



# INDUSTRY news

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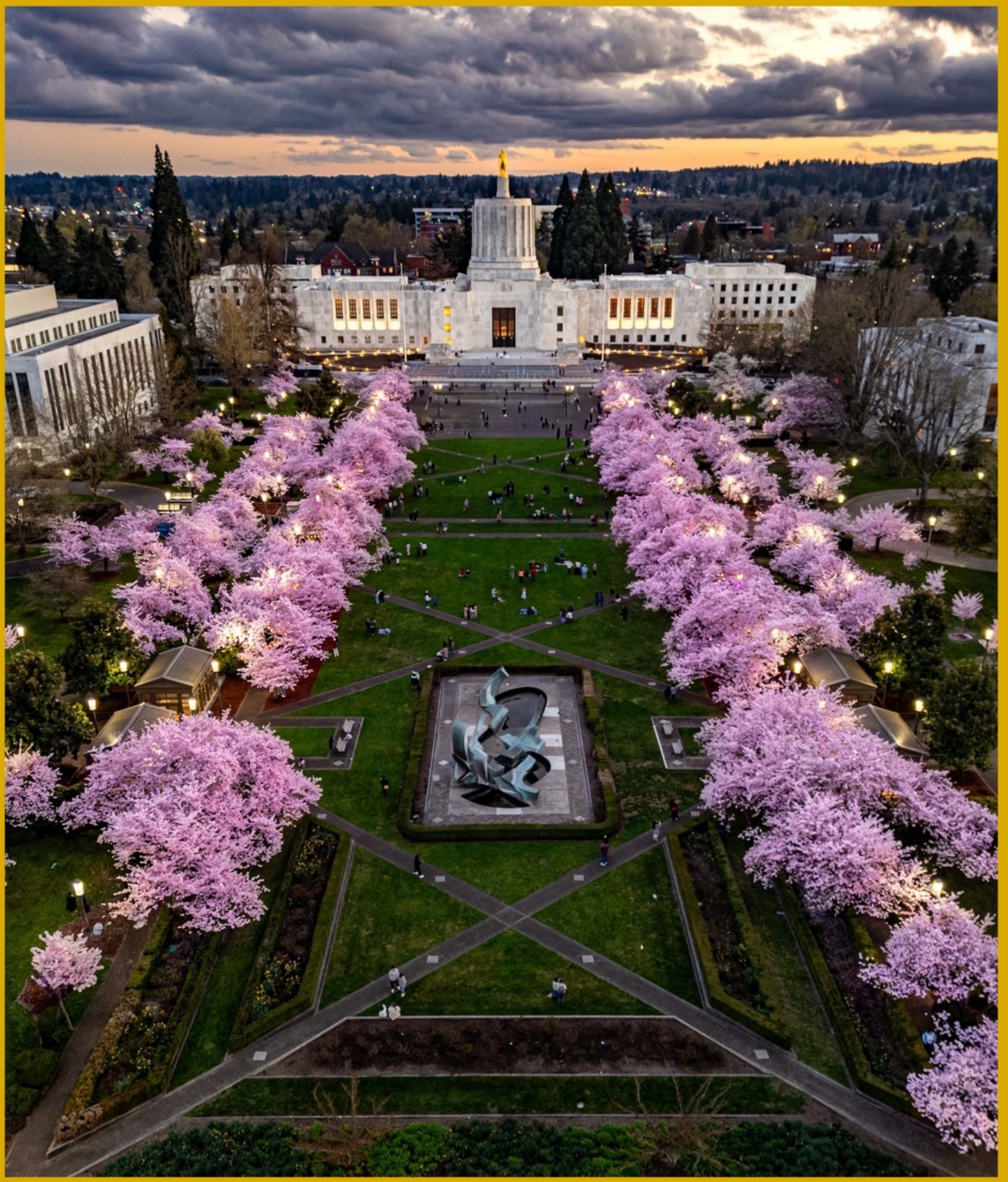
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Oregon State Capitol

## showcase your business to visitors - for free

At Travel Salem, we're proud to spotlight the outstanding businesses that make Marion and Polk Counties such extraordinary places to visit. As part of that mission, we offer [complimentary website listings](#) on TravelSalem.com to any visitor-facing business in the region.

