



FOR IMMEDIATE RELEASE

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Salem, Massachusetts to Celebrate Annual Citywide Festival, Haunted Happenings, throughout the Month of October

Destination Salem offers free guide to all events and tips to [“Keep Salem Magical”](#) this Halloween Season



SALEM, Mass.— Salem is preparing for its annual Salem Haunted Happenings, the month-long celebration of Halloween that attracts visitors from around the world. Destination Salem has prepared a visitor's guide, mobile application, and a dedicated [website](#) that includes Haunted Happenings activities and event ticket information so that visitors can plan ahead. In addition to information detailing the many initiatives accommodating the festival during the month of October, there will be information about the additional trains, ferries, and shuttles that will operate around the city.

“Haunted Happenings is a collaborative, city-wide event that is carefully planned and re-visited each year to provide a fun and safe experience,” said Ashley Judge, Executive Director of Destination

Salem. “The city of Salem and its many cultural attractions and local businesses work together to celebrate the mysticism of the city in October. This year’s theme is [‘Keep Salem Magical.’](#)”

Many traditional favorites will be on the schedule, including the **27th Annual Salem Chamber of Commerce Haunted Happenings Grand Parade** which will take place on Thursday, October 3. On Saturday, October 5 and Sunday, October 6, the **Haunted Biz Baz Street Fair** will welcome more than 80 vendors offering handmade jewelry, art, apparel, crafts, Halloween decor and so much more on the historic Salem Common. Salem Main Streets will host the annual **Howl-o-ween Pet Parade** on Saturday, October 12. **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.

Hundreds of other events including After Hours Ghost Hunts and haunted houses take place throughout the month. The Peabody Essex Museum (PEM) will feature the exhibition, *Salem Witch Trials 1692*, that puts the tragic events in a new light and *Conjuring the Spirit World: Art, Magic, and Mediums* that explores our enduring fascination with the supernatural. A perennial favorite,



PEM will decorate the **Historic Ropes Mansion** as it was during the filming of *Hocus Pocus* from Friday, October 25 through Thursday, October 31. The festivities that take place throughout Salem wrap-up with music and fireworks on Halloween night.

In addition to the numerous activities taking place downtown and Essex Street, visitors should explore Pickering Wharf only two blocks away which has shops, boutiques, and restaurants, with views of the harbor. Local history can be explored at the Salem Maritime National Historic Site and many other locations on nearby Derby Street.

Planning Ahead

Making advanced purchases and reservations where available is strongly recommended. The City of Salem advises all travelers planning to visit during the weekends in October to take the train, ride the ferry, or use satellite parking. For information on public transportation and parking, as well as a complete list of Salem Haunted Happenings programs, visit hauntedhappenings.org and download the [Salem App](#).

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.

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

Destination Salem is the official destination marketing and management organization for Salem, Massachusetts. Established in 2008, Destination Salem's mission is to cooperatively market, promote, and manage tourism in Salem while advocating for sustainable tourism that improves the quality of life for residents and provides economic benefits to taxpayers. For more information about Destination Salem and its initiatives, please visit Salem.org.

Image captions:

- 1) Performers in the Haunted Happenings Grand Parade. Photo by John Andrews.
- 2) Visitors to Salem celebrate the spirit of Halloween. Courtesy of Destination Salem.
- 3) PEM's Historic Ropes Mansion decorated as it was during the filming of *Hocus Pocus*. Courtesy of the Peabody Essex Museum.

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

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