

Nelcome to SALEM

industry, and we thank you for choosing Salem as your group's destination. Thousands of buses and motor coaches come to Salem each year, each one telling and experiencing Salem's great stories including the Salem Witch Trials, maritime heritage, literary connections, pirate lore, and more.

This brochure has been created as a resource for you, representatives of the group tour and student tour industry. If we have omitted any helpful details, please let us know so additions and updates can be made to future versions. And please visit Salem.org for additional information, including a printable PDF of this brochure. Once again,

ACCESS ROUTE

Motor coaches and buses must follow one of the truck routes into Salem. Truck routes follow Routes 114, 1A, and 107. These routes are indicated on the map with a red line.

CONSTRUCTION

For construction updates, please visit BuildingSalem.com or contact Destination Salem at Salem.org or call (978) 741-3252 for the most current street closure or route change information.

DROP & PICK UP ZONES

Motor coaches and school buses are asked to use drop zones to load and unload passengers. Drop zones have a 15-minute time limit, which is enforced.

DROP ZONE LOCATIONS

- · Washington Square West (near the Salem Witch Museum/Salem Common)
- 1 New Liberty Street (in front of the Visitor Center)
- Please note: this drop zone is not available on October weekends
- 160 Derby Street (Salem Maritime National Historic Site)
- Drops-offs and pickups in other areas are discouraged for

MOTOR COACH, TOUR BUS, & SCHOOL BUS PARKING

Salem has reserved spaces throughout the city for visiting buses. Bus parking spaces are enforced 9:00 AM - 6:00 PM seven days/week per City Ordinance. They are available on a first-come, first served basis.

DIRECTIONS TO Salem

Just 16 miles north of Boston on the Massachusetts coast, Salem is easily accessible by car, train, bus, and seasonal ferry. We recommend allowing one hour travel time between Salem and

FROM ROUTE 128 NORTH

Take Exit 25A and follow Route 114 East into Salem. Once in Salem, follow signs to the Salem Visitor Center, Museums & Historic Sites and Downtown Parking. Please 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 #45 to #28.

ALTERNATE ROUTES

- Exit 26, Lowell Street, Peabody, follow straight (becoming Main Street and then Boston Street into Salem,
- Exit 24, Endicott Street, Danvers to Route 35 East to Salem from Boston (15 miles, 30 minutes during off-peak travel times)

Take I-93 North to Exit 37A for I-95 North. Follow I-95 North to Route 128 North. Follow directions for Route 128 North above. Note: Do not follow the signs to Salem, New Hampshire.

FROM LOGAN AIRPORT (15 MILES)

Follow Route 1A North to Salem.

FROM THE WEST

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

FROM THE SOUTH

Take I-93 North to the Mass Pike (I-90 East) via the Ted Williams Tunnel (Exit 23) to Route 1A North. Follow Route 1A North to Salem.

FROM THE NORTH

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

FROM 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.

ONE-HOUR PARKING

 Lynde Street (near Witch Dungeon Museum, Gallows Hill Museum/Theatre)

TWO-HOUR PARKING

- Congress Street (near Pickering Wharf)
- Essex Street (near the Witch House)
- Washington Square South, west-bound, near the Hawthorne Hotel

LONG-TERM PARKING (MORE THAN TWO HOURS)

During our peak seasons, especially October weekends, overflow parking can be found on Fort Avenue and at Salem Willows. (Derby Street east-bound turns into Fort Avenue.)

HOTEL LOADING & UNLOADING

The Clipper Ship Inn, Hawthorne Hotel, and Salem Waterfront Hotel provide areas for the drop-off and pick-up of passengers. Please adhere to the 15-minute drop zone limits at the Hawthorne Hotel.

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.

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

HISTORIC CEMETERIES & WITCH TRIAL MEMORIALS

CHARTER STREET CEMETERY

- The Charter Street Cemetery will be closed for conservation and preservation work for several months, including October, in 2018. Contact Destination Salem for updated information.
- Groups are encouraged to use a licensed Salem tour guide to explore this historic cemetery. Scavenger hunts are discouraged. Grave rubbings, leaning on, or climbing on the historic stones and tombs is not allowed.
- There is not a drop zone or bus parking area adiacent to the Charter Street Cemetery. The closest drop zone is on New Liberty Street at the Salem Regional Visitor Center.

SALEM WITCH TRIALS MEMORIAL

This is a somber place for reflection. Climbing on or standing on the walls and benches is discouraged.

PROCTOR'S LEDGE MEMORIAL

There is no bus parking adjacent to the Proctor's Ledge Memorial. Parking is available at Gallows Hill Park on Mansell Parkway. Visitors need walk to and from the Memorial, which is on Pope Street, from the parking area Gallows Hill Park.

