annual report

2024-2025

CONTENTS

Travel Salem
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message from the chair & CEO

The Salem & Mid-Willamette Valley tourism sector generated $793.3 million in Estimated Economic Impact (EEI) in 2024 and has grown 24% since 2019. Performance was driven by the region's diversified offerings, sustained strength in hotel Average Daily Rate (ADR), and reinforced by industry collaboration.

Transient Occupancy Tax (TOT) collections reached $5,298,982, supported by a 9.4% YOY increase in occupancy. Gains in both ADR and occupancy highlight the resilience of local lodging and the effectiveness of targeted demand-generation strategies.

Total leverage rose to $2,859,290 (1.7% over previous year), and Travel Salem's programs generated 175.1 million consumer impressions. Leisure advertising generated 22,686 room nights —resources were optimized to maintain awareness and conversion.

Travel Salem delivered 28,665 convention and sports room nights ($17,806,958 in EEI), with future definite bookings of 53,707 room nights, representing $55,713,950 in EEI.

Near- and long-term facility enhancements were identified (e.g., turf, lighting, equipment upgrades) to elevate competitiveness for high-value sports events.

In partnership with Travel Oregon and Wheel the World (WTW), ten sites underwent accessibility assessments. The collaboration amplifies Salem's accessibility, strengthening the region's inclusive brand.

A Visitor Profile Study, conducted with 29 regional partners, captured demographic, spending, and trip motivation data to help inform marketing strategies. Results indicate 95% satisfaction, with the region earning a 9 out of 10 visitor rating.

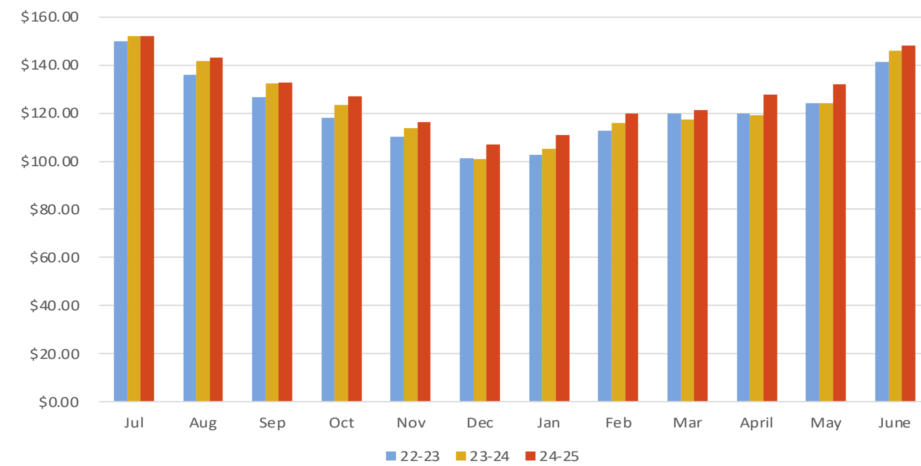
With exceptional visitor satisfaction, continued attention on sports infrastructure and a robust pipeline of future events, the region is well positioned for growth and resilience in the years ahead.

Chair
Austin McGuigan
Polk County Community Development

President & CEO
Angie Villery
Travel Salem

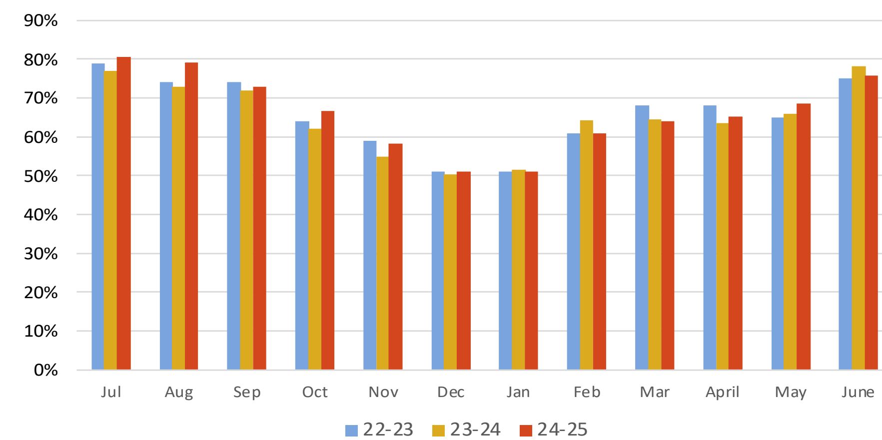
AVERAGE DAILY RATE (STR)

24-25 HOTEL ADR UP 3.1%



OCCUPANCY (STR)

24-25 HOTEL OCCUPANCY UP 2%



$793.3 million
estimated economic impact
2024 marion & polk counties

key performance measurements

Key performance measurements are tracked to provide a picture of the overall economic health of the Salem & Mid-Willamette Valley tourism industry. When evaluating progress, these nine selected indicators should be considered alongside other measurements such as financial resources, program staff and advertising support. Environmental influences and other economic trends are also considered to gain better insight into the health of the industry.

