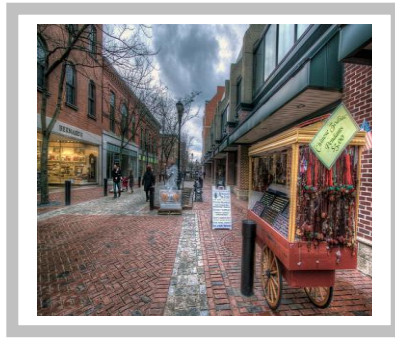
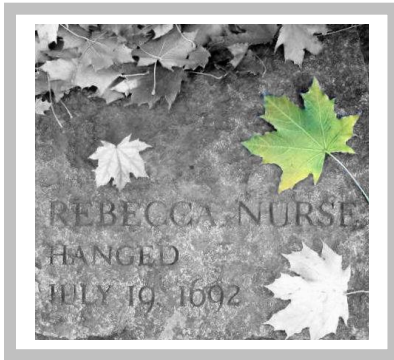
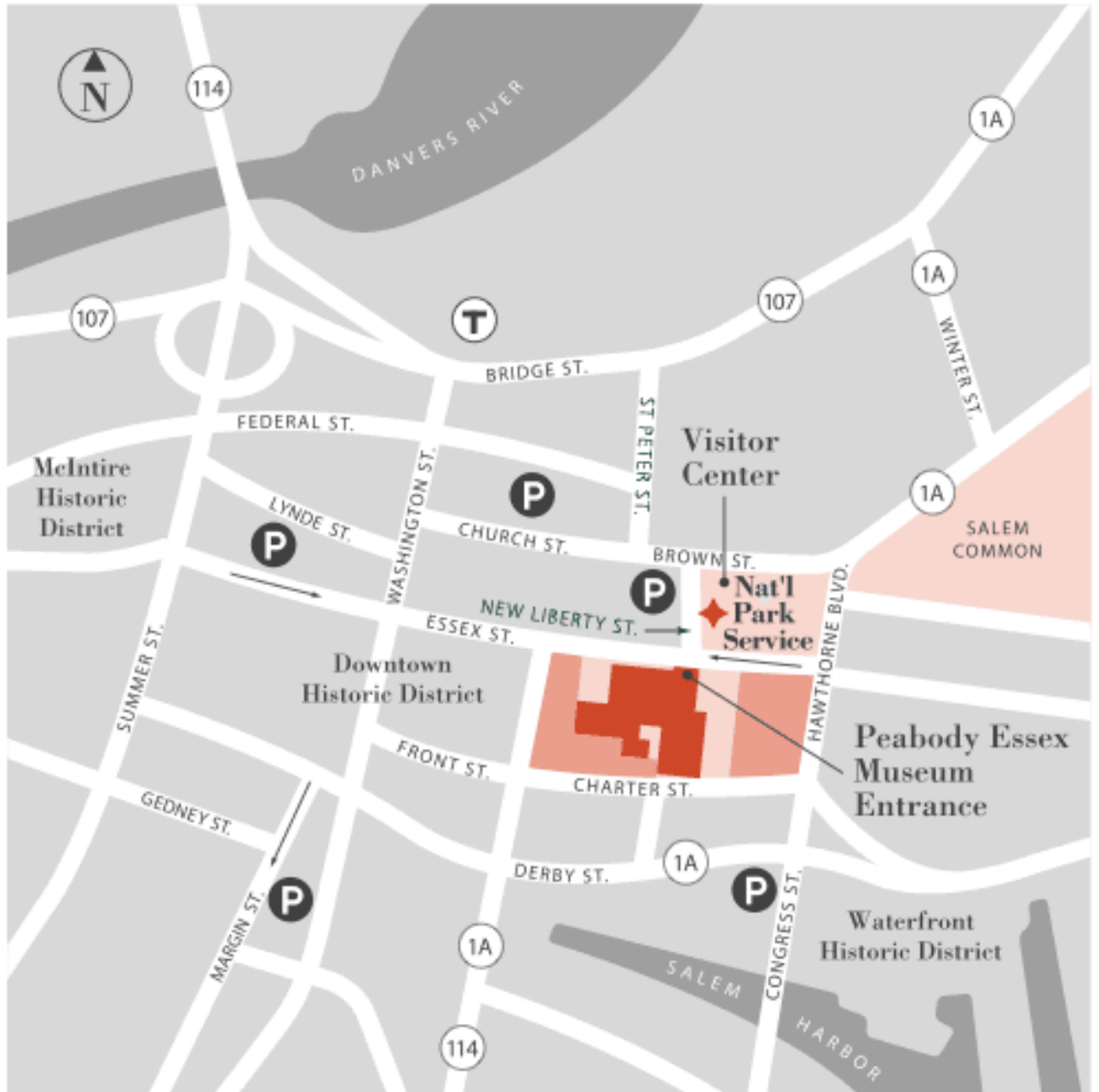






