



FOR IMMEDIATE RELEASE

March 10, 2014

Contact: Kara Kuh
Public Relations Manager
503-581-4325, ext. 24
kkuh@TravelSalem.com

Travel Salem Partners with The Hoop to Build Tournament Attendance in 2014

Partnership Expected to Help Generate More Than \$1.15 Million in Economic Impact

SALEM, ORE. —Travel Salem is pleased to announce a new partnership with The Hoop that will build attendance for the sports facility's 2014 basketball tournaments.

The Hoop's expertise lies in the organization's ability to execute and host national, regional and local competitions and sporting events at competitive levels that players expect. Travel Salem's marketing expertise includes a collaborative approach that will enhance The Hoop's current tournaments and assist with the creation of a new tournament.

Currently there are nine basketball tournaments scheduled at The Hoop for 2014. Travel Salem will assist with the March 29-30 March Madness Tournament and the May 24-26 Double Pump Northwest Tournament, which are expected to generate an estimated economic impact (EEI) of \$1,080,000. Travel Salem will also assist in the creation of a new December tournament, which is expected to generate an EEI of \$72,000.

Debbie McCune, Travel Salem's Director of Sales, has been working with The Hoop on this united effort. "Group business such as this is needed in the 'shoulder' season (the period in-between a destination's low and high seasons) to drive business to area lodging facilities, restaurants, retail and other businesses. With more out-of-town teams participating, Salem will realize a substantial economic benefit, and we look forward to future tournaments building on the success of the 2014 events," said McCune.

Entry fees for out-of-town teams will be waived for one year to encourage more teams to participate. Representatives with The Hoop are confident that this approach will attract teams from surrounding states that might not have considered traveling for these tournaments before. "Once the teams experience The Hoop - which is one of the largest private facilities in the Northwest, with 51,000 square feet and 6 basketball courts and staff highly skilled in

managing tournaments - they will make these tournaments an annual event,” said James Johnson, The Hoop’s Director of Operations.

Travel Salem will work with lodging facilities to conduct pick-up reports to help with tracking the economic benefit of the tournaments. Travel Salem will also provide marketing assistance (through TravelSalem.com, social media and public relations efforts) and visitor information to encourage tournament attendees to experience all that Salem has to offer.

###

****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 \$511 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****