Specific tourism-based activities also provide context for evaluating the bigger picture and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives. Travel Salem is not the sole contributor or driver to the region's tourism-based economic outcomes. However, the organization takes a leadership role in economic development and tourism promotion to help shape industry results.


Seabright Gardens

	PERFORMANCE MEASUREMENT*	24-25 ACTUALS	% 24-25	24-25 YEAR-END GOAL	23-24 ACTUALS
1	Estimated Economic Impact**	$793,300,000	100%	↑2% = $796,926,000	$781,300,000
2	Salem Transient Occupancy Tax (TOT)**	$5,298,982	104%	↑5% = $5,084,494	$4,842,375
3	Leverage	$2,859,290	124%	$2,300,000	$2,809,379
4	Consumer Engagement***	175,125,790	89%	↑15% = 197,435,763	171,683,272
5	Visitor Information Network Attendance	80,256	70%	↑6% = 114,203	107,739
6	Earned Media Impressions	141,782,300	113%	↑5% = 128,990,400	122,848,000
7	Social Media Reach***	10,131,106	73%	↑12% = 13,924,456	12,432,550
8	Online Visits***	411,260	137%	↑10% = 301,027	273,661
9	Convention/Sports Room Nights****	28,655	79%	↑10% = 36,354	33,049

* Targets are based on normal market conditions and don't take into consideration significant impacts such as pandemic, recession, depression, natural disasters, fuel anomalies, etc.

** Outcomes influenced by fluctuations in ADR & occupancy

*** Methodologies may change year to year as vendors update their algorithms; year-over-year changes may not be comparable

**** Preliminary numbers

KEY PERFORMANCE MEASUREMENTS:

a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

23-24 ACTUALS | 24-25 ACTUALS | 24-25 GOAL

1 ESTIMATED ECONOMIC IMPACT

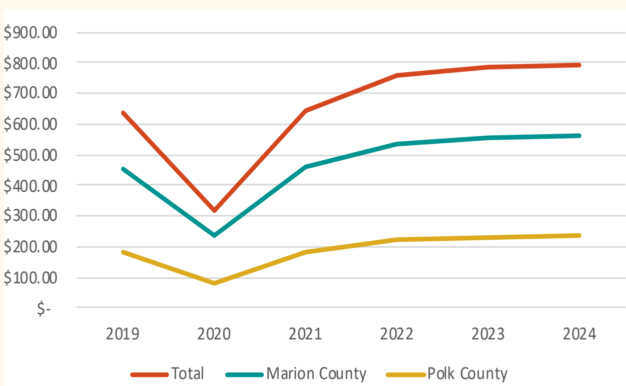
24-25 GOAL: $796,926,000

$781,300,300

$793,300,000

Salem & the Mid-Willamette Valley surpassed 2023's record EEI by 1.5%. The region's diverse offerings (e.g., history, recreation, wine, food), along with elevated hotel ADR, continue to bolster the tourism industry's performance with a 24% overall growth rate since 2019.

travel spending (millions)



2 TRANSIENT OCCUPANCY TAX (TOT)

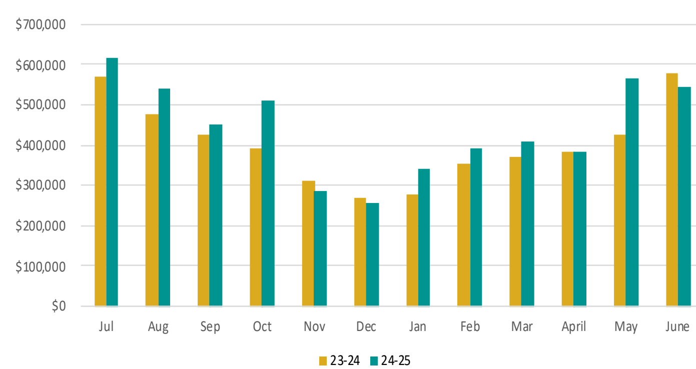
24-25 GOAL: $5,084,494

$4,842,375

$5,298,982

Overall occupancy increased 9.4% YOY to $5.3 million, the highest on record due to increases in hotel ADR and occupancy (104% of goal).

salem tot



3 LEVERAGE

24-25 GOAL: $2,300,000

$2,809,379

$2,859,290

Leverage surpassed 24-25 goal by 24% and 1.7% over 23-24 actuals. The increase is attributed to a grant Travel Salem received from Travel Oregon and earned media.

