



**FOR IMMEDIATE RELEASE**  
**November 13, 2023**



**Celebrate the Magic of the Holidays in Historic Salem, Massachusetts**



SALEM, Mass.—The historic city of Salem, Massachusetts, is gearing up for a festive and enchanting holiday season. With an array of joyful events, spirited performances, and delightful activities, there's no better place to get into the holiday spirit. Salem invites all visitors and residents to partake in the enchanting celebrations throughout the season.

Here are some of the highlighted events for the 2023 holiday season:

**Santa's Arrival and Holiday Tree Lighting**  
**Friday, November 24 at 5:45 pm, Hawthorne Hotel/Salem Common and Lappin Park**

A beloved annual tradition, Santa Claus will arrive at the top of the Hawthorne Hotel at 18 Washington Square – with assistance from the Salem Fire Department, of course! Santa's arrival will be followed by a procession down the Essex Street Pedestrian Mall for the annual

lighting of Salem's Holiday Tree at Lappin Park (next to the Bewitched Statue at the intersection of Essex Street and Washington Street). [www.salemmainstreets.org](http://www.salemmainstreets.org)

**Salem Arts Association Holiday Artists' Market at Salem Old Town Hall**

**Saturday, November 25, 10 a.m. to 5 p.m., Old Town Hall**

Holiday Artists' Market at Salem Old Town Hall features a festive market with live music and a  
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holiday theme. This year's event offers a broad collection of creative treasures for yourself, friends, and family. Showcasing a variety of local artisans and crafters offering original fine art, unique gifts, and hand-made housewares to delight yourself or gift to others. [www.salemarts.org/](http://www.salemarts.org/)

**Salem Trolley & The Gallows Hill Theatre Present... "A Christmas Carol" by Charles Dickens**

**November 26 through December 23**

Now entering into its 34th Season, this humorous & whimsical interactive performance reanimates Dickens' timeless seasonal holiday classic. Experience Charles Dickens' A Christmas Carol with a twist. Ride along with Scrooge on the Salem Trolley as the classic tale is brought to life in a completely unexpected way. Shows sell out quickly and seats are limited. <https://saletrolley.com/contact-7.html>

**Tis' The Season with History Alive at The House of the Seven Gables**

**Weekends, December 1 through 3 and December 8 through 10 at 7 p.m., House of the Seven Gables**

Join History Alive to experience the Christmastide season from before Christmas was a holiday in America. After premiering in 2021 at the Old Town Hall, this play-with-music moves to the House of the Seven Gables in 2023 to continue to spread the Yuletide cheer. <https://7gables.org/events/>

**Cozy & Bright: Christmas Tour of the Daniels House**

**Daily in December, 1 Daniels Street**

Explore the magic of Christmas through one of Salem's oldest homes. Led by experienced and passionate guides, this interactive tour focuses on the history of Christmas as the holiday evolved over this home's 356 years in New England. Join us, with warm seasonal teas in-hand, amongst the lights and cozy decked halls, on a cheerful and illuminating tour that will leave you feeling festive and bright! Tickets \$25, includes seasonal historic tea. [www.danielshousesalem.com](http://www.danielshousesalem.com)

**The Salem Garden Club Christmas Boutique**

**Saturday, December 2, 9:30 a.m. to 2 p.m., First Church in Salem**

The Boutique features uniquely decorated fresh wreaths, arrangements, swags, boxwood trees, and much more. You're sure to find that special something to trim your home for the holiday or to find a gift for someone special! [www.salemgardenclub.com/](http://www.salemgardenclub.com/)

**Christmas in Salem Historic House Tour**

**Friday, December 1, Friday night preview fundraiser, 6:45 p.m. to 9:15 p.m.**

**Saturday, December 2 & Sunday, December 3, 10:30 a.m. to 4:30 p.m., Salem Common Neighborhood**

The Peabody Essex Museum is the sponsor for the Historic Salem's 2023 *Christmas in Salem* holiday house tour offering a candle-lit evening preview on Friday, December 1, and daytime tours on Saturday, December 2 and Sunday, December 3. This year's theme, "An On Common Christmas," will highlight Federal-style homes around the Salem Common, including PEM's Andrew-Safford House from 1819, which is listed on the National Register of Historic Places. Now in its 44th year, the annual tour has become a Christmas tradition for many residents and friends on the North Shore and is the headlining fundraiser for HSI. Tickets are now available online at [www.historicsalem.org](http://www.historicsalem.org).

