



# INDUSTRY news



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## **celebrating national travel & tourism: the power of tourism in 2024**

Since 1983, National Travel and Tourism Week has highlighted the vital contributions of the travel industry to the U.S.

economy, local communities, and quality of life. In 2024, the national travel sector generated \$2.9 trillion in economic output, supported more than 15 million American jobs, and produced \$190 billion in tax revenue—equivalent to approximately \$1,490 per U.S. household.

In Oregon, tourism remains a vital economic driver. In 2024, the industry contributed \$14.3 billion to the state’s economy. Growth in visitor spending—particularly in food service and lodging—helped boost employee earnings statewide. However, reduced spending on transportation and fuel tempered the overall gains, resulting in a modest net increase in total economic impact.

Locally, tourism continues to play a critical role in the Salem area economy. In 2024, visitor spending totaled \$793 million—a 1.2% increase over 2023. The tourism sector supported 7,950 local jobs (up 1.2%) and generated \$31.9 million in tax revenue, representing a 3.8% year-over-year increase.

Oregon residents made up approximately 37% of all visitor spending within the state. Out-of-state U.S. visitors contributed about 57%, while international travelers accounted for 6%—a notable increase from 4% in 2023.

Travel Salem extends our sincere thanks to the City of Salem, Marion and Polk Counties, Salem’s lodging industry, and all tourism-related businesses for your continued partnership and dedication to promoting the region. Together, we are building a thriving, vibrant destination for residents and visitors alike.



# volunteer registration now open for the 2025 IRONMAN 70.3 Oregon!

**Event Date:** Sunday, July 20, 2025

**Location:** Salem, Oregon

We're excited to announce that volunteer registration is now open for the 2025 IRONMAN 70.3 Oregon! If you volunteered in 2024, please note that **you must register again** for 2025—there is no automatic rollover from year to year. Positions are filled on a **first-come, first-served basis**, and some areas fill quickly, so we encourage you to sign up early!

👉 **Register Now:** [Volunteer Local Sign-Up Link](#)

If you're volunteering with a group, **each person must sign up individually**, and be sure to enter your group's exact name during registration. This is especially important for groups applying for a grant, as all volunteers must be accurately credited in order to qualify. Please check with your group leader to confirm the correct group name to use at sign-up.

If you know of a local club, school sports team, or nonprofit organization that might want to get involved and possibly qualify for a grant, have them contact: [✉ 3oregon@ironmanvolunteers.com](mailto:3oregon@ironmanvolunteers.com)

This event is one of the most exciting and rewarding volunteer opportunities in Salem, and we'd love your help getting the word out! Please share with friends, family, coworkers, and community groups—it's a fun and impactful way to be part of something special.

We look forward to another incredible event in 2025—thank you for being part of it!

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## promote your events on TravelSalem.com - for free

Summer is right around the corner—and now is the perfect time to **submit your events to Travel Salem's online events calendar!**

 [Submit Your Event Here](#)

Travel Salem's calendar is **the most-visited section** of our website and is promoted across multiple channels including:

*Our monthly blog*

*Industry partners and media outlets*

*Visitors planning trips to the Salem region*





From locals to out-of-town guests, travel writers to journalists—**this is where people look to discover what's happening** in and around Salem. Listing your event is completely free and a great way to boost visibility and attendance. Don't miss out on the opportunity to showcase your event to thousands of potential attendees!



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