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Nadine Obernolte, Winner of the Irene Bernards Lifetime Achievement Award at the 2025 MOP0 Awards

mid-willamette valley tourism summit and MOP0 awards recap

Travel Salem hosted the 2025 Mid-Willamette Valley Tourism Summit on November 6 at the Salem Convention Center, bringing together industry leaders, small businesses, and community partners to explore the theme **“Be the Change: Transforming Tourism Together.”**

President & CEO **Angie Villery** opened with a State of the Industry address highlighting regional economic impact, visitation trends, and opportunities ahead—emphasizing partnership and adaptability. Breakout sessions focused on **AI in tourism marketing** and **strengthening collaboration across Oregon’s tourism ecosystem**, offering practical tools and insights. We also heard an inspiring keynote from **Christopher “Coach” Rivers**, encouraging attendees to lead with connection and purpose as they shape the future of the region’s visitor economy.

Capping off the event, Travel Salem presented the **2025 Most Oregon Part of Oregon (MOP0) Awards**, honoring nine exceptional individuals and organizations whose leadership, creativity, and community impact exemplify the very best of our region’s tourism industry.

The Summit closed on a high note of inspiration and momentum—reminding us that change starts

with each of us. We invite you to **join us next year** for another powerful day of connection, innovation, and partnership as we continue shaping the future of tourism in Salem and the Mid-Willamette Valley.

[Click Here to See This Year's MOPO Award Winners](#)

legislative session preview: significant changes to tourism industry funding, governance, and liability on the 2026 legislative agenda

Thursday, January 8 | 3:00pm – 4:30pm | Travel Salem Headquarters

The 35-day 2026 Session of the Oregon Legislature starting on February 2nd could have long-lasting impacts on Oregon's tourism industry. Travel Salem is hosting a Legislative Briefing to bring industry partners together to learn about the issues we are facing and best practices for effective advocacy in the 2026 Oregon Legislature.

Please join us for an industry briefing featuring

Greg Leo, Travel Salem Board Vice Chair, longtime Capitol lobbyist and owner of the Leo Company,



The Holman Hotel

and **Greg Astley**, Director of Government Affairs for the Oregon Restaurant & Lodging Association (ORLA). Together they will outline key legislative proposals and discuss how tourism stakeholders can effectively engage with policymakers before and during the session to protect our industry's vital contributions to state and local economies.

Seating is limited. For more information and to RSVP, [please contact Sara Germann](#) by Friday, January 2nd.

[Learn More and RSVP](#)



La Família Cider House & Azuls Taco House

[travel salem releases 2024-25 annual report](#)

Travel Salem is proud to share our 2024-25 Annual Report, highlighting key achievements and financial performance from July 1, 2024, through June 30, 2025.

The report offers a comprehensive overview of Salem's tourism landscape, including essential performance metrics, strategic priorities, economic impact data, and marketing initiatives.

[View Full Report](#)

mopo mixer reminder

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, January 29, 2026**, from **4 p.m. – 6 p.m.** at the **Masonry Grill Restaurant**. *(120 Commercial St NE)*



This is your chance to catch up with Travel Salem's sales and marketing teams, 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!**

RSVP to Sierra Langford at sierra@travelsalem.com

Learn More and RSVP

Save the Date for Future MOPO Mixers: April 30, 2026

promote your business in the 2026 travel salem visitor guide

Get featured in the region's official visitor publication—plus receive a FREE online listing! There's still time to reserve your spot in the 2026-2027 Salem Area Visitor Guide - our region's official visitor publication, showcasing the people, places, flavors, and experiences that make the Mid-Willamette Valley unforgettable.

Why Advertise?

- Reach visitors planning trips to **Salem, Marion County, and Polk County.**
- Get exposure to consumers across the **U.S. and Canada** — with **120,000 guides** distributed annually.
- Receive a **FREE standard business listing on TravelSalem.com** (one of the region's most visited tourism websites) when you purchase a listing in the 2026-27 Visitor Guide.
- Boost your visibility across **both print and digital platforms.**



Schreiner's Iris Gardens

Be part of the \$782+ million visitor economy and join us in showing why Salem and the Mid-Willamette Valley truly are The Most Oregon Part of Oregon! **For help or assistance, contact Irene Bernards by email at Irene@TravelSalem.com**

Learn More and Get Listed



Brooks Winery

travel oregon launches data & research learning community

Travel Oregon is developing a **Data and Research Learning Community**, set to launch in **January 2026**, to help tourism professionals deepen their understanding of data analysis, research methods, and industry insights.

They're seeking feedback from industry partners to help shape this new program. If you're interested in participating or want to share what topics would be most valuable, we encourage you to **take the short survey** before **November 30, 2025**.

Your input will help ensure this learning community meets the needs of Oregon's tourism industry and supports data-driven decision-making across our state.

Share Your Input



Gilbert House Children's Museum

submit nominations for the tourism industry achievement awards

On March 9, the [2026 Oregon Governor's Conference on Tourism](#) will kick off with the Tourism Industry Achievement Awards, celebrating work done across the industry in 2025. Please [nominate](#) an organization, individual or yourself for outstanding work in the following categories: Rising Star, Equity, Prosperity, Marketing and Stewardship. Award [nominations](#) will be open until Dec. 5.

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.

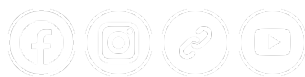


Location: 630 Center St. NE, Salem, OR

Size: 945 sq. ft.

Availability: Now leasing

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



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