



Welcome to SALEM

Thank you for choosing Salem as your group's travel destination! Group and student tours are an important part of Salem's tourism economy, and Destination Salem is committed to supporting a smooth and rewarding experience for tour operators, guides, and motorcoach drivers.

This guide provides essential information to help with planning, arrival, parking, and navigating the city. It has been created specifically for professionals in the group and student travel industry.

For real-time updates and additional resources — including public restroom locations and attraction information — download the Destination Salem mobile app, available on all major app stores.

ACCESS ROUTE

Motorcoaches and buses must follow one of the designated truck routes when entering Salem. Approved routes follow Routes 114, 1A, and 107. On the map, these routes are marked with a solid yellow line. Alternate routes are indicated with a dashed yellow line.

DROP & PICK UP ZONES

Motorcoaches and school buses must use designated drop zones for all passenger loading and unloading. These zones have a 10-minute time limit, which is strictly enforced. Unloading passengers outside of designated areas is prohibited and may result in citations or delays. Drivers are strongly advised to plan routes accordingly and adhere to the approved zones indicated on the map.

DROP ZONE LOCATIONS

YEAR-ROUND DROP ZONES:

- New Liberty Street (in front of the Salem Armory Regional Visitor Center. This zone may be unavailable on October weekends.)
- Derby Street (in front of the Salem Maritime National Historic Park)
- Congress Street southbound (just after the intersection with Derby St.)
- Derby Street eastbound (adjacent to Charlotte Forten Park, only available April - October)

OCTOBER-ONLY DROP ZONES:

- Washington Square West southbound (next to Goodnight Fatty, near Salem Common)
- Washington Square South eastbound (beside the Hawthorne Hotel parking lot)
- 29 New Derby Street eastbound (near Rockland Trust Bank)

MOTOR COACH, TOUR BUS & SCHOOL BUS PARKING

Salem has reserved spaces throughout the city for visiting buses. Bus parking spaces are enforced 9AM – 6PM seven days/week per City Ordinance. They are available on a first-come, first-served basis.

NOVEMBER – SEPTEMBER PARKING

ONE-HOUR PARKING

- Lynde Street westbound (near Gallows Hill Theatre)
- Essex Street westbound (near Ropes Mansion)
- Washington Square West westbound (near Goodnight Fatty)

TWO-HOUR PARKING

- Congress Street southbound (near Destination Salem)
- Congress Street southbound (near Pickering Wharf Marina parking lot, only available April - October)
- Washington Square South eastbound (near Hawthorne Hotel parking lot)

LONG-TERM PARKING (MORE THAN TWO HOURS)

- Canal Street northbound (near 5 Brothers Garage)
- Forest Avenue westbound (near O'Keefe Sports Complex)
- Fort Avenue southbound
- Jefferson Avenue southbound (near Advantage Self Storage)

OCTOBER PARKING

ONE-HOUR PARKING

- Lynde Street westbound (near Gallows Hill Theatre)
- Essex Street westbound (near Ropes Mansion)

LONG-TERM PARKING

- Fort Avenue southbound
- Canal Street (near intersection of Gardner St.)
- Forest Avenue (near intersection of Canal St.)
- Jefferson Avenue (near Advantage Self Storage)

SALEM COMMON

Bus and coach parking around Salem Common is not allowed except in designated spaces. Drivers can be fined up to \$100 for parking around Salem Common (except in the designated spaces on Washington Square South). This ordinance is strictly enforced.

NO IDLING

Engines must be turned off when the coach/bus is stationary. There is a \$25 fine for idling engines.

HISTORIC CEMETERIES & WITCH TRIAL MEMORIALS

SALEM WITCH TRIALS MEMORIAL

The Salem Witch Trials Memorial is a site of remembrance and reflection. Visitors are asked to observe the memorial respectfully. Climbing or standing on the stone walls and benches is not permitted.

CHARTER STREET CEMETERY

Groups are strongly encouraged to explore the Charter Street Cemetery with a licensed Salem tour guide to ensure a respectful and informative experience.

Grave rubbings, scavenger hunts, and any contact with the historic headstones or tombs – including leaning or climbing – are strictly prohibited.

There is no designated drop zone or bus parking adjacent to the cemetery. The nearest approved drop zone is located at 1 New Liberty Street, in front of the Salem Armory Regional Visitor Center.

