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Adelman Peony Gardens | Ron Cooper

travel salem recognizes national travel and tourism week, may 3-9

Visitor Spending in the Salem Region Reaches Record Breaking \$822.1 million



Silver Falls State Park - Middle North Falls | Zak Stone

Travel Salem is proud to join [**National Travel and Tourism Week**](#), (NTTW) May 3-9, the nationwide celebration recognizing the travel industry's vital contributions to the U.S. economy. This year's theme, "Postmarked: Essential," highlights that in every corner of the country, travel is a foundational pillar of growth that strengthens local communities.

The industry's economic contributions at the national, state and local level are undeniable. Travel generates \$3 trillion in economic output and supports 15 million jobs, representing a significant 2.4% of America's Gross Domestic Product (GDP).* In Oregon, the travel and tourism industry is a vital economic engine, delivering \$14.6 billion in direct travel spending—a growth of 4.2% over 2024 and a record high.

In the Salem region, (Marion & Polk Counties), tourism's economic impact also reached an all-time high. According to the newly-released [**Economic Impact of Travel Report by Dean Runyan Associates**](#), **visitors contributed \$822.1 million to the local economy** in 2025 - representing 3.6% growth over 2024. Travel and tourism also **supported 8,050 jobs** in the region and **generated \$34.8 million in tax revenue**.

"The growth in Salem and the Mid-Willamette Valley region is the result of a thriving tourism and hospitality

industry,” said Angie Villery, President & CEO of Travel Salem. “As we celebrate National Tourism Week, we’re grateful to our industry partners who tirelessly pursue excellence and welcome visitors with world-class service. We’re proud to work alongside the best in the industry on behalf of our communities.”

**Source: U.S. Travel Association & Dean Runyan Associates*

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



know a pup who's ready for their close-up?

Travel Salem is searching for the next Cover Dog for the 2027-28 Salem Area Visitor Guide! Enter your dog for a chance to be featured on the cover of Salem's official visitor publication. To enter, submit a 30-60 second video of you and your dog showing off their personality and why they'd make the perfect cover star. The contest is open to Marion and Polk County residents (18+), and entries are due by May 12, 2026.

[Visit the contest page](#) for full details and submission instructions.



showcase your business to visitors - for free!

At Travel Salem, we're proud to spotlight the outstanding businesses that



Left Coast Estate

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 or relocation business in the region – including shops, restaurants, venues, hospitality providers and services located within Marion or Polk Counties.

A listing on TravelSalem.com gets your business in front of travelers researching and planning their visit, increases your presence among locals and community members and connects you with audiences exploring relocation or investment in the region. It's 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.

[Claim your free listing today](#)

the 2026-27 travel salem visitor guide is here!

Travel Salem is thrilled to announce the 2026-27 Salem Area Official Visitor Guide is now available! Showcasing the best of the [Most Oregon Part of Oregon \(MOP0\)](#) – from standout historical sites and world-renowned wineries to scenic family hikes, distinctive dining and iconic regional events – the guide is packed with travel inspiration and resources that put the Salem area front and center for travelers planning their visit.

We encourage you to display guides at your front desk, in the lobby or waiting area as a resource for visitors to explore all that Marion and Polk Counties have to offer.

Interested in having copies available at your business? [Reach out to us](#) to request your supply today.

[Explore the 2026-27 Visitor Guide](#)



travel salem is hiring - join the team

Travel Salem is seeking an energetic, proactive, extremely accurate and detail-oriented **Sales & Services Coordinator** with a strong work ethic to join our Convention Sales and Sports Commission team.

This position plays a key role in delivering exceptional client experiences while supporting the sales process through strong administrative, logistical and coordination skills. The ideal candidate is highly organized, takes initiative and thrives in a fast-paced, team-oriented environment.

The Sales & Services Coordinator supports the coordination of familiarization (FAM) tours and group servicing efforts—ensuring every client interaction in-market is seamless, professional and memorable. Responsibilities also include CRM data entry and reporting, assisting with proposal development and coordinating closely with local vendors and partners to bring customized experiences to life. [Read the full job description and apply](#)

save the date: upcoming mopo mixer



The MOPO Mixer is our quarterly networking event designed to bring together local businesses and tourism partners for an evening of connection, collaboration and community. [“MOPO,” or “Most Oregon Part of Oregon,” reflects the unique character and charm of our region](#)—and this event is all about celebrating and strengthening that shared identity.

Event Details:

Thursday July 30, 2026

4 p.m. – 6 p.m.

Cascadia Pizza Rooftop (500 Liberty Street SE, Salem, OR)

Enjoy drinks, appetizers and great conversation in a relaxed, informal setting—perfect for building relationships and staying up to date on regional tourism initiatives. Please RSVP by July 23 to Sierra Langford at sierra@travelsalem.com.

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 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

Additional office space is available. For more details or to schedule a tour, contact Jennifer Miller at jennifer@travelsalem.com or 503.581.4325 ext.130



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