### **Holiday Window Contest**

#### **Starting Saturday, December 9, in Downtown Salem**

Every year, downtown businesses decorate their windows, especially for the holidays. Judges nominated by Salem Main Streets make the rounds to vote on the best windows, and the competition is always fierce! [www.salemmainstreets.org/](http://www.salemmainstreets.org/)

### **Winter Solstice Celebration**

#### **Saturday, December 16, 10 a.m. to 4 p.m., Peabody Essex Museum**

Celebrate the arrival of the longest night of the year through an array of nurturing programs. Slow down with a grounding yoga class, engage in a powerful solstice ritual, design a beeswax candle, and enjoy joyous Celtic harp music! For more information, visit [www.pem.org](http://www.pem.org)

### **Salem Main Streets Holiday Stroll**

#### **Sunday, December 17, Downtown Salem**

Salem Main Streets wants to help you with your holiday shopping! Load up on sustenance at one of our many fine downtown breakfast and brunch establishments, then hit the bricks for great finds and specials at local retailers around town, all while serenaded by festive roaming carolers. Keep your eyes peeled for Santa! Follow along online for the latest list of participants and shopping details. [www.salemmainstreets.org/](http://www.salemmainstreets.org/)

### **New Year's Eve LAUNCH!**

Sunday, December 31, 4:30 p.m. to 6 p.m., Artists' Row

Come ring in the New Year in downtown Salem! The City of Salem and Salem Main Streets are teaming up to throw a New Year's Eve party, with live music and family-friendly activities. There will be an early countdown promptly at 6 p.m. [www.salemmainstreets.org/](http://www.salemmainstreets.org/)

### **Gingerbread Holiday Trolley ride with the Good Witch of Salem**

**December 9 & 10, 10:30 a.m. to 3:30 p.m.**

#### **Downtown Salem**

Join the Good Witch of Salem on a quest to find the Gingerbread Man aboard the **Holiday Trolley!** The race through downtown Salem will begin at The Good Witch of Salem's shop with a storytime all about the Gingerbread Man! Attendees will take part and interact with the story through the use of motions, props, and baking tools. After storytime, together we will view and discuss how gingerbread cookies are made. Be on the lookout because one of the adorable Gingerbread Men will come alive and run off into the streets of Salem! Once we spot him, we will board the Holiday Trolley to find that fast little cookie! Keep your eyes peeled while riding the Holiday Trolley...the Gingerbread Man can pop up anywhere along the way!

<https://goodwitchofsalem.com/holiday-trolley-tickets-2023/>

### **Frozen Fire Festival**

**December 26 through January 1, Charlotte Forten Park**

Centerpiece for winter entertainment, seasonal shopping, dining, and drinks in the heart of Salem, MA - FREE AND OPEN TO THE PUBLIC! RAIN OR SHINE. Rent an igloo and make smores with friends, or play some outdoor winter-themed games. <https://www.facebook.com/FrozenFireFestival>

**Parking in municipal lots, garages, and meters will be free on November 23, 24, 25, and 26, and December 22, 23, 24 & 25.** Additional information on shopping, dining, and accommodations can be found through [Destination Salem](#).

**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).

*High-resolution images are available [HERE](#) and interviews are available upon request.*

**Image caption:**

- 1) Santa's arrival in Salem for Holiday Tree Lighting, Photo by Kate Fox.
- 2) Bewitched Statue and holiday tree adorned with ornaments in downtown Salem.

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