PROCTOR'S LEDGE MEMORIAL

There is no bus parking directly adjacent to the Proctor's Ledge Memorial on Pope Street. Motorcoaches should park at Gallows Hill Park on Mansell Parkway. Visitors must walk between the parking area and the memorial.

RECREATION AREAS

Salem Willows offers seasonal amenities including food vendors, beaches, amusements, public restrooms, and parking. These facilities are generally available during the summer and fall months.

Winter Island Park is a popular destination with limited parking. Commercial buses, vans, and RVs are not permitted to park or drive through the park. No day parking is available for these vehicles.

PUBLIC GUIDE LICENSES

All public tour guides in Salem are required to be licensed by the Salem City Council. Licensed guides are issued an official City of Salem license and are expected to carry it while conducting tours.

Visitors and group leaders are encouraged to ask their tour guide to present their license upon request.

To verify a guide's license, contact the **Office of the City Clerk** at **978-745-9595**.

FUEL

Diesel fuel is available at:

- **BP** – 94 Jackson Street
- **Sunoco** – 145 Canal Street
- **Circle K** – 323 Highland Avenue
- **University Fuel (Citgo)** – 290 Canal Street

GENERAL INFORMATION

Dial 911 for all emergencies

Mass General Brigham Salem Hospital

81 Highland Avenue, Salem, MA
(978) 741-1200
salem.massgeneralbrigham.org

Salem Police Non-Emergency Number

(978) 744-0171

SALEM HAUNTED Happenings

October is Salem's busiest season. Expect heavy traffic, frequent road closures, and limited parking throughout the month, especially on weekends and Halloween week.

WHAT YOU NEED TO KNOW

- **Drop-Offs:** Avoid downtown drop-offs and pickups. Use designated motorcoach zones outside the closure areas.
- **Road Closures:** Streets in downtown Salem may close without notice for public safety. Closures are most common on weekends, during the Haunted Happenings Parade, and on Halloween (October 31).
- **Traffic:** Plan for major delays on Route 114, Route 1A, and Route 128. GPS directions may not reflect real-time closures.
- **Parking:** Many downtown streets are No Parking – Tow Zones in October, especially near event routes.
- **Satellite Options:** Satellite parking lots and public transit connections are the most reliable way to manage groups.
- **Stay Updated:** Download the Destination Salem App for real-time updates on traffic and road closures. For information on parades, festivals, and other events that may affect access, visit HauntedHappenings.org.

Plan extra time, confirm routes in advance, and expect last-minute changes for public safety.



DOWNLOAD THE DESTINATION SALEM APP TO STAY UPDATED

Please note: During October weekends, pedestrian traffic may require the Salem Police to close streets for public safety. Updates will be sent via the Destination Salem mobile app. Please visit HauntedHappenings.org for more information.

If you have any questions or concerns about your visit to Salem, please contact:

DESTINATION SALEM
245 Derby Street, Salem, MA 01970
(978) 741-3252
info@Salem.org • Salem.org

- **Cover photo credit:** Ben Rekemeyer, @benrekemeyer
- **"Welcome" images, left to right:** Schooner Fame, photo credit - Bridie O'Connell; Salem Witch Museum, photo credit - PurelySalem; Derby Wharf Lighthouse, photo credit - Jonathan Berk; Salem Trolley, photo credit - Ben Rekemeyer

Directions to SALEM

Salem is 16 miles north of Boston. We recommend allowing one hour driving time.

FROM ROUTE 128 NORTH

Take Exit 40A and follow Route 114 East into Salem. Once in Salem, follow signs to the Salem Visitor Center, Museums & Historic Sites and Downtown Parking.

Note: I-95 North and Route 128 North share the same road for the loop around Boston. When the roads divide, stay on Route 128 North. At this point, the exit numbers jump from 64 to 38.

FROM THE SOUTH / BOSTON

Take I-93 North to Exit 28A for I-95 North. Follow I-95 North to Route 128 North. Follow directions for Route 128 North above. Do not follow the signs to Salem, New Hampshire.

FROM LOGAN AIRPORT (15 MILES)

Follow Route 1A North to Salem.

FROM THE WEST / MASS PIKE

Take I-90 – East to I-95/Route 128 North and follow directions above.

FROM THE NORTH / MAINE / NEW HAMPSHIRE

Take I-95 South (Maine) or I-93 South (New Hampshire) to Route 128 North and follow directions for Route 128 North above.

