



**FOR IMMEDIATE RELEASE**

**October 3, 2024**



**October Special Events and Tips to Make the Most of Salem Haunted Happenings**

***The Witch City's World-Renowned Halloween Season Begins this Week***

SALEM, Mass.— As October unfolds, the ghosts and witches that haunt the historic streets of



Salem, Massachusetts, are stirring once again, marking the start of the 42nd Annual Salem Haunted Happenings. With its history and reputation as the Halloween capital of the world, this year's Salem Haunted Happenings embraces the theme "Keep Salem Magical." From ghouls to witches, vampires to zombies, Salem's streets will come alive with an enchanting, bewitching

atmosphere that leaves a lasting impression. This beloved month long event has become a hallmark of the Halloween season, drawing visitors from far and wide to experience the captivating magic of the Witch City.

"This year, we are anticipating record-breaking crowds for October and Salem Haunted Happenings," said Destination Salem Executive Director Ashley Judge. "We encourage visitors to plan ahead by exploring our Haunted Happenings guide online, which is packed with valuable tips and insights. The Destination Salem app will also help visitors navigate the bewitching, month long celebration with ease."



**Here are some special events from this year's Salem's Haunted Happenings that you won't want to miss:**

**27th Annual Salem Chamber of Commerce Haunted Happenings Grand Parade**

**Thursday, October 3, 6:30 p.m. – 8 p.m.**

The Parade is a special nighttime tradition for the city of Salem and visitors alike to officially kick off Salem's Halloween season. The evening will be a night full of color, pageantry, music, and the enthusiasm of thousands of Salem's students from kindergarten to college plus many local business owners. Over 15,000 spectators (children, adults, and those in between) are expected to attend. The theme for this year's Parade is "Our Time on Earth," inspired by the 2024 exhibition that was previously on view at the Peabody Essex Museum, which should give parade participants a wide array of costumes and stories to tell!

**Howl-o-ween Pet Parade**

**Saturday, October 12**

Salem is going to the dogs (and cats and lizards and bunnies), and we couldn't be happier about it! Salem Main Streets is pleased to announce the return of the annual Howl-o-ween Pet Parade! The pet parade will return to Derby Wharf

with the usual fun, costumes and contests with prizes. Advance registration online for all parade participants. \$5 for Salem residents and \$10 for non residents. All proceeds go directly to Salem Main Streets in support of special community programs (like this one!) all year round. To register, visit

<https://saalemmainstreets.org/howl-o-ween/>

**Salem Night Faire**

Salem Night Faire which takes place at the beautifully haunting Pioneer Village (also used in the opening scene of the film, Hocus Pocus), will host events on two consecutive Fridays and Saturdays: October 18, 19, 25 and 26. [www.salemnightfaire.com](http://www.salemnightfaire.com)

## **Weekend Artisan & Food Markets at Old Town Hall Food Market, Salem Common Artisan Market, and Derby Square Artisan Market**

Step into the magical world of Salem's Haunted Happenings Marketplace! Explore a bewitching array of handcrafted treasures from over 200 talented artisans and makers. From spellbinding candles and original artwork to enchanting jewelry and vintage-inspired keepsakes, there's something for every witch, warlock, and mortal alike. Artisan Markets at Salem Common and Derby Square offer unique shopping experiences, while the Old Town Hall Food Market serves up delectable fall-themed treats. Enjoy special programming, including captivating performances and live music at Salem Common (schedules vary). [www.hauntedhappeningsmarketplace.com](http://www.hauntedhappeningsmarketplace.com)

## **Peabody Essex Museum: New Walking Tours**

PEM's new walking tours offer an expert look at one of America's most architecturally significant cities, guiding visitors through five centuries of happenings and characters from the Witch City. Tours run at select times Thursdays–Mondays through Sunday, November 17. Visit [pem.org](http://pem.org) for details.

## **Not everyone has brooms, so there are some things to consider about transportation and parking to navigate the city during Salem Haunted Happenings:**

- Due to the record-breaking crowds expected in Salem this season, visitors will save time, money, and the inevitable frustration experienced when people get stuck in the downtown traffic jams by planning to use public transportation or the satellite parking options.
- Additional commuter rail trains are running to Salem in October. For a schedule, visit [www.mbta.com/schedules/commuter-rail](http://www.mbta.com/schedules/commuter-rail)
- Parking in resident-only areas will result in fines and cars will be towed. • The free parking shuttles include an accessible bus that will stop at Salem State University's O'Keefe Center parking lot, Salem High School and 108 Jefferson Avenue. For parking information, visit [www.hauntedhappenings.org/maps-info/parking-directions/](http://www.hauntedhappenings.org/maps-info/parking-directions/)
- Complete event information is available at

[HauntedHappenings.org](https://www.hauntedhappenings.org)

### **Mobile App Available to Guide Visitors**

Destination Salem's mobile app is designed to assist visitors to Salem in accessing the latest information. This app features events, places to eat and shop, things to do, and location-based notifications. The Destination Salem app is available for iOS and Android. The app can be found on the App Stores by searching for Destination Salem, Mass.

### **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](#).

**Image captions:**

1. Visitors celebrate Halloween in Salem. Courtesy Destination Salem.
2. Howl-o-ween Pet Parade. Courtesy Creative Collective.
3. Frankenstein on Essex Street in Salem. Courtesy Destination Salem.

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