

# Salem Reimagined



# Agenda

- 1 OVERVIEW
- 2 INTERNAL AUDIT - CHANGING NARRATIVES
- 3 STATISTICS
- 4 SWOT ANALYSIS - EXTERNAL AUDIT
- 5 STATISTICS
- 6 MARKETING PLAN
- 7 PRESS KIT



# Overview



"Founded" in 1626 by Roger Conant, Salem is known today for its rich history surrounding the Witch Trials of the 17th century. Additionally, Salem has a strong literary history, including the Scarlet Letter's author, Nathaniel Hawthorne. Landmarks of the 17th and 18th centuries, such as the Charter Street Cemetery, the Peabody Essex Museum, the Witch House, and Witch Museum are attractions that continue to pull visitors to Salem every year.

Few words go better together than Salem and Halloween. In 2019, 30% of Salem's annual tourist amount occurred in October. In the same year, local restaurants collected over \$100 million, most coming from the same month.

On the official website for the city, salem.org, there is no shortage of information, including the foundations of the land that Salem resides on, which belonged to the Naumbeag indigenous tribe. It is acknowledged the sickness, mass death, and war due to colonization that Roger Conant and the English settlers brought.

# Cont.



## Location:

- 16 miles north of Boston
- Closest airport: Logan International Airport in Boston, MA
  - 30 - 45 minute drive to Salem
- Walkable city

## How to Get Around:

- Salem Skipper
- Salem Ferry
- Bluebikes
- MBTA Train and Bus
- Getaround Carshare Service

## Visitor Information:

- Destination Salem: Visitor Center
  - 245 Derby St, Salem, MA
- Salem Armory Visitor Center
  - 2 New Libert St, Salem, MA

## Destination Salem app: available on iOS and Android

- events
- museums and attractions
- shops
- restaurants
- parking (usual for updated parking during October)

# Internal Audit

## Major Attractions



### The Witch House

The Witch House is an educational powerhouse related to the witch trials of the 17th century. With the most current research and scholarship, the University of Virginia has digitized the original trial documents and their transcripts for general public access. They offer full-length documentaries on their youtube channel for further access and host events throughout the year. These events include the Winter Solstice, Spring Equinox, and Midsummer Solstice.

### The Witch Museum

Similar to the Witch House, Salem's Witch Museum focuses on educating the public about those affected by the tragedies that occurred in 1692. The museum does not glamorize the events but offers educational and enlightening information. The museum's broad viewpoint on the practice and history of witchcraft from the 15th century to today brings visitors a personal connection to the innocent lives lost and debunks common myths of the trials.

### Peabody-Essex Museum

The oldest continually operated museum in the country, built in 1799; the Peabody-Essex Museum continues on Salem's legacy of the occult and witchcraft. Its appearance in the 1993 classic Halloween film, *Hocus Pocus*, makes the museum a must-see for tourists across the globe. The museum provides self-guided audio tours and curatorial tours around the city surrounding the Halloween season on topics.

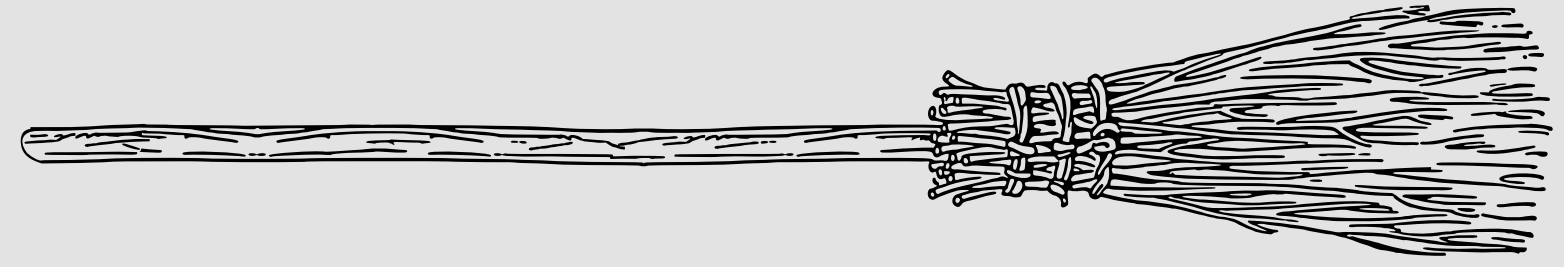
# Salem Witch Trails



In the waking months of 1692, hysteria spread throughout the country, resulting in falsely accused imprisoning and deaths. The most significant number of those deaths occurred in Salem, where 14 women and five men were hung under the accusation of witchcraft. The trials in Salem resided in the Witch House, as Judge Jonathon Corwin lived within its walls. During the 17th century, strong beliefs in the devil, in combination with an outbreak of smallpox, created the universal understanding of bewitchment in spectral evidence. Teenage girls acted strangely, staying up late at night and speaking in secrecy, and would condemn seemingly random men and women to their imprisonment and death. Today, the Witch House is the only direct structural tie to the Salem witch trials.