## DESTINATION SALEM

Our suggestion is that you start your visit at the Salem Armory Visitor Center at 2 New Liberty Street, which is open daily from 10am to 5pm. Their exhibits highlight early settlement, maritime history and the leather and textiles industry in all of Essex County, not just Salem. The Visitor Center has an abundance of brochures and helpful attendants that will provide you with personalized attention catering to your specific interests. You will find most of Salem's attractions are within an easy walk along the Heritage Trail (a yellow line painted on the sidewalk). As a first-time visitor to Salem, you may want to take advantage of a free informational film describing the history of Salem, which runs throughout the day.





## Downtown Salem

-  Public Parking
-  Commuter Rail Station
-  Peabody Essex Museum Galleries
-  National Park Service Visitor Center

**Parking:** No need to fly in on your brooms - the City of Salem has recently launched a new parking program. If you have visited Salem before, it is likely you will find new meters or time regulations in the lots and spots you have used in the past. Some parking fees have increased, and some parking fees have decreased. New "smart meters" have been installed in heavily utilized areas, giving visitors the option to pay with cash or credit card. If you are planning your first visit to Salem, we are happy to tell you that all of Salem's downtown attractions are within a 10-15 minute walk from any parking area, so why not park your car in a lot or garage for the duration of your visit and take advantage of the walkable streets and/or the Salem Trolley to explore Salem. You can find comprehensive information on the parking options at [ParkinginSalem.com](http://ParkinginSalem.com)

**Museum Place Garage:** We recommend setting your GPS for the Museum Place Garage at 1 New Liberty Street, Salem, MA. The garage is very reasonably priced and cash and credit are accepted in the payment kiosks. The best part about the garage? You are right across the street from the Salem Regional Visitor Center - the perfect place to start your visit to Salem! **Please note there is a height restriction here of 6'6'.**

**Church Street Lot:** With smart meters and no time restrictions, the Church Street lot is another good option. You do need to pay at a multi-space meter before leaving your car, though, so make sure you pay for as many hours as you will need. Cost is hourly and the multi-space meters accept credit cards and cash.

**South Harbor Garage:** If you are going to be exploring the waterfront, Pickering Wharf, and Derby Street, you may want to park in the South Harbor Garage, 245 Derby Street, Salem, MA 01970. The South Harbor Garage costs are minimal and are paid at a kiosk.

#### **Information Center / Transportation and Tours:**

Please start at the Salem Armory Visitor Center, located at 2 New Liberty Street. The National Park Service Rangers and volunteers can help you with maps, brochures, and directions. There are clean rest rooms, a gift shop, and a free 27-minute film called "*Where Past is Present*" on the history of Essex County featuring early settlement, maritime and industrial history. The Center is open daily from 10am to 5pm. From there, you may want to take a trolley tour to orient yourself to all of the attractions in the City. Salem Trolley offers a 1-hour narrated tour, and tickets are valid for on-and-off travel 10-5pm on the day the ticket is purchased. The eight-mile ride around the city takes you past the Charter Street Burial Ground, the House of the Seven Gables, the Witch Dungeon Museum, Salem Witch Museum, the historic waterfront area and other locations, including Chestnut Street considered to be one of the most beautiful streets in America. Tickets sellers are at most attractions and can be purchased on line at [mktix.com](http://mktix.com).