**Who qualifies:** Any business located within Marion or Polk Counties that welcomes visitors — including shops, restaurants, venues, hospitality providers, and services.

### What you gain:

- Direct visibility with travelers researching and planning their visit
- Increased presence among locals and community members
- Exposure to audiences exploring relocation or investment in the region

A listing on TravelSalem.com is more than a directory entry — it's a connection point that ties your business to the broader story we tell about this region every day. When Travel Salem promotes Salem, we promote *you*.

Claim Your Free Listing Today!

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## willamette valley open pickleball tournament



Willamette Valley Open

The Salem Area Sports Commission is proud to present the **Willamette Valley Open (WVO) Pickleball Tournament, May 22-24, 2026** in Salem. Salem Tennis & Swim Club will host three days of

competitive pickleball over Memorial Day weekend, bringing athletes together to compete, connect, and celebrate the start of summer in the heart of the Willamette Valley. [Learn more or register.](#)

*Thank you to our sponsor: Salem Health Hospitals & Clinics*



## cherry blossom photo contest

Celebrate the beauty of cherry blossoms by entering Travel Salem's Cherry Blossom Photo Contest! Share your best shots of cherry blossoms in Marion and Polk County, Oregon.

Whether you're an experienced photographer or just enjoy capturing moments, we want to see your photos. Submit up to two original photos by April 15, 2026. For more information and to enter, [visit our contest page.](#)



## mopo mixer networking event

Travel Salem is excited to host the **MOPO Mixer**—a quarterly networking event designed to bring together local businesses and tourism partners for an evening of connection, collaboration, and community.

MOPO stands for **“Most Oregon Part of Oregon”**—a phrase that captures the heart of Travel Salem’s brand and proudly represents the unique character and charm of our region. It’s our way of expressing that this area truly embodies everything people love about Oregon.



Join us for our next MOPO Mixer on **Thursday, April 30, 2026**, from 4:00p.m. – 6:00p.m. at the Masonry Grill Restaurant in Salem.

Enjoy **drinks, appetizers, and great conversation** in a relaxed, informal setting—perfect for building relationships and staying in the know on regional tourism initiatives.

**RSVP by April 20th** to Sierra Langford at [sierra@travelsalem.com](mailto:sierra@travelsalem.com)

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The Holman Hotel

## orla regional roundup coming to salem

[Co-hosted by Travel Salem & Salem Chamber](#)

This spring, the Oregon Restaurant & Lodging Association (ORLA) is launching Regional Roundups to communities across Oregon – free, locally focused events designed for restaurant and lodging operators. Each gathering offers an opportunity to connect with peers, receive updates on workforce development, and explore practical strategies for operating a profitable business in today's environment. A hosted social hour follows each event.

The Salem Regional Roundup will be held Monday, April 13, at the [Holman Hotel](#) in Downtown Salem. The meeting will be held from 3 p.m. to 4:30 p.m. A social hour follows from 4:30 p.m. to 5:30 p.m.

ORLA President Jason Brandt and Director of Government Affairs Greg Astley will be present to share legislative and advocacy updates firsthand and take questions directly from operators. Given the activity currently underway at the state level, these roundups are a timely and valuable opportunity to stay informed and engaged.

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## oregon heritage conference



Salem's Riverfront Carousel

The [\*\*2026 Oregon Heritage Conference\*\*](#), *Stories, Culture, Place – Weaving Community Heritage*, takes place April 29 – May 2 in Woodburn, Oregon. The conference brings together professionals across historic preservation, museums, archives, Main Streets, archaeology, Tribes, genealogy, and more for four days of sessions, workshops, tours, and networking – over 60 opportunities to connect and learn.

