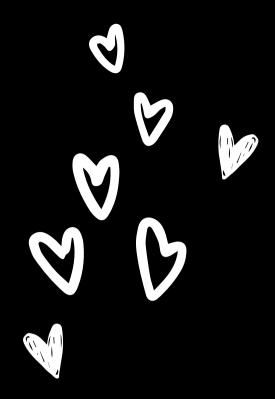
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THANK YOU FOR YOUR PURCHASE!

I HOPE THIS GUIDE HELPS YOU IN PLANNING
YOUR SALEM, MA WEDDING.

PLEASE FEEL FREE TO FOLLOW ME ON SOCIAL
MEDIA @SALEMMAWEDDING AND
@THINGSTODOINSALEM. BE SURE TO USE
#WITCHCITYWEDDING FOR A CHANCE TO BE
REPOSTED.

XOXO, ALYSE



So vice to meet you!

MY NAME IS ALYSE, I AM THE CREATOR BEHIND
THINGSTODOINSALEM.COM AND SALEMMAWEDDING.COM. I AM ALSO A
PROFESSIONAL PHOTOGRAPHER. I PHOTOGRAPHED WEDDINGS FULL TIME
FOR 5 OR 6 YEARS AND IN THAT TIME I HAVE HAD MY WORK PUBLISHED ON
PLATFORMS SUCH AS THE KNOT, WEDDING WIRE, OFFBEAT BRIDE AND
MARTHA STEWART WEDDINGS. ALL OF THE PHOTOGRAPHY THROUGH THIS
GUIDE IS MY OWN WORK! I CREATED THIS DIGITAL PRODUCT AS A WAY TO
OFFER MY GUIDANCE AND SUPPORT AS SOMEONE WHO WORKS IN
TOURISM IN SALEM AND ALSO HAS A BACKGROUND IN THE WEDDING
INDUSTRY. I RECENTLY OPENED UP AVAILABILITY IN MY SCHEDULE ONCE
MORE FOR WEDDINGS, SO IF YOU ARE INTERESTED IN THAT PLEASE VISIT
WEDDINGPHOTOGRAPHYNEWENGLAND.COM TO LEARN MORE.



I HAVE OPENED UP LIMITED AVAILABILITY IN MY SCHEDULE FOR WEDDINGS ONCE MORE! PLEASE VISIT WEDDINGPHOTOGRAPHYNEWENGLAND.COM TO VIEW MY WORK AND OBTAIN MORE INFORMATION. I AM CURRENTLY PRIMARILY SERVING THE NORTH SHORE AND AM OPEN TO TRAVEL AROUND NEW ENGLAND. M





CONGRATULATIONS! FIRST, PLEASE ENJOY YOUR ENGAGEMENT.
ANNOUNCE THE NEWS...OR NOT. TELL A HANDFUL OF LOVED ONES, TELL
YOUR 10K FOLLOWING ON IG, TELL NO ONE. IT'S UP TO YOU. ENJOY
THIS SPECIAL TIME AND FEELING WITH YOUR PARTNER AND CELEBRATE
IT HOWEVER YOU CHOOSE TO. THERE IS NO RIGHT OR WRONG WAY.

MAKE A CHECKLIST

A SIMPLE CHECKLIST GOES A LONG WAY. SIT DOWN FOR A FEW MINUTES WITH YOUR PARTNER AND BEGIN TO NOTE DOWN ALL OF THE THINGS YOU'RE GOING TO NEED TO DO. I'D BEGIN WITH THE ITEMS THAT ARE GOING TO COME UP FIRST, LIKE PICKING A DATE, GETTING YOUR ENGAGEMENT RING(S) SIZED AND SETTING UP AN INSURANCE POLICY ON THEM. THEN, SPLIT UP RESPONSIBILITIES AND DECIDE WHO IS GOING TO START WITH WHAT. DON'T WORRY ABOUT SETTING HARD DEADLINES RIGHT NOW, JUST BEGIN WITH THE MOST IMMEDIATE ITEMS AND DECIDE WHO IS ASSIGNED TO WHICH TASKS. WORK OFF OF A LOOSE TIMELINE FOR NOW AS THE BIGGER PIECES FALL INTO PLACE.





BOOKING YOUR WEDDING VENUE AND VENDORS

ONCE YOU'RE READY TO BOOK VENUES AND VENDORS, I'D BEGIN WITH THE HIGH PRIORITY ONES FIRST. IN MY OPINION YOU SHOULD BEGIN WITH YOUR VENUE FIRST AND GET THAT BOOKED. NOW YOU HAVE A DATE AND A VENUE. PERFECT. THE NEXT MOST IMPORTANT VENDOR ON THE LIST (IN MY VERY BIASED OPINION) IS YOUR PHOTOGRAPHER. MOST WEDDING PHOTOGRAPHERS BOOK ONE OR TWO YEARS OUT, SOMETIMES EVEN LONGER THESE DAYS WITH COVID-19 DELAYED EVENTS. SO GET ON THAT ASAP AND LOCK IN YOUR PHOTOGRAPHER NEXT.

SCHEDULE AN ENGAGEMENT SHOOT

ONCE YOU HAVE YOUR WEDDING PHOTOGRAPHER BOOKED YOU CAN NOW CONSIDER AN ENGAGEMENT SHOOT. MOST PHOTOGRAPHERS OFFER THIS SERVICE AND IT'S A GREAT WAY TO GET TO KNOW THEM BEFORE YOUR BIG DAY. THIS IS ALSO A GREAT CHANCE TO TEST OUT ANY MAKEUP ARTISTS OR HAIR STYLISTS YOU'RE CONSIDERING FOR





YOUR WEDDING. THESE ENGAGEMENT SHOOT IMAGES ALSO COME IN HANDY FOR THE SAVE THE DATE ANNOUNCEMENTS!

HOW LONG AFTER YOUR ENGAGEMENT SHOULD YOU GET MARRIED?

THE AVERAGE ENGAGEMENT IS 12 TO 18 MONTHS, HOWEVER THAT IS ENTIRELY UP TO YOU. DON'T LET ANYONE RUSH OR PRESSURE YOU INTO DOING ANYTHING UNTIL YOU AND YOUR PARTNER ARE READY.

CONGRATS ON YOUR ENGAGEMENT!! I AM SENDING YOU SO MUCH LOVE AND HAPPINESS ON YOUR BIG DAY AND IN YOUR MARRIED LIFE TOGETHER.





PLANNING A DESTINATION WEDDING IN SALEM

PLANNING A DESTINATION WEDDING IS A SUPER APPEALING OPTION FOR MANY COUPLES. PAIRED UP WITH HISTORIC SALEM, MA AND YOU HAVE THE STAGE SET FOR A GORGEOUS DAY IN A WONDERFUL CITY.

CONSIDER THE COST

THE FIRST THING WE NEED TO JUMP RIGHT INTO, WHICH IS ITEM NUMBER ONE FOR MOST PEOPLE, IS THE COST. YOU'RE BASICALLY SIGNING UP TO PAY FOR A WEDDING AND A VACATION WHEN DOING A DESTINATION WEDDING. BE SURE TO FACTOR INTO THE BUDGET THINGS LIKE AIRFARE, CAR RENTALS, HOTEL, FOOD AND OTHER MISCELLANEOUS EXPENSES THAT COME WITH TRAVEL.

A PERK WHEN IT COMES TO COST AND DESTINATION EVENTS IS A LOT OF PLACES OFFER BUNDLES. IF YOU WANT TO GET MARRIED AT A HOTEL, ASK ABOUT PACKAGES WHERE EVERYTHING IS ROLLED INTO ONE. FIND A HOTEL WHERE THEY WILL OFFER YOU A BLOCK OF ROOMS, CEREMONY AND RECEPTION SPACE ALL IN ONE. THIS WILL MAKE THINGS EASIER FOR YOU AND YOUR GUESTS AS WELL.

THE GUEST LIST

IT IS PRETTY COMMONLY EXPECTED THAT YOU'RE GOING TO HAVE MORE "NO" RSVP CARDS RETURNED FOR A DESTINATION WEDDING THAN NORMAL. THIS IS SIMPLY BECAUSE OF COST, WORK SCHEDULES, FAMILIES AND MORE. YOU SHOULD PLAN FOR AND BE READY FOR EVERYONE YOU INVITED TO SHOW UP, HOWEVER THAT WILL LIKELY NOT BE THE CASE. THIS IS A PRO AND A CON ALL AT ONCE. IT CAN BE A PRO BECAUSE IT'S AN EASY WAY TO WEED DOWN THE GUEST LIST (TO BE BLUNT ABOUT IT). IT'S A CON BECAUSE SOMETIMES KEY FAMILY MEMBERS OR FRIENDS MIGHT HAVE TO PASS AND MISS OUT ON YOUR BIG DAY.

GIVE GUESTS TIME TO PLAN

SEND SAVE THE DATES AT LEAST 10-12 MONTHS AHEAD OF TIME TO ALLOW FOR GUESTS TO PLAN. SOME PEOPLE MAY NEED TO REQUEST TIME OFF FROM WORK, SAVE MONEY, MAKE ARRANGEMENTS FOR KIDS, SECURE AIRFARE AND MORE. SEND THE ACTUAL INVITATION 4-5 MONTHS AHEAD OF TIME.

RESEARCH LOCAL MARRIAGE LICENSE INFORMATION BEFOREHAND

HEAD OVER TO THE CITY OF SALEM'S WEBSITE AND DO YOUR RESEARCH ABOUT OBTAINING A MARRIAGE LICENSE HERE. IT TAKES A FEW DAYS AND REQUIRES BOTH PARTIES TO BE PRESENT, WITH PHOTO ID. KNOW WHAT YOU NEED TO DO AND PLAN AHEAD OF TIME SO YOU CAN HAVE YOUR PAPERWORK IN ORDER AND READY.

