2020 International Profile

ABOUT SALEM
A small city just north of Boston, Salem, Massachusetts attracts visitors from around the globe. Most noted for the Salem Witch Trials of 1692, Salem’s history stretches from the 17th-century to today and includes maritime heritage, American literature, architecture, military history, and more. 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 2020–2021
- Peabody Essex Museum recently opened 40,000 SF of new exhibit space
- The Hampton Inn (Maine Course Hospitality) anticipated opening July 2020

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
◊ Parker Brothers opened in Salem in 1887, where Monopoly and other games were produced until 1991.

ANNUAL EVENTS & FESTIVALS
JANUARY    Comedy & Spirits Festival
FEBRUARY   Salem’s So Sweet
MARCH      Salem Film Fest
MAY        Salem Ancestry Days
JUNE       Salem Arts Festival
JULY       Salem Celebrates the Fourth
AUGUST     Salem Maritime Festival
           Salem Jazz & Soul Festival
           Antique & Classic Boat Festival
SEPTEMBER  Food Truck Festival
OCTOBER    Salem Spice Festival
DECEMBER   Salem Haunted Happenings
           Christmas in Salem

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
The City of 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
⇒ Picnic tables (Salem Maritime National Historic Site)
⇒ Public restrooms (Old Town Hall, Salem Maritime National Historic Site, Salem Visitor Center)
⇒ 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)
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 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.

TRANSITIONAL THEMES & ITINERARIES

RECEPTIVE OPERATORS
Hawthorne Tours
HawthorneTours.com | 978-744-5463
German

Wolf Adventures & Tours
WolfieTours.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 | 974-8788
Spanish, French, and Portuguese

TROLLEY & WALKING TOURS
Bewitched After Dark Walking Tours
BewitchedAfterDark.com | 978-498-4061
Spanish

Salem Food Tours & AM Coffee Walks
SalemFoodTours.com | 978-594-8811
Spanish and French interpreter available for groups

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

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

CONTACT US
DESTINATION SALEM
81 Washington Street, Suite 204
Salem, MA 01970
(978) 741-3252 | salem.org

KATE FOX
Executive Director
kfox@salem.org

STACIA COOPER
Assistant Director
scooper@salem.org

BRITTANY DICOLOGERO
Communications Manager
brittany@salem.org