



FOR IMMEDIATE RELEASE
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DESTINATION SALEM LAUNCHES NEW MOBILE APP FOR VISITORS TO PLAN THEIR VISIT TO SALEM

New app will provide latest updates on everything Salem, including events, museums and attractions, shops, restaurants, parking, and much more.

SALEM, Mass. –Destination Salem has launched a new mobile app to provide visitors and residents with comprehensive information about exploring Salem to access the latest information. This new app features news, business listings, educational content, maps, and location-based notifications. The mobile app was created by Aloomba.

“This year, as we are closely monitoring the safety guidelines set forth by the City of Salem and the Commonwealth of Massachusetts, it is important to offer a tool that provides real-time information,” said Kate Fox, Executive Director, Destination Salem. “We want our visitors to be well-informed as to what is open and available throughout the fall, and especially during the month of October, our busiest tourist season.”

The new app will provide updates on parking availability, restrooms, and public health guidelines throughout the fall. The app will also be available all year long for the latest information about Salem’s annual festivals, including Salem’s So Sweet, Salem Arts Festival, Salem Heritage Days, and much more.

“As a small business we are thrilled to be listed on the new app,” said Karen Scalia, Founder & Owner of Salem Food Tours. “It’s easy, convenient, and helps our guests not only keep up to date on what tours we are offering, but also info on our wonderful tour partners, museum partners, and more.”

COVID-19 updates

The City of Salem will be monitoring the COVID-19 situation and its impact on October travel to Salem. A detailed blog post outlining COVID-19 related procedures can be found at: www.hauntedhappenings.org/covidthips

“It’s been fantastic to partner with Destination Salem this year. COVID-19 has made life difficult for event producers as well as attendees, so we have developed this mobile app to make planning much less stressful,” said Brian Westerman, Senior Account Manager, Aloomba. “Visitors will have everything they need at their fingertips, including a detailed map to help navigate the city, and the most up-to-date list of events, shops,

and restaurants that are open. Visitors can receive real-time messages via the app should anything change related to the city's COVID-19 guidelines.”

The Destination Salem app is available for iOS and Android. The app can be found on the App Store as well as online at: <http://onelink.to/kez9qm>.

About Salem

Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today more than one million people visit Salem annually, generating nearly \$140 million in tourism spending and supporting 1,000 jobs.

About Destination Salem

As the destination marketing organization for the City of Salem, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping and fun. For more information, visit Salem.org.

About Aloompa

Aloompa introduced the first mobile app for a music festival in 2009, effectively replacing the paper guide forever. Aloompa has driven innovation in event technology ever since, helping ensure event producers and attendees both have the best live experience.

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Image credit line:

Screen shot of new Destination Salem app.

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High-resolution images and interviews available upon request