# The Witch House: Internal Audit

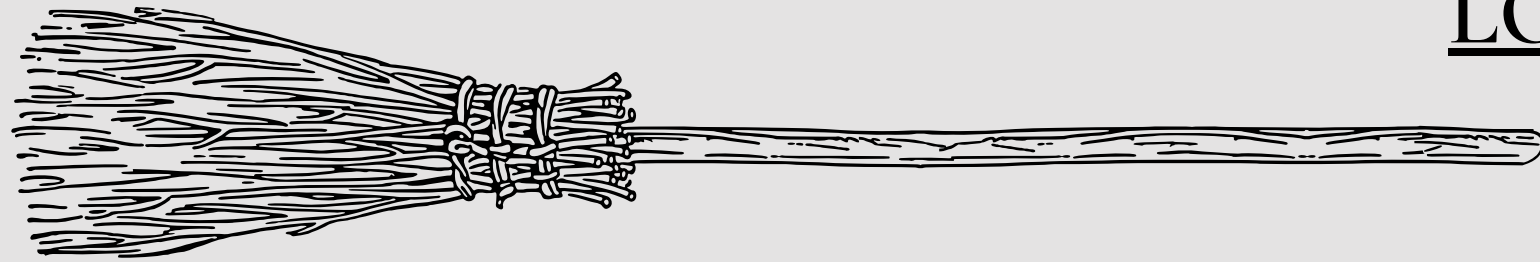


WEBSITE: [thewitchhouse.org](http://thewitchhouse.org)

LOCATION: 310 1/2 Essex St, Salem, Massachusetts, 01970

PHONE NUMBER: (978) 744 - 8815

EMAIL: [info@witchhouse.info](mailto:info@witchhouse.info)



## HOURS OF OPERATION:

Mid-March through November, seven days a week, 10 am - 5 pm

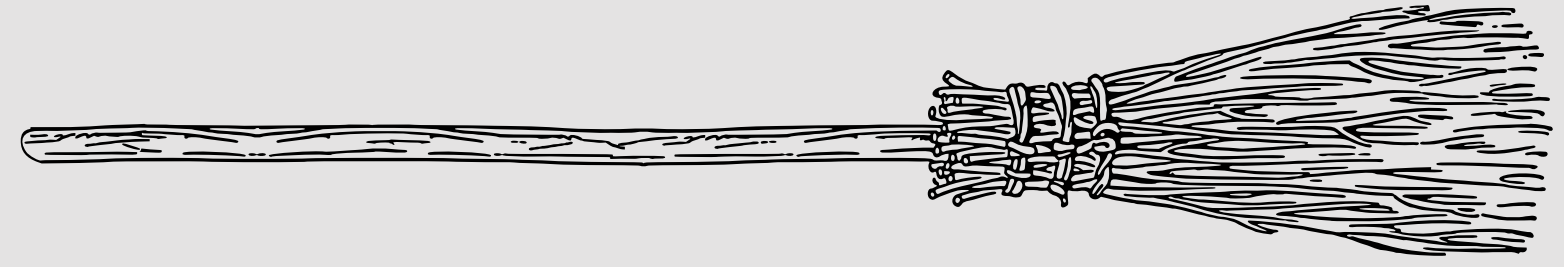
November through March, open Thursday - Sunday, 12 pm - 4 pm

- \$9 per adult, children under three free
- Tickets must be purchased in advance per Covid guidelines

