# Alem's Other Genzons





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# HELLO THERE!

It's so nice to meet you.

MY NAME IS ALYSE, I AM THE CREATOR OF THINGSTODOINSALEM.COM, SALEMMAWEDDING.COM AND PHOTOGRAPHYBYTHINGSTODOINSALEM.COM. THANKS SO MUCH FOR YOUR PURCHASE AND FOR SUPPORTING WHAT I DO HERE IN THE WITCH CITY.

OF THE OTHER GUIDES AND DIGITAL PRODUCTS I OFFER TO HELP WITH PLANNING. SURE, EVERYONE LOVES TO COME HERE IN THE FALL BUT THE CITY HAS SO MUCH MORE TO OFFER THAN JUST OCTOBER. THIS DIGITAL PRODUCT IS PRETTY MUCH THE INVERSE OF MY FALL GUIDE. IT GOES OVER TIPS, TRICKS, EVENT INFO AND PLANNING FOR THE OTHER THREE SEASONS OF SALEM.

I HOPE IT HELPS YOU PLAN A WONDERFUL TRIP INTO AN AMAZING CITY, NO MATTER WHEN YOU VISIT US.

WITH TONS OF LOVE,

Alyse

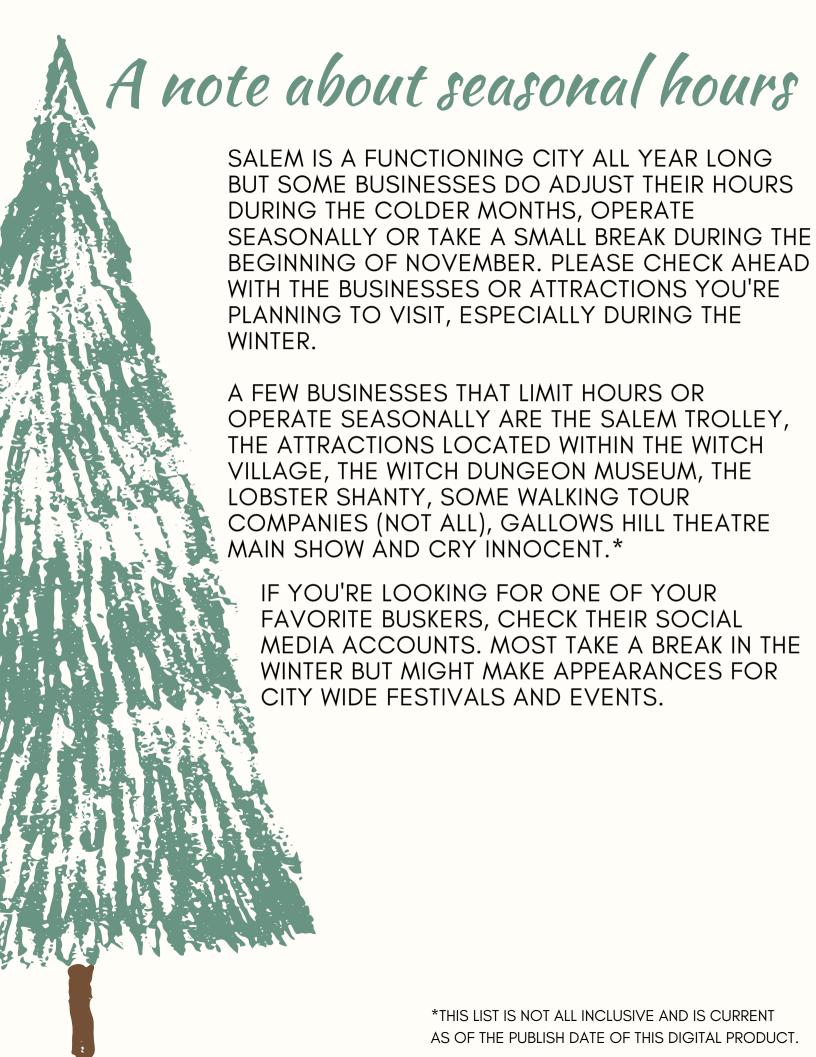
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# SALEM IN THE WINTER