CONSIDER THE WEATHER

WEATHER IN NEW ENGLAND DEFINITELY DOES WHATEVER IT WANTS, WHEN IT WANTS. KEEP THIS IN MIND AND HAVE BACK UP PLANS IN PLACE. WE HAVE SEEN SNOW ON HALLOWEEN, WARM WEATHER IN THE WINTER AND SPRING SEASONS WHERE IT POURED FOR DAYS AND PARTS OF SALEM PARTIALLY FLOODED. BE AWARE OF WEATHER PATTERNS AND HAVE BACK UP PLANS READY.

EXPERIENCE VS. DETAILS

THIS IS JUST MY TWO CENTS HERE, BUT I FEEL LIKE A DESTINATION WEDDING IS MORE ABOUT THE WHOLE EXPERIENCE VERSUS FINE DETAILS. WHEN YOU'RE PLANNING FROM AFAR YOU MIGHT NOT BE ABLE TO GET SUPER CUSTOMIZED IN EVERYTHING YOU DO AND GET SPECIFIC WITH ALL OF YOUR VENDORS. YOU MIGHT BE PICKING FROM A HANDFUL OF OPTIONS AND SIGNING IT OFF TO SOMEONE ELSE TO

HANDLE. THIS CAN BE EITHER A GOOD OR A BAD THING DEPENDING ON YOUR PERSONALITY. DESTINATION WEDDINGS REQUIRE LESS ATTENTION TO SUPER FINE DETAIL AND ARE MORE "GO WITH THE FLOW". THEY ARE MORE ABOUT THE EXPERIENCE. LOCAL WEDDINGS ARE EASIER TO GET DETAILED WITH, EASIER TO FOCUS ON CUSTOM ITEMS EVERYWHERE.

TOURIST SEASON

WHO DOESN'T WANT TO GET MARRIED IN SALEM IN THE FALL, RIGHT? THE CITY IS STUNNING ALL YEAR LONG BUT IN THE FALL IT IS JUST MAGICAL. HOWEVER, PLANNING FOR A FALL WEDDING IN SALEM DOES POSE MANY CHALLENGES. THE FOLLOWING ARE A FEW THINGS YOU'RE GOING TO NEED TO CONSIDER AND HELP YOUR GUESTS PLAN FOR.

- MAKING THE TRIP FROM BOSTON LOGAN AIRPORT OR SURROUNDING AREAS INTO SALEM
- NAVIGATING INTENSE FALL CROWDS
- PARKING, IF YOUR GUESTS ARE DRIVING INTO SALEM THEMSELVES
- BOOKING HOTEL ARRANGEMENTS EXTRA, EXTRA, EXTRA EARLY
 BECAUSE FALL AVAILABILITY IS OFTEN WIPED OUT IN THE BEGINNING OF
 THE YEAR
- UNDERSTANDING THE GENERAL LAYOUT OF SALEM SO GUESTS CAN MAKE IT FROM ONE IMPORTANT LOCATION TO ANOTHER AS NEEDED THROUGH THE DAY

YOUR WEDDING WILL BE UNIQUE

SALEM IS A UNIQUE CITY, UNLIKE ANY OTHER. IF YOU'RE PLANNING A DESTINATION WEDDING IN SALEM, LEAN INTO THAT. ENJOY QUIRKY COSTUMED BUSKERS IN YOUR PHOTOS. HOP A BROOM DURING YOUR CEREMONY. GET MARRIED BY OUR BELOVED BORAH OF SALEM'S BLACK HAT SOCIETY. TAKE GORGEOUS PICTURES IN THE HISTORIC AREAS OF

SALEM. VISIT LOCAL LANDMARKS AND USE THOSE AS BACKDROPS TO YOUR IMAGES. THERE ARE SO MANY OPTIONS AVAILABLE TO YOU WHICH WILL MAKE YOUR WEDDING AS UNIQUE AS THE CITY IS.

SALEM IS ALSO GREAT FOR VOW RENEWALS AND MORE. YOU CAN ABSOLUTELY MOLD YOUR PLANS AROUND WHATEVER TYPE OF EVENT YOU'RE PLANNING TO MAKE IT INDIVIDUAL AND SPECIAL FOR YOU.

IN A DESTINATION WEDDING, PICTURES ARE KEY

PLANNING AN EVENT IN ANOTHER CITY MEANS YOU'RE GOING TO BE SURROUNDED BY NEWNESS. TAKE SOME TIME BEFOREHAND AND RESEARCH AREAS YOU MIGHT WANT TO TAKE YOUR PICTURES. DON'T SKIMP ON YOUR PHOTOGRAPHER AND LEAN INTO SALEM'S UNIQUE LAYOUT, HISTORY, ATTRACTIONS, LANDMARKS AND MORE.

YOU CAN TRANSITION RIGHT INTO YOUR HONEYMOON

IF YOU LOVE SALEM, YOU CAN TRANSITION RIGHT FROM YOUR WEDDING INTO YOUR HONEYMOON. STAY A WEEK OR TWO PAST THE WEDDING DATE AND ENJOY THE CITY TOGETHER. THERE IS TONS TO DO, SEE, EAT AND MORE. IF YOU WANT TO EXPLORE OTHER AREAS ALONG THE NORTH SHORE ON YOUR HONEYMOON, I'D SUGGEST BOSTON AS WELL AS ROCKPORT.

VISIT BEFOREHAND IF YOU CAN

IF YOU'RE ABLE TO VISIT SALEM BEFOREHAND, I STRONGLY SUGGEST IT.
THIS WILL ALLOW YOU TO GET AN IDEA OF THE LAYOUT OF THE CITY,
MEET POTENTIAL VENDORS IN PERSON, SEE THE VENUE AHEAD OF TIME
AND MORE. I KNOW THIS IS NOT ALWAYS AN OPTION BUT IF YOU CAN,
YOU DEFINITELY SHOULD.



HOW MANY GUESTS?

THE FIRST THING I'D DO IS CONSIDER YOUR GUEST LIST SIZE. SOME OF SALEM'S VENUES CAN ONLY ACCOMMODATE SMALL-ISH GET TOGETHERS, COMPARED TO THE LARGER HOTELS. EXAMPLES OF THIS INCLUDE THE SCHOONER FAME, THE HOUSE OF THE SEVEN GABLES AND TURNER'S SEAFOOD AT LYCEUM HALL. OTHERS, SUCH AS THE HAWTHORNE HOTEL OR THE SALEM WATERFRONT HOTEL AND SUITES CAN ALLOW FOR BIGGER NUMBERS BECAUSE THEY HAVE THE SPACE. I'D COME UP WITH A ROUGH NUMBER AND START NARROWING DOWN YOUR LIST FROM THERE.

TIME OF YEAR

SALEM IS BUSIEST, OF COURSE, IN THE FALL. IF YOU WANT A FALL WEDDING IN THE WITCH CITY, YOU'RE GOING TO NEED TO BOOK SUPER EARLY TO SECURE THE VENUE AND POTENTIALLY A BLOCK OF ROOMS FOR GUESTS.

ROOMS IN THE FALL GO FAST AND

ARE AT A PREMIUM THE CLOSER WE GET.

REACH OUT TO THE VENUE OR HOTEL YOU'RE CONSIDERING AND SEE IF FALL AVAILABILITY IS EVEN AN OPTION AT THE TIME OF YOUR CALL. THIS MIGHT HELP NARROW IT DOWN RIGHT OFF THE BAT. AN EXAMPLE OF WHAT I MEAN BY THIS IS THE HAWTHORNE HOTEL. THEIR ROOMS ALREADY GO FAST FOR THE FALL, PLUS THEY HOLD THEIR OWN LARGE SCALE EVENTS THROUGH THE YEAR IN THEIR VENUE SPACE. BOOKING A FALL WEDDING THERE AND SECURING A BLOCK OF ROOMS COULD POSSIBLY POSE A CHALLENGE WHEN WORKING AROUND ALL OF THAT. THIS ISN'T TO SAY IT'S NOT POSSIBLE. I AM JUST POINTING OUT THAT YOU MIGHT NEED TO BE FLEXIBLE.

CONSIDER ACCESSIBILITY

SALEM IS OLD, YOU GUYS. THIS MEANS THAT SOME OF THE BUILDINGS ARE HISTORIC AND NOT ABLE TO BE BROUGHT UP TO ADA COMPLIANCE. THIS COULD POTENTIALLY POSE AN ISSUE FOR THOSE WHO REQUIRE ADA MEASURES OR GUESTS WHO HAVE MOBILITY LIMITATIONS. CONSIDER GIVING YOUR GUEST LIST A GLANCE TO MAKE SURE THAT WON'T POSE A SERIOUS ISSUE FOR YOUR LOVED ONES WHEN SECURING A VENUE.

WEDDING VENUES & CEREMONY LOCATIONS IN SALEM

THE FOLLOWING IS A LIST OF WEDDING VENUES AND CEREMONY LOCATION IN SALEM. PLEASE KEEP IN MIND THIS LIST ONLY INCLUDES OPTIONS IN THE IMMEDIATE DOWNTOWN SALEM AREA. THERE ARE TONS OF OTHER OPTIONS IN NEARBY TOWNS AS WELL.

