

City of Salem

Tourism Promotion Area (TPA) Public Hearing

November 24, 2025



Tourism Promotion Area (TPA)

Background



- **2019 - Salem Area Lodging Association and Travel Salem**

Approved as Economic Improvement District (EID) in November 2019 for effective date of January 1, 2020

2% fee on overnight stays in Salem, remitted monthly by operators

95% of the revenue generated by the fee is provided back to the City's Destination Marketing Organization (currently Travel Salem)

- **2024 - Salem City Council**

Approved the renewal of the Tourism Promotion Area for another five years, through December 2029

Action amended SRC Chapter 38 to remove Short Term Rentals (STR) and Accessory Short Term Rentals (ASTRs) at request of Salem tourism community

Tourism Promotion Area (TPA)

Today



- **2025 - Travel Salem**

Requested STRs and ASTRs to be brought back into the Tourism Promotion Area

Adjustment to the code to allow both STRs / ASTRs and traditional hotels / motels proportional votes depending on their rentable rooms

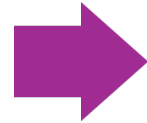
Ex: a hotel with 100 rooms would get 100 votes, whereas a Short Term Rental with one rentable unit would get one vote

Approval of these revisions to the SRC by approval of Ordinance 4-25 would not change the next review date for the TPA of 2029

Next Steps



**Public Hearing
Comment
Period**



**Questions of
Staff**



**City Council
Deliberation**

Thank you.

