



FOR IMMEDIATE RELEASE

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Oregon's Visitor Industry Honors Travel Salem

SALEM, ORE. — Travel Salem received the Oregon Governor's Creative Tourism Development Award Sunday, April 19, 2009 at the 25th Annual Governor's Conference on Tourism held in Salem at the Salem Conference Center. This prestigious award was presented to Travel Salem from the Oregon Tourism Commission for the creation of the Travel Salem Travel Café. The award recognizes an innovative program, promotion, or product by an Oregon individual, organization, business, community or region which epitomizes a new way of thinking about the tourism and hospitality industry.

On hand to accept the award for Travel Salem was Angie Morris, President & CEO; Irene Bernards, Tourism Marketing & PR Director; Debbie McCune, Director of Sales; Kathie Reeves, Online Marketing Manager; Sue Nichols, Community Development Director; and Anthony Tham, Public Relations Manager.

"This project started with a vision to dramatically improve how we showcase our region and how we connect with the visitor. As the project moved forward, the concept gained momentum and support from partners who believed in its ability to drive economic development. The Travel Café is the direct result of our community pulling together to create something fresh and exciting – for both visitors and local residents. By design, it reflects the beauty and vibrancy of our region, and enhances our ability to sell the Salem area as a true destination," said Morris.

Travel Salem has been recognized five other times throughout the Association's history with Governor's Tourism Awards including the 1991, 1993 and 2005 Governor's Regional Tourism Award, which recognizes cooperative marketing efforts; the 1997 Governor's Tourism Award; and the 2008 Tourism Industry Awareness Award.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$512 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at*

*the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****