ATTENDANCE: 60,000 annually, with numbers nearly doubling each year



# The Witch Museum: Internal Audit

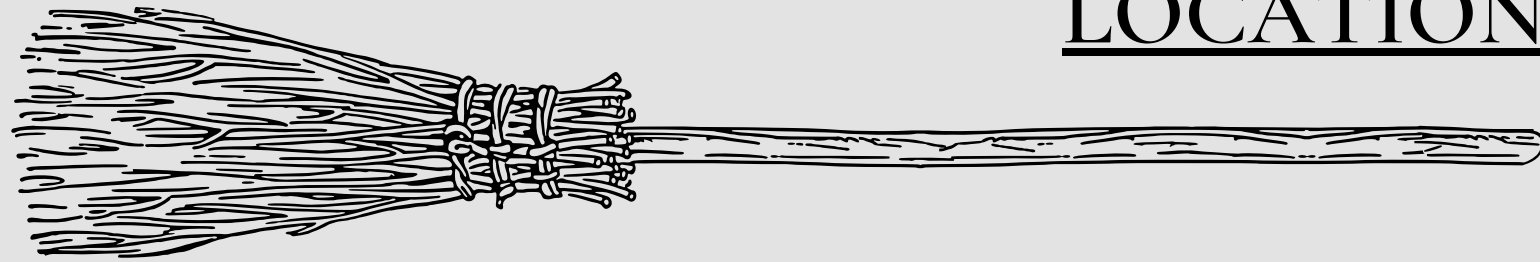


WEBSITE: salemwitchmuseum.com

LOCATION: 19 1/2 Washington Square, Salem, Massachusetts, 01970

PHONE NUMBER: (978) 744 - 1692

EMAIL: faq@salemwitchmuseum.com



## HOURS OF OPERATION:

Open 7 days a week, year-round, 10 am - 5 pm

Extended hours during July, August, and October

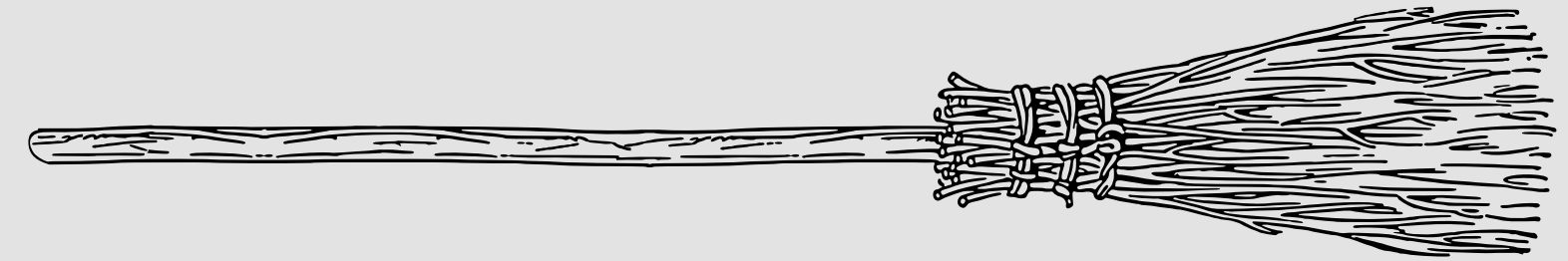
- \$16.50 for adults, \$15.00 senior citizens, children 3 - 14 \$13.50, children under three are free

ATTENDANCE: 300,000 annually, with numbers nearly doubling each year





# Peabody-Essex Museum: Internal Audit

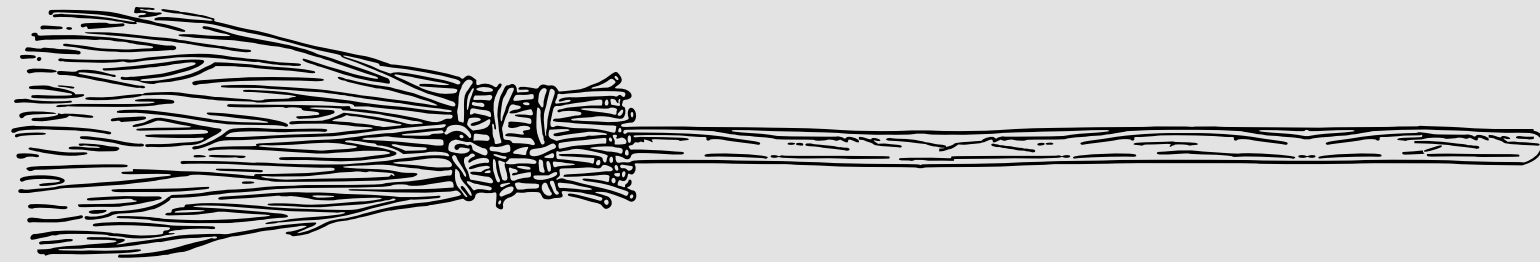


WEBSITE: [pem.org](http://pem.org)

LOCATION: 161 Essex St, Salem, Massachusetts, 01970

PHONE NUMBER: (978) 745 - 1876

EMAIL: [faq@salemwitchmuseum.com](mailto:faq@salemwitchmuseum.com)