**DECEMBER. JANUARY. FEBRUARY** 

A SUPER COMMON QUESTION I SEE ON MY
SOCIAL MEDIA IS ABOUT SNOW AND INCLEMENT
WEATHER. NEW ENGLAND WEATHER IS
NOTORIOUSLY UNPREDICTABLE, SO PLAN
ACCORDINGLY AND BE FLEXIBLE. PACK LAYERS,
COATS, BOOTS, EXTRA SOCKS, GLOVES AND ALL
OF THE ESSENTIALS. WE MIGHT GET SNOW, RAIN
OR ANYTHING IN BETWEEN. PACK FOR
EVERYTHING. IF YOU FIND YOURSELF IN SALEM
AND IN NEED OF WEATHER APPROPRIATE GEAR,
STOP INTO COON'S OR THE TROLLEY DEPOT FOR
HOODIES, SOCKS AND HATS. CVS IS A GOOD
OPTION FOR CHEAP UMBRELLAS AND PONCHOS.
BRING LAYERS AND OPTIONS.

# WINTER EVENTS

SANTA'S ARRIVAL AT THE HAWTHORNE HOTEL
HOLIDAY TREE LIGHTING
HOLIDAY WINDOW CONTEST
WINTER MARKETS

# SALEM IN THE WINTER

**DECEMBER. JANUARY. FEBRUARY** 

# WINTER EVENTS

CHRISTMAS IN SALEM HOUSE TOUR

NEW YEARS EVE LAUNCH

SALEM COMEDY AND SPIRITS FESTIVAL

SALEM'S SO SWEET FESTIVAL

# FIVE THINGS TO DO ON A SNOWY DAY IN SALEM

# BREAK OUT THE CAMERA

SALEM IS GORGEOUS, NO MATTER WHAT.
HOWEVER, THERE IS SOMETHING SO PEACEFUL
AND CALM ABOUT WALKING AROUND SALEM WITH
THE CITY COATED IN A FRESH BLANKET OF SNOW.
I HAVE DONE THIS MANY TIMES, SNAPPING
PICTURES WITH MY CAMERA THE WHOLE WAY AND
IT'S ABSOLUTELY LOVELY. YOU MIGHT WANT TO
CONSIDER CHECKING OUT THE GARDENS AT THE



**DECEMBER. JANUARY. FEBRUARY** 

# FIVE THINGS TO DO ON A SNOWY DAY IN SALEM

HOUSE OF THE SEVEN GABLES OR WANDERING
THE PUNTO URBAN ART MUSEUM. THE ARTWORK IS
STUNNING AGAINST THE WHITE SNOW.

### FIND KRAMPUS

A FEW WINTERS AGO, I WAS WANDERING AROUND WITH MY CAMERA AND I RAN INTO SEVERAL FOLKS DRESSED UP AS KRAMPUS. THERE ARE ALSO VARIOUS BUSINESSES AND STORES THAT HOLD KRAMPUS FOCUSED EVENTS AND PHOTO OPPORTUNITIES. FOR THESE TYPES OF EVENTS KEEP YOUR EYE ON VAMPFANGS AND MAISON VAMPYRE FOR ANNOUNCEMENTS.

# SALEM IN THE WINTER

**DECEMBER. JANUARY. FEBRUARY** 

# FIVE THINGS TO DO ON A SNOWY DAY IN SALEM

SIP SOME HOT CHOCOLATE OR ENJOY PĄCZKI
FIND A COZY SPOT OF YOUR CHOICE AND SIP
HOT CHOCOLATE!! ANY WARM BEVERAGE WORKS,
REALLY. YOU COULD ALSO SWING BY COFFEE
TIME BAKE SHOP FOR THEIR ABSOLUTELY
AMAZING PĄCZKI WHICH IS AVAILABLE THIS TIME
OF YEAR.

### GRAB A WINDOW BOOTH

WATCHING THE SNOW COME DOWN FROM A WINDOW BOOTH IN SALEM IS PURE MAGIC. I'D SUGGEST EITHER THE COUNTER INSIDE THE HOTEL SALEM OR ROCKAFELLAS. ORDER SOME DELICIOUS FOOD, TAKE IN THE SCENE AND RELAX.



