

Discover the magic of Salem



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There's an App for that – Salem, that is!

Destination Salem releases the Salem, Massachusetts Guide as an Application for iPhone, iPad and iPod Touch

Salem, MA. . . Destination Salem, the Salem Office of Tourism & Cultural Affairs, Inc., this week released the Salem Visitor & Travel Guide as a free application for iPhone, iPod Touch, and iPad. The application is available for free download in the iTunes Store.

App features include a calendar of events, "Great Deals" in Salem, listings and links to accommodations, museums, attractions, restaurants, and shops, as well the opportunity to purchase tickets to the Salem Trolley and Phillips House, which is a property of Historic New England.

"The concept is to bring a paperless version of the Salem Guide to consumers, who we hope includes visitors and residents," says Destination Salem President Tina Jordan, Director of the Salem Witch Museum, "This is the latest example of how Destination Salem is utilizing new and social media to promote Salem as a dynamic destination."

The App went live on the iTunes store on July 20, 2010. Updates for Version 2, including the addition of photographs of Salem, local business banner advertisements, and additional ticket opportunities are already in development. A second application, featuring Destination Salem's guide to Haunted Happenings is being planned for a September release.

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About Salem: Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today Salem more than 800,000 visitors come to Salem annually, generating more than \$55.6 million in tourism spending.

As the destination marketing organization for the City of Salem, Massachusetts, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping, and fun.