For a **self-guided walking tour**, the line you will see throughout the city is the Salem Heritage Trail, and it connects the most important stops and neighborhoods in Salem. The line is painted on the sidewalk and creates four loops through the city to help you explore. It is shown on the map in the Salem Guide, on the maps in the information kiosks around Salem and a copy can be found in the back of this itinerary. In 2020 the City of Salem, Destination Salem and partners in the community began a strategic revisioning of the Salem Heritage Trail that will include repainting the line in a new color, removing references to "The Red Line" from publications and digital media, and developing inclusive interpretation of sites along the Salem Heritage Trail. We believe the Trail is an excellent way to introduce visitors and residents to the many layers of Salem's rich history and look forward to improving on the trail's original goal: to help people experience and learn about Salem. Taken from the Salem Heritage website, "Today, we recognize the phrase, "Red Line," has a negative connotation and evokes a dark period in our history when redlining was a discriminatory practice that denied financial services to people based on race, ethnicity, or demographic. As a community that strives for inclusion, maintaining a component of our downtown that makes members of our community uncomfortable is not acceptable."

**The McIntire Historic District Walking Trail** in the distinctive McIntire Historic District encompasses an area with more than 300 historic structures. This urban walking tour, which takes the visitor past several of architect Samuel McIntire's significant houses, includes magnificent sea captains' houses as well as humble workers' cottages. It covers a little over a mile and takes about 45 minutes. The route is marked on posts and sidewalk plaques by a sheaf of wheat, designed by McIntire to symbolize Salem's prosperity. The walking tour begins at the Witch House, on the corner of North and Essex Streets.

The Salem Trolley is the best way to see Salem and to experience the Witch City's unique and colorful past for those who choose to travel by vehicle. The Salem Trolley provides visitors with a narrated one-hour tour and all-day shuttle service through beautiful and historic Salem. The eight-mile ride around the city takes you past the Charter Street Burial Ground, the House of the Seven Gables, Witch Dungeon Museum, Salem Witch Museum, the historic waterfront area and other location, including Chestnut Street considered to be one of the most beautiful streets in America. Your professional driver and talented local tour guide will entertain you with factual history and interesting tidbits about Salem. Feel free to get off and on at any of the 14 stops throughout the day and view Salem at your leisure, using our trolley as a convenient shuttle service. Tickets are sold at multiple locations, for further information, [salemrolley.com](http://salemrolley.com).

### **History of Salem:**

During the winter of 1623-1624, a fishing settlement was established on Cape Ann by England's Dorchester Company. After three years of struggle on rocky, stormy Cape Ann, a group of the settlers, led by Roger Conant, set out to establish a more permanent settlement. They found sheltered, fertile land at the mouth of the Naumkeag River.

The new settlement, called Naumkeag, or "Fishing Place" by the Native Americans, thrived on farming and fishing. In 1629 the settlement was renamed Salem for Shalom, the Hebrew word for peace. In January of 1692, the daughter and niece of Reverend Samuel Parris of Salem Village became ill. William Griggs, the village doctor, was called in when they failed to improve. His diagnosis of bewitchment put into motion the forces that would ultimately result in the hanging deaths of nineteen men and women. In addition, one man was crushed to death; several others died in prison, and the lives of many were irrevocably changed.

To understand the events of the Salem witch trials, it is necessary to examine the times in which accusations of witchcraft occurred. There were the ordinary stresses of 17th-century life in the Massachusetts Bay Colony. A strong belief in the devil, factions among Salem Village families and rivalry with nearby Salem Town combined with a recent smallpox epidemic and the threat of attack by warring tribes created a fertile ground for fear and suspicion. Soon, prisons were filled with more than 150 men and women from towns surrounding Salem; their names had been "cried out" by tormented young girls as the cause of their pain. All would await trial for a crime punishable by death in 17th-century New England - the practice of witchcraft.