Detroit Lake

KEY PERFORMANCE MEASUREMENTS:

a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

23-24 ACTUALS	24-25 ACTUALS	24-25 GOAL

4 CONSUMER ENGAGEMENT

24-25 GOAL: 197,435,763

171,077,272

175,125,790

Overall consumer engagement increased 2% YOY due to increased print media impressions.

ADVERTISING

15,712,453
Digital Impressions
(Online Ads, Google Ads, Social Media, Blogs, Expedia)

249,996
Print Ad Impressions

22,686
Hotel Room Nights

$3,173,166
Hotel Revenue

5 VISITOR INFORMATION NETWORK

24-25 GOAL: 114,203

107,793

80,256

Visitor Information Network attendence decreased by 25% YOY due to a lack of signage on I-5, which should be replaced in FY 25-26, and two satellite visitor info locations out of service due to remodelling (The Hotel Salem, Best Western Plus Mill Creek Inn).

#SalemIsMOPO

6 EARNED MEDIA IMPRESSIONS

24-25 GOAL: 128,990,400

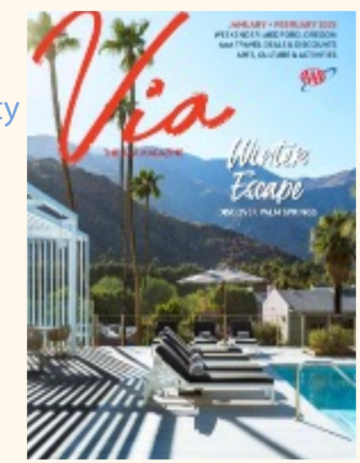
122,848,000

141,782,300

The 113% increase over goal is due to transitioning to a PR contractor, which also serves as WVVA's and Travel Oregon's agency of record. The benefits of this arrangement include leveraging media opportunities across the region and state, as well as the agency focuses solely on media pitching.

"Raise the Curtain: Historic Theaters are Restored as Community Centers"

Highlighted: The Elsinore Theatre Ad Value: $28,000
Circulation: 3,600,000



KEY PERFORMANCE MEASUREMENTS:

a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

23-24 ACTUALS	24-25 ACTUALS	24-25 GOAL

7 SOCIAL MEDIA REACH

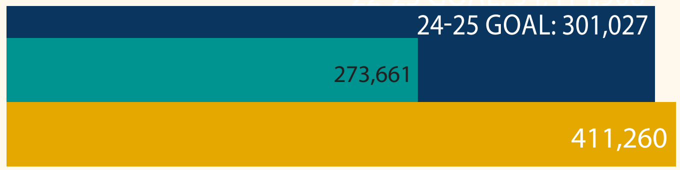
STPA marketing budget reductions resulted in: 1) Decreased social media boosting, and 2) The transition of social media and content creation to a part-time contractor. This led to a decrease of 27% in social media reach.

Best Performing Video
“Schreiner’s Gardens”

Facebook:
150,769 views

Instagram:
45,173 views

8 ONLINE VISITS



Online visits reached 136% of goal, an increase of 50% over previous year due to attaching Google ads to consumer Blogs. This drove more webpage views while highlighting assets throughout the region such as summer events, historic sites, and garden hopping.

Best Performing Blog
“Commemorate Hispanic heritage Month at these Salem Area Icons”
5,402 Views

9 CONVENTIONS & SPORTS ROOM NIGHTS

Actualized room night production decreased 13% compared to last year. The decrease is due to room pickup from Jehovah Witness that came in under projection and transition in sales team staffing.

YTD ACTUAL EVENTS

$17,806,958
EEI

28,655
Room Nights

BOOKED

$8,311,665
EEI

20,952
Est. Room Nights

FUTURE DEFINITE

$55,713,950
EEI

53,707
Est. Room Nights

core areas of focus

Strategic Imperative: INCREASE VISITOR-RELATED ECONOMIC IMPACT

EXTERNALLY FOCUSED

Destination Experience [DE]

Create transformative experiences utilizing deep industry expertise & unsurpassed product knowledge that connect visitors and residents.