This year's plenary speaker is Monica Rhodes, founder of Rhodes Heritage Group and a nationally recognized cultural heritage leader, presenting *The Next Assignment: Why the Future Will Ask More of Us*. [\*\*Learn more and register.\*\*](#)

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## share your inclusive experiences with travel salem



Tree Climbing at Silver Falls

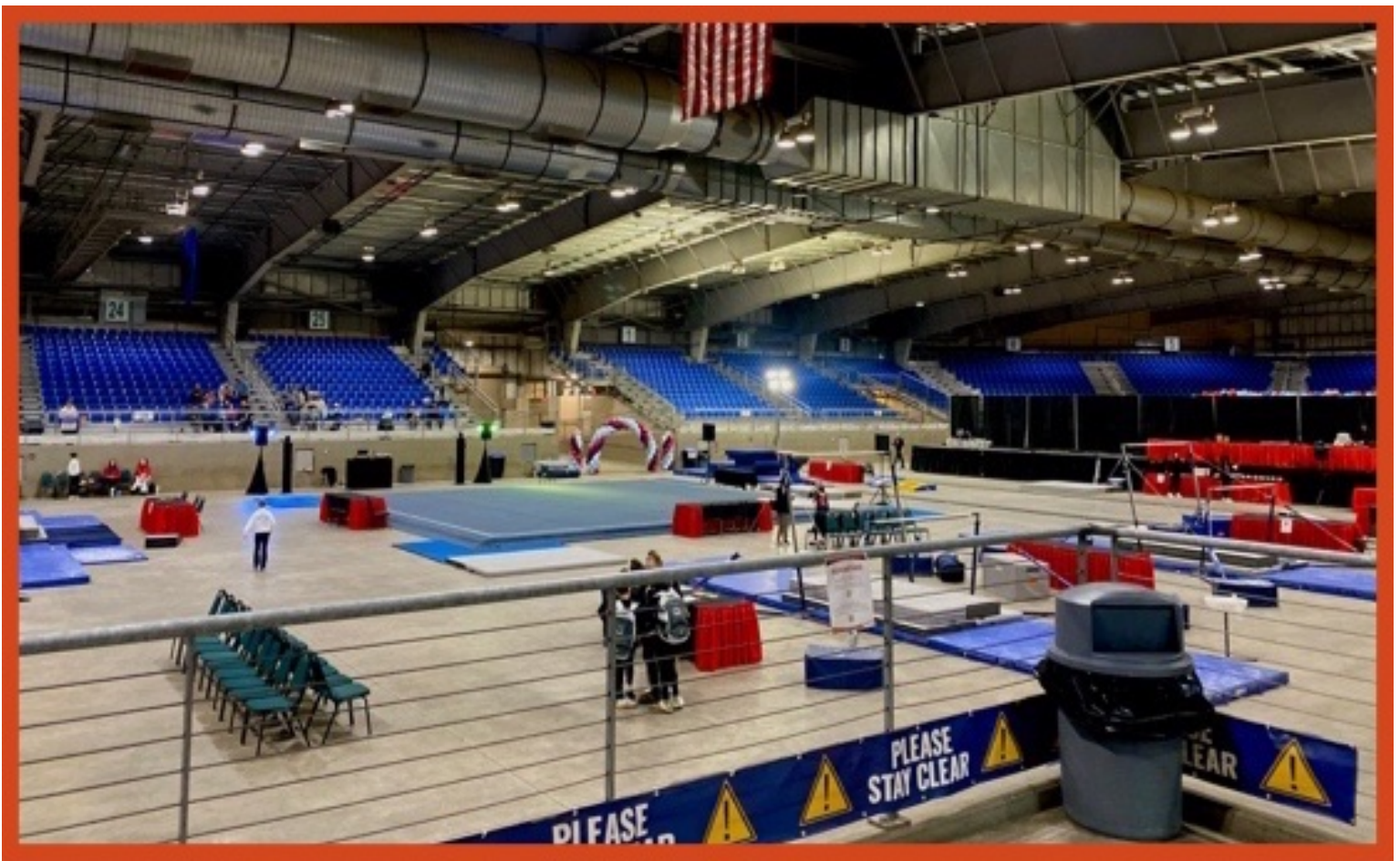
Travel Salem is building out a collection of EDI (Equity, Diversity, and Inclusion) experiences across Salem, Marion, and Polk Counties to feature on TravelSalem.com and promote through our content channels (e.g., social media, public relations, and website). From sensory-friendly attractions and adaptive programs to LGBTQ+ resources, multicultural events, veteran services, and more. We are gathering these experiences to make it easier for visitors and residents to find welcoming and inclusive experiences in our region.