In June of 1692, the special Court of Oyer (to hear) and Terminer (to decide) sat in Salem to hear the cases of witchcraft. Presided over by Chief Justice William Stoughton, the court was made up of magistrates and jurors. The first to be tried was Bridget Bishop of Salem who was found guilty and was hanged on June 10. Thirteen women and five men from all stations of life followed her to the gallows on three successive hanging days before the court was disbanded by Governor William Phipps in October of that year. The Superior Court of Judicature, formed to replace the "witchcraft" court, did not allow spectral evidence. This belief in the power of the accused to use their invisible shapes or specters to torture their victims had sealed the fates of those tried by the Court of Oyer and Terminer. The new court released those awaiting trial and pardoned those awaiting execution. In effect, the Salem witch trials were over.

As years passed, apologies were offered, and restitution was made to the victims' families. Historians and sociologists have examined this most complex episode in our history so that we may understand the issues of that era and view subsequent events with heightened awareness. The parallels between the Salem witch trials and more modern examples of "witch hunting" like the McCarthy hearings of the 1950's are remarkable.

In the eighteenth century, Salem developed into a major fishing, shipbuilding and maritime trade center. Thanks to its burgeoning codfish trade with the West Indies and Europe, the town grew and prospered. As Salem grew, so too did the power struggle between the colonies and England. In 1774, a Provincial Congress was organized in Salem and the political revolution began. Two months before the battles in Lexington and Concord, skirmishes broke out in Salem. Salem's fleet contributed mightily to the war effort, capturing or sinking 455 British vessels.

By 1790, Salem was the sixth largest city in the country, and the richest per capita. International trade with Europe, the West Indies, China, Africa and Russia produced great wealth and prosperity in Salem. Entrepreneurial spirit and unflappable courage among Salem's sea captains enhanced Salem's success as a dominant seaport. Salem merchants built magnificent homes, established museums and other cultural institutions.

Salem architect and wood carver Samuel McIntire (1757-1811) was employed by many of the sea captains and is responsible for stunning Federal-style architecture and ornamental carving throughout Salem. McIntire's peak years as an artist coincided with Salem's peak years as a successful shipping port. This combination has left Salem with one of the grandest collections of Federal style architecture in the world.

Salem is home to the tall ship *Friendship*. *Friendship* is a scale replica of a 1797 East Indiaman merchant tall ship. At 171-feet in length, *Friendship* is the largest wooden, Coast Guard Certified sailing vessel to be built in New England in the twentieth century! Visitors can tour ***Friendship*** and watch the volunteers and staff working on her at the historic wharves at Salem Maritime National Historic Site. In addition to being open for tours as part of the programs of the Site, ***Friendship*** sails as an ambassador ship for the Essex National Heritage Area.

In addition to the legacy of homes and buildings, Salem's sea captains left behind a museum through which to share their exploration with Salem residents and visitors to the city. The Peabody Essex Museum is the oldest continually operated museum in the country and was founded by sea captains in 1799. In addition to collections from around the globe, visitors to the Peabody Essex Museum can see the model of the *Friendship* used to recreate the ship.

Nineteenth and Twentieth Century - American novelist Nathaniel Hawthorne was born on July 4th, 1804, at the peak of Salem's prosperity. The son of a sea captain, Hawthorne watched the decline of Salem's involvement with lucrative foreign trade and the rise of industry in Salem. While working in the Custom House, which is open to the public, Hawthorne wrote his novel *The Scarlet Letter*. Rumor has it that Hawthorne discovered the red "A" in the attic of the custom house where he worked. Another Hawthorne novel, *The House of the Seven Gables* made famous the home of his cousin, Susannah Ingersoll. Today the House of the Seven Gables Settlement site includes the famous mansion and Hawthorne's birthplace and is open to the public.