OBJECTIVE	MEASUREMENT
1. Expand the footprint of destination information, engagement & proactive outreach	Visitor network traffic & visitor promotional outreach
2. Strengthen the capacity of the tourism ecosystem by providing industry training & resources	Number of industry partners reached through education & training, and any resulting outcomes
3. Provide customized group services that respond to the needs of meeting & event planners	Number of groups assisted & expand customized services provided
4. Capture visitor feedback through proactive outreach & respond to opportunities with sales and marketing	Number of surveys completed and any resulting outcomes

Destination Development [DD]

Enhance destination appeal and competitive edge through strategic and sustainable initiatives and product development.

OBJECTIVE	MEASUREMENT
1. Develop product for the non-peak season (Nov-Mar) when visitation is lower (e.g., campaigns, trails, events)	Increase shoulder season product
2. Work with the Salem Area Sports Commission (SASC) to cultivate the sports/recreation sector by recruiting new opportunities and growing existing events	Increase sports/recreation sector bookings
3. Assist the cultural & heritage sector with planning, collaboration & evaluation	Improved cultural heritage communications deliverables
4. Identify & influence initiatives that improve destination accessibility (e.g., wayfinding, commercial air service)	New transportation-related initiatives underway

Destination Marketing [DM]

Blaze The Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group & leisure travelers.

OBJECTIVE	MEASUREMENT
1. Unite Mid-Willamette Valley partners through shared vision, advocacy & collaboration	756200000
2. Craft messaging that differentiates the region's unique attributes through inspirational & actionable content	Shift messaging to highlight the people linked to iconic places & focus on defining attributes
3. Secure citywide room nights through innovative group sales strategies	Increase group bookings
4. Target shoulder season visitation through coordinated sales & marketing efforts	Increase shoulder season room nights
5. Promote tourism industry awareness and engage community ambassadors through locally targeted initiatives	Increase resident engagement
6. Leverage key partnerships & strategies to amplify reach & effectiveness	Increase visitor engagement
7. Utilize data & research to anticipate & capitalize on trends & marketing opportunities	Utilize data & research to influence marketing decisions

INTERNALLY FOCUSED

Organization Optimization [OO]

Develop long-term stable funding, strategic staffing levels and the technology & tools to support a robust Destination Leadership Organization.

OBJECTIVE	MEASUREMENT
1. Leverage complex & dynamic funding streams to maximize economic impact	Maintain diversified revenue streams and successfully impliment the Tourism Promotion Area program
2. Adapt human resources to meet industry demands	Ensure adequate staffing levels
3. Hone communication & strategic collaboration across program areas	Utilize streamlined and effective communication systems
4. Utilize technology to streamline productivity & spur innovation	Adopt new technology as needed
5. Implement multifaceted vision for new headquarters building	Headquarters building operating and fully functional
6. Ensure transparency & accountability through detailed reporting, research and stakeholder communications	Track stakeholder satisfaction levels and deliver meanigful & user-friendly reports and industry communications

CORE AREAS OF FOCUS:

highlights

Below are initiatives from the year that demonstrate progress in Core Areas of Focus from the 2020-25 Strategic Plan

funding sources key

grant FUNDED	tot FUNDED	wcp FUNDED	stpa FUNDED	wvva FUNDED	flex FUNDED	blend FUNDED
Funded by grants	Funded by Transient Occupancy Tax	Funded by Wine Country Plate program	Funded by Salem Tourism Promotion Area	Funded by the Willamette Valley Visitors Association	Funded by private revenue sources	Item funded by more than one source

DESTINATION EXPERIENCE [DE]

Create transformative experiences utilizing deep industry expertise & unsurpassed product knowledge that connect visitors with the people and the place.

95% of those surveyed were highly satisfied with the Salem region – ranking it a **9 out of 10**

VISITOR PROFILE STUDY [DE 1,2,4]

tot FUNDED flex FUNDED

Travel Salem concluded a year-long Visitor Profile Study focused on visitors to Salem & the Mid-Willamette Valley. Twenty-nine locations contributed by collecting surveys from visitors living more than fifty miles away. The study included demographic data, spending patterns and other statistics that aid in destination marketing strategies.

VISITOR CENTER DISPLAYS [DE 1]

tot FUNDED

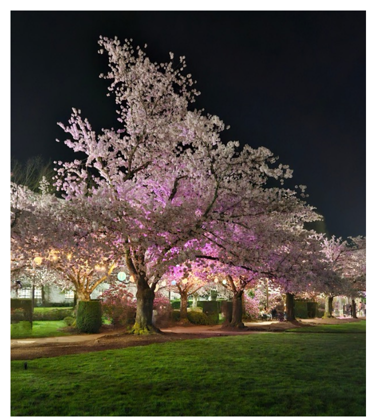
The Salem Visitor Center featured the following exhibits:

- Artists in Action "Parasol Project" display for Cherry Blossom Day and season
- Willamette Heritage Center "Sheep to Shawl" event
- The Lord & Schryver Conservancy and Englewood Park

MID-WILLAMETTE VALLEY TOURISM SUMMIT [DE 1,2]

flex FUNDED stpa FUNDED

The third annual Mid-Willamette Valley Tourism Summit was held in November bringing together the tourism industry for education and conversations around driving economic development for the Salem area. This year's workshops focused on inter-generational communications, social media strategies, and tribal perspectives and engagement.