- COLONIAL HALL AT ROCKAFELLAS
- HAMILTON HALL
- IFDGFR
- SALEM WATERFRONT HOTEL AND SUITES
- SALEM WILLOWS PARK
- THE HAWTHORNE HOTEL
- THE HAMPTON INN BY HILTON
- THE HOTEL SALEM
- THE HOUSE OF THE SEVEN GABLES
- THE MERCHANT
- THE OLD TOWN HALL
- THE PEABODY ESSEX MUSEUM
- THE SALEM COMMON
- THE SATANIC TEMPLE & ART GALLERY
- THE SCHOONER FAME
- TURNER'S SEAFOOD AT LYCEUM HALL
- WINTER ISLAND

MINI-MONIES OR SMALLER SCALE WEDDINGS HAVE BECOME POPULAR IN THE TIMES WE LIVE IN. THE FOLLOWING IS A LIST OF *A FEW* VENUES OR LOCATIONS IN SALEM THAT CAN ACCOMODATE SMALLER NUMBERS. THIS LIST IS NOT ALL INCLUSIVE.

- COUNT ORLOK'S NIGHTMARE GALLERY
- LEDGER
- THE HOTEL SALEM
- THE HOUSE OF THE SEVEN GABLES
- THE SALEM COMMON
- THE SCHOONER FAME
- THE OLD TOWN HALL
- TURNER'S SEAFOOD AT LYCEUM HALL

What is a handfasting?

HANDFASTING IS A CELTIC RITUAL THAT SYMBOLIZES UNITY. THE TRADITION INVOLVES A COUPLE'S HANDS BEING TIED TOGETHER WITH CORDS OR RIBBONS AS THEY FACE EACH OTHER (YOU CAN ALSO STAND SIDE BY SIDE AND TIE YOUR RIGHT HAND AND YOUR PARTNER'S LEFT HAND TOGETHER OR VICE VERSA). VOWS ARE TYPICALLY EXCHANGED AS THE HANDS ARE BOUND TOGETHER. IN ANCIENT TIMES, HANDFASTING WAS ACTUALLY AN ENGAGEMENT RITUAL. WHEN TWO PEOPLE CHOSE TO BE MARRIED, THEY PARTOOK IN A HANDFASTING CEREMONY WITH A PRIEST. THIS SIGNIFIED THEIR ENGAGEMENT, WHICH TYPICALLY LASTED ONE YEAR. ONCE THE YEAR WAS UP, THE COUPLE RETURNED TO THE PRIEST AND DECLARED IF THEY WERE GOING TO GET MARRIED OR SEPARATE.

TODAY, HANDFASTING IS PERFORMED AT THE WEDDING TO SIGNIFY THE COUPLE'S LOVE AND COMMITMENT. WHILE IT'S COMMONLY CONDUCTED AT PAGAN AND WICCAN CEREMONIES, IT HAS BECOME POPULAR AMONG ALL COUPLES (SINCE THE SYMBOLISM BEHIND TYING YOUR HANDS TOGETHER RESONATES WITH MANY PEOPLE). [SOURCE: WEDDINGWIRE.COM]





What is a handfasting?

WHAT DOES A HANDFASTING CEREMONY ENTAIL?

DURING A HANDFASTING CEREMONY, THE OFFICIANT WILL START BY EXPLAINING THE PURPOSE OF THE RITUAL. NEXT, THE COUPLE WILL JOIN HANDS. YOU CAN PLACE YOUR HANDS INTO EACH OTHER'S, STACK THEM OR INTERTWINE THEM—WHATEVER FEELS RIGHT TO YOU. THEN, THE OFFICIANT WILL READ THE VOWS AS THEY WRAP THE CORDS OR RIBBONS AROUND THE COUPLE'S HANDS. ONCE THE HANDS ARE WRAPPED, THE OFFICIANT WILL FURTHER EXPLAIN THE SYMBOLISM BEHIND THE BINDING. FINALLY, THE COUPLE MAY EXCHANGE ADDITIONAL VOWS WHILE BOUND TOGETHER.

WHILE THE CEREMONY IS USUALLY LED BY THE OFFICIANT, MANY COUPLES CHOOSE TO INVOLVE THEIR FAMILY MEMBERS OR FRIENDS. FOR EXAMPLE, YOU COULD GIVE FOUR DIFFERENT PEOPLE FOUR DIFFERENT CORDS OR RIBBONS TO TIE. IT'S A CREATIVE WAY TO GET YOUR LOVED ONES INVOLVED (ESPECIALLY IF YOU DON'T HAVE A WEDDING PARTY).

[SOURCE: WEDDINGWIRE.COM]







WHAT DO YOU NEED FOR A HANDFASTING?

FOR A HANDFASTING, YOU'LL NEED THE FOLLOWING ITEMS:

- CORDS OR RIBBON
- (OPTIONAL) SMALL CHARMS AND TOKENS THAT CAN TIE INTO THE CORD OR RIBBON
- (OPTIONAL) A BOX OR CHEST TO STORE THE CORD OR RIBBONS IN AFTERWARDS

SOME THINGS TO CONSIDER WHEN CREATING YOUR HANDFASTING CORDS/RIBBONS

- YOU MAY WANT TO MATCH THE COLORS OF THE CORDS OR RIBBONS TO THE COLOR THEME YOU CHOSE FOR YOUR WEDDING.
- YOU COULD ALTERNATIVELY CHOOSE COLORS FOR THE CORDS OR RIBBONS BASED OFF OF THE METAPHYSICAL CORRESPONDENCES OF THOSE COLORS. FOR EXAMPLE RED FOR PASSIONATE LOVE, GREEN FOR HEALTH, BLUE FOR CALMNESS AND PEACE OR BLACK FOR PROTECTION.





What is a handfasting?

• WHEN SELECTING CHARMS OR TOKENS (IF YOU CHOOSE TO DO SO), PICK ONES THAT SYMBOLIZE HAPPINESS IN YOUR RELATIONSHIP AND REPRESENT YOUR LOVE. FOR EXAMPLE, IF YOU GOT ENGAGED IN SALEM, MAYBE CONSIDER INCLUDING A CHARM OF A SMALL WITCH OR WITCH'S HAT. IF YOU SHARE WONDERFUL MEMORIES OF A TRIP TO PARIS WITH YOUR PARTNER, MAYBE CONSIDER INCLUDING A CHARM OF THE EIFFEL TOWER. YOU GET THE IDEA. ADD ITEMS THAT ARE SIGNIFICANT TO YOU

WHAT ABOUT PICKING AN OFFICIANT?

CHOOSING SOMEONE TO PERFORM YOUR HANDFASTING CEREMONY ISN'T THAT DIFFERENT THAN ANY OTHER CEREMONY. I WOULD, HOWEVER, READ REVIEWS ONLINE AND POSSIBLY LOOK FOR SOMEONE WHO NOTES ON THEIR WEBSITE THAT THEY SPECIFICALLY DO HANDFASTING CEREMONIES.







3 SPOOKY LOCATIONS FOR YOUR WEDDING CEREWONY

IT WOULDN'T BE SALEM WITHOUT AN ELEMENT OF SPOOKINESS, RIGHT? THE FOLLOWING ARE THREE LOCATIONS TO BRING IN A HAUNTED, CREEPY OR SCARY VIBE.

THE SATANIC TEMPLE AND ART GALLERY

PER THE TEMPLE'S WEBSITE: "LOCATED IN SALEM,
MASSACHUSETTS, THE SATANIC TEMPLE'S INTERNATIONAL
HEADQUARTERS WAS BUILT IN 1868 AND HAD OPERATED FOR
SOME TIME AS A FUNERAL PARLOR. TODAY, IT IS HOME TO THE
SALEM ART GALLERY WHOSE EXHIBITS ARE DEDICATED TO
WITCH-HUNTS, MORAL PANICS, AND SATANISM. IT ALSO BOASTS
AN IMPRESSIVE ART COLLECTION WITH WORKS BY GREAT
MASTERS. IN ADDITION TO THE ARTWORK THAT ADORNS THE
ORNATELY-STYLED ROOMS, THE EIGHT-AND-A-HALF FOOT-TALL
BRONZE BAPHOMET STATUE STANDS PROUDLY IN THE BUILDING
AND CAN BE USED AS A BACKDROP FOR A WEDDING
CEREMONY. RECEPTIONS CAN ALSO TAKE PLACE OUTSIDE THE
HOUSE OR IN THE MAIN GALLERY."



3 SPOOKY LOCATIONS FOR YOUR WEDDING CEREMONY

THE HAWTHORNE HOTEL

THE HAWTHORNE IS A GORGEOUS HOTEL AND VENUE, LOCATED IN A PERFECT SPOT IN SALEM WITH ALL INCLUSIVE PACKAGES FOR ONE STOP SHOPPING. I DECIDED TO INCLUDE IT IN THIS LIST BECAUSE IT IS COMMONLY REFERRED TO AS HAUNTED. WHILE NOTHING HAS BEEN 100% CONFIRMED, IT STILL REPEATEDLY COMES UP AS HAUNTED WHEN YOU ASK GUESTS, EMPLOYEES AND LOCALS.

PER THE HOTEL'S WEBSITE: "LOCATED IN DOWNTOWN SALEM, MA, THE HAWTHORNE HOTEL OFFERS A CHARMING AND ELEGANT WEDDING VENUE AND RECEPTION SITE. WITH A HISTORY DATING BACK TO 1925, OUR PASSION FOR WEDDINGS REMAINS AS VIVID TODAY AS IT WAS THEN. HERE AT THE HAWTHORNE HOTEL, WE WELCOME ALL COUPLES TO BEGIN THEIR JOURNEY TOGETHER WITH US."



