**  
WitchDungeon.com | 978-741-3570  
*Introduction to the history of the Salem Witch Trials is offered in French, German, Italian, Japanese, Spanish*

**The Witch House**  
WitchHouse.info | 978-744-8815  
*French, German, Italian, Japanese, Polish, Portuguese, Spanish*



Each October the City of Salem hosts the largest Halloween celebration in the world. Spanning all 31 days of October, events planned in October range from family-friendly costume parades to 21+ balls and parties. Coinciding with New England's vibrant fall foliage season, Salem Haunted Happenings in October is a fun, festive, and beautiful time to visit Salem.

Find complete information at [HauntedHappenings.org](http://HauntedHappenings.org).



The Salem Witch Museum and Salem Trolley



Salem Waterfront Hotel & Suites

## CONTACT US

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**TOUR GUIDE LICENSES** The City of Salem requires all hired tour guides, except for teachers who are employed by a school and leading a tour that pertains to curriculum, to be licensed. You are encouraged to ask if your guide is licensed.

**Applications and Information** are available through the Salem City Clerk, Salem City Hall, 93 Washington Street. (978) 745-9595