CHERRY BLOSSOM PHOTO CONTEST [DE 1]

blend FUNDED

Travel Salem launched a Cherry Blossom Photo Contest to encourage public engagement & increase awareness by inviting individuals to share their best blossom photos on Instagram, Facebook and TikTok. The contest generated strong participation & visibility:

- 142 photo entries
- 575,712 total impressions
- 4 winners selected & promoted through Travel Salem, the Oregon State Capitol, & the City of Salem platforms

CORE AREAS OF FOCUS:

highlights

Below are initiatives from the year that demonstrate progress in Core Areas of Focus from the 2020-25 Strategic Plan

funding sources key

- **grant FUNDED** — Funded by grants
- **tot FUNDED** — Funded by Transient Occupancy Tax
- **wcp FUNDED** — Funded by Wine Country Plate program
- **stpa FUNDED** — Funded by Salem Tourism Promotion Area
- **wvva FUNDED** — Funded by the Willamette Valley Visitors Association
- **flex FUNDED** — Funded by private revenue sources
- **blend FUNDED** — Item funded by more than one source

DESTINATION DEVELOPMENT [DD]

Enhance destination appeal and competitive edge through strategic and sustainable initiatives and product development.

SPORTS VENUE ANALYSIS [DD1,2]

stpa FUNDED

Travel Salem partnered with the Huddle Up Group to conduct a sports venue analysis to identify near-term and long-term facility enhancements that can bolster sports tourism to Salem & the Mid-Willamette Valley. The analysis revealed enhancement opportunities ranging from turf, lighting and equipment to a new pickleball facility.

RESILIENT HEADWATERS GRANT [DD 6]

grant FUNDED

Travel Salem, in partnership with the Resilient Headwaters Coalition, was awarded a $130,000 grant from Travel Oregon. Grant funds will support the following initiatives:

- Development of new, accessible Santiam Canyon trail & trailhead amenities
- Installation of wayfinding & interpretive signage
- Expanded planning efforts for a 1.5-mile trail loop around Daly Lake

wheel the world

WHEEL THE WORLD [DD 4]

blend FUNDED

Travel Salem is partnering with Travel Oregon and Wheel the World (WTW) to ensure every visitor can explore and experience the Salem region without limitations. This initiative is about accessibility.

Ten locations were assessed and received a report with suggested enhancements to meet the needs of all visitors. WTW also expands Salem's marketing message of accessibility throughout the world.

MID-WILLAMETTE VALLEY TOURISM ECONOMIC DEVELOPMENT CONSORTIUM (DD 1,4]

blend FUNDED

Three Mid-Willamette Valley Tourism Economic Development Consortium meetings were held and focused on:

- Oregon legislative initiatives & how to get involved in the legislative process
- Oregon's film & video opportunities
- Placer geo fencing data

CORE AREAS OF FOCUS:

highlights

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DESTINATION MARKETING

Blaze The Most Oregon Part of Oregon brand and promote the region as a premier destination to create demand for group & leisure travelers.

[DM]

EXPEDIA CAMPAIGN [DM 4,6,7]

stpa FUNDED

Launched a 24-25 Expedia campaign in cooperation with Travel Oregon. The year-long campaign targets Oreong's top fly/ drive markets and travelers intending ot take trips who have yet to book their stay. The promotion generated 19,248 room nights and an estimated $2.7 million in hotel revenue.

AMERICAN TRUCK HISTORICAL SOCIETY [DM 3,4,6]

tot FUNDED flex FUNDED

Booked the 2027 Antique Truck event organized by the American Truck Historical Society at the Oregon State Fairgrounds & Expo Center. This will be Salem's second time hosting this group. The 2027 event is expected to generate 2,100 room nights.

WINE COUNTRY PLATE REGION 1 MARKETING CAMPAIGN [DM 1,2,4,6]

wcp FUNDED

The campaign featured broadcast & streaming television commercials, along with paid search advertising targeting consumers in Seattle, WA & Dallas, TX. The primary focus was to promote Salem's culinary offerings.

