



**FOR IMMEDIATE RELEASE**  
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### **Historic Vote in Congress to Boost Inbound Travel to the Salem Area and Stimulate Local Economy**

SALEM, ORE. — Travel Salem welcomed news today that the U.S. Congress passed legislation to create economic growth and thousands of new American jobs by welcoming millions more international travelers to the United States. The Travel Promotion Act will allow the United States to establish a multi-million dollar promotion program to compete on the global stage for the billions of dollars and immeasurable goodwill that would come with overseas travelers. The bill is expected to become law within 10 days.

“The Salem area is an international destination with visitors from all corners of the globe,” said Angie Morris, president and CEO of Travel Salem. “International travelers seek out Salem for its authentic experiences, abundant and unique outdoor recreational opportunities, culinary bounty and rich historic amenities. This monumental legislation establishes a new revenue stream necessary to compete on the global stage. Travel Salem will continue its partnership with Travel Oregon as we look for new ways to attract international travelers and leverage this new legislation.”

“This is a historic victory for the U.S. economy and the one in eight American workers whose jobs depend on travel,” said Roger Dow, president and CEO of the U.S. Travel Association. “The United States Congress has sent a clear message that travel is a high priority to our nation and that tangible steps must be taken to increase travel to and within the United States. We are extremely grateful to the bill’s champions: Senators Reid, Dorgan, Ensign and Klobuchar in the Senate and Representatives Delahunt, Blunt and Farr in the House.”

The Travel Promotion Act establishes a public-private partnership to promote the United States as a premier international travel destination and communicate U.S. security and entry policies. According to analysis by Oxford Economics, the bill is estimated to drive \$4 billion in new consumer spending annually, provide \$321 million in new federal tax revenue each year and create 40,000 U.S. jobs nationwide. Further, it is expected to reduce the federal budget deficit by \$425 million over the next 10 years, according to the Congressional Budget Office.

Overseas visitors spend an average of more than \$4,000 when they visit the United States.

The Travel Promotion Act is modeled after successful state-level initiatives and is funded through a matching program featuring up to \$100 million in private sector contributions and a \$10 fee on foreign travelers who do not pay \$131 for a visa to enter the United States. The fee is collected once every two years in conjunction with the Department of Homeland Security’s Electronic System for Travel Authorization. No money is provided by U.S. taxpayers.

The U.S. Travel Association is the national, non-profit organization representing all components of the \$770 billion travel industry. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit [www.ustravel.org](http://www.ustravel.org).

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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 \$496 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](http://www.TravelSalem.com)\*\*\**