



INDUSTRY news



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Oregon Hoopla

oppose hb3962 – preserve oregon’s tourism industry

This legislative session has seen multiple challenges to our Transient Lodging Tax (TLT) funding. **HB3962** proposes a fundamental change to the definition and distribution of the Transient Lodging Tax (TLT) as established by the Oregon Legislature in 2003 that clearly outlined a 70/30 split: **70% of TLT revenue dedicated to tourism promotion, marketing, and facility development**, and **30% allocated for unrestricted municipal use**.

HB 3962 would significantly expand the scope of the 70% restricted portion to now include **public safety services (such as police, fire, and search and rescue) and community infrastructure projects (including water, sewer, and sidewalks)**—a shift that undermines the very foundation and intent of the original statute. Once TLT dollars are redirected toward these generalized services, they will not return to their intended purpose. This diversion threatens the long-term sustainability of Oregon’s tourism economy.

Travel Salem is strongly opposed to HB3962 because we know that [TLT is essential in marketing to and serving visitors](#) who in turn contribute to the economic prosperity of our regions. Please help us protect the integrity of TLT by [submitting letters of opposition, and sharing your story with the House Committee on Revenue](#) (listed below). To learn more about the history of TLT, [watch this video by Travel Oregon](#).

Representative Nancy Nathanson: Rep.NancyNathanson@oregonlegislature.gov
Representative E. Werner Reschke: Rep.EWernerReschke@OregonLegislature.gov
Representative Jules Walters: Rep.JulesWalters@oregonlegislature.gov
Representative Zach Hudson: Rep.ZachHudson@oregonlegislature.gov
Representative Bobby Levy: Rep.BobbyLevy@oregonlegislature.gov
Representative Pam Marsh: Rep.PamMarsh@oregonlegislature.gov
Representative Greg Smith: rep.gregsmith@oregonlegislature.gov

travel salem releases q3 report - now available

Q3 report

2024-2025 | JAN, FEB, MAR



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THE MOST OREGON
PART OF OREGON



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Travel Salem is pleased to announce that the Q3 Report is now available for review. This report provides a comprehensive look at Salem’s tourism performance during the third quarter, including visitor trends, economic impact, marketing initiatives, and group sales activity.

Key highlights include continued growth in visitor spending, increased engagement across digital platforms, and strategic efforts to attract meetings, conventions, and sports events to the region.

We encourage our partners, stakeholders, and community members to explore the report and see how tourism continues to drive economic vitality in the Salem area.



View the full Q3 Report [here](#)

travel salem wins 2025 smart stars award for best capital city cvb/dmo

We are thrilled to announce that Travel Salem has been named the winner of the **2025 Smart Stars Award** in the category of **Best Capital City CVB/DMO**! This prestigious honor, voted on by readers of *Smart Meetings* magazine, recognizes the exceptional work of destination organizations that go above and beyond in the meetings and events industry.

Celebrating its 13th year, the Smart Stars Awards serve as a trusted guide to the best venues and service providers across 42 categories. Travel Salem's selection is a testament to our continued commitment to excellence, innovation, and unwavering service to planners and visitors alike.

As a **Smart Stars Award winner**, Travel Salem will be:

- Featured in the **June issue** of *Smart Meetings* (print and digital)
- Highlighted in a **global press release** to media outlets and newswires
- Showcased on the *Smart Meetings* website as a go-to resource for planners
- Celebrated across social media with an official **Smart Stars Winner badge**



best

CAPITAL CITY CVB/DMO



Travel Salem is incredibly grateful to the planners and industry peers who cast their votes in support of Salem. Their recognition fuels our passion to deliver unforgettable meetings, events, and visitor experiences in Oregon's Capital City.

save the date: introducing the mopo mixer – a new way to connect with travel salem

Travel Salem is excited to launch the **MOP0 Mixer**—a new quarterly networking event designed to bring together local businesses and tourism partners for an evening of connection, collaboration, and community.


MOP0 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 MOP0 Mixer on **Thursday, July 31, 2025**, from **4:00 to 6:00 p.m.** at **Venti’s Café & Beer Vault** (325 Court St. NE, downtown Salem). This is your chance to catch up with Travel Salem’s sales and marketing team, meet new faces, and reconnect with familiar ones from across the tourism and hospitality industry.

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

Mark your calendar and don’t miss out! Let’s raise a glass to collaboration and keep Salem’s tourism momentum going strong.

 **Location:** Venti’s Café & Beer Vault – 325 Court St. NE, Salem

 **Time:** 4:00 – 6:00 p.m.

 **Date:** Thursday, July 31, 2025

We look forward to seeing you there!

Future MOP0 Mixers:

October 30, 2025

January 29, 2026

April 30, 2026



**save the date: mid-willamette valley tourism summit & awards on
november 6**

Travel Salem is proud to host the **Mid-Willamette Valley Tourism Summit**—a premier educational event designed to inform, inspire, and connect tourism professionals and community partners from across the region.

 Thursday, November 6, 2025

 11:00 a.m. – 4:00 p.m.

 Salem Convention Center

This half-day summit will feature **industry insights, expert-led breakout sessions, and a dynamic keynote speaker**, all focused on strengthening our tourism economy and building sustainable success across the Mid-Willamette Valley.

Mid-Willamette Valley tourism summit & awards



Whether you're a business owner, attraction operator, lodging partner, or community stakeholder, the Tourism Summit is your opportunity to learn, engage, and collaborate with peers and industry leaders.


MARK YOUR CALENDARS NOW—more details and registration information coming soon!

Interested in sponsoring the Mid-Willamette Valley Summit? Contact Tina Winge, Tina@TravelSalem.com or 503.581.4325 ext.125

[travel salem office space for lease in downtown salem](#)



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

 **Size:** 945 sq. ft.

 **Availability:** Now leasing

For more details or to schedule a tour, contact Jennifer Miller, jennifer@TravelSalem.com / 503.581.4325 ext.130

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.

get a free website listing on travelsalem.com

Promote your business in the **2026 Travel Salem Visitors Guide**—the region's official marketing publication—and receive a **FREE TravelSalem.com business listing** as a special bonus!

Now through September 30, 2025, when you purchase a listing in the 2026 Visitors Guide, you'll get one standard business listing on TravelSalem.com **at no additional cost**.

With **120,000 guides distributed annually** to consumers across the U.S. and Canada, the Travel Salem Visitors Guide is your gateway to reaching visitors planning trips to **Salem, Marion County, and Polk County**. And with your complimentary online listing, your business will gain year-round exposure on one of the region's most visited tourism websites.

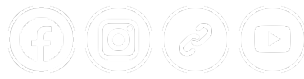
- ✓ Boost your visibility
- ✓ Reach new customers
- ✓ Be featured in both print and digital platforms

Offer ends September 30, 2025 – don't miss this opportunity to maximize your marketing impact!

For details and to reserve your listing, contact Tina Winge, Tina@TravelSalem.com / 503.581.4325.



View the Travel Salem Visitor Guide Online



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Travel Salem
630 Center St. NE
Salem, OR 97301

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