Campaign outcomes:

- 5.84 million total impressions

SMALL MARKET MEETING FAMILIARIZATION TOUR [DM 3,4,6]

stpa FUNDED

In partnership with Small Market Meetings, Travel Salem hosted seven qualified conference planners representing the retail, sports, and third-party planning sectors. The visit was designed to showcase Salem's meeting facilities and amenities, with the goal of generating future group business. A few locations on the tour were Willamette Heritage Center, Salem Convention Center, Home2 Suites, Oregon State Fair & Expo, etc.

CORE AREAS OF FOCUS:

highlights

Below are initiatives from the year that demonstrate progress in Core Areas of Focus from the 2020-25 Strategic Plan

funding sources key

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ORGANIZATION OPTIMIZATION [OO]

Develop long-term stable funding, strategic staffing levels and the technology & tools to support a robust Destination Leadership Organization.

2025-2030 STRATEGIC PLAN [OO 1,2,3,4,5,6]

Travel Salem engaged diverse sectors of the industry through comprehensive surveys and facilitated focus group sessions to gather insights and feedback on regional perspective. The plan was adopted by the Travel Salem Board and available on the TravelSalem.com.

TECHNOLOGY RESOURCES [OO 4] stpa FUNDED

Travel Salem invested in two technology resources to increase group & data intelligence:

- Knowland connects the sales program with actual meeting opportunities and reveals insights and contacts that optimize processes to engage with group planners
- Zartico is a data platform that tracks lodging data (e.g., ADR, Occupancy, length of stay) and visitor spend through VISA tracking

SALEM TOURISM PROMOTION AREA (STPA) RENEWAL [OO 1] stpa FUNDED

The Salem Tourism Promotion Area (STPA) was renewed for another five years (2025-2030). In 2020, Salem area lodging facilities enacted a voluntary 2% fee on each lodging room sold. The funds from the STPA enabled Travel Salem to market at a higher level increasing economic return to Salem and the region.

STRATEGIC REALIGNMENT [OO 2,3]

Travel Salem underwent a restructure of key departments in order to best align with the strategic vision, including a Chief Strategy Officer, Chief Sales Officer & Executive Director of the Salem Area Sports Commission and VP of Meetings and Conventions.

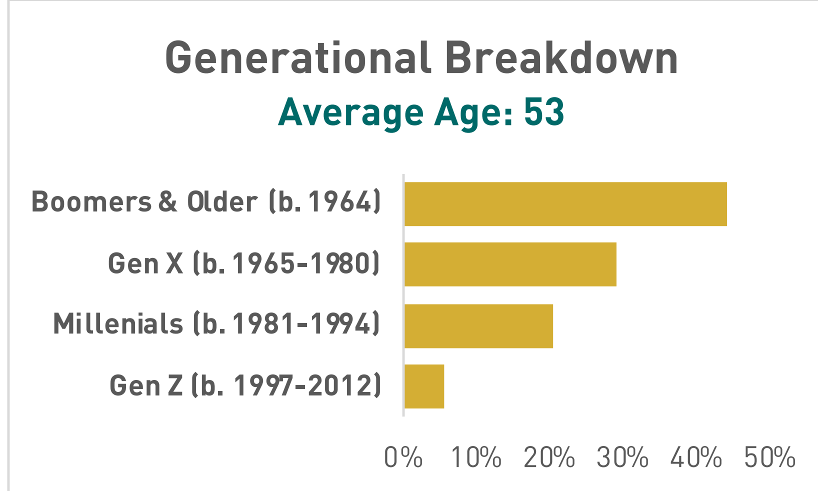
2024-2025 state of the industry

2.6 million visitors traveled to our region in 2024, driving an overall visitor spend of $793.3 million in Marion & Polk counties, including an estimated $674.3 million spent in Salem.

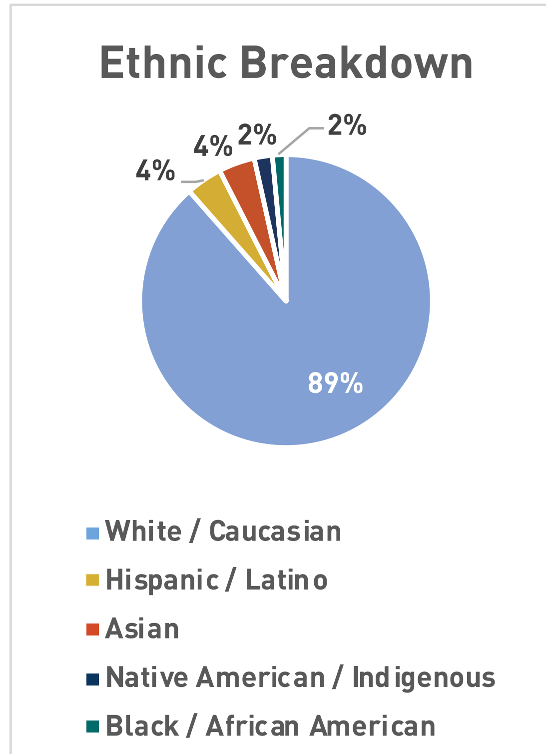
Visitors to Salem were 53 years of age on average, and more than three quarters traveled with spouse or partner. The vast majority were repeat leisure travelers, visiting friends or relatives or for an event, and staying primarily in hotels, motels or private residences.