3 SPOOKY LOCATIONS FOR YOUR WEDDING CEREMONY

COUNT ORLOK'S NIGHTMARE GALLERY

COUNT ORLOK'S NIGHTMARE GALLERY IS A MUSEUM FOCUSED ON HORROR IN CINEMA. THEY ALSO NOW OFFER A SPOT FOR YOU TO HAVE YOUR CEREMONY! IF YOU'RE INTO ALL THINGS HORROR, ZOMBIES, DEMONS AND MORE, THIS COULD BE A GREAT OPTION FOR YOU. PER THEIR WEBSITE: "PREPARE FOR A DELIGHTFULLY CREEPY JOURNEY THROUGH THE EERIE EXHIBIT HALLS AS YOU DISCOVER CHARACTERS FROM THE DARKER SIDE OF CINEMA. PRESENTED LIKE A WAX MUSEUM FOR FANS OF THE GENRE WE EXHIBIT VAMPIRES, WEREWOLVES, ZOMBIES, DEMONS, MADMEN (AND WOMEN), AND ALL OTHER CREATURES THAT GO BUMP IN THE NIGHT REPRESENTED HERE BY OVER 60 LIFE-SIZED HYPER REALISTIC REPRODUCTIONS MADE BY HOLLYWOOD SPECIAL EFFECTS ARTISTS. CREATIVE GENIUS IS CELEBRATED HERE AS WE PRESENT YOU A WITH A MUSEUM SURE TO TAP INTO YOUR SENSE OF WONDER."

How to have an October wedding with minimal Halloween vibes

A HALLOWEEN WEDDING IS RIGHT UP MY ALLEY, PERSONALLY, BUT I KNOW THAT ISN'T EVERYONE'S CUP OF TEA. MAYBE YOU'RE GETTING MARRIED IN OCTOBER OR THE FALL AND WANT THOSE VIBES BUT WITH MINIMAL HALLOWEEN MIXED IN? IF SO, THE FOLLOWING IS FOR YOU.

WATCH YOUR USE OF COLORS

FIRST, CONSIDER THE COLOR CHOICES YOU MAKE. MAKE SURE YOUR DECOR AND WEDDING PARTY ARE IN EARTH TONES TO COMPLIMENT THE FALL VIBES. CONSIDER BROWNS, DEEP GREENS, DARK REDS, PLUM TONES OR YELLOW. I'D STAY AWAY FROM ANY ORANGES OR BLACKS BECAUSE THAT, OF COURSE, WILL TIP THE SCALES TOWARDS HALLOWEEN. ADDING SOME GORGEOUS KNIT SHAWLS OR WRAPS FOR THE LADIES COULD BE A LOVELY FALL TOUCH. I'D ALSO CONSIDER SEASONAL ITEMS FOR THE BOUQUETS OR BOUTONNIERES AS WELL!

KEEP THE DECOR AND CENTERPIECES EARTHY AS WELL

STAY AWAY FROM PUMPKINS AND GOURDS. INSTEAD SWAP THEM OUT FOR PINE CONES, ACORNS, LEAVES, WHITE STRING LIGHTS AND APPLES. KEEP IT SIMPLE AND TAKE INSPIRATION

How to have an October wedding with minimal Halloween vibes

FROM WHAT YOU CAN FIND ON THE GROUND OUTSIDE IN THE FALL.

HAVE FUN WITH THE MENU

INCLUDE SEASONAL FALL FAVORITES IN THE MENU! WORK WITH THE KITCHEN OR CATERERS TO SERVE ITEMS LIKE SOUPS (CHOWDER!), APPLE DESSERTS, ANYTHING WITH CINNAMON OR CLOVE AND BE SURE TO HAVE SOME DELICIOUS RED WINES ON HAND. YOU COULD EVEN MAKE ONE OF YOUR SIGNATURE DRINKS FOR THE EVENING SOMETHING THAT INCLUDES MULLED SPICES.

Planning an October wedding in Salem, MA

PLANNING *ANYTHING* IN SALEM IN OCTOBER PRESENTS
UNIQUE CHALLENGES AND THINGS TO CONSIDER. THIS
APPLIES EXTRA TO WEDDINGS. THE FOLLOWING ARE A FEW
THINGS TO KEEP IN MIND WHEN YOU'RE HAVING AN OCTOBER
WEDDING IN THE WITCH CITY.

PLAN AHEAD, BOOK EARLY

THIS ONE IS SUPER IMPORTANT. IF YOU WANT YOUR GUESTS TO HAVE THE ABILITY TO BOOK HOTEL ROOMS OR ENJOY ATTRACTIONS IN AND AROUND SALEM, BOOK EARLY. SECURE EVERYTHING AT LEAST ONE TO TWO YEARS OUT WITH YOUR VENUE AND/OR WITH LOCAL HOTEL(S).

CROWDS & TRAFFIC

TRAFFIC, CROWDS, ROAD CLOSURES. THESE ARE ALL COMMON THE CLOSER YOU GET TO HALLOWEEN IN SALEM. BE PREPARED AND GIVE EVERYONE TONS OF WIGGLE ROOM AS FAR AS TIMING ON THE BIG DAY.

CROWDS IN PICTURES

BE SURE TO TALK TO YOUR PHOTOGRAPHER ABOUT THIS ONE. IT'S A GOOD IDEA TO HAVE SEVERAL LOCATIONS IN MIND FOR

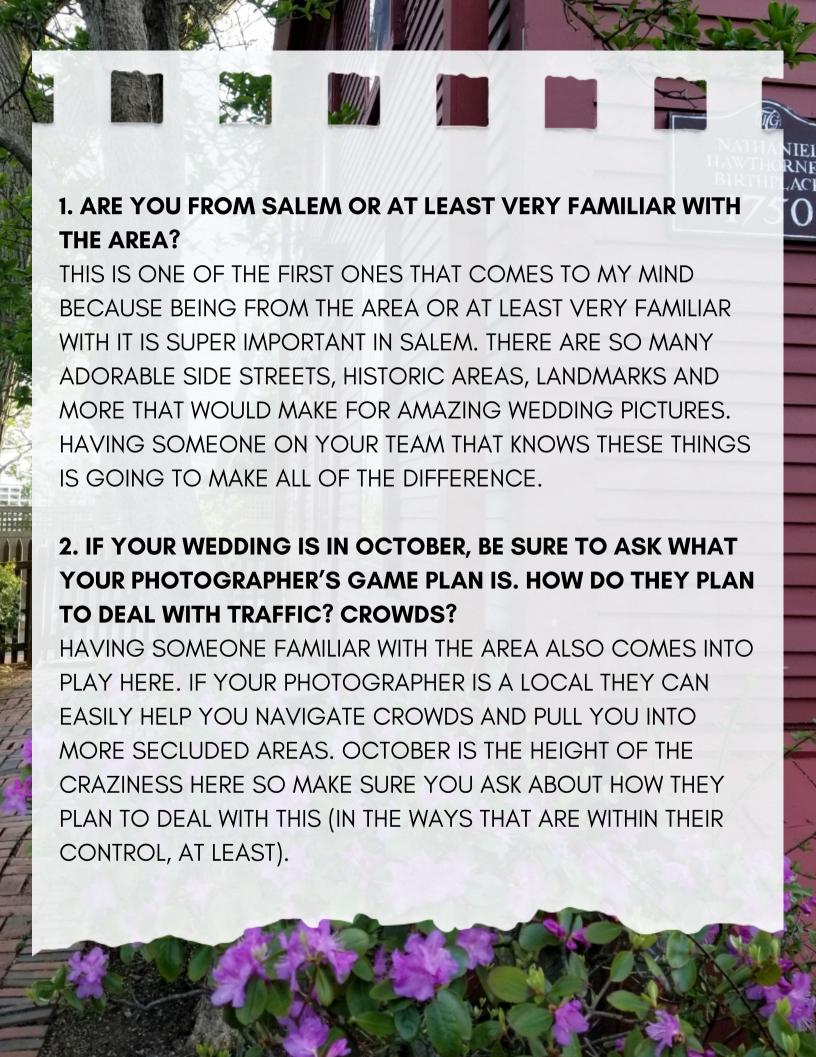
Planning an October wedding in Salem, MA

YOUR FORMAL PICTURES SO YOU CAN TRY TO WORK AROUND THE CROWDS OR MITIGATE PEOPLE BEING IN THE BACKGROUND OF THE IMAGES. THIS MIGHT NOT BE ENTIRELY POSSIBLE, BUT HAVING A FEW LOCATIONS IN MIND IS A GOOD START.

