



FOR IMMEDIATE RELEASE

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Top 10 Tips for a Wicked Good Visit to Salem
during Haunted Happenings



(SALEM, Mass.) Planning a trip to Salem during Haunted Happenings? October is the city's busiest and most spirited season, drawing visitors from around the globe for a bewitching mix of history, culture, and Halloween thrills. The streets come alive with costumed revelers, pop-up performances, and an energy you can only find in Salem during October. With so much happening, a little planning makes all the difference. That's why Destination

Salem has pulled together 10 insider tips to help visitors make the most of their spooky season adventure - less hassle, more magic.

“This fall, Salem will welcome more than one million visitors who come to experience Haunted Happenings, making it one of the busiest seasonal destinations in New England,” said Ashley Judge, Executive Director of Destination Salem. “To help visitors get here with ease, the MBTA is running extra Commuter Rail trains to Salem on October weekends. We always encourage people to take the train or ferry—it’s the quickest way to skip traffic, forget the parking headache, and dive right into the fun.”

Here are 10 tips for Visiting Salem during September & October:

1. Skip the traffic and parking headaches. Take the [Commuter Rail](#) or [Salem Ferry](#) for an easy, scenic ride into the city.

The [MBTA Commuter Rail’s Newburyport/Rockport line](#) gets you from Boston’s North Station to Salem in about 30 minutes. Tickets are much cheaper than parking, and you avoid downtown congestion. If you’re driving part of the way, you can also park at a nearby “T” station and hop the train in. Another favorite is the [Salem Ferry](#), departing Long Wharf in Boston. In under an hour, you’ll enjoy ocean views before docking at 10 Blaney Street, just a short walk from attractions.

2. Download the [Destination Salem App](#) before you arrive to find parking, restrooms, events, and updates on the go.

The app does more than maps and events — it has a built-in restroom finder and information about attractions, ticketing, and parking shuttles. It’s the best way to keep your day running smoothly while the crowds are at their peak.

3. Arrive early, especially on weekends. Crowds build quickly. Getting into town early gives you a better shot at parking, shorter lines, and a calmer

start to your day.

Crowds build quickly in October, and parking fills fast. Getting into town before midday means shorter lines and a calmer start. Driving to Salem? Check out [satellite parking and shuttle information!](#)

4. Download the [Passport Parking app](#) ahead of time and load your license plate and payment info for a smoother parking experience.

If you prefer on-street or garage parking, having the app ready to go saves time once you arrive. Combine it with the shuttle system for extra flexibility.

5. Expect long lines and crowds. Attractions, restrooms, and even sidewalks can get congested, so pack your patience and leave extra time between plans.

[Attractions](#), [restrooms](#), [shops](#), and even sidewalks can get congested, so pack your patience and leave extra time between plans. A full list of open restrooms can be found on the [Destination Salem App](#).

6. Make reservations and buy tickets in advance whenever possible. Many experiences sell out days or even weeks ahead.

Salem has over 20 [museums](#), dozens of [walking](#) and [trolley tours](#), and late-night events from [haunted houses](#) to ghost tours to live music.

7. Consider a weekday visit. Weekdays are generally less crowded and can offer a more relaxed experience.

Weekdays are generally less crowded, giving you more room on sidewalks, shorter lines at attractions, and a chance to explore at a more relaxed pace. Check the [Events Calendar](#) to see what's happening midweek, and download the [Visitor Guide](#) to plan your stops.

8. Dress for the weather and the walk. Bring layers and comfortable shoes. October in Salem means changing forecasts and lots of walking.

October weather can turn quickly — sunny afternoons can become chilly evenings. A day can often include several miles of walking.

9. Stay flexible. Many restaurants are first-come, first-served and don't take reservations in October. Be open to trying new places and adjusting your plans on the fly.

If your first choice is full, be open to [trying somewhere new](#). Salem has a rich food scene, from fresh seafood like lobster rolls and chowder to international options (Italian, Mexican, Thai, and more). You'll also find plenty of [sweets & treats](#), [breweries and cideries](#)!

10. Explore beyond downtown. Salem has great neighborhoods, waterfront paths, and hidden gems — don't miss out by staying on Essex Street.

Essex Street is the hub, but don't miss the waterfront, neighborhood shops, and quieter historic streets. Some of Salem's best gems — from hidden museums to coastal views — are just a few blocks away.

For the latest updates, insider tips, and details on Haunted Happenings, follow Destination Salem on [Facebook](#) and [Instagram](#), and don't forget to download the Destination Salem App.

The Salem Police Department reminds Haunted Happenings visitors that while costumes are a fun part of Halloween, realistic impersonations of police officers and federal agents can compromise public safety and could in fact constitute a crime.



Plan Ahead

Download the [Destination Salem App](#) for maps, parking, restrooms, events, and attraction info. Begin your trip at the Visitor Information Center at 245 Derby Street guidance on how to make the most of your visit. Advance reservations are strongly recommended for attractions, tours, and events, especially on weekends. The City of Salem encourages visitors to utilize public transit, including trains, ferries, and satellite parking with shuttles.



About Salem Haunted Happenings

Salem Haunted Happenings began in 1982 as a weekend festival and has grown into a month-long celebration that draws visitors from around the world. Each October, the city welcomes families, couples, history buffs, and Halloween lovers for ghost tours, psychic readings, costume balls, haunted harbor cruises, and more. Salem's modern

Witch and Pagan communities also celebrate Samhain, sharing their traditions with locals and guests alike. As the Halloween Capital of the World, Salem offers something for everyone. For complete information, visit HauntedHappenings.org.

About Destination Salem

As the official destination marketing organization for the City of Salem, Destination Salem promotes Salem as one of the world's most captivating destinations — a city where history, culture, and enchantment converge. Welcoming travelers from around the globe, Salem offers an authentic New England experience rich with American history, cultural discovery, exceptional dining, one-of-a-kind shopping, and year-round fun. For more information, visit Salem.org.

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

Take the Train to Salem images available [HERE](#).

Image captions:

- 1) Ghosts, goblins, and ghouls ride the rails to Salem. Photo by Jess Shada, Destination Salem.
- 2) Pirates and patriots plotting their course through Salem. Photo by Jess Shada, Destination Salem.
- 3) Every adventure starts with the Salem Haunted Happenings guide. The ultimate guide to all things spooky in Salem. Photo by Jess Shada, Destination Salem.

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