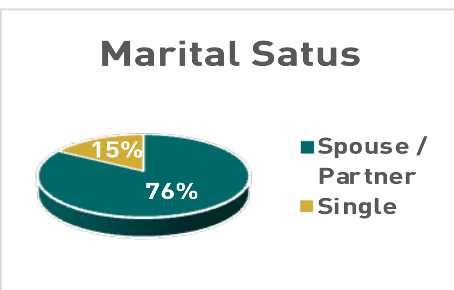
The region's key satisfaction rating was an almost perfect score for overall positive trip experiences, specifically citing local food, inclusiveness, outdoor recreation and value.

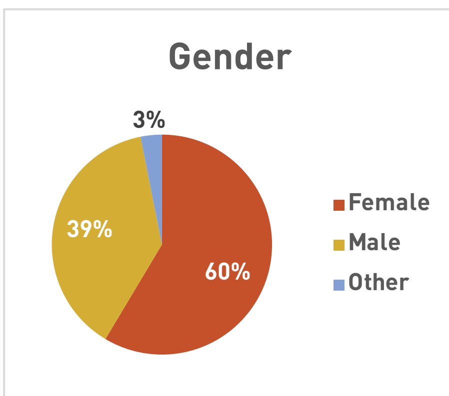
2024 DESTINATIONS INTERNATIONAL: SALEM-SPECIFIC RESULTS

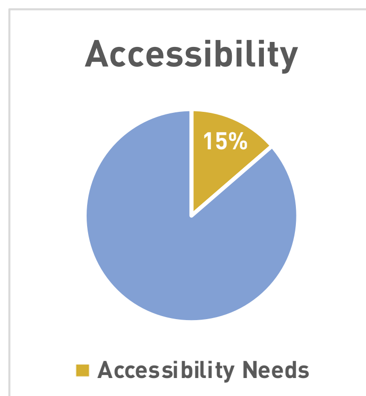


2024 EEI	Marion	Polk	Combined	Salem
Visitor Expenditures	$558,700,000	$234,600,000	$793,300,000	$674,300,000
Earnings	$156,300,000	$92,100,000	$248,400,000	$211,140,000
Employment	5,010	2,940	7,950	6,757
Visitors	2,150,590	549,360	2,699,950	2,294,957

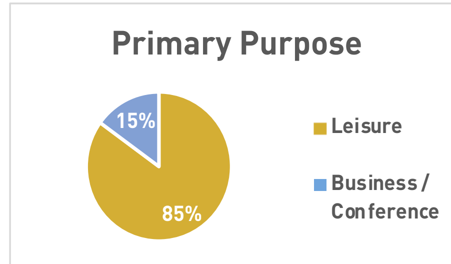


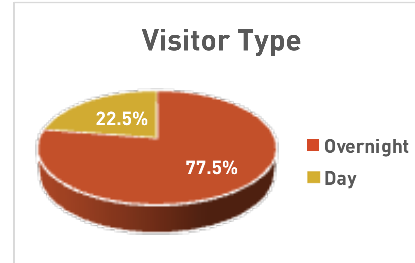






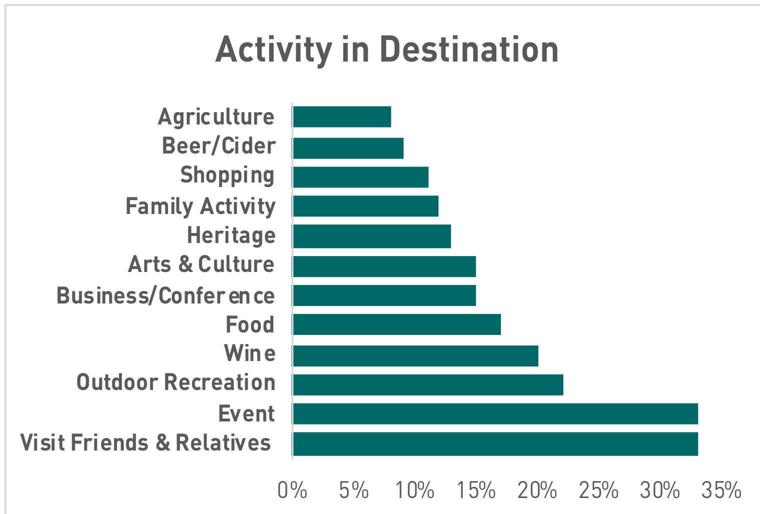
2024-2025 state of the industry visitor snapshot