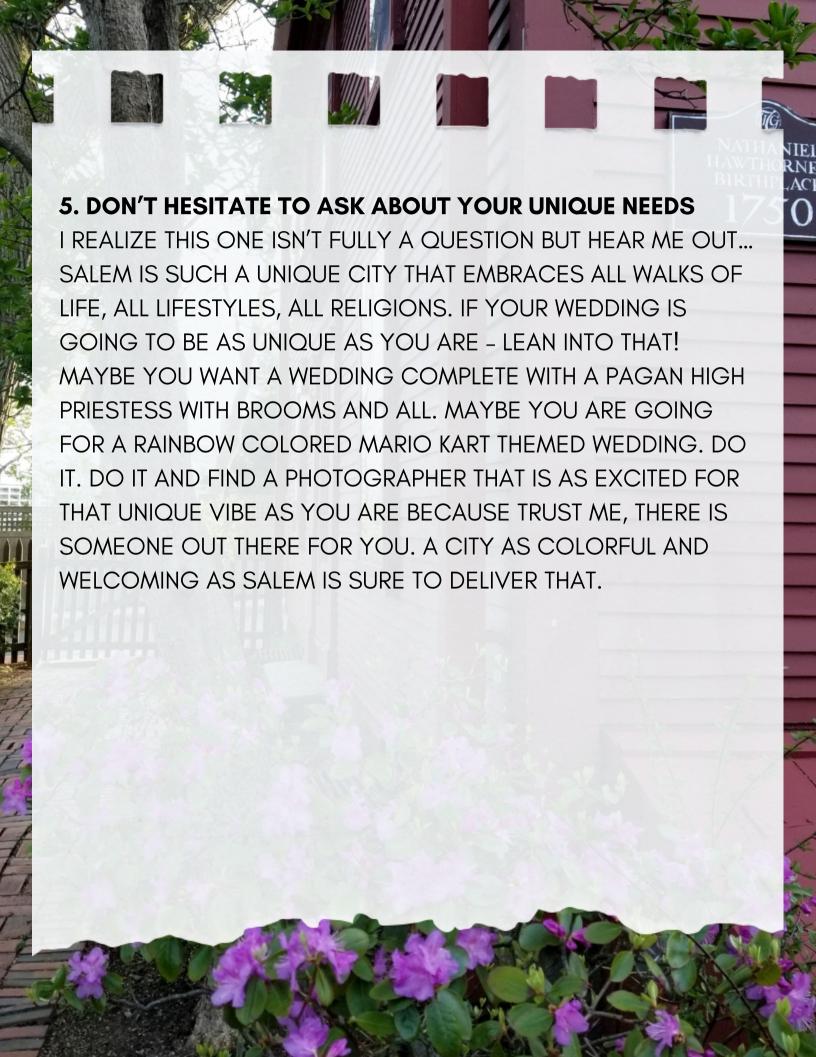
DETAILS OF THE DAY

BE SURE GUESTS (ESPECIALLY THOSE COMING IN FROM OUT OF TOWN) HAVE ALL OF THE INFORMATION THEY NEED. MAPS OF SALEM, LANDMARKS AND SPECIFICS OF NAVIGATING THE CITY AND CROWDS, HOTEL OPTIONS, TRANSPORTATION OPTIONS, INFORMATION ABOUT THE TRAIN SCHEDULE, ETC. THE MORE INFO, THE BETTER.









WEDDING PHOTOGRAPHY BY ALYSE OF THINGSTODOINSALEM.COM

DETAILS AT WEDDINGPHOTOGRAPHYNEWENGLAND.COM



Five things to look for in your vendor contracts

PLANNING AN ENTIRE WEDDING IS ENOUGH JUST ON ITS OWN. SORTING THROUGH YOUR VENDOR CONTRACTS DOESN'T HAVE TO BE AN EXTRA HEADACHE AS LONG AS YOU READ THE ENTIRE THING FULLY AND KNOW WHAT TO LOOK FOR. THE FOLLOWING IS GOING TO BE A QUICK RUN DOWN OF FIVE THINGS TO LOOK FOR IN YOUR WEDDING VENDOR CONTRACTS.

FIRST THING...

FIRST THING YOU SHOULD ALWAYS DO IS READ THE ENTIRE CONTRACT IN FULL. DON'T SKIM IT OR FEEL PRESSURED. TAKE THE TIME TO READ THE WHOLE THING. ALSO, NEVER GO ALONG WITH VERBAL AGREEMENTS OR ALTERATIONS TO THE CONTRACT. GET EVERYTHING IN WRITING.

EVENT SPECIFICS

THE FIRST THING YOU SHOULD ENSURE IS ON EVERY VENDOR CONTRACT IS THE EVENT SPECIFICS. THIS SECTION SHOULD INCLUDE (AT MINIMUM) YOUR NAMES, THE NAME OF THE VENDOR, THE DATE OF YOUR WEDDING, THE LOCATION OF THE EVENT AND TIME FRAMES THE SERVICES WILL BE

Five things to look for in your vendor contracts

PROVIDED. SO FOR EXAMPLE, IF MR. AND MRS. SALEM ARE GETTING MARRIED AT THE HAWTHORNE HOTEL ON HALLOWEEN 2020 AND ARE BOOKING THEIR DJ, THE FOLLOWING DETAILS SHOULD BE INCLUDED:

- MR. AND MRS. SALEM'S NAMES
- THE DJ COMPANY'S NAME AND INFORMATION AS WELL AS THE NAME OF THE DJ WHO WILL BE THERE
- THE HAWTHORNE HOTEL, 18 WASHINGTON SQ. W. SALEM, MA 01970
- THE DATE OF THE WEDDING, OCT. 31, 2020
- THE TIME FRAME THE DJ WILL BE THERE (FOR EXAMPLE: BEGINNING AT 4:00 PM, CONCLUDING AT 10:00 PM)

FOOD, BREAKS, LODGING AND EVERYTHING IN BETWEEN

YOUR VENDORS ARE ALL GOING TO NEED A BREAK AT SOME POINT AND LIKELY A VENDOR MEAL. THIS INFORMATION SHOULD BE INCLUDED IN THE CONTRACT SO YOU KNOW WHEN THEY ARE GOING TO STEP AWAY AND FOR HOW LONG. YOU ARE ALSO GOING TO NEED THEIR MEAL REQUIREMENT INFORMATION TO GIVE TO YOUR CATERER OR VENUE.

Five things to look for in your vendor contracts

IF YOU ARE HAVING A DESTINATION WEDDING, MAKE SURE THE DETAILS OF TRAVEL FOR YOUR VENDORS ARE IN THERE, TOO. ARE YOU PAYING FOR AIRFARE? THE HOTEL? TRANSPORTATION BETWEEN THE AIRPORT AND VENUE? WHATEVER THE SITUATION IS, MAKE SURE THIS IS IN WRITING AS WELL.

A LIST OF DELIVERABLES

THIS APPLIES TO BOTH PHYSICAL AND NON PHYSICAL PRODUCTS FROM YOUR VENDORS. WHAT SERVICES AND TANGIBLE PRODUCTS ARE THEY PROVIDING FOR YOUR WEDDING? FOR EXAMPLE, IF YOU ARE BOOKING YOUR PHOTOGRAPHER, THE FOLLOWING DELIVERABLES ARE TO BE CONSIDERED AND INCLUDED IN THE CONTRACT IF THEY APPLY TO YOU:

- PHYSICAL PRINTS
- HOW TO ORDER PRINTS OR BOOKS FROM YOUR PHOTOGRAPHER
- A PHOTO BOOK OR ALBUM
- DIGITAL COPIES OF IMAGES
- COPYRIGHT INFORMATION

- AN ONLINE GALLERY TO SHARE WITH FRIENDS AND FAMILY
- HOW EDITING AND CULLING THE IMAGES IS GOING TO WORK FOR YOUR WEDDING IMAGES
- HOW THE IMAGES WILL BE DELIVERED TO YOU (WHAT DIGITAL FORMAT)

YOUR CONTRACT SHOULD ALSO SPECIFY TIME FRAMES. IN THE CASE OF THE PHOTOGRAPHER, WHEN SHOULD YOU EXPECT YOUR IMAGES TO BE RETURNED TO YOU BY? BE SURE ALL OF THESE DETAILS ARE NOTED DOWN IN THE CONTRACT SO EVERYONE IS CLEAR.

SHOW ME THE MONEY, BABY

I KNOW TALKING ABOUT MONEY CAN BE SUPER UNCOMFORTABLE BUT IT IS VERY NECESSARY. IN THE CONTRACT SHOULD BE A SECTION THAT GOES OVER RATES. HOW MUCH ARE THE SERVICES GOING TO TOTAL? HOW IS THAT TOTAL GOING TO BE PAID AND BY WHAT DATES? IS THERE A DEPOSIT REQUIRED? IS THE RATE HOURLY OR FLAT? WHAT HAPPENS IF YOU WANT TO BOOK OVERTIME ON THE DAY OF YOUR WEDDING TO KEEP THAT VENDOR THERE FOR A LITTLE LONGER? THESE QUESTIONS SHOULD ALL BE

ANSWERED IN YOUR PAPERWORK.

WHAT IF SOMETHING HAPPENS?

NO ONE WANTS TO THINK ABOUT WORST CASE SCENARIOS, BUT CORONAVIRUS/COVID-19 IS LIVING PROOF THAT SOMETIMES UNEXPECTED THINGS HAPPEN. HAVE A BACK UP PLAN SPELLED OUT IN YOUR CONTRACT. SOME ITEMS TO CONSIDER ARE AS FOLLOWS:

- HOW DOES THE REFUND PROCESS WORK IF ONE HAPPENS?
- DOES YOUR VENDOR HAVE BACK UP STAFF OR OTHERS
 IN PLACE TO STEP IN IF THEY BECOME ILL OR SOMETHING
 HAPPENS?
- WHAT HAPPENS IF YOU CALL OFF YOUR WEDDING ENTIRELY?
- CAN THE CONTRACT BE CANCELLED IN FULL AND IF SO, WHAT IS REQUIRED? HOW LONG DO YOU HAVE TO CANCEL IT? HOW MUCH NOTICE IS REQUIRED?
- HOW DO COVID-19 PROTOCOLS PLAY INTO THIS CONTRACT?

HOW THIS MAY APPLY TO YOUR SALEM, MA WEDDING

SALEM WEDDINGS CAN BRING ABOUT THEIR OWN SET OF REQUIREMENTS, CHALLENGES AND MORE. IF YOU'RE GETTING MARRIED ON HALLOWEEN OR IN OCTOBER IN GENERAL OR IN A HISTORIC VENUE YOU MIGHT SEE SOME SPECIAL DETAILS INCLUDED IN YOUR CONTRACT. PAY EXTRA ATTENTION TO THESE. SOME EXAMPLES MIGHT INCLUDE...

- A SPECIFIC LIST OF APPROVED VENDORS YOU HAVE TO WORK OFF OF BECAUSE THOSE VENDORS HAVE BEEN VETTED BY YOUR VENUE.
- A LIST OF REQUIREMENTS OR THINGS YOU CAN/CANNOT DO BECAUSE OF THE HISTORIC NATURE OF YOUR VENUE.
- A LIST OF REQUIREMENTS FOR RESERVING BLOCKS OF ROOMS CONSIDERING HOW FAST HOTELS BOOK FOR OCTOBER.
- AN AREA OF THE VENUE YOU ARE UNABLE TO ACCESS EVEN FOR PHOTOS DUE TO THE HISTORIC NATURE OF YOUR VENUE.
- PARKING REQUIREMENTS DUE TO OCTOBER VOLUME.
- AN ADJUSTED TIME FRAME FOR THE DELIVERABLES DUE TO OCTOBER VOLUME. (IE: YOUR PHOTOGRAPHER MAY

NEED A MONTH LONGER THAN NORMAL TO EDIT YOUR OCTOBER WEDDING IMAGES.)