**DECEMBER. JANUARY. FEBRUARY** 

# FIVE THINGS TO DO ON A SNOWY DAY IN SALEM

### TAKE A WALKING TOUR

YUP, SOME OF SALEM'S TOURS DO OPERATE IN THE WINTER! IF YOU WANT TO GET OUT AND ABOUT TO SIGHT SEE, CONSIDER A WINTER TWIST TO YOUR VIEWS. BE SURE TO CALL AHEAD OR CHECK BEFORE PURCHASING TICKETS TO MAKE SURE THE TOUR YOU WANT TO JOIN IS OPERATING. YOU MIGHT ALSO ENJOY THE CHRISTMAS IN SALEM HOUSE TOUR WHERE YOU CAN CHECK OUT SOME OF SALEM'S HISTORIC HOMES, ALL DECKED OUT FOR THE HOLIDAYS.



# MARCH . APRIL . MAY

VISITING SALEM, MA IN THE SPRING CAN BE SUCH A LOVELY EXPERIENCE. THE CITY STARTS TO WAKE UP, MANY SEASONAL ATTRACTIONS BEGIN OPENING THEIR DOORS ONCE MORE AND THE WINTER CHILL BEGINS TO FADE OFF JUST A BIT.

# **SPRING EVENTS**

MASS POETRY FESTIVAL

SALEM FILM FEST

THE SALEM FLEA

SALEM ANCESTRY DAYS

ANNIVERSARY OF THE FIRST MUSTER OF THE NATIONAL GUARD



# THE HERITAGE TRAIL

IF YOU'RE VISITING US EARLY IN THE SPRING AND SOME ATTRACTIONS ARE STILL NOT REOPENED FOR THE YEAR, CONSIDER WALKING THE HERITAGE TRAIL. THE HERITAGE TRAIL IS THE GOLD COLORED LINE PAINTED ON THE GROUND IN SALEM AND IT WILL BRING YOU AROUND TO A FEW DOZEN OF OUR LANDMARKS. SOME OF THE LANDMARKS ARE POPULAR ATTRACTIONS, SOME ARE SIGNIFICANT TO SALEM'S HISTORY. EITHER WAY, IT'S A GREAT OPTION FOR SIGHT SEEING. THE TRAIL WILL BRING YOU PAST THE FOLLOWING PLACES:

- THE PEABODY ESSEX MUSEUM
- EAST INDIA MARINE HALL
- THE WITCH HISTORY MUSEUM
- DANIEL LOW BUILDING
- TOWN HOUSE SQUARE FOUNTAIN
- THE "BEWITCHED" STATUE/SAMANTHA STEPHENS STATUE



# THE HERITAGE TRAIL

- THE WITCH HOUSE
- MONUMENT TO CAPT. WILLIAM DRIVER
- THE MCINTIRE DISTRICT, INCLUDING CHESTNUT STREET AND THE PHILLIPS HOUSE MUSEUM
- THE FIRST CHURCH IN SALEM
- THE ROPES MANSION
- THE WITCH DUNGEON MUSEUM
- CITY HALL
- OLD TOWN HALL
- OLD BURYING POINT CEMETERY
- SALEM WITCH TRIALS MEMORIAL
- SALEM WITCH VILLAGE, INCLUDING THE WAX MUSEUM AND THE NEW ENGLAND PIRATE MUSEUM
- THE PICKERING WHARF
- SALEM MARITIME NATIONAL HISTORIC SITE



# THE HERITAGE TRAIL

- THE FRIENDSHIP
- YE OLD PEPPER CANDY COMPANIE
- THE HOUSE OF THE SEVEN GABLES
- THE SALEM FERRY
- THE NARBONNE HOUSE
- THE HAWTHORNE HOTEL
- THE SALEM COMMON
- STATUE OF ROGER CONANT
- SALEM WITCH MUSEUM
- CROW HAVEN CORNER



SALEM IS ALWAYS BUZZING WITH RENEWED ENERGY
IN THE SUMMER. THE CITY IS IN FULL SWING, THE
WEATHER IS WARM AND THE WATER IS FINE. SPEAKING
OF WATER - DON'T MISS YOUR CHANCE TO HEAD OUT
ON THE WATER IN SALEM! THERE ARE TONS OF GREAT
SAILING OPTIONS AVAILABLE, HOWEVER MY
PERSONAL FAVORITE IS THE SCHOONER FAME.
BONUS POINTS IF YOU TAKE THE SALEM FERRY TO
GET HERE OR TO VISIT BOSTON!