In the mid-nineteenth century, Salem evolved into an important manufacturing and retail center. Irish and French Canadian immigrants poured into Salem to work on its new leather and shoe factories or at the Naumkeag Steam Cotton Company, Italian and Eastern European immigrants began arriving in the early 1900s to take advantage of Salem's prosperity. By 1914, the population of Salem had swelled to 40,000. In 1914 a fire swept through Salem, destroying more than 400 buildings and leaving 3,500 families homeless.

## Salem Sampler:

**There are four corners to historic Salem - and many nooks and crannies in between. If this is your first visit to Salem, you may want to get a taste of each of our four primary themes:**

- **The Salem Witch Trials of 1692.** Part of the curriculum in American history, and integrated into contemporary and historical literature, the Salem Witch Trials are the event that nearly everyone around the world associates with Salem. Learn about the Salem Witch Trials at the Salem Witch Museum, The Witch House (the only authentic building dating back to the witch trials), the Witch Dungeon Museum (seasonal) or Cry Innocent: The People Vs Bridget Bishop (seasonal)
- **The Great Age of Sail.** The Eighteenth Century was a grand period in American and Salem history. One quarter of the young country's wealth came through the port of Salem, where dozens of wharves stretched far into the harbor. Learn more at the Salem Maritime National Historic Site (open year-round, seasonal tours vary).
- **Architecture & Literature.** We fit two significant themes into one because we are fortunate enough to have the iconic House of Seven Gables in Salem. New England's oldest wooden mansion, the 1668 Turner-Ingersoll Mansion was immortalized in Nathaniel Hawthorne's novel, *The House of the Seven Gables*. The entire property comprises its own National Historic District, and includes Hawthorne's Birthplace, which features a new museum about Hawthorne, and beautiful seaside gardens.
- **An Overview Tour.** In addition to being home to the House of the Seven Gables, Salem has one of the finest collections of Federal-style architecture in the world. Climb aboard the Salem Trolley (seasonal) and you will receive a live narrated tour of the City, including our lighthouses, beaches, recreation areas, historic districts, shopping neighborhoods, and attractions.

## Salem for Families:

In 2010, Salem was named "Favorite Day Trip" in *Boston Parents Paper*. Head down to the Salem Maritime National Historic Site where you can walk out to the lighthouse and tour the tall ship *Friendship*. Make sure to visit the Scale House and Bonded Warehouse exhibits, both are free and located behind the Custom House. If you visit the Salem Regional Visitor Center (2 New Liberty Street), the kids can color a sheet for the "Fish & Ships" wall. The maritime site also has a Junior Ranger program.

- At the House of the Seven Gables, a tour of the seventeenth-century Turner-Ingersoll Mansion includes the curious secret staircase and talks about the families that lived in the mansion over the course of two centuries. Outside, adjacent to the seaside gardens, the counting house has been converted to a family area, with a spyglass to view the harbor and costumes to try on for size.
- The Peabody Essex Museum (open year-round, closed on Mondays except holiday Mondays) is free for children under 16, and they have scavenger hunts to help the kids make connections between objects from around the world.
- If your family is interested in the Salem Witch Trials, the Salem Witch Museum is open year-round. The first presentation interprets what happened in Salem in 1692, and the second exhibit discusses the evolution of the word "witch" throughout history.
- Whichever attractions and museums you explore, leave time for Ye Olde Pepper Candy Companie, America's oldest candy company. They have been making Giblalters and Blackjacks for more than 200 years. There are many family-friendly dining options in Salem, from hot dogs to seafood, pizza to tacos. For pancakes the size of your head, and the largest portion of macaroni and cheese in town, visit Reds Sandwich Shop on Central Street for breakfast or lunch. Located in the old London Coffee House where the Revolutionaries met in the early 18th century, you may just get some history with your fries.