BE SURE TO TAKE INTO ACCOUNT TIME OF YEAR AND HOW FAR OF A WALK YOU'RE GOING TO BE FACING, ESPECIALLY IF YOU HAVE PEOPLE IN HEELS AND HEAVY FORMAL WEAR. PLAN AHEAD, ASK PERMISSION, BE RESPECTFUL AND MAKE SURE YOU HAVE YOUR DUCKS IN A ROW TO SAVE ANY POTENTIAL HEADACHES. SALEM GETS BUSY SO ACCOUNTING FOR ALL OF THE VARIABLES YOU CAN AHEAD OF TIME IS WISE.

THE SALEM COMMON

THIS IS AN EASY ONE. RIGHT NEAR THE HAWTHORNE HOTEL, LINED WITH TREES AND COMPLETE WITH A GAZEBO, THIS IS A POPULAR PICK. IF YOU'RE ALREADY HAVING ANY PART OF YOUR WEDDING AT THE HAWTHORNE, IT'S SUPER CONVENIENT. THIS IS A PUBLIC SPACE THOUGH, SO YOU'LL HAVE TO FACTOR IN PEOPLE WANDERING THE PARK AROUND YOU.

THE DERBY WHARF LIGHT

A WALK DOWN THE WHARF WILL PROVIDE MANY BACKGROUNDS FOR PICTURES. YOUR OPTIONS INCLUDE: THE LIGHT HOUSE AND WATER, THE FRIENDSHIP OF SALEM, THE SAIL LOFT AND THE CUSTOM HOUSE. OVER ALL IT'S A VERY PRETTY SPOT AND I HAVE SEEN WEDDING PICTURES BEING TAKEN THERE MANY TIMES.

SIDE STREETS

TONS OF SALEM'S SIDE STREETS WOULD MAKE PRETTY
BACKGROUNDS, LINED WITH HISTORIC HOMES AND UNEVEN NEW
ENGLAND STREETS. KEEP IN MIND THOUGH THAT YOU'RE GOING TO
BE NEAR PEOPLE'S HOMES AND NEAR THEIR PRIVATE PROPERTY, SO
BE RESPECTFUL AND CONSCIOUS OF THAT. PLEASE DON'T GO
ONTO PEOPLE'S LAWNS, STEPS OR ONTO THEIR PROPERTY
WITHOUT PERMISSION.

THE WITCH HOUSE

IF YOU WANT TO INCORPORATE SOME OF SALEM'S CREEPY VIBES INTO YOUR PICTURES, SNAPPING A FEW IN FRONT OF THE WITCH HOUSE COULD BE GOOD FOR THAT. HOWEVER, KEEP IN MIND THIS IS A HISTORICAL LOCATION ON THE CORNER OF A VERY BUSY INTERSECTION AND IS SUPER POPULAR WITH TOURISTS. YOU LIKELY WON'T HAVE THE AREA TO YOURSELF AND AGAIN, BE MINDFUL AND RESPECTFUL OF THE LOCATION AND PROPERTY.

THE HOUSE OF THE SEVEN GABLES

THE GABLES HAS AN ABSOLUTELY STUNNING GARDEN, SO IF YOU'RE HAVING YOUR CEREMONY AND/OR RECEPTION THERE BE SURE TO TAKE ADVANTAGE OF THE HISTORIC STRUCTURES AS A BACKGROUND AND THE LOVELY GARDENS.

THE MURALS AROUND SALEM

SALEM HAS TONS OF STUNNING MURALS THAT ARE COLORFUL AND VIBRANT. THEY WOULD CERTAINLY MAKE FOR FUN BACKGROUNDS

TO PHOTOS. CHECK OUT THE PUNTO URBAN ART MUSEUM ON INSTAGRAM TO SEE PICTURES AND GET INFO.

THE ROPES MANSION GARDENS

THE ROPES MANSION IS A GORGEOUS BUILDING OWNED AND RUN BY THE PEABODY ESSEX MUSEUM. BEHIND IT IS A STUNNING GARDEN AREA THAT IS ENJOYED AND LOVED BY MANY. I AM NOT SURE IF ACQUIRING PERMISSION AHEAD OF TIME FROM THE MUSEUM IS REQUIRED TO TAKE PICTURES IN THE GARDENS THEMSELVES VERSUS JUST IN FRONT OF THE MANSION, SO I WOULD STRONGLY SUGGEST LOOKING INTO THAT FIRST. HOWEVER, IF IT'S PERMITTED I THINK THIS WOULD BE A LOVELY SPOT.

THE MCINTIRE DISTRICT

THE STREETS OF THE MCINTIRE DISTRICT ARE SO PRETTY AND LINED WITH HISTORICAL HOMES THAT HAVE BEEN AROUND FOR A REALLY LONG TIME. THIS AREA WOULD MAKE FOR SOME LOVELY PICTURES,

HOWEVER THE SAME LOGIC APPLIES TO THIS SPOT AS THE REGULAR SIDE STREETS...EXERCISE RESPECT AND DO NOT TRESPASS ONTO PEOPLE'S PRIVATE PROPERTY.

THE OLD TOWN HALL

THE TOWN HALL IS A SUPER CUTE AREA OF SALEM...MANY
FESTIVALS ARE HELD BEHIND IT FACING ARTISTS' ROW AND SOME
IMAGES ON THOSE STEPS COULD BE NICE. YOU COULD ALSO
TAKE SOME PICTURES ON THE FRONT SIDE FROM THE ANGLE OF
ESSEX STREET WHICH WOULD BE SUPER PRETTY.

ARTISTS' ROW

ARTISTS' ROW IS A CLUSTER OF SHOPS BEHIND THE OLD TOWN HALL. WITH MURALS, ARTWORK, BRIGHT COLORS, GORGEOUS SIDE STREETS, TREES LINED WITH LIGHTS AND A VIEW OF THE BACKSIDE OF THE OLD TOWN HALL, YOU HAVE YOURSELF A REALLY SCENIC SPOT.



BONUS LOCATIONS

THE SALEM WILLOWS, ARCADE AREA AT THE WILLOWS AND WINTER ISLAND WOULD MAKE FOR PRETTY PICTURES THOUGH THEY'RE A FURTHER VENTURE OFF THE DOWNTOWN AREA. I'D SUGGEST GOGGLING WALKING DISTANCES AHEAD OF TIME.

Breakfast spots in Salem, MA for the morning after

WHEN YOUR WEDDING DAY IN SALEM, MA HAS COME AND GONE AND YOU WAKE UP THE NEXT MORNING, WHAT IS THERE TO DO? GRAB SOME DELICIOUS BREAKFAST IN THE WITCH CITY! I'D SUGGEST THE FOLLOWING PLACES, BASED OFF OF MY OWN TWO CENTS. THERE ARE TONS OF GREAT SPOTS, THESE THREE ARE JUST MY PERSONAL FAVORITES.

UGLY MUG DINER

COMPLETE WITH FUNKY MENU ITEMS AND DÉCOR, UGLY MUG IS ALWAYS A GREAT OPTION. BE SURE NOT TO WAIT TOO LONG, TABLES BECOME CHALLENGING TO LAND PRETTY EARLY ON.

RED'S

RED'S IS A FAVORITE OF SALEM'S LOCALS AND TOURISTS
ALIKE. TRY THE PANCAKES, THEY'RE HUGE AND FLUFFY WHICH
IS PERFECT FOR AN INSANE AMOUNT OF BUTTER AND SYRUP.

THE HAWTHORNE HOTEL

I DID SOME WORK WITH THE HAWTHORNE HOTEL AT THE END OF 2019 AND ORDERED ROOM SERVICE FOR A FEW MORNINGS WHILE I WAS THERE. THE OMELETS WERE

Breakfast spots in Salem, MA for the morning after

DELICIOUS, COFFEE ALWAYS HOT AND DELIVERED RIGHT TO MY ROOM. PERFECT IF YOU'RE ALREADY STAYING THERE WITH THE WEDDING PARTY. IF YOU AREN'T STAYING THERE YOU CAN STILL EAT IN THE HOTEL'S RESTAURANTS, LOCATED ON THE MAIN LEVEL.



THANK YOU SO MUCH AGAIN FOR PURCHASING MY GUIDE AND FOR YOUR SUPPORT. I HOPE YOUR BIG DAY IS AMAZING AND I WISH YOU ALL THE BEST ON THIS NEXT CHAPTER IN YOUR LIFE.

xoxo,





COUNTDOWN TO SALEM

PLAN YOUR TRIP TO HISTORIC SALEM, MA

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HELLO THERE

So you're planning a trip to Salem. How exciting!! There is truly no place like it and I hope this workbook helps you organize yourself. Before we begin, I want to just point out that there is no right or wrong way to do Salem. Just visiting the witch city and enjoying yourself is doing it right. There are no absolutes. The goal of this workbook is just to help you get the logistics sorted so you can have the best trip possible.

Be sure to follow along with me online as you plan and keep an eye on my blog for events, travel tips and more. I can be found on Facebook, Instagram and Pinterest ethingstodoinsalem and on Twitter ewitchcityguide. Feel free to tag me in your pictures, I love seeing what your trip was like. Now...let's get started!



One: Where are you staying!

