



**FOR IMMEDIATE RELEASE**  
**November 5, 2025**

**Halloween Day Visitors Up 7.2% as Salem Sustains Record October Tourism Levels**



(SALEM, Mass.) – Destination Salem announced today that Halloween Day 2025 brought 96,600 visitors to downtown Salem, a 7.2% increase over 2024, capping another strong October for the city’s globally renowned Haunted Happenings season.

Throughout October, downtown Salem welcomed 1.1 million unique visitors, holding steady with last year's record-setting total. The number of total visits, measuring each 24-hour period spent in Salem, reached 1.4 million, down slightly by 6.3% from 2024, reflecting the impact of nine rainy days during the month. Data is provided via Placer.ai, sponsored by **The Salem Witch Museum**.

"Salem's ability to sustain more than one million visitors every October for six consecutive years underscores the city's lasting appeal and the strength of our visitor experience," said Ashley Judge, Executive Director of Destination Salem. "Even with nine rainy days this year, Halloween Day visitation rose sharply, showing that people are still eager to celebrate in Salem regardless of the forecast. We continue to see travelers planning ahead, staying longer, and engaging more deeply with the city's arts, culture, and hospitality community."

Salem Mayor Dominick Pangallo commented, "I'm incredibly grateful to the City staff, our businesses and partner organizations, and, of course, the residents of Salem, for helping us again have a safe and successful October season. Welcoming over a million people to our community over the course of a month is no small feat, but thanks to the hard work and thoughtful planning of many, we were able to do so again this year. We're already at work reviewing how we can continue to improve October management, to keep Salem vibrant and magical, and to continue being able to share our many stories with the world."

### **Overall Visitation to Salem**

#### **Halloween Day:**

Downtown Visitors: 96.6K, up 7.2% from 2024

#### **Just October:**

Downtown Visitors: 1.1M, level with 2024

Downtown Visits: 1.4M, down 6.3% from 2024

#### **April – October**

Downtown Visitors: 2.7M, down 1.8% from 2024.

Downtown Visits: 5.6M, **up** 1.1% from 2024

In this data, a “visitor” represents a unique individual, while a “visit” measures each 24-hour period that person spent in Salem. One visitor can generate multiple visits if they returned on different days.

### **Six Years of Sustained October Strength**

October visitation has remained remarkably strong since 2021, positioning Salem among the few U.S. destinations able to consistently attract over one million visitors in a single month.

October 2019: 782K visitors | 1.1M visits

October 2020: 445K visitors | 660K visits

October 2021: 993K visitors | 1.4M visits

October 2022: 1.0M visitors | 1.5M visits

October 2023: 1.0M visitors | 1.4M visits

October 2024: 1.1M visitors | 1.5M visits

October 2025: 1.1M visitors | 1.4M visits

(Data is provided via Placer.ai, sponsored by **The Salem Witch Museum.**)

The modest decline in repeat visits this October is attributed to weather impacts, particularly on weekends, yet overall visitation levels remain well above pre-2020 benchmarks.

While October 2024 saw no measurable rain, October 2025 brought nine rainy days, including several weekends, which affected spontaneous day trips and ferry service. According to Captain Bill McHugh, City of Salem Harbormaster and Director of the Salem Harbor Port Authority, ferry operations faced significant weather-related disruptions. Nine full-service days for the 600-passenger vessel were canceled, and the smaller 400-passenger Hingham boat operated only three of its planned five service days.

Despite these challenges, Salem’s October tourism held strong, reinforcing the city’s reputation as one of America’s most resilient and distinctive destinations for cultural tourism.

### **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](http://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](http://Salem.org).

Image caption: Halloween revelers step off the train and straight into the magic of Salem. Photo courtesy of Jess Shada, Destination Salem.

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

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