If your organization offers programs or experiences in this space and would like to be included, please fill out [this form](#).

*If you have any questions, please reach out to Yvonne Nguyen at [Yvonne@TravelSalem.com](mailto:Yvonne@TravelSalem.com).*

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**update from the salem area sports commission**



The Pavilion at Oregon Expo Center

**The Salem Area Sports Commission** continues to deliver results for our community. When a sporting event comes to Salem, the economic impact extends well beyond the venue. These events drive business across the city, filling hotel rooms, supporting restaurants, and driving traffic to local businesses and attractions.

We are pleased to announce two major event bookings for June 2026. The **Pure Focus Sports 2026 Small School Showcase** (June 5–7) is projected to generate **\$305,722** in local economic impact, and the **United States Basketball League (USBL) 2025/26 Playoffs** (June 4–7) is expected to bring in an additional **\$95,504**.

That momentum was on display this month, with several high-profile events taking place at The Oregon Expo and Pioneer Sports Park:

- **USA Gymnastics 2026 Xcel State Championships** (March 13–15) – 1,500 attendees – *\$525,695 estimated economic impact*
- **OSAA 2026 Dance/Drill State Championships** (March 20–22) – 2,800 attendees – *\$1,221,757 estimated economic impact*
- **OYSA 2026 College Showcase** (March 14–15) – 1,000 attendees – *\$141,899 estimated economic impact*

The Salem Area Sports Commission remains committed to positioning Salem as a premier sports destination.

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## **meetings & conventions: putting salem on the map for group business**

The Meetings & Conventions Department works year-round to attract conferences, corporate retreats, and group gatherings that fill hotel rooms mid-week, support local businesses, and bring new visitors to our region.

In March, the team attended the Greater Oregon Chapter of the Society of Government Meeting Professionals (GOSGMP) Conference, a national gathering of government and military meeting planners. Our presence signals to decision-makers nationwide that Salem is a competitive destination for group business.



Salem Convention Center

Salem also hosted the Cherry City Classic 2026 (March 20–22), **welcoming 1,000 attendees to The Oregon Expo and generating an estimated \$214,239** in economic impact – a direct result of strategic outreach and sustained relationship-building.

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Salt Creek Cider House

## travel salem's quarterly report

Travel Salem is pleased to present our **2025–26 Q2 Report** (link below) which outlines the organization's accomplishments and financial performance from October 1 – December 31, 2025. This report provides a comprehensive look at Salem's tourism performance during the second quarter including visitor trends, economic impact, marketing initiatives, and group sales activity.

[Read the Q2 report here.](#)

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## travel salem office space for lease in downtown salem

Looking for professional office space in a prime downtown location? Travel Salem has **945 square feet of newly renovated office space available for lease** in our headquarters building at **630 Center Street NE**, just steps from downtown Salem's shops, restaurants, and amenities.

Located in the daylight basement, this bright and functional space features:

- Elevator access
- Restrooms
- Access to a 12 & 25 person conference rooms
- Shared kitchen

Whether you're a small business, startup, or remote team in need of a central hub, this space offers convenience, flexibility, and a welcoming professional environment.



***Location:*** 630 Center St. NE, Salem, OR

***Size:*** 945 sq. ft.

***Availability:*** Now leasing

**An additional office space will be available in May.** For more details or to schedule a tour, contact Jennifer Miller at [\*\*\*jennifer@travelsalem.com\*\*\*](mailto:jennifer@travelsalem.com) or 503.581.4325 ext.130



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