

Marion & Polk Counties 2021 Travel Economic Impact Report

In the past few years, the tourism industry has rolled with the punches as unprecedented events occurred one after another. Now, as we start to return to a sense of normalcy, we are reminded of just how far the travel and tourism industry has come. In Travel Oregon's latest report, The Economic Impact of Travel in Oregon, with research conducted by Dean Runyan Associates—data shows that travel spending in Marion and Polk Counties has surpassed pre-pandemic times with an estimated economic impact (EEI) of \$676.3 million.

Ironman 70.3 Returns in July

As many of you know, Travel Salem, in partnership with the Willamette Valley Visitors Association, Travel Oregon and Sport Oregon, successfully hosted Oregon's inaugural IRONMAN competition in 2021. Travel Salem is proud to announce that this event is back this year and going to be better than ever! With 3,400 athletes registered to compete on July 10th (1,000 more than last year), we cannot wait to see this amazing event take place once again. With an estimated 10,000 spectators coming to Salem, we encourage all downtown businesses to be prepared for higher volumes of guests during this time (July 7th-10th).

Volunteer Opportunities with Ironman 70.3

In 2021, over 7,000 travelers came to the Salem area to watch the magic of Oregon's IRONMAN 70.3 competition. This year, an increase in athletes means an increase in visitors! Travel Salem is looking for eager volunteers to help staff information stations around downtown to provide a friendly smile, recommendations and directions to guests. Volunteers are needed for a variety of timeslots on July 9th and 10th. If you are interested, please contact Isis Thornton-Saunders at isis@travelsalem.com for more information on how to get involved in this exciting event!

Submit Your Events to Travel Salem's Event Calendar

Don't forget to submit your event's to Travel Salem's Events Calendar. The calendar promotes events that occur in Marion or Polk Counties, are open to the public and of interest to visitors. Submission is free.

MEDIA HIGHLIGHTS

[Family Friendly Ways to Enjoy Central Oregon](#)

-TravelOregon.com

[World Athletics Championships Oregon 22](#)

-TravelOregon.com

[4 Fantastic Weekend Getaways from Portland](#)

-TravelAwaits.com