



FOR IMMEDIATE RELEASE
November 22, 2024

Celebrate the Magic of the Holidays in Salem, Massachusetts



SALEM, Mass.— Salem is ready to sparkle this holiday season with an exciting lineup of festive events for all ages! From shopping local treasures at the Salem Arts Association Holiday Artists' Market and celebrating community spirit on Small Business Saturday, to welcoming Santa with his

dramatic arrival and tree lighting, there's no shortage of holiday cheer. Families can hop aboard the Gingerbread Holiday Trolley, browse unique creations at holiday markets, and even indulge in a spooky twist at the Grave Tidings Dark Holiday Market. Wrap up the season with Salem's New Year's Eve Launch for an early countdown to 2025. Join us in downtown Salem to embrace the magic of the season, support local businesses, and create lasting memories.

Here are some of the highlighted events for the 2024 holiday season:

Girl Gang Craft Salem Holiday Market

Saturday, November 23, 10 a.m. to 4 p.m., Shetland Park, 45

Congress St Shop from 60+ female-owned businesses – start your holiday shopping early or grab something for yourself. The first 200 attendees get a tote bag filled with gifts. Culture Pop will be handing out free drinks and DJ Coleslaw will be spinning tunes.

www.girlgangcraft.com/

Santa's Arrival and Holiday Tree Lighting

Friday, November 29 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/festivals/holiday-happenings/santa-arrives-in-salem/

Ghosts of Christmas Past: A Haunted Holiday Stroll

Beginning November 29

Uncover Salem's fascinating and ghostly holiday history, from strict Puritan bans on Christmas making it illegal even to celebrate, to Victorian Holiday ghost stories originally told around the fireside.

With warm Yuletide cheer, we examine ancient customs of Yule and other Pagan winter solstice traditions of Krampus, Frau Perchten “the Christmas Witch,” and Mary Lwyd! Spend your holiday season with us for a storytelling experience you’ll never forget. Visit spots including Old Town Hall, the Witch House, Ropes Mansion, Hamilton Hall, and more—each being a portal to spirits and stories from Salem’s past, lingering even in the holiday season. Each guest on our tour will receive complimentary hot cider and hand warmers!

www.witchcitywalkingtours.com

Small Business Saturday

Saturday, November 30, Downtown Salem

For a city like Salem, where the community and business presence are strong all year round, Small Business Saturday isn’t just another day to go shopping, it is a time to celebrate the city’s amazing retail and restaurant scene with fellow community members. So come out, take advantage of the free parking (**YES, FREE PARKING**), and enjoy Small Business Saturday in

Salem. <https://www.salem.org/event/small-business-saturday/>

Salem Arts Association Holiday Artists' Market at Salem Old Town Hall Saturday, November 30, 11 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 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. <https://salemarts.org/Holiday-Artists-Market-2024>

Gingerbread Holiday Trolley ride with the Good Witch of Salem November 30 & December 8, 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! Rides available – 10:30 am, 12:30 pm, & 2:30 pm.

www.goodwitchofsalem.com

7th Annual Holiday Marketplace at Finz & Sea Level Oyster Bar & Kitchen Saturday, November 30, 11 a.m. to 3 p.m., Finz Seafood & Grill & Sea Level Oyster Bar & Kitchen

Join us for the annual Holiday Marketplace event at restaurants Sea Level & Finz. An assortment of handmade craft items and a variety of local artisan products will be available.

<https://www.salem.org/event/7th-annual-holiday-marketplace-at-finz/>

Holiday Window Contest

Starting Saturday, Dec. 7, 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/festivals/holiday-happenings/holiday-window-contest

Christmas in Salem: 45th Annual Christmas in Salem

House Tour Saturday, December 7, 10:30 a.m. to 4 p.m.

Sunday, December 8, 11:30 a.m. to 4 p.m.

Few communities have the rich legacy of historic houses that Salem, Massachusetts boasts. These homes, spanning four centuries, help define the character as well as the appearance of the city. Every year a number of their owners invite visitors to view their homes decked out in full holiday regalia, with the help of professional decorators and

florists. This year, *Christmas in Salem* features a glimpse into private homes in the Federal Street and Essex Street neighborhoods that have been decorated for the holiday season as well as a series of special events such as walking tours and wine tastings that are exclusive to *Christmas in Salem* ticket holders.

www.historicsalem.org/cis.html

Grave Tidings: Dark Holiday Market

Saturday, December 7 & Sunday, December 8, Noon to 5 p.m., Old Town Hall, 32 Derby Square

Grave Tidings is a haunted holiday market, hosted by Witch City Wicks, featuring a carefully curated selection of 50+ of the area's best spooky, dark, witchy, creepy, strange and macabre artists for one-of-a-kind holiday gifts.

www.salem.org/event/grave-tidings-haunted-holiday-market/2024-12-07/

Breakfast with Santa at Finz Seafood & Grill

Saturday, December 14, 9 a.m. to 11:30 a.m., Finz Seafood & Grill, 76 Wharf Street

Join us for a jolly morning filled with delicious food and holiday cheer. Santa will be stopping by to say hello and take photos with all the good boys and girls. Don't miss this opportunity to share your Christmas wishes with the man in red himself! Bring your family and friends for a festive breakfast that's sure to put you in the holiday spirit. www.hipfinz.com/

Salem Main Streets' Wassail Weekend

Saturday, Dec. 14 and Sunday, Dec. 15, Downtown Salem

Salem Main Streets is making the local shopping experience extra merry this weekend, with great finds and specials at local retailers and restaurants all around town. On Sunday, you'll be serenaded by festive roaming carolers and brass bands, with special appearances by Santa and Mrs. Clause! Follow along online for the latest list of participants and shopping details.

www.salemmainstreets.org/festivals/holiday-happenings/wassail-weekend/

Frozen Fire Festival

December 26, 2024-January 1, 2025, 11 a.m. to Midnight, Charlotte Forten Park, 289 Derby Street

Frozen Fire Festival provides visitors with spectacular daily entertainment spanning a host of different genres including live music, fire and cirque performers, artisan shopping, craft libations, and live ice sculpting demonstrations. Don't miss the excitement!

www.frozenfirefestival.com

Festival of Lights: A Chanukah Celebration of Arts and Culture

Thursday, December 26, 5 p.m. to 7:30 p.m., Salem's Old Town Hall

This inaugural event aims to bring people of all ages and backgrounds together to experience the rich cultural tapestry of Chanukah through music, dance, storytelling, and more. As a festive community celebration, the Festival of Lights will feature activities, including music, crafts, storytelling, and Israeli folk dancing. Attendees will have the chance to learn about and participate in Chanukah traditions in a lively, inclusive setting that honors the holiday's universal themes of resilience, hope, and community. Hosted by Creative Collective.

www.creativecollectivema.com/events

New Year's Eve LAUNCH!

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

Come ring in the New Year in downtown Salem! Salem Main Streets returns to Artists' Row to throw a community New Year's Eve party, with live music and family-friendly activities. There will be an early countdown promptly at 6 pm. www.salemmainstreets.org

Parking

Parking in municipal lots, garages, and meters will be **FREE** Friday, November 29, Saturday, November 30, Sunday, December 1, Saturday, December 21, Sunday, December 22, Monday, December 23, Tuesday, December 24 and Wednesday, December 25. Additional information on shopping, dining, and accommodations can be found through [Destination Salem](http://DestinationSalem.com).

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.

Image captions:

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. Photo courtesy of Destination Salem.

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

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