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mid-willamette valley tourism summit: be the change

Join industry leaders, small businesses, community organizations and hospitality pros for a day of energy, ideas, and action at the Salem Convention Center on **Thursday, November 6, 2025** at the **Salem Convention Center**. This year's theme, *Be the Change: Transforming Tourism Together*, invites everyone to embrace fresh thinking and take bold steps that shape the future of our region's visitor economy.

The Tourism Summit will feature a dynamic keynote speaker and expert-led breakout sessions, all aimed at strengthening our tourism economy and building sustainable success across the Mid-Willamette Valley.

Whether you're an industry professional, business owner, attraction operator, lodging partner or community stakeholder, this is a must-attend event for networking and collaboration with peers and industry leaders.

We are also thrilled to announce that the **2025 Most Oregon Part of Oregon (MOP0) Awards** will be presented as part of the Mid-Willamette Valley Tourism Summit. The MOP0 Awards honor individuals, businesses, and organizations that go above and beyond to promote the Mid-Willamette Valley as a top-tier destination for visitors. For detailed information, please visit [our website](#).

We look forward to seeing you there!

Interested in Sponsorship Opportunities?

If you'd like to showcase your business as a sponsor for the Mid-Willamette Valley Tourism Summit, please reach out to Tina Winge at Tina@TravelSalem.com or call 503.581.4325 ext. 125.

Register for the 2025 Tourism Summit

mopo mixer reminder

Travel Salem is excited to host 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.

MOPPO 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 our next **MOPPO Mixer Thursday, October 30, 2025 at Marco Polo Global Restaurant**



Future MOPPO Mixers: January 29, 2026 & April 30, 2026

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: Marco Polo Global Restaurant (300 Liberty St. SE, Salem)

Time: 4 p.m. – 6 p.m.

Date: Thursday, October 30, 2025

RSVP for the MOPPO Mixer



Cherry Blossoms at the State Capitol

travel salem's quarterly report

Travel Salem is pleased to present our 2024-25 Q4 Report which outlines the organization's accomplishments and financial performance from April 1- June 30, 2025.

This report provides a comprehensive look at Salem's tourism performance during the fourth quarter including visitor trends, economic impact, marketing initiatives, and group sales activity.

[Read the Q4 report here.](#)

willamette valley strategic investment fund application opens october 1, 2025

The Willamette Valley Visitors Association (WVVA) is now accepting applications for the 2025-2026 Strategic Investment Fund. This fund supports community-driven projects that enhance destination marketing and development in the Willamette Valley. Eligible Projects include destination marketing, destination development, meetings & events, sports tourism, venue accessibility, and more.

For detailed guidelines, to watch a recorded webinar and to apply, [please visit the WVVA website.](#)



WVVA Ornament Hunt

travel oregon's recreation ready program now accepting letters of intent



Mill City Kayaking

[Click Here to Register](#)

Travel Oregon is launching the next cycle of its Recreation Ready Program, which offers technical assistance, training, and funding to support the development and improvement of outdoor recreation infrastructure across Oregon.

Funds distributed in the 2025-2029 Recreation Ready cycle must contribute to the development and improvement of Oregon communities by means of the enhancement and expansion of the visitor industry. Projects must align with Travel Oregon's mission and demonstrate the potential to attract overnight visitors, improve accessibility for people with disabilities, enhance community well-being, grow local economic opportunities and steward the natural environment.

To apply to the program, applicants must first complete and submit a Letter of Intent that is open for submissions October 1 - 30, 2025. Details and application information can be found [here](#). There is an Informational Webinar on October 7 at 12:00 p.m. (pre-registration required).

city of salem grant opportunity: salem events and cultural & historic attractions

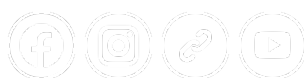
The City of Salem is offering grants to support historic, cultural, and tourism-related events taking place within Salem city limits between July 1, 2026 and June 30, 2027. Grants are funded by revenue from Salem's transient occupancy tax—a tax on rentals of hotel rooms and other temporary lodging spaces. All applicants must attend one of two **mandatory pre-application meetings** at the Salem Library (in person or via Zoom):

- Tuesday, October 7, 2025, 6 – 8 p.m.
- Thursday, October 9, 2025, 10 a.m. – 12 p.m.

[Get More Information and Apply](#)



Deepwood Museum



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