FOR IMMEDIATE RELEASE
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FIVE THINGS TO KNOW WHEN VISITING SALEM HAUNTED HAPPENINGS IN OCTOBER
Tips to Make the Most of the Witch City During its World-Renowned Festival Season

SALEM, Mass. — The ghouls, witches, vampires, and zombies of Salem are preparing for the 39th annual Salem Haunted Happenings kick-off next week and they want to give some advice to their many visitors. Destination Salem has put together a top list of helpful things to know when navigating the month-long event this year.

Number One: The Salem Haunted Happenings Grand Parade on Thursday, October 7 will be an “Upside Down and Inside Out” version from previous years. Instead of a moving procession of marchers and floats, the parade participants will be stationary, and the audience will walk the route. The Parade has adjusted the route as well.
Number Two: The vendors and street fairs including Haunted Happenings Marketplace and Salem Chamber of Commerce Haunted Biz Baz have moved from the Essex Street pedestrian mall to Salem Common. Additional vendors will be on Derby Square and Charlotte Forten
Park, and Salem’s favorite shops and restaurants are open on Essex, Washington, Front, and Derby Streets, as well as Pickering Wharf.

Number Three: There are even more places to take Halloween-themed pictures this year. In addition to the traditional snap with the Bewitched Statue, photo shoots at Witch Pix, and the photo stations on Salem Common, a new selfie station is open at Miss Havisham's Parlor inside Old Town Hall. Miss Havisham’s is a ticketed and timed experience, so reserve your spot online.

Number Four: The City of Salem will offer free walk-up rapid COVID-19 testing in downtown Salem in the Peabody Essex Museum’s Connect Building. Reservations are also available for those that want to plan ahead. This is especially useful for attending events large indoor events like Salem Harvest Fest and Wicked Night on the Wharf as there is a requirement to show proof of a negative COVID-19 test taken within 72 hours of the event in order to enter. Click here for additional information.

Number Five: Not everyone has brooms, so there are some things to consider about transportation and parking. The City of Salem has expanded free satellite parking and shuttle service on three weekends to help with parking congestion. For more information on parking and taking the shuttle, please click here. Public transportation is also recommended as there will be road closures throughout October to accommodate traffic.

A complete schedule of Haunted Happenings events can be found at hauntedhappenings.org.

Mobile App Available to Guide Visitors
Destination Salem launched a new mobile app in 2020 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.

Salem’s Mask Mandate
The City of Salem requires masks to be worn in all indoor public areas. Salem’s mask requirement is currently in place through November 13 pending public health data. Massachusetts requires masks to be worn while on public and private transportation (including trains, buses, ferries, taxis, and ride shares, and while in stations) and while in healthcare settings. Find more information on the City of Salem’s COVID-19 response at salem.com.
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.

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.

High-resolution images and interviews available upon request.

Image captions & credits:
1) Vampires descend upon Salem. Photo: Destination Salem
2) Salem Haunted Happenings Grand Parade. Photo: John Andrews/Creative Collective
3) Miss Havisham's Parlor. Photo: Chris Lutton

Media Contacts:
Kristen Levesque, kristen@kristenlevesquepr.com
Mary Keith, mmkeithma@gmail.com
Kate Fox, kfox@salem.org

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