



FOR IMMEDIATE RELEASE

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NEW BUSINESSES, EXPERIENCES BLOSSOM IN SALEM
THIS SPRING

***Additional Museums, walking tours, unique shops,
and restaurants add to vibrant community***

SALEM, Mass. – As spring approaches, visitors to Salem will see many new additions to the entertainment scene including new museums, walking tours, restaurants, and more to enjoy during their visit. These new experiences are enhanced as rites of spring unfold such as outdoor dining, which kicks off on April 1, and the Salem ferry, which opens on May 14.

The new attractions opening in Salem fit in perfectly with the world-renowned entertainment destination. On the museum scene, Salem is welcoming real treasures from a sunken pirate ship, monsters, wizards, and more. To explore the historic city outside, visitors have even more options tour Salem in a new light with several new tours that explore different historic neighborhoods downtown as well as getting off the beaten path into Salem Woods.

The culture of uniquely Salem shops grows with the addition of Good Witch of Salem, Curly Girl Candy, and Pentagram. And to replenish after a day of exploration, Salem, with its reputation as a foodie's delight will now have even more with delectable fare. These new establishments include Witch City Hibachi, Ginger Seafood, Lulu's Bakery and Pantry, and Salem's Retreat.

"Each new business adds something unique to the Salem experience," said Kate Fox, Executive Director of Destination Salem. "Visitors from down the street and across the country will find their favorite haunts are being complimented with new opportunities to explore Salem's history, have a little fun, and eat extremely well!"

New businesses and attractions that have recently opened or will be opening soon in Salem are listed below:

Museums & Attractions

- Real Pirates Salem <https://realpiratessalem.com/>
- International Monster Museum, www.internationalmonstermuseum.com
- Professor Spindlewink's World of Wizardry www.worldofwizardrysalem.com



- Chagall Performance Art Collective www.artistsrowsalem.com
- Charter Street Cemetery Welcome Center www.charterstreetcemetery.com



Tours

- Better than Fiction Salem Walking Tours www.btftours.com
- Dynamic History Salem tours www.dynamichistorysalem.com
- Forest Lore Tours www.walkwithawitch.com
- Salem Vintage Postcard Tours www.salemvintagepostcardtours.com
- Daniels House (B&B) History Tours, www.danielshousesalem.com/tours
- Tours for Touring Tourists – www.ToursforTouringTourists.com

Restaurants

- Lulu's Bakery and Pantry www.lulusbakeryandpantry.com
- Ginger Seafood www.gingerseafood.com
- Salem's Retreat www.salemsretreat.com
- Witch City Hibachi www.witchcityhibachi.com
- Flip the Bird www.flipthebirdfriedchicken.com



Shops

- Pentagram www.pentagramsaalem.com
- Curly Girl Candy www.curlygirlcandy.com
- Good Witch of Salem www.goodwitchofsalem.com
- Timeless Life Treasures www.timelesslifetreasures.com
- Salem Historical Tours Gift Shop – www.salemhistoricaltours.com/gift-shop

Additional information on museums, tours, shopping, dining, accommodations, and other experiences be found through [Destination Salem](#).

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 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](#).

Images:

- Real Pirates Salem (Opening in April)
- Charter Street Cemetery
- Wife & husband team and Salem residents, Nikki and Jim Economides of Lulu's Bakery and Pantry.

High-resolution images and interviews available upon request.

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