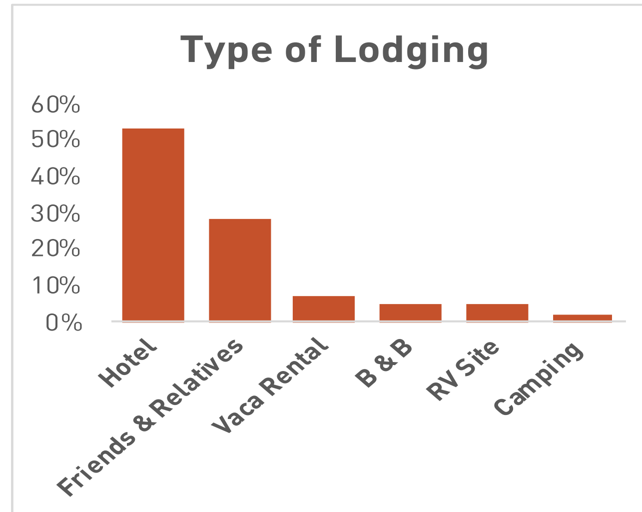




top countries of origin

1. USA
2. Canada
3. United Kingdom
4. Mexico
5. Germany





top states of origin

1. Oregon
2. California
3. Washington
4. Arizona
5. Texas

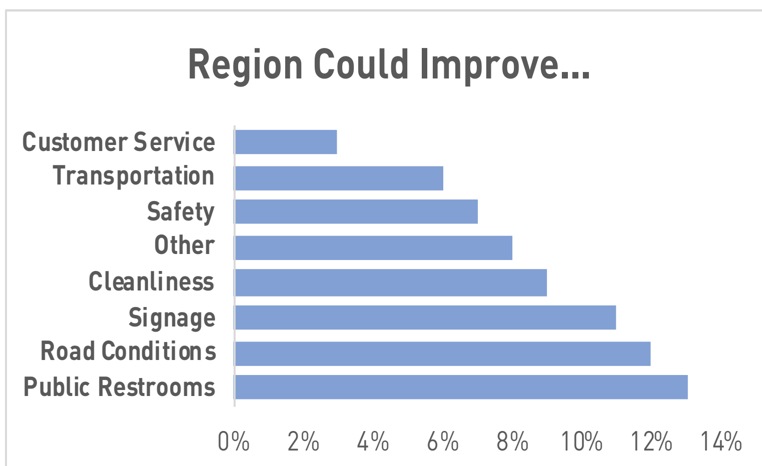
avg. household income: $120,744

household with children: 18%

average spend: $851

average stay: 3.4 days

overall satisfaction: 9 out of 10



staff

Administrative
Angie Villery, President & CEO
Irene Bernards, EVP & Chief Strategy Officer
Jennifer Miller, Operations Manager

Marketing & Communications
Kara Kuh, Chief Marketing Officer
Emily Lauer, Marketing Manager
Marissa Brown, Digital Marketing & Analytics Coordinator
Sierra Langford, Guest Services Coordinator
Tina Winge, Partnership & Engagement Manager

Sales
Joey Jewell, Chief Sales Officer & Executive Director of SASC
Tom Garlock, Sports Development Manager
Greg Heinze, VP of Meetings & Conventions
Katie Cundiff, Sales & Services Coordinator

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503-581-4325
www.TravelSalem.com

THE MOST OREGON PART OF OREGON
travel salem

Travel Salem is pleased to present the 24-25 Annual Report & State of the Industry, pursuant to 2023 City of Salem Contract Section 1.8 & 1.8.1. The contract stipulates quarterly reports include a financial report, an overview of activities and performance measurement data, and a clear demonstration of how Transient Occupancy Tax funds and Salem Tourism Promotion Area funds are used on projects, programs, and initiatives, in Salem.

This report fulfills these contractual requirements. All programs and services tie back to Travel Salem's 2020-2025 Strategic Plan and the 2024-25 Business Plan, and drive toward the imperative to increase visitor related economic impact through four core areas of focus: destination experience, destination development, destination marketing, and organization optimization.