



FOR IMMEDIATE RELEASE

August 8, 2011

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TravelSalem.com Sports a Beautiful New Look!

SALEM, OREGON – Travel Salem recently partnered with [OakTree Digital](#) to redesign their [TravelSalem.com](#) website. The new and improved website features dynamic rotating photography on the homepage which draws in viewers and encourages them to visit our region. The new design allows visitors to more readily access current events occurring during their visit and is also more social media friendly: featuring content from Travel Salem's Facebook page on the home page along with connectivity to Flickr, Youtube and Twitter. The new redesign also gives visitors quick access to order a Salem Area Visitors Guide, the ability to book accommodations and learn about holding a meeting in Salem area. It also offers quick links to information regarding [attractions](#), [galleries](#), [eateries](#), [shops](#) and much more, all from the home page.

"The new design has beautiful images that captivate and encourage visitation to the Salem area. The user-friendly navigation system allows access to specific information with one click of the mouse," said Kathie Reeves, marketing manager at Travel Salem.

The sleek new website also features a "Reel to Real" page with links to experiential videos so travelers can get a dynamic feel for the Salem region. Local residents, as well as visitors, are always looking for fun things to do and see and [TravelSalem.com](#) is a great resource for happenings in and around Salem and Marion and Polk Counties.

"The new look for the Travel Salem website is slick and sophisticated. The Travel Salem team wanted the site to reflect the beauty, diversity and travel options in Salem and we succeeded in doing that," said David Martin, interactive design manager at OakTree Digital, who helped Travel Salem with the redesign.

Businesses located within Salem's city limits may have one free listing per business on TravelSalem.com. Visit [TravelSalem.com](#), then the "business services" section to self-submit your listing.

Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.
