



**FOR IMMEDIATE RELEASE**  
**November 4, 2024**

## **October in Salem, Massachusetts Breaks Visitor Record**

### **Salem sees an almost 37% increase in visitors on Halloween 2024 over Halloween 2023**

SALEM, Mass.— This year, Salem, Massachusetts broke visitation records on Halloween day with an almost 37% increase in the number of visitors from last year. Salem welcomed 87,351 visitors on October 31 this year as compared to 63,856 on October 31, 2023. October 2024 brought 1,040,600 visitors to Salem over the entire month, an 8.6% increase over October 2023. The incredibly warm, sunny weather combined with the national increase in consumer spending for Halloween and Salem’s unique history and reputation for the largest celebration of Halloween in the world has led to the increase in visitors.

Ashley Judge, Executive Director of Destination Salem, commented: “The beautiful warm weather on Halloween had an impact on how many folks came to celebrate with us. My husband, daughter, and I gave out 1,200 pieces of candy in an hour and 20 minutes! We live just a few houses away from the Ropes Mansion, Allison’s House in Hocus Pocus, the “third-most-googled home of all time”—so next year we’ll have to increase our candy haul!”

“This year we had the opportunity to share the city we all love with more visitors than ever,” said Mayor Dominick Pangallo. “I want to thank all the City staff, the Destination Salem team, and all our community partners who make October possible here in Salem. I also want to thank residents for their patience throughout the season. Welcoming so many visitors to our community is no small feat, and we’re constantly reviewing ways we can improve on how we manage it all. We also know that, while there are impacts and challenges from October, our strong visitor economy is what keeps many of our small businesses in business, creating the vibrancy that we, as residents, get to enjoy all year round.”

Time Frame	Date Range	Visits	Visitors
<b>October 2024</b>	10/1/2024 - 10/31/2024	1,463,131	1,040,580
October 2023	10/1/2023 - 10/31/2023	1,375,473	958,518
		Visitor YOY increase	8.56%
<b>Peak 50 Days 2024</b>	9/11/2024 - 10/31/2024	1,951,340	1,300,170
Peak 50 Days 2023	9/11/2023 - 10/31/2023	1,809,782	1,185,544
		Visitor YOY increase	9.67%
<b>September + October 2024</b>	9/1/2024 - 10/31/2024	2,133,233	1,356,289
September + October 2023	9/1/2024 - 10/31/2024	2,005,665	1,261,867
		Visitor YOY increase	7.48%
<b>Halloween 2024</b>	10/31/2024	87,351	87,351
Halloween 2023	10/31/2023	63,856	63,856
		Visitor YOY increase	36.79%

### About Salem Haunted Happenings

Created in 1982 as a way to extend the tourism season past Labor Day, Salem Haunted Happenings is believed to be one of the largest celebrations of Halloween in the world. More than a half-million people from around the world travel to Salem each October to celebrate Halloween, commemorate the events of the Salem Witch Trials, and immerse themselves in Salem’s unique atmosphere. For complete information, visit [HauntedHappenings.org](https://www.hauntedhappenings.org).

### 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](https://www.salem.org).

High-resolution images available [HERE](#).

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