



FOR IMMEDIATE RELEASE
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Culinary Tourism: Successful Ingredients in Economic Development topic at Luncheon

SALEM, ORE. — Travel Salem's Marketing Exchange Luncheon will be held at Mission Mill Museum (1313 Mill St. SE, Salem) on Thursday, November 19, 2009 from 11:45 a.m. to 1:15 p.m.

The topic of this luncheon is "Culinary Tourism: Successful Ingredients in Economic Development." Melody Johnson is the community manager for International Culinary Tourism Association and has been associated with Erik Wolf and the ICTA since its inception in 2003. Melody has received numerous awards from the tourism industry including the prestigious Oregon Governor's Tourism Award. She will be sharing how culinary tourism creates economic and community development and how the region can grow this market.

This luncheon is a great educational opportunity and forum for attendees to promote their business by displaying literature and network with other attendees. Travel Salem's Marketing Exchange also features a drawing for a premier give-away. Attendees could win a spa package from LaLumiere worth over \$100!

As part of Travel Salem's "Absolutely Giving Back" program, attendees are encouraged to bring canned or non-perishable food items to this event. Travel Salem will donate the contributions in a timely manner to various local charities or aid organizations.

Those interested in attending this luncheon should contact Travel Salem at 503-581-4325, ext. 30 to reserve a seat! RSVPs and prepayment of \$18 is required if purchased by November 13 / \$23 at the door with limited seating available.

Following the luncheon, Travel Salem will hold a free hour and a half social media seminar at Mission Mill Museum open for any businesses and organizations looking to learn how to engage with consumers and build relationships with them through social networking tools such as Twitter and Facebook. Those interested in attending should contact Anthony Tham at atham@TravelSalem.com or 503-581-4325, ext. 25.

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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****