FROM CAPE ANN / GLOUCESTER / BEVERLY (ROUTE 1A SOUTH)

Follow Route 1A South over the Veterans Memorial Bridge.

For downtown businesses, Salem Common, Hawthorne Boulevard, Derby Street, and the Waterfront: Stay in the left lane, turning left after the bridge onto Route 107 South/Bridge Street. Turn left on Winter Street/Route 1A and continue to downtown attractions and businesses.

For the McIntire District, Lynde Street, Summer Street, and Washington Street: Stay in the right lanes over the Veterans Memorial Bridge and follow the Bypass Road into Salem.

DESTINATION SALEM APP

The Destination Salem app puts everything you need to know about exploring historic Salem, Massachusetts in the palm of your hand! Browse events by date, explore things to do, find restrooms, and more on demand! Salem.org/app



LISTING	CONTACT	GROUP CAPACITY	COMP POLICY	GUEST AMENITIES
Destination Salem Visitor Information Center 245 Derby Street	Bridie O'Connell - (978) 498-4147, Bridie@Salem.org	N/A		Looking for Salem's best-kept secrets? Start here for personalized tips to explore the city's art, culture, unique shops, and dining for a trip to remember!
Hampton Inn Salem 11 Dodge Street	Jill Gray - (978) 376-7575, Jill.Gray@Hilton.com	20-50 Guestrooms	N/A	Continental breakfast included, elevator, group room blocks, ADA-compliant rooms.
Salem Waterfront Hotel & Suites 225 Derby Street	Joanna Moya - (978) 619-1115, JMoya@SalemWaterfrontHotel.com	300	Comp driver room per 20 rooms booked	ADA-compliant rooms, elevator, group room blocks.
Cry Innocent & History Alive 32 Derby Square	Kristina Stevick - (508) 423-4823, Kristina.Stevick@HistoryAliveSalem.com	180	1 free chaperone per every 10 paid students	Customize your group experience. We can travel to you!
Frankenstein's Castle Haunted House 288 Derby Street	Amanda Dindinger - (978) 740-2929, SalemWaxMuseum1692@gmail.com	100+	Tour company staff and chaperones get free admission with their group	Group admission rates
Haunted Witch Village 282 Rear Derby Street	Amanda Dindinger - (978) 740-2929, SalemWaxMuseum1692@gmail.com	100+	Free admission for all	Interactive photo opportunities
Hollowed Harvest 45 Congress Street	Daniel Smith info@HollowedHarvest.com	200+	Tour guide free with group	Group admission rates, access to both attraction locations at one price.
The Lost Library at the Witch Village 282 Rear Derby Street	Amanda Dindinger - (978) 740-2929, SalemWaxMuseum1692@gmail.com	100+	Tour company staff and chaperones get free admission with their group	Group admission rates, guided tour availability.
The House of the Seven Gables 115 Derby Street	Tanya Rose Lane - (978) 306-7006, TLane@7Gables.org	90	Free for tour directors, coordinators, guides, drivers, chaperones at ratio of 1 adult/10 students	Grounds are partly ADA-accessible, house is not. Limited on-site parking.
North Shore Glass School 16 Proctor St. & 24 New Derby St.	Mike Hall - (978) 306-6981, Mike@NorthShoreGlassSchool.com	35	Driver gets free pumpkin with groups over 20!	Free to come and watch. Glass studio can be hot.
Peabody Essex Museum 161 Essex Street	Akiyo Nishimiya - (978) 542-1514, GroupTours@PEM.org	Min 10; Max 50-60	Driver and tour operator free with bus tour paid admission	Group admission rates, guided tour availability, sensory kits from KultureCity, EnChroma color blindness glasses. More at PEM.org/Access.
Real Pirates Salem 285 Derby Street	Carolyn Shapiro - (508) 941-8203, Info@RealPiratesSalem.com	200	1 free per every 10 students, tour director and driver free	Group admission rates, guided tour availability, multilingual guide.
Salem Witch Museum 19 1/2 Washington Square North	Merry Ward - (978) 744-1692, Group@SalemWitchMuseum.com	110	1 adult free per every 10 students, tour director and driver free	Group admission rates, multilingual guide.