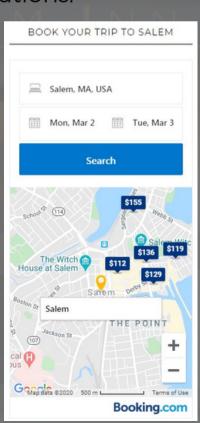
The first thing I suggest that you do is book your hotel. This goes extra, double, triple for visits in the fall. Most people secure their hotel room for fall visits six to twelve months in advance, so be sure to get that settled first.

Looking to stay in Salem?

Head over to my website and hit "Accommodations" in the navigation bar to see what your options are. Salem is home to many hotels, bed and breakfasts and Airbnb locations.

Discounts and savings

Things to do in Salem is an affiliate of many travel websites such as Travelocity, Tripadvisor, Booking.com, VRBO and more. As such, they often send me discount codes, sales and other info to pass along to you guys. One of the best ways to keep tabs on this is via the search tool on my website from Booking.com. It updates in real time with discounts and sales on accommodations in Salem.





Bue: Where are you staying!

What if you're trying to book an October hotel room late in the game?

First check the search tool on my website that I just mentioned. If you are looking the day of your trip and see a room shown in there, grab it. That means there is a room open.

Second, call the hotel directly. If you have a certain hotel in mind that you'd like to stay in, give them a ring. They might have cancellations they're trying to fill that happened same day. You might also ask if they have a wait list or call list while you have them on the phone, just in case they're keeping a log.

Next, take a good look at the hotel's social media accounts and websites. This last Haunted Happenings season I saw many hotels post on Facebook that they had a last minute cancellation. Follow the hotels you're checking out on Facebook, Instagram and hop onto their newsletter list if they have one. You never know when a room might pop up.



Bue: Where are you staying?

Now that you've hit social media, I'd suggest setting up alerts online. If you have a certain site you like to book travel through, see if they have an option to send you notifications when rooms open up. Having that pop into your email in real time might help you land a hotel.

If you do see a room become available and you want it - book right then. The opening might go quickly so don't delay.

Last, be flexible with your travel dates, if possible. You're way more likely to find an opening during the week than a weekend in October. Being open minded can help a lot if you're really trying to squeeze a visit in.



WHERE ARE YOU STAYING?

Fill in the blanks below with your information.

Hotel name, phone number & address:

Booking info/reservation numbers:



Parking in Salem can be challenging. The best option is parking at your hotel if you can. Check with the place you're staying to see if they have a parking lot. You can also find a run down of this information on my website by searching "which hotels in Salem, MA having parking?" in the search bar at the bottom.

Does your	hotel have	parking?
Yes	No	

If no, what are the two closest lots or garages you could use?

Three: If you're <u>not</u> bringing the car

A common logistics question I get a lot on social media is getting into Salem from the airport, from Boston, from along the North Shore, etc.

The first option I would consider is the train. There is a station located right in Salem, only a short walk from all of the action. If you go to the MBTA website (www.mbta.com/stops/place-ER-0168) you can find information on tickets, schedule, etc.

Second, I'd look into ride share apps like Uber or Lyft. Check rates ahead of time to see what the fees are - it might be easier to hop into a ride share and head right into Salem on your own schedule instead of working around the train's schedule.

Last, if you're coming from the Boston area during operating season you could take the ferry. You can read all about that at www.salemferry.com

To read more details on any of the above options, head over to my website and click "Travel" in the navigation.

Four: Attractions

Salem is home to many awesome attractions, restaurants, shops, etc. Many of the things to do around Salem (especially seasonal ones) offer the option to purchase tickets ahead of time, which is great. If you're coming from a serious distance or during peak season I would strongly suggest buying tickets ahead of time for anything that you can. It would be a shame to miss something you had your hopes set on. Use the lines below to list out the top things on your "must see" list and go through the check boxes buying tickets ahead for anything that you can.

Tickets: Yes No
Attraction: Tickets: Yes No

Tickets: ___ Yes ___ No

Attraction:

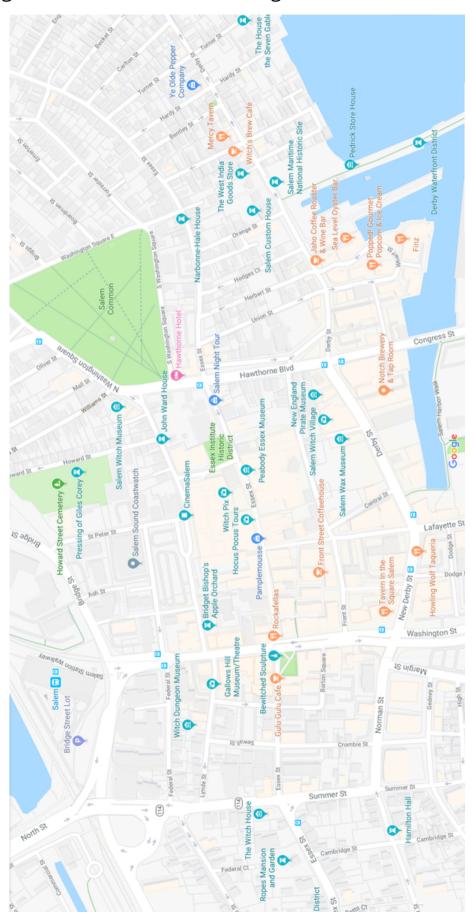
Attraction:



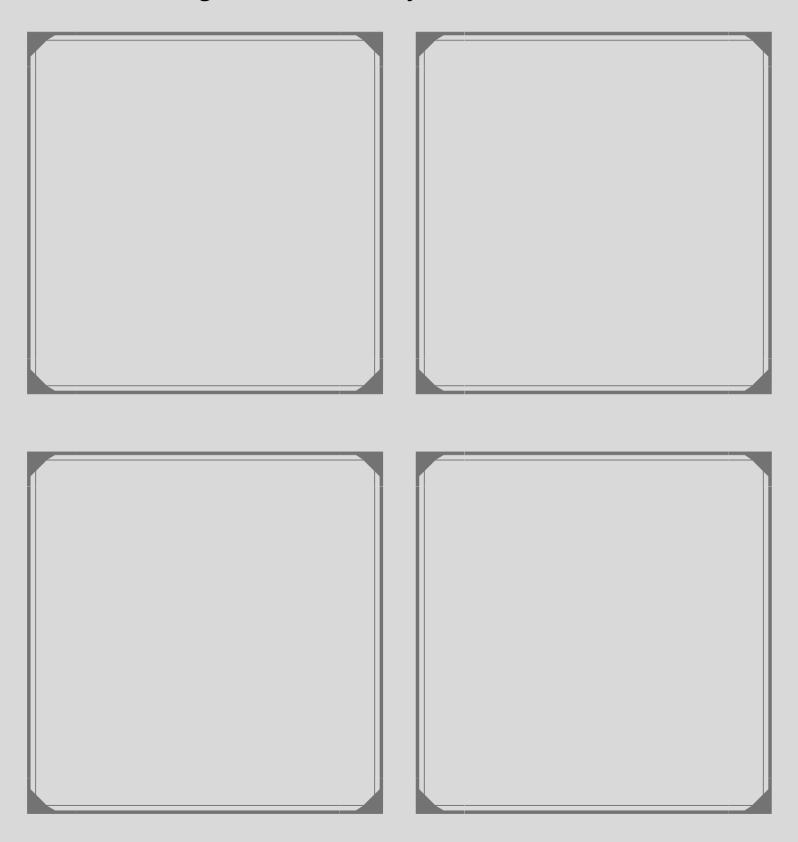




The following is a condensed map of Salem. Look over the attractions you listed on the previous page and find them on the map. Which ones are closer together? Which ones are a longer walk?



Now group those attractions together by proximity by writing them down in the squares below. This will help you make sure you don't miss anything or spend time wandering back and forth if you're on a time crunch.



FIVE: TIME FRAMES FOR TICKETS

This question is probably in the top ten most asked! How far in advance should things be booked for your Salem, MA vacation? The following is a little run down of my opinions on the matter.

Hotel & Accommodations

If you're visiting during the fall or around Halloween your hotel should be booked first and ASAP. Rooms fill up fast, sometimes up to a year in advance so don't delay on this one if you want to stay in Salem. Other times of the year you are likely okay booking within a few months of your trip.

If you're coming into Salem (not in the fall) for a certain festival or event you might want to allow for a little wiggle room and book a tiny bit earlier, just in case.

Tickets for Halloween/Haunted Happenings events

Tickets for October events can go quickly depending on what they are, so I suggest purchasing as soon as you can. An example of an October event you might want to get tickets for quickly is the Hawthorne Hotel's Halloween ball.

Smaller scale Halloween events

In addition to the larger scale Halloween events, there are smaller ones all over the city. Tickets for these ones, in my opinion, can be waited on a tiny bit. I still wouldn't wait until the very end but I'd secure your hotel and bigger ticket events first.



Salem, MA weddings

Just like a wedding in any other location, I'd secure your vendors and venue at least a year out. This will allow time for you to plan logistics, have money for deposits, etc.

Be sure to head over to my other website, SalemMAWedding.com for tons of info regarding getting married in the witch city.

Non Halloween events other times of the year

These tickets are easier to wait on than Halloween ones. I still wouldn't wait until the last second if you have the option to secure it ahead of time but you have way more wiggle room when it's not the fall.

Six: What should you bring?

You're likely going to be on your feet for long stretches and that backpack or purse that is super full is probably going to be bothersome after a while. I'd stick to the basics and remove items that you aren't going to need. What are some other things you may want to have on you?

A camera

This one should be pretty obvious. Salem is gorgeous and there are many landmarks and historic locations that are just begging to be captured. A cell phone camera will do just fine but you're definitely going to want to take pictures.