# Summer events

NORTH SHORE PRIDE PARADE
SALEM ARTS FEST
SALEM FARMERS MARKET
SALEM HERITAGE DAYS
SALEM CELEBRATES THE FOURTH



Summer events

SALEM JAZZ & SOUL FESTIVAL
TRAILS AND SAILS

Ten ways to enjoy spooky vibes in the summer in Salem, MA

# VIRGINS AND BLACK FLAME CANDLES

DID YOU KNOW THE MOVIE HOCUS POCUS WAS FILMED IN MULTIPLE PLACES IN SALEM? THEY ARE ALL EASILY ACCESSIBLE AND I THINK GOING ON A LITTLE TOUR TO THE LOCATIONS USED COULD BE A FUN WAY TO INVITE IN SOME WITCHY AND HALLOWEEN-ESQUE VIBES. IF YOU WANT A QUICK RUN DOWN OF WHERE FILMING HAPPENED, IT WOULD LOOK SOMETHING LIKE THIS: THE ROPES MANSION, PIONEER VILLAGE, THE OLD TOWN HALL, THE SALEM COMMON, PHILLIPS ELEMENTARY SCHOOL ON THE SALEM COMMON AND 4 OCEAN AVENUE.



Ten ways to enjoy spooky vibes in the summer in Salem, MA

# THE SALEM WITCH TRIALS

THE NEXT SUGGESTION I HAVE FOR YOU IS AN EASY ONE: VISIT LOCATIONS AROUND SALEM THAT DEAL WITH THE WITCH TRIALS OR MEMORIALS. THE OLD BURYING POINT AND WITCH TRIALS MEMORIAL IS A GOOD PLACE TO START, IN MY OPINION. THE AREA HAS MARKERS ALL AROUND A MEMORIAL, EACH LISTING A VICTIM, CAUSE OF DEATH AND DATE OF DEATH. THE WHOLE AREA HAS A VERY CALM VIBE AND IS ABSOLUTELY WORTH CHECKING OUT. BEHIND THAT IS THE OLD BURYING POINT WHERE SEVERAL NOTABLE FIGURES IN SALEM'S HISTORY CAN BE FOUND. YOU COULD ALSO CHECK OUT THE MEMORIAL AT PROCTOR'S LEDGE WHICH WAS OPENED SEVERAL YEARS AGO, AFTER EVIDENCE SURFACED TO SUGGEST THAT PROCTOR'S LEDGE WAS THE SITE OF THE HANGINGS. IF A BURYING POINT IS LESS YOUR SPEED, YOU MIGHT CONSIDER THE WITCH HOUSE. IT IS THE ONLY STANDING STRUCTURE IN SALEM WITH DIRECT TIES TO THE WITCH TRIALS.



Ten ways to enjoy spooky vibes in the summer in Salem, MA

# **HOW ABOUT A LITTLE DIVINATION?**

I HAVE HAD MY TAROT CARDS READ AT SEVERAL SHOPS IN SALEM AND THINK IT COULD BE A FUN WAY TO CHANNEL SOME OCTOBER VIBES. MAKE SURE YOU JIVE WITH THE READER YOU'RE GOING TO USE AND GO INTO THE READING WITH AN OPEN MIND. IF YOU DON'T WANT YOUR CARDS READ, SIMPLY WALKING AROUND AND POKING YOUR HEAD INTO SALEM'S MANY NEW AGE SHOPS COULD ALSO DO THE TRICK. PICK OUT SOME CRYSTALS, FIND SOME NEW BOOKS TO READ OR BUY SOME INCENSE FOR YOUR HOME.

# **COSTUME PREP IS ALWAYS APPROPRIATE**

IF MORE TRADITIONAL HALLOWEEN FUN IS WHAT YOU'RE LOOKING FOR, MAYBE GRAB SOME PROPS OR PIECES FOR YOUR COSTUME EARLY! SALEM IS HOME TO HUNDREDS OF SHOPS, SOME OF WHICH MIGHT BE GOOD PLACES TO DO JUST THAT.



