

FOR IMMEDIATE RELEASE  
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## Destination Salem to Open New Information Center



SALEM, Mass.—Destination Salem will open the doors to its new information center at 245 Derby Street on Monday, October 10. Located in the renovated South Harbor garage, the new information center will be open daily, 10 a.m. to 5 p.m., and will provide visitors with information on what to do, where to dine, where to shop, and where to stay. Centrally located and convenient to both the waterfront and downtown districts, the visitor information center is in the first-floor space formerly occupied by Scratch Kitchen.

This is an exciting new direction for Destination Salem, which has served as Salem’s Office of Tourism & Cultural Affairs since 1998. The organization has always functioned behind the scenes, but when the pandemic shined a light on the City’s need for daily visitor information and year-round public restrooms, Destination Salem stepped forward to take a leadership role in providing visitor services.

“We are looking forward to this new role for the organization,” said Kate Fox, Executive Director of Destination Salem. “There is so much to do in Salem year-round, and we want to help visitors get the most out of their visit.”

The new visitor information center will be staffed with Information Specialists that can guide people to the city's museums, attractions, tours, shops, restaurants, and special events. Visitors can pick up brochures, maps, and schedules of events. A gift shop and retail display are planned for later this year.

The City of Salem opened new public restrooms adjacent to the information center in August. They are open daily, year-round. The National Park Service continues to operate the regional visitor center in the Salem Armory, which is open 10 a.m. to 4 p.m., Wednesdays through Sundays.

A ribbon-cutting ceremony for the new Destination Salem Information Center will take place on Monday, November 14 at 1 p.m.

### **About Salem, Massachusetts**

Salem is a destination recognized worldwide for its rich history, including 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. Approximately 1.8 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, and 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](http://Salem.org).

**Image credits:** New Information Center in Salem, Photo courtesy of Destination Salem.

*High-resolution images and interviews are available upon request.*

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