PICNIC AREAS

Picnic areas are available at the Salem Maritime National Historic Site on Derby Street, Salem Common, Winter Island (\$30 parking fee for commercial buses) and Salem Willows

RECREATION AREAS

Salem Willows features food, beaches, amusements, restrooms, and parking during the summer and fall seasons. Winter Island Maritime Park features a beach, picnic area, and a lighthouse. Please note Winter Island's 2018 usage fees:

- \$30.00 parking fee for commercial buses
- \$20.00 drive-through (to see the lighthouse, harbor views) fee for commercial buses

Fees are subject to change, please call (978) 745-9430 for the latest information

PUBLIC GUIDE LICENSES

The City of Salem requires public tour guides to be licensed by the Salem City Council as a public guide. A Public Guide License can be obtained through the City Clerk's office, and requires a criminal background investigation, and passing a professional examination that tests the knowledge of the applicant concerning the city's history and places or points of historic or public interest

Any teacher or person acting as a teacher employed by a public or private school may function as a public guide for students without first applying for a public guide license. There is an application fee for a Public Guide License. Public Guide Licenses are enforced by the Salem Police Department and Licensing Inspector. The penalty for acting as a public tour guide without a license is as follows:

FIRST OFFENSE

\$25.00

SECOND OFFENSE

THIRD AND SUBSEQUENT OFFENSES

Additional information on the Public Guide License can be obtained through Destination Salem, (978) 741-3252, or the Salem City Clerk, (978) 745-9595

Salem Haunted Happenings

October is Salem's busiest month. To accommodate all of the groups and individuals who visit Salem at this time, some one-hour spaces may be changed to drop zones and additional temporary bus parking may be created elsewhere in the city. Visit Salem.org HauntedHappenings.org, or call (978) 741-3252 for parking and access updates. Please Note: Some group tour policies change in October. Please contact site or attraction for more information.

OCTOBER STREET CLOSINGS

- First Thursday of October, 5:00 PM 9:00 PM Congress, Derby, Central, Washington, and Essex Streets and Hawthorne Boulevard are closed for the Grand Parade.
- Saturdays and Sundays in October, 9:00 AM 8:00 PM Essex Street from Hawthorne Boulevard to New Liberty Street and Essex Street from North Street to Washington Street.

OCTOBER STREET CLOSINGS (Cont.)

- Sunday, October 14, 1:00 3:00 PM Derby Street, parts of Lafayette Street, for the MDA Witch Ride. **Note:** *There is no access* to Pickering Wharf via New Derby Street during this time.
- Halloween Night Hawthorne Boulevard, Derby Street,

Street, Essex Street, Central Street will be closed at approximately 5:00 pm based on public safety needs.

Please note: During October weekends pedestrian traffic may require the Salem Police to close streets for public safety. Last minute street closings are posted on HauntedHappenings.org, Twitter, and Facebook. Please visit HauntedHappenings.org for updated parking information, alternate access routes, and street closure information.

Diesel fuel is available at:

- BP, 94 Jackson Street, Salem, MA 01970
- Circle K, 323 Highland Avenue, Salem, MA 01970 Shell, 146 Boston Street, Salem, MA 01970

GENERAL INFORMATION

Dial 911 for all emergencies

North Shore Medical Center 81 Highland Avenue, Salem, MA (978) 741–1215 Reception (978) 354-2750 Emergency NSMC.Partners.org

Salem Police Non-Emergency Number (978) 744-0171

VISITOR INFORMATION

Destination Salem

The Office of Tourism & Cultural Affairs, Inc. 81 Washington St. Suite 204, Salem, MA 01970 (978) 741-3252 | Salem.org

National Park Service Salem Regional Visitor Center 2 New Liberty Street, Salem, MA 01970 (978) 740-1650 | NPS.gov/SaMa (Please visit website to confirm hours)

Salem Chamber of Commerce

265 Essex Street, Salem, MA 01970 (978) 744-0004 | Salem-Chamber.org

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

DESTINATION SALEM

P.O. Box 630 • Salem, MA 01970 877.SALEMMA • (978) 741-3252 • info@Salem.org • Salem.org

