



# SALEM

## 2022 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.

### NOTABLE FOR 2022

- **Real Pirates Salem** is open at 285 Derby Street
- **Salem Witch Museum** celebrates its 50th Anniversary
- **International Monster Museum** is open in Museum Place Mall

### 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
- ◇ **Salem Haunted Happenings** in October is believed to be the world's largest Halloween celebration.
- ◇ 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.
- ◇ The Disney movie **Hocus Pocus** is one of several projects that were filmed 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 Salem Ferry** provides high-speed service between Salem Wharf, 10 Blaney Street, 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.

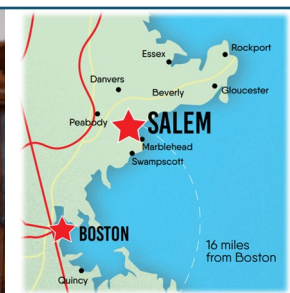
### ANNUAL EVENTS & FESTIVALS

JANUARY	Salem Comedy & Spirits Festival
FEBRUARY	Salem's So Sweet
MARCH	Salem Film Fest
APRIL	Salem Ancestry Days
JUNE	Salem Arts Festival
JULY	Salem Celebrates the Fourth
AUGUST	Salem Heritage Days Salem Jazz & Soul Festival Antique & Classic Boat Festival
SEPTEMBER	Food Truck Festival Salem Spice Festival
OCTOBER	Salem Haunted Happenings
DECEMBER	Holiday Happenings Christmas in Salem

### HOSPITALITY & AMENITIES

The following amenities and services are available. Contact Destination Salem for more information.

- Assistance with **itinerary planning**
- **Familiarization Tours**
- **Public restrooms** (Artists' Row, 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. (Open Wednesday—Sunday, 10am-4pm)



## 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 Salem Maritime National Historic Site to learn the stories and see the treasures of the men and women who contributed to Salem's boom.

**HAUNTED SALEM** 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, restaurants and shops of today.

**SALEM SAMPLER** A day filled with a Salem Trolley tour with visits to The House of the Seven Gables, Salem Witch Museum or Witch Dungeon Museum and an evening walking tour to experience each of Salem's significant chapters.



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

[HauntedHappenings.org](http://HauntedHappenings.org)



## TRANSLATIONS AND AUDIO GUIDES

### RECEPTIVE OPERATORS

**Wolf Tours & Adventures**  
WolfeTours.com  
*Italian, French, German*

### VISITOR SERVICES

**Salem Chamber of Commerce**  
Salem-Chamber.org  
*Dutch, German*

### ACCOMMODATIONS

**Hampton Inn Salem/Boston**  
Hilton.com  
*Spanish*

**Hawthorne Hotel**  
HawthorneHotel.com  
*Spanish*

**Northey Street House B&B**  
NortheyStreetHouse.com  
*Mandarin, Cantonese*

**Salem Waterfront Hotel & Suites**  
SalemWaterfrontHotel.com  
*Spanish, French, & Portuguese*

### MUSEUMS & ATTRACTIONS

**Count Orlok's Nightmare Gallery**  
NightmareGallery.com  
*Portuguese*

***Cry Innocent: The People Versus Bridget Bishop***  
HistoryAliveSalem.com  
Translation available in:  
*Arabic, French, Italian, Japanese, Mandarin, Russian, Spanish*

**Historic New England's Phillips House**  
HistoricNewEngland.org  
*French*

**The House of the Seven Gables**  
7Gables.org  
*Cantonese, French, German, Italian, Japanese, Mandarin, Portuguese, Spanish*

**Peabody Essex Museum**  
PEM.org  
*Cantonese audio tours of Yin Yu Tang Chinese House available*

**Salem Witch Museum**  
SalemWitchMuseum.com  
*Cantonese, French, German, Italian, Japanese, Mandarin, Russian, Spanish*

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

**The Witch House**  
WitchHouse.info  
*French, German, Italian, Japanese, Polish, Portuguese, Spanish*

### WALKING TOURS

**Bewitched After Dark Walking Tours**  
BewitchedAfterDark.com  
*Spanish*

**Salem Food Tours & AM Coffee Walks**  
SalemFoodTours.com  
*Spanish and French*

**Salem Night Tours**  
SalemGhostTours.com  
*Spanish*

**Witch City Walking Tours**  
WitchCityWalkingTours.com  
*Spanish*

### DINING

**Salem's Retreat**  
SalemRetreat.com  
*Spanish*

### SHOPPING

**Circle of Stitches**  
CircleofStitches.com  
*Portuguese, Spanish*

## CONTACT US

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**Salem**  
Still making history.