



## **Enjoy the Holiday Spirit in Salem this Season Historic Houses and Hot Chocolate add to the Uniquely Salem experience.**

**Released: November 13, 2020**

**Photos Available**

**Salem, MA.** . . Salem is ready to serve its visitors during the holiday season, as fewer crowds lead to intimate shopping experiences. The shops in Salem offer gift ideas that cannot be found anywhere but the Witch City. While walking between stores, holiday revelers can grab a decadent hot chocolate from a stop on Salem's [hot chocolate crawl](#), and take in some festive photo opportunities such as the holiday tree next to the statue of Samantha from *Bewitched*. Salem is celebrating the recent opening of many new businesses and expanded offerings from old favorites. Once the shopping is done enjoy your favorite local museums and restaurants.

"Salem has so much to offer during the holiday season," said Kate Fox, Executive Director of Destination Salem. "It is magical to stroll through the Salem Common and see the lights and enjoy the picturesque backdrop of downtown Salem."

In response to the economic impact the COVID-19 pandemic has had on Massachusetts local businesses and communities, the state has launched the #mylocalMA campaign to help drive business and economic recovery to places small businesses and Main Streets across the state such as downtown Salem. In addition, economic development catalyzer Creative Collective in Salem is running a separate hyper-local campaign, #StayLocalSalem #StayLocal2020. According to the US Small Business Administration in their 2019 Small Business Profile, small businesses in Massachusetts employ approximately 1.5 million workers, accounting for approximately 45 percent of the Commonwealth's total workforce.

"We are happy to welcome visitors back to Salem for the holiday season. The crowds are light this time of year and walking around and accessing shops and restaurants is easy," said Kim Driscoll, Mayor of Salem, Massachusetts. "There are new shops and restaurants in the community that are excited to share the holiday experience with visitors."

### **Shopping**

The weather is getting colder and the hunt is on for that unique holiday gift. Start your holiday shopping in Salem, where there are intimate shopping experiences in local shops. For example, the shops at Artists' Row feature items by local artisans such as candles, jewelry, and artwork. In addition to the diverse range of stores on Essex Street, including Moody's Home & Gifts, Wicked Good Books, and the PEM Shop, Pickering Wharf offers many options for holiday gifts in stores like Merry and Bright, Partridge in a Bear Tree, and SalemDipity. Destination Salem has created lists of ideas for presents such as [masks](#), [ornaments](#), and overall [gifts](#) from Salem-based stores and boutiques.

### **New Shops and Eateries in Salem**

Salem has many new businesses this year such as Beverly Bees in Artists' Row, Botanica / Hermetic Arts Center, City Smoke Shop, Coven Beauty Company, GNU Kitchen, Jenni Stuart Fine Jewelry, Pentagram, Sage, Settler, Shindig Studios at Artists' Row, the Juicery, and Spitfire Tacos. In addition to the new businesses, many popular locales such as Salem Arts Association, District Trading Company, The Boutique, and Jolie Tea Company have expanded their spaces.

### **Dining**

Salem is renowned for its food scene and in addition to indoor dining, the culinary community is ready for the cold weather as many restaurants have been outfitted with tents and heaters to extend outdoor dining through the end of November. Enjoy award-winning pizza from Bambolina, local cuisine from Ledger Restaurant & Bar, or the freshest seafood at Turner's or Finz. For a list of Destination Salem recommended restaurants, visit [salem.org/eat](http://salem.org/eat).

### **Accommodations**

Hotels in Salem offer cozy rooms for holiday visitors – sometimes even offering fireplaces in the room. The hotels and inns of Salem are a perfect place to get comfortable inside and plan out the next day for shopping in Salem. There are seasonal specials to consider when booking a hotel such as the historic Hawthorne Hotel and The Salem Inn, contemporary Salem Waterfront Hotel and Suites, mid-century modern gem The Hotel Salem, and the new Hampton Inn Salem. Click [here](#) for a list of recommended hotels and inns.

### **Attractions and Tours**

A long-standing favorite, Historic Salem is adapting to the COVID restrictions and hosting a [virtual tour](#) of historic houses decorated for the holidays. Peabody Essex Museum is offering a holiday experience with seasonal decorations and shop specials. [Click here](#) for a list of recommended museums and attractions.

No matter how many people are on your shopping list, get an early start and take in the holiday season in Salem.

### **New Mobile App to Guide Visitors**

Destination Salem has launched a new mobile app to assist visitors to Salem in accessing the latest information. This new app features news, information on walking tours, educational content, and location-based notifications. The Destination Salem app is available for iOS and Android. The [app](#) can be found on the App Stores by searching for Destination Salem, Mass.

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### **About COVID-19 in Salem, Massachusetts**

Salem has a public health order requiring masks or face coverings be worn in all public spaces, indoors and outdoors, in the downtown district, and in Salem parks. Salem is following the Massachusetts 4-phase reopening guidelines, which is currently in Phase 3. These guidelines restrict gathering sizes to less than 50 people outdoors and less than 25 people indoors, which means all Haunted Happenings events have been canceled or transitioned to virtual experiences. Most Salem businesses are open and operating under capacity restrictions that allow employees and guests to adhere to physical distancing

guidelines. Due to these restrictions, all visitors are encouraged to book reservations or buy tickets in advance of arrival. The Massachusetts Travel Order requires visitors from states deemed high-risk to complete a traveler form and quarantine or provide a negative COVID test taken within 72 hours of travel. The list of safe and high-risk states can be found at [mass.gov/matraveler](https://www.mass.gov/matraveler). Everyone planning to visit Salem in 2020 is expected to follow all local and state health orders and guidelines. These guidelines are subject to change, pending public health data. Visit [salem.org/covid19](https://salem.org/covid19) or download the Destination Salem app to receive updates.

**About Salem, Massachusetts**

Salem 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](https://www.destination-salem.com) 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](https://salem.org).

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