Salem Wax: A Halloween Experience 288 Derby Street	Amanda Dindinger - (978) 740-2929, SalemWaxMuseum1692@gmail.com	100+	Tour company staff and chaperones get free admission with their group	Group admission rates, guided tour availability.
Salem Witch Trials Memorial & Charter St. Cemetery , 24 Liberty Street	Elizabeth Peterson - (978) 744-8815, EPeterson@Salem.com	25	N/A	Free
Witch Dungeon Museum 16 Lynde Street	Nancy Hurrell - (978) 741-3570, SalemWitchPirate@aol.com	100	Customized per group	Group admission rates
Salem Ghosts Tours & Haunted Pub Crawls , Meets at 210 Essex Street	Ben Sanchez - (475) 750-2425, Tours@USGHostAdventures.com	40/guide	Customized per group	Multiple guides possible. Flexible start times, tour lengths, and can customize history or "scare" level per group.
Salem Historical Tours & Haunted Footsteps Ghost Tour , 8 Central Street	Giovanni Alabiso - (978) 745-0666, TheSalemHistoricalTours@gmail.com	40/guide	1 adult free per every 10 students, tour escort free	Can accommodate up to 260 guests. Group rates available. Flexible start times. We can customize your tour.
Salem Night Tour 127 Essex Street	Dominic Lavorante - (978) 741-1170, HistoricAcademy@gmail.com	40/guide	1 adult free per every 10	Multiple guides possible. Groups up to 300 people. Group rates and NTA rates.
Salem Trolley 8 Central Street	Tammy Harrington - (978) 744-5469, SalemTrolley@gmail.com	30-38/trolley	Tour customized per group	Multiple trolleys available.
Witch City Walking Tours , 32 Derby Square (Old Town Hall near Front St.)	Beth or Cody - (781) 608-6986, Info@WitchCityWalkingTours.com	40/guide		Multiple guides possible, can accommodate up to 260 guests at a time.
Bit Bar 278 Derby Street	Rob Hall - (978) 594-4838, Events@Bit.Bar	240	1 adult free per every 10 students, driver meal comped, tour customized per group	13 free game tokens for all group members! Vegetarian, vegan, gluten-free, kid-friendly. Indoor and seasonal outdoor seating available.
Hawthorne Hotel 18 Washington Square West	Beth Pasquarello - (978) 825-4363, BPasquarello@HawthorneHotel.com	150	N/A	Hot and cold breakfast/lunch/dinner buffets, boxed lunches, kid and age-friendly.
Jaho Coffee Roasters & Wine Bar 197 Derby Street	Andrew Zappala - (978) 771-4016, Manager@Jaho.com	50	Driver or organizer meal comped. Customized group discounts.	Able to accommodate groups on short notice, three venues in Salem.
Mainstay Social 225 Derby Street	Joanna Moya - (978) 619-1115, JMoya@SalemWaterfrontHotel.com	50	Comp bus driver meal	Nut free facility.
Salem's Retreat 96 North Street	Nikki - (978) 290-0958, SalemsRetreat@gmail.com	85	Driver comped or customized by group	Will accommodate any dietary restrictions, custom menus if needed, indoor and outdoor seating, large lot for bus parking.
Wolfe Adventures & Tours 163 High Street, Newburyport, MA	Taunya, Margot, Erin - (978) 255-1645, Tours@WolfeTours.com	Unlimited	Customized by group	Private walking and step-on tours. Day/multi days created based on your needs, wants, budget. Receptive.

MOTOR COACH & BUS PARKING MAP & GUIDELINES



Salem, Massachusetts



LEGEND

- Parking
- Public Restrooms
- ATM
- Visitor Information
- No Buses Allowed
- One Way Streets
- 10-Minute Drop-Off Zone
- 1-Hour Year-Round Parking
- 2-Hour Year-Round Parking
- Long Term Year-Round Parking
- October-Only
- Motor Coach Access Routes (Please follow recommended routes)
- Alternate Routes

VISIT SALEM.ORG FOR ADDITIONAL PARKING INFORMATION

LOOKING FOR A RESTROOM?

Scan the QR code for a map of all our public restrooms, or check out the locations listed.



If you have any questions or concerns about your visit to Salem, please contact:

DESTINATION SALEM
Office of Tourism & Cultural Affairs

Visit *Destination Salem* at 245 Derby Street for expert guidance, maps, brochures, and restrooms next door.