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## **Destination Salem Releases Haunted Happenings App**

### **Tourism offices uses new media to promote annual Halloween festival**

**Salem, MA.** . . Destination Salem has launched a Haunted Happenings App for iPhone, iPod Touch, and iPad. The free App, which went live on September 25, features the calendar of events, attraction and event listings, information to help people get to Salem, and listings for restaurants and shops. App users also have the opportunity to purchase tickets for Salem Trolley tours, Salem Kids Tours, Schooner Fame, and Historic New England's Phillips House.

The App compliments Destination Salem's 2010 Guide to Haunted Happenings, and the festival web site, [HauntedHappenings.org](http://HauntedHappenings.org), which has been updated and enhanced with new photography for 2010.

"App technology gives us another way to reach visitors to Salem," says Tina Jordan, director of the Salem Witch Museum and president of Destination Salem Board of Directors, "New media is exciting, and we have been fortunate to have the business community support of the creation of this and the Salem Guide App."

Destination Salem launched a Salem Guide App, which is averaging 150 downloads per week, in August. Development of both apps has been underwritten by business support via banner ads and ticket sales. If the Apps for iPhone, iPad, and iPod are successful, Destination Salem plans to replicate them for the Android platform in 2011.

The Haunted Happenings App is available for free download in the [iTunes App Store](http://iTunesAppStore).

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**About Salem Haunted Happenings:** Salem Haunted Happenings began as a one-day festival in 1981, and has grown to one of the largest Halloween festivals in the world. Lasting the entirety of October, an estimated 200,000 visitors come to Salem to celebrate Halloween and Fall in New England each year, representing one-fifth of Salem's annual visitation and generating more than \$9 million in spending. Information on Salem Haunted Happenings can be found at [HauntedHappenings.org](http://HauntedHappenings.org), and information on Salem as a year-round destination and community is available at [Salem.org](http://Salem.org).