RECEPTIVE OPERATOR • ACCOMMODATIONS • ATTRACTION/MUSEUM • DINING • DINING/SHOPPING • TOURS

LISTING	CONTACT	GROL	JP CAPACITY	TERMS	COMP POLICY
Hawthorne Tours	Helen Medler (800) 287-5744 Helen@HawthorneTours.com				
alem Waterfront Hotel & Suites 25 Derby Street	Melissa Craft (978) 619-1115 mcraft@salemwaterfronthotel.com	Ġ.	300	Contact sales manager	Contact sales manager
Gallows Hill Museum Theatre Lynde Street	Erik Rodenhiser (978) 825-0222 gallowshillsalem@gmail.com	Ł	30+	Cash/check/credit card	Upon request
istory Alive / Cry Innocent 2 Derby Square	Kristina Stevick (978) 810-2588 historyaliveinc@gmail.com	Ł	150		1 teacher/escort per 10 students
ouse of the Seven Gables 5 Derby Street	Ben Lithgow (978) 744-0991, ext. 153 blithgow@7gables.org		72 every 30 minutes	7gables.org/visit/group-tours	Escorts/drivers 1 adult per 10 students
ew England Pirate Museum 74 Derby Street	Nancy Hurrell (978) 741-2800 salemwitchpirate@aol.com	Ł.	50	Cash/credit card/check upon arrival	1 adult for every 10 students
eabody Essex Museum 51 Essex Street	Jon Slater (978) 542-1514 jon_slater@pem.org	Ł.	N/A	Payment due upon arrival	1 adult/10 students, drive /escort complimentary
alem Horror Fest inemaSalem and Peabody Essex Museum	Kevin Lynch (603) 548-3524 kevin@salemhorror.com	Ġ.	Contact sales manager	Contact sales manager	Contact sales manager
alem Willows Arcade 57 Fort Avenue	Laureen Campbell (978) 745-0251, ext. 6001 laureen@willowsarcade.com	ė.	200	Cash/credit card/check due day of visit	1 chaperone per 10 students; driver
alem Witch Museum 7 ½ Washington Square North	Merry Ward (978) 744-1692 merryw@salemwitchmuseum.com	Ł	125	salemwitchmuseum.com/groups	1 adult/10 students; driver/tour director
alem Witch Trials Memorial Charter Street.	Mary Hayes mhayes@salemaward.org	Ė	20-25	No charge	N/A
chooner FAME of Salem 6 Wharf Street	Capt. Mike (978) 729-7600 schoonerfame@gmail.com		49	50% to book, 50% due on arrival	Drivers & chaperones, total not to exceed 49
ea Shuttle alem Wharf, 10 Blaney Street	Capt. Mike (888) 400-0601 crew@sea-shuttle.com	ė.	49	\$550 for 90-minute harbor tour and aquarium/touch tank experience	No charge for guides/drivers
/itch Dungeon Museum 6 Lynde Street	Nancy Hurrell (978) 741–3570 salemwitchpirate@aol.com		100	Cash/credit card/ check upon arrival	1 adult for every 10 students
/itch History Museum 97-201 Essex Street	Nancy Hurrell (978) 741-7770 salemwitchpirate@aol.com	Ė	60	Cash/credit card/ check upon arrival	1 adult for every 10 students
/itch Pix 72 Essex Street	Hope Hitchcock (978) 745-2021 hope@witchpixofsalem.com	Ė	40	50% deposit, 50% within 24 hours	Conact sales manager
it Bar Salem O Saint Peter Street	Eric Spackman (GM) or Rob Hall (AM) (978) 594-4838 info@bit.bar	Ł	106	Contact for group rates - free game packages available!	1 driver and escort + free tokens for driver
ted's Sandwich Shop 5 Central Sreet	John Drivas (978) 745-3257 ajcas1@aol.com	Ł	80	Cash or check	Bus driver and tour guides free
egatta Pub or Hotel Function Dining Space 25 Derby Street	Melissa Craft (978) 619-1115 mcraft@salemwaterfronthotel.com	۴	300	Contact sales manager	Contact sales manager
ockafellas 31 Essex Street	Kelly Boyle (978) 745-5415 sales@colonialhallatrockafellas.com	ዮ	200, Buffet/plated options available	Contract and 25% required to hold date. Meal counts/payment due 1 week before	Bus driver complimentary
illage Tavern 68 Essex Street	Andrew Ingemi (978) 744-2858 andrew@villagetavernsalem.com	٤	Room 1: 15-35, Room 2: 40-150	50% deposit with contract. Company checks/credit cards accepted	Complimentary meals for driver/tour guide
laria's Sweet Somethings 5 Front Street	Maria Harris (978) 825-9111 mariakh@aol.com	\$.		Call for group rates	Find us on Facebook
aunted Footsteps Ghost Tour/Salem Historical ours 8 Central Street	& Giovanni Alabiso (978) 745-0666 thesalemhistoricaltours@gmail.com		200	Deposit to secure guide. Final headcount and balance due week before tour date	Escorts/drivers 1 adult per 10 students
alem Night Tour & Salem Day Tour 27 Essex Street	& Dominic Lavorante (978) 741–1170 dominic@histrionicacademy.com		200	Special group rates, 50% deposit to reserve	Escorts/drivers 1 adult per 10 students
alem Trolley Central Street	A Tammy Harrington (978) 744–5469 tammy@salemtrolley.com		Trolley holds 30-38, 8 Trolleys total	Payment in advance	Escorts and drivers

