



FOR IMMEDIATE RELEASE

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**Travel Salem Receives \$65,000 from Marion County
for Regional Tourism Promotion**

SALEM, ORE. — Travel Salem was awarded \$65,000 from Marion County for 2009-2010 regional tourism promotion efforts. This funding leverages public relations and marketing efforts, and supports overall economic development initiatives for the county. Collected through Oregon lottery dollars, the Marion County funds will support Travel Salem's objective to be competitive in the region and state; promoting Salem and Marion and Polk Counties as a destination for tourism, meetings and conventions.

"I'm excited about Travel Salem's new strategies, and support their innovative approach to bring new dollars and necessary diversity into our economy," said Marion County Commissioner Patti Milne. "Smart economic development is critical in these challenging times. Their hard work and new strategies will reach far beyond the previous goal."

"Marion County's partnership allows Travel Salem to implement regional programs targeted at increasing jobs and visitor expenditures benefiting the entire region," said Angie Morris, Travel Salem's president and chief executive officer. "Tourism is a very competitive industry, and by working together we can enhance this region's profile and attract new business, visitors and events."

Travel Salem's funding through the City of Salem's transient occupancy tax (TOT) revenues, also known as lodging tax, is restricted to promoting businesses inside Salem city limits. Marion County's partnership enables Travel Salem to serve as a regional destination marketing organization supporting county-wide tourism promotion.

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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****