Ten ways to enjoy spooky vibes in the summer in Salem, MA

# **WALKING TOURS**

IF YOU HAPPENED TO COME INTO SALEM WITH A GROUP OF PEOPLE, A HAUNTED WALK OR NIGHT TOUR MIGHT BE A GOOD OPTION. SALEM IS HOME TO MANY, MANY WALKING TOURS SO YOU CERTAINLY HAVE A BUNCH TO CHOOSE FROM. THE MOST POPULAR ARE THE SALEM NIGHT TOUR AND WITCH CITY WALKING TOUR.

# VISIT COUNT ORLOK'S NIGHTMARE GALLERY

COUNT ORLOK'S NIGHTMARE GALLERY IN SALEM IS A MUSEUM OF HORROR MOVIE PROPS, MEDIA AND MORE. TAKE A WALK THROUGH AND CHECK OUT SOME SPOOKY MEMORABILIA.

# ATTEND A DARK MARKET OR EVENT

SALEM HAS BEEN ADDING MORE AND MORE "DARK MARKETS" AND EVENTS AS TIME GOES ON, SO KEEP YOUR EYES PEELED! YOU MIGHT BE ABLE TO CATCH A SPOOKY BALL, NIGHT MARKET OR DARK/GOTHIC THEMED EVENT.



Ten ways to enjoy spooky vibes in the summer in Salem, MA

### FIND YOUR FAVORITE BUSKER

IF YOU'RE IN THE CITY FOR A LARGER EVENT, YOU MIGHT BE ABLE TO FIND SOME OF SALEM'S BUSKERS ON THE STREETS. FIND YOUR FAVORITE CREEPY OR COSTUMED ONES AND GRAB SOME PICTURES! A GOOD EXAMPLE OF THIS IS THE SALEM ARTS FESTIVAL IN JUNE...YOU WILL PROBABLY BE ABLE TO FIND SALEM'S BLACK HAT SOCIETY IN THE AREA FOR THIS EVENT.

# DO SOME EARLY RESEARCH

IF YOU'RE STOKED AND CAN'T WAIT FOR YOUR FALL VISIT, THEN USE YOUR SUMMER TRIP TO PLAN AHEAD. GRAB BROCHURES, BUY TICKETS AHEAD OF TIME IF POSSIBLE AND PLOT OUT WHERE YOU WANT TO GO IN THE FALL. COMING INTO SALEM IN THE FALL WITH A PLAN WILL CERTAINLY SAVE YOU FROM SOME OF THE CHAOS.

# **CATCH A MOVIE**

IF THERE IS A CREEPY MOVIE IN THEATERS, GRAB TICKETS AT CINEMA SALEM! THIS IS ESPECIALLY A GOOD IDEA IF THE WEATHER IS LESS THAN AWESOME.



Are you considering a November visit to Salem instead? The following is for you...

# November is gaining popularity

November is a more quite time, after the insanity of October however more and more people are hopping on the bandwagon. We still see increased numbers in the first few weeks of November.

# Some businesses take a break

In November some businesses take a small break or close briefly. This is to give their employees a break, restock, clean, etc. Some attractions do keep only seasonal hours as well, so if you have your heart set on visiting a certain place, I strongly suggest calling ahead to ask about their November hours.



# Is it still spooky?

Are there still Halloween vibes in November? Less so than October, however you will probably still see people in costume through the beginning weeks of the month.

# The weather is still variable

It might be cold, it might be windy. It might not. Who knows? Bring layers and be prepared. New England weather generally does whatever it likes.

# There are still some events happening

Check out the calendar on my website and my blog for event information. You can also check out Salem.org.



THANK YOU FOR YOUR SUPPORT!
FEEL FREE TO USE CODE "ABUNDANCE" TO
GET 15% OFF A VIRTUAL/DIGITAL TAROT
READING WITH ME. HEAD TO THE SHOP AT
THINGSTODOINSALEM.COM TO BOOK YOUR
READING.

# Before you go

A QUICK WORD FROM FRIENDS OF THINGSTODOINSALEM.COM...