Cash

There are still a small number of businesses in Salem that are cash only. There are others that ask a minimum purchase amount before you can use a credit card as well, so having a little bit of cash is a good idea. This also comes in handy for tipping Salem's buskers!

A loose itinerary or plan

This will just make things easier and eliminate walking in circles. This is particularly important when visiting in October when crowds and lines are at their peak.

Layers

New England weather is known for being unpredictable. There have been Halloween seasons in Salem where I didn't even need a coat and others where I was bundled up from head to toe.

Dress in and bring layers!



Comfortable shoes

I can't stress this one enough. Salem is a walking city and the bricks and stones under your feet have been there for a really, really long time. They are uneven, spaced at different heights and have gaps in between in some places. You're going to be on your feet a lot on variable terrain so sneakers are a good idea. Uncomfortable shoes, heels and the like are a poor choice.

SALEM WITCH MUSEUM

SEVEN: SALEM WITH THE KIDS

Are you coming into Salem with the family? Questions regarding kid friendly activities are high up on the list of common ones I receive which is why I wanted to include some info on that here. Salem has many kid and family friendly options available, the following are just a few ideas for you.

Hop onto the Salem Trolley

The Trolley is a great way to sight see with kids for a few reasons. First, you don't have to walk or push a stroller. Second, you can use it as transportation through out the day. Your ticket is good all day, allowing you to hop on and off at their flag stops. Finally, you can see multiple landmarks through the hour long tour in a very effective way, leaving time for other activities you might want to include in your day.

Candlepin bowling at Flatbread Pizza Co.

Stop in for some delicious pizza for lunch and knock down some pins with the kiddos. Bowling is a great way to allow them to burn up some energy.

Catch a showing of Cry Innocent: The People vs. Bridget Bishop

Now, this one requires some discretion on your part as the parent. Cry Innocent is a mock 1600's witch trial where you as an audience member are part of the jury, deciding the fate of Bridget Bishop. This attraction would be best suited for older children (not toddlers) as it could be potentially a little scary due to the content. It also lasts about 45 minutes so smaller children might have trouble sitting still. Also please keep in mind that Cry Innocent doesn't run the entire year, it is seasonal, so check their website for schedules and tickets.

Swing by Wynott's Wands

This is one of my favorite places to peek into as I walk by. Are the kids into Harry Potter?? Well, Wynott's Wands is a remake of the wand store from the books. Believe me when I say they nailed it. Absolutely worth checking out with the family.

SEVEN: SALEM WITH THE KIDS

Take some pictures at Witch Pix

Dress up like witches and wizards and have your picture taken with Witch Pix. They offer different backgrounds, props, costumes, etc. for everyone. Take some fun pictures to remember your tip into the witch city!

Visit the New England Pirate Museum

Are the kids into Jack Sparrow? Love everything pirates? Swing by the Pirate Museum to learn and relive adventures of Captains Kidd and Blackbeard.

Play some games at Bit Bar

Now yes, this is a bar, so keep that in mind. However, it's also an arcade and restaurant and accompanied minors are welcome before 8PM. After that, it's 21+. So depending on how old the kiddos are exactly, this could be fun. If they're super young though, you might want to skip this one.

Get your sugar fix at Ye Olde Pepper Companie

Swing by to get your hands on their famous gibralters and blackjacks. They also have tons of other sweets to pick from and their set up is super cute.

Tour the Friendship

Walk the Wharf in Salem, check out the Friendship and check with the Maritime NPS about coming aboard to learn about Salem's maritime history.

Wander the Salem Wax Museum

This is an open style gallery featuring key figures and situations in Salem's history. It also leads into an interactive area where you can learn knot tying and do some gravestone rubbings on recreated headstones from the old burying point cemetery.

EIGHT: WHAT IF IT RAINS?

It's New England...the weather pretty much does whatever it likes, as I have mentioned. So what if you're in Salem and the clouds are rolling in? I have a few indoor options for you right here. Some of the options are the same as the "with kids" list you just read...that's because I wanted to include some family friendly ideas here, too.

The Peabody Essex Museum

The PEM is great, weather problems or not. They have multiple exhibits at once which are always very well done, I strongly recommend stopping in if you have to stay indoors for a bit.

Sip coffee at Jaho

This one is simple, but always relaxing in my opinion. Grab a comfy chair in the window and watch it come down. Jaho offers everything from regular coffee and tea to sandwiches, snacks and creative caffeinated mixtures of their own. Bring a book or your laptop and chill a bit. Maybe the weather will pass while you read.

The House of the Seven Gables

The Gables is a great rainy day option because you are (for the most part) inside the main home. You get to wander, see some amazing history and brave the staircase if you are okay with enclosed spaces. However, when going from house to house once the main tour is done you might get a little bit wet. You also miss out on sitting in their GORGEOUS gardens outside and taking in the view of the water. Lastly, I think their gift shop is lovely but I'll let you make the call on this one yourself.

EIGHT: WHAT IF IT RAINS?

Cinema Salem

Wander into the Witch City Mall and catch a movie at Cinema Salem! Once you're done I'd definitely suggest a stop into nearby Kakawa Chocolate House for some sweet treats.

Cry Innocent: The People Versus Bridget Bishop

If you're in Salem while Cry Innocent is showing I would absolutely suggest checking it out. It's a reenactment of a 1600's witch trial where you're able to interact with the cast and decide as a jury member what you think should happen. Tickets are available in multiple locations around town.

Bit Bar

Play retro video games, grab a bite to eat and have some drinks while you wait out the rain! Bit Bar also hosts events, so be sure to check out their website for trivia and more.

Visit one of Salem's breweries or distillery

Salem is home to Notch Brewing, Far From the Tree Cider and Deacon Giles Distillery. They are each awesome in their own way, hold events and are well loved in the witch city. Pro tip: The Salem Spirits Trolley will bring you around for some of the city's spirits on the go! Check out their website for tour info and tickets if they're operating while you're visiting.

Go bowling

Flatbread Salem has four candlepin bowling lanes that are just waiting to be enjoyed. Have some pizza and a drink while you knock some pins down!

EIGHT: WHAT IF IT RAINS?

Stop into a New Age shop for a read

Salem is home to many psychics and tarot readers, so if you're only waiting a bit for the storm to blow over consider getting your cards read. I know this one might not be for everyone, but there are plenty of folks who like the idea of a glimpse into the future. Be sure you feel comfortable with the shop and individual you have selected as you may not vibe with everyone.

Nine: It's just a bunch of Hocus Pocus

Pretty much anyone interested in coming to Salem will quickly discover that many areas of Salem were used in the filming of the movie Hocus Pocus. It tends to be a major draw, so I figured a quick list here of the Salem locations was appropriate.

- The Old Town Hall
- 4 Ocean Ave. Salem, MA (please note this is a private residence!)
- The Ropes Mansion
- Pioneer Village
- The Salem Common
- Phillips Elementary School on the Salem Common

If you want more info on any of these locations, just search "Hocus Pocus filming locations" in the search tool at the bottom of my website and you can find an entire post dedicated to it.







TEN: 5 THINGS YOU SHOULD KNOW ABOUT SALEM, MA

There is so much to know and learn about our beloved witch city. What are a few things you should know before visiting?

First up is an obvious one and something I have said many times – if you're visiting in the fall, there are going to be crowds. Salem brings in tons of tourists annually, the majority of them coming during October. Be aware that there will be lots of people, potential lines for attractions and restaurants, road closures and more. Be aware of your surroundings as you travel in and around the witch city during the fall.

Everyone associates Salem with the witch trials of course, however Salem has an extensive history relating to the sea, trade, spices, the National Guard, historic figures and more. There are many areas in the witch city that relate to this and are accessible to tourists. So my next item is to please be respectful of the history. Salem is home to historic buildings, landmarks and burial grounds so please watch your step, when in doubt: don't touch and be mindful of the city. We need to keep it in tact for all to enjoy.

On your visit to Salem, you might be looking for something a little spooky to do, and believe me you're in good company. Many tourists come into the city for its creepy vibes. However, know that no place in Salem has been confirmed to be haunted or is advertised as confirmed haunted. There is speculation and certain places you will hear tourists and locals alike talk about, however nothing is 100%. Some of those "talked about" areas include: The Hawthorne Hotel, Turner's Seafood at Lyceum Hall, Wicked Good Books, Bunghole package store, Bit Bar and The Merchant. Just know that it would be questionable for someone to try to sell you on a place or attraction being 100% confirmed haunted.

TEN: 5 THINGS YOU SHOULD KNOW ABOUT SALEM, MA

Speaking of "vibes" and all things witchy, Salem is home to many New Age shops, or shops that cater to practitioners of Wicca, Witchcraft or Pagan based paths. Don't let that throw you, it's entirely normal and there are many people in Salem who practice those faiths openly. It's not uncommon to see individuals walking around with jewelry that reflect this or dressed in a certain way for their faith. Don't be surprised and don't hesitate to ask a shop owner a question regarding something they offer in their store. Most are more than happy to answer genuine questions and willing to help spread knowledge.

Last is the fact that Salem is home to a thriving art community. Outside of the spooky vibes and presentation, Salem hosts an arts festival, an ice sculpture festival, is home to the Peabody Essex Museum, Creative North Shore and more. Many streets are decorated with art thanks to the Punto Urban Art Museum project so be sure to have your camera handy to snap pictures of the gorgeous street art. It's not all jump scares and witches here in Salem, the city has so much more to offer than just that.

THANK YOU SO MUCH!

I hope you found all of this information helpful and I hope you have an amazing trip into Salem. I am honored that you turned to me as a resource and I am happy to help.

Feel free to tag me in your pictures on social media to show me what you did (I love that!) and most importantly, have fun!!

With so much love, Alyse

FB, IC and Pinterest @thingstodoinsalem
Twitter @witchcityguide