## HOURS OF OPERATION:

10 am - 5 pm Monday, Thursday - Sunday

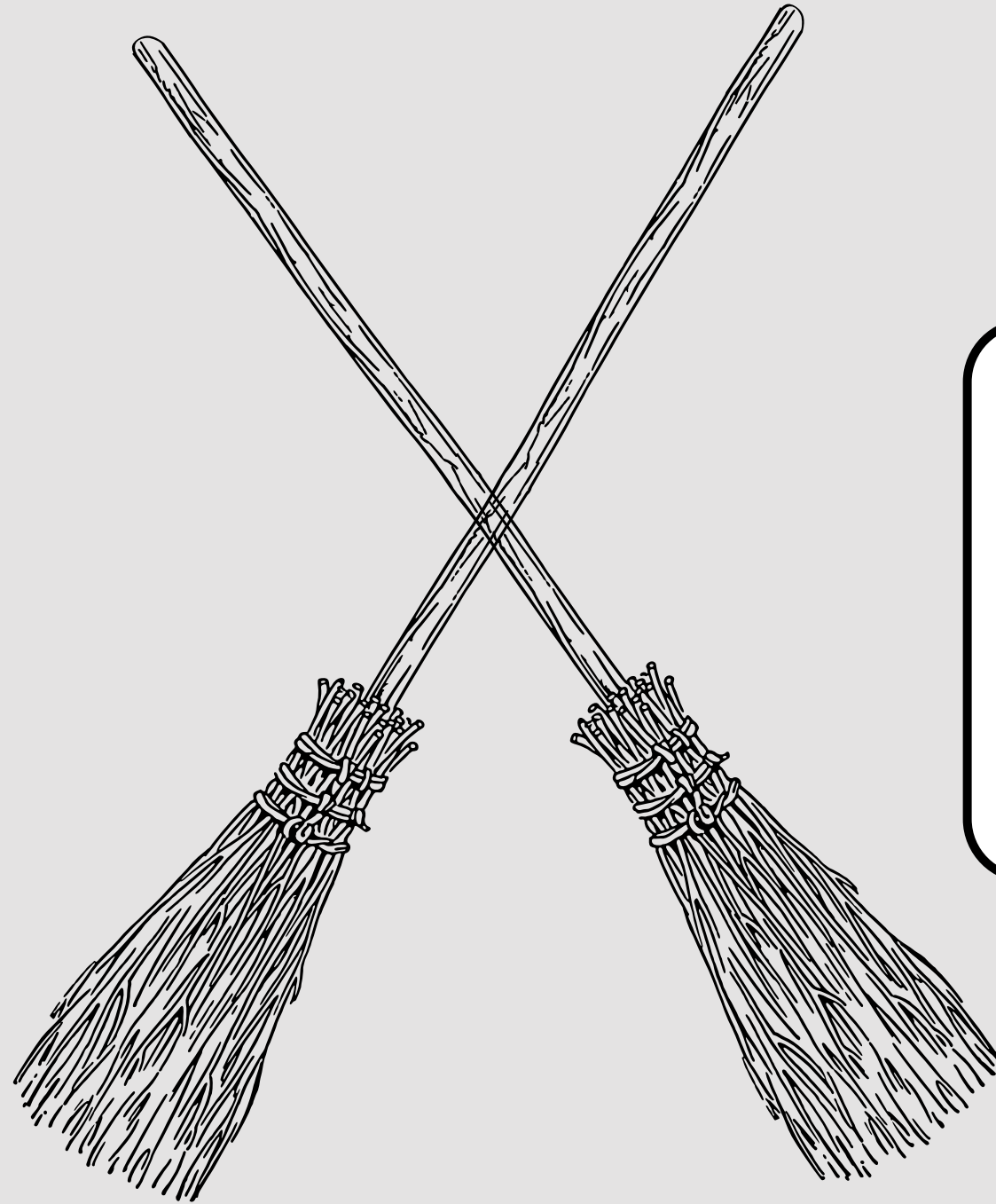
- \$20 adults, \$18 senior citizens, \$12 students, 16 and under free

ATTENDANCE: 350,000 annually, with numbers increasing each year



# External Audit

SWOT



MARKETING  
PLAN



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- Notable Destination
- HIGH foot traffic and audience during October - driving high revenue for whole town

- Targeted during the month of October
- Limited foot traffic rest of the year

- Disperse target audience into other months of the year
- Reach new audiences of other hobbies and interest outside of Halloween/witch

- Loss of profit if failed
- Reign of other holiday/thematic towns

# cont.

## Goals

- Increase foot traffic by 15% YEAR-round
- Generate increased interest of Peabody-Essex Museum by 10%
- Generate a need for visitation outside of Halloween
- Facilitate more events/gen z attraction



## Objectives

- Make Salem a must-see spot year round
- Change the narrative of the typical Salem discussion
- Expand the audience of visitors



# Implementations



Year-Round coverage of additional Salem events pushed outside of Halloween season - Press Kit



Seasonal Exhibitions at The Witch Museum and Peabody Essex Museum that appeal to a wider crowd



\*\*\* movie references, costumes, fashion, etc.



Holiday/Seasonal Events - December, February, May, July



Influencer/youtube videos outside of Halloween season - ghost hunting focus



Highlight cute cafes and shops on instagram page - implement monthly flea market

# Target Audience



All Ages



Families



Local - all classes

Tourists - Upper Middle Class



Witches, History, Hocus Pocus, Halloween, Witch Trials, Vampires, All things spooky, small towns, boutiques, tattoo shops



Northeast residents interested in day trips/weekend trips