## **Free Things to Do in Salem:**

Free to explore Salem? The following activities, destinations and diversions are open to the public and are completely free of charge.

Four Self-Guided Walking Tours. Brochures for the *African American History Trail*, the *Nathaniel Bowditch Trail: A Walking Tour of the Great Age of Sail*, and the *McIntire Historic District Walking Trail* are available at the Visitor Center. Each walking trail takes about one hour and will show you hidden points of historical interest and fascination.

Three Historic Cemeteries. Salem has wonderful, historic cemeteries, including the Old Burying Point Cemetery on Charter Street, Howard Street Cemetery, and the Broad Street Cemetery. The Old Burying Point is the oldest cemetery in Salem, and in it you can see the graves of, among others, a Witch Trials judge, a Mayflower passenger, and architect Samuel McIntire. Cemeteries are open from dawn until dusk, and exploration is encouraged.

Explore your National Park. Tours of the buildings, wharves, and Tall Ship *Friendship* at the Salem Maritime National Historic Site are free. Learn stories of the sailors, Revolutionary War privateers, and merchants who brought the riches of the world to America through the port of Salem. Spend a half-hour learning regional history from the wonderful, free film, *"Where Past is Present"* at the Visitor Center. 2 New Liberty Street and 193 Derby Street

TV Buff? You'll want your picture taken with the Bewitched Statue, placed at the corner of Essex and Washington Street in Lappin Park by the folks from TV Land.

One Beautiful Street. Take the time to wander down the beautiful Chestnut Street, which was the first planned street in America. Read all of the house plaques to learn about the people who built and lived in the exquisite Federalist mansions.

A Garden Grows. Visit the Ropes Mansion Gardens, 318 Essex Street, and explore a stunning Colonial Revival garden that was created in 1912. Part of the collections of the Peabody Essex Museum, the garden is open to the public and throughout the growing season, offering a splendid sampling of local horticulture.

Salem Common. Originally used as a grazing area for Salem residents' livestock and a training area for the Salem militia, today Salem Common is a favorite spot for jogging, reading, concerts, and wedding ceremonies. A new playground was recently installed, giving families a perfect place to unwind and enjoy some fresh air.

Walk the Wharf. Derby Wharf, part of the Salem Maritime National Historic Site, extends one half-mile into Salem Harbor, providing walkers with a beautiful view of Salem, Salem Harbor, and Marblehead. At the end of Derby Wharf sits the historic Derby Light Station, which has been a working navigational tool since 1871.

A Moment to Reflect. Dedicated in 1992 to mark the tercentenary of the Salem Witch Trials of 1692, the Witch Trials Memorial (Liberty Street between Charter and Derby Streets) is a somber, symbolic place to reflect on the events of 1692.

## **Dining Out:**

The following dining suggestions were made to us by some locals we met when we visited Salem, let us know what you think, and please fill us in if you have any suggestions to add:

Finz Seafood & Grill, 86 Wharf Street 978.744.8485 [www.hipfinz.com](http://www.hipfinz.com) *Gluten Free Options*  
Red's Sandwich Shop, 15 Central Street 978.745.3527 [www.redskitchenandtavern.com](http://www.redskitchenandtavern.com)



Passage to India, 157 Washington Street, 978.832.2200 [www.passagetoindiasalem.com](http://www.passagetoindiasalem.com) *Gluten Free Options*  
Turner's Seafood, 43 Church Street, 978.745.7665, [www.turners-seafood.com/salem](http://www.turners-seafood.com/salem) *Gluten Free Options*  
Lobster Shanty, 25 Front Street, 978.745.5449 [www.lobstershantysalem.com](http://www.lobstershantysalem.com) *Gluten Free Options*  
BIT BAR, 50 St. Peter Street, 978.594.4838 [www.bit.bar](http://www.bit.bar) - Classic arcade and pinball games, adventurous new-comfort food, and a full bar featuring craft cocktails and local beer in a historic and fun setting!





