

travel
saalem

THE MOST OREGON
PART OF OREGON

2020-21

ANNUAL REPORT

Promoting Salem & the
Mid-Willamette Valley

mission

Inspire travel and foster economic prosperity by harnessing our destination's unique value proposition through partnership, innovation, and responsible development that enhances the visitor experience and enriches the lives of residents.

travel
saalem



content

INTRODUCTION

Message from the Chair & CEO	2
Key Performance Measurements	3

DESTINATION EXPERIENCE

Visitor Outreach	6
Convention & Group Services	6

DESTINATION DEVELOPMENT

Initiatives	8
-------------	---

DESTINATION MARKETING

Public Relations	11
Social Media	13
Content Creation	14
Online Marketing	15
Communications	16
Advertising	17
Conventions & Groups	18
Sports & Events	19
Willamette Valley Visitors Association	20

ORGANIZATION OPTIMIZATION

Membership	23
Communications	24
20-21 Financials	25

team

STAFF

Executive & Administration

Angie Onyewuchi
President & CEO
Jennifer Miller
Operations Coordinator

Conventions / Events / Sports

Debbie McCune
VP & Chief Sales Officer
Damian Williams
Sports & Events Sales Manager

Membership

Brandon Lawrence
Director of Membership & Sponsorship

Marketing & Communications

Irene Bernards
EVP & Chief Marketing Officer
Kara Kuh
Deputy Marketing Officer
Taylor Cantonwine
Marketing Coordinator
Amanda Southworth
Website Coordinator
Erick Durano
Social Media Coordinator
Kaitlyn Cook
Polk County Destination Development Manager

2020-21 BOARD OF DIRECTORS & OFFICERS

Officers

Chair Jake Bryant
Best Western PLUS Mill Creek Inn
Vice Chair Austin McGuigan
Polk County Community Development
Past Chair Toby Olsen
Hampton Inn & Suites
Secretary Dino Venti
Venti's Restaurants
Treasurer Jason Brandt
Oregon Restaurant and Lodging Association

Directors

Courtney Busch City of Salem	Shawn Irvine City of Independence	Yvonne Putze Deepwood Museum & Gardens
Kevin Cameron Marion County Commissioner	Jim Lewis Salem City Councilor	Rochelle Rafn Rafns' Restaurant & Salem Orchestra
Alex Casebeer Capitol Auto Group	Chris Neider City of Salem	Jim Rasmussen Modern Building Systems
Nancy DeSouza Retired, State of Oregon	Sean O'Day Oregon Department of Veterans' Affairs	Patrick Sieng Realty One Group
Kristen Grainger True North	John Pataccoli Redhawk Vineyard & Winery	Scott Snyder The Grand Hotel & SALA
Christopher Holland Taproot Lounge & Café		T.J. Sullivan Huggins Insurance

388 State St., Suite 100, Salem, OR 97301 >> 503-581-4325 >> [travelsalem.com]



message from the chair & ceo

Ron Cooper

As the world entered the second year of the COVID-19 global pandemic, we started to see a glimmer of light with the roll out of vaccines. The Delta variant surfaced causing heightened concerns about vaccine efficacy and a ripple effect impacting renewed health, safety, and travel concerns.

Meanwhile in Oregon, along with the pandemic, our communities battled the worst wildfire season in recent history that destroyed entire communities. Salem and the Mid-Willamette Valley was not immune to the devastation. The Santiam River Territory including the Willamette National Forest, the Detroit-Mill City area and beyond were forever changed as landscapes, homes and businesses burned. The smoke from the fires turned daylight to an amber dusk and ash fell throughout the region. Air quality was a major concern and people stayed indoors as much as possible.

As with COVID-19, Travel Salem's messaging shifted and expanded to include wildfire updates and available public resources. We partnered with FEMA to assist with finding lodging for fire-displaced families. With the onset of Oregon's long-awaited rainy season which helped knock down the fires, we once again started to see the light at the end of the tunnel. However, the respite was short-lived with a devastating February ice storm that damaged trees, roads, homes and businesses throughout the region. In some areas electricity was out for almost a week and the region's outdoor trails, forests and waterways were impacted and in need of considerable clean-up and rebuilding efforts.

Knowing brighter days were ahead, Travel Salem continued forward supporting our communities through the numerous challenges. We continued resident outreach to gauge comfort with welcoming visitors back to the region, and we provided travel inspiration to consumers through robust advertising campaigns that generated 8+ million impressions to ensure Salem stayed top of mind. Despite significant hardships, the region's tourism industry demonstrated resiliency and innovation driving positive trends overall for 2021.

With the close of 20-21, we stand in awe as we recognize the strength and determination of our community and industry. Rebuilding is underway, businesses continue to reopen with a renewed commitment to workforce development, and the region's heartbeat remains strong. It's the character of our people and their conviction to deliver amazing customer service and one-of-a-kind experiences that makes Salem and the Mid-Willamette Valley the Most Oregon Part of Oregon.

Onward & Upward!



Jake Bryant
Chair



Angie Onyewuchi
President & CEO

KEY PERFORMANCE MEASUREMENTS

There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry.

When evaluating progress, these indicators must be considered alongside other measurements such as financial resources, program staff and membership support. Add into the mix environmental influences and other economic trends to gain better insight into the health of the industry.

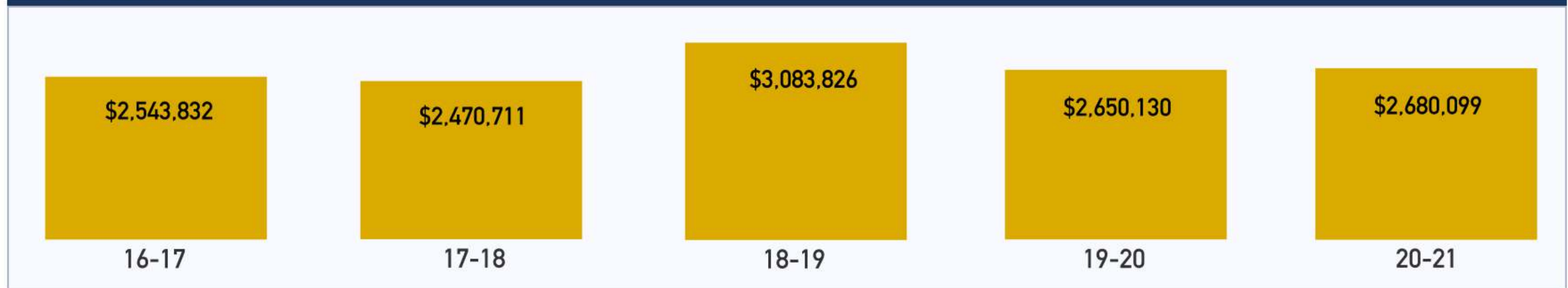
Specific tourism-based activities also provide context for evaluating the big picture and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives.

Travel Salem is not the sole contributor or driver to the region's tourism economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.

TRANSIENT OCCUPANCY TAX (IN MILLIONS)



LEVERAGE TRENDS



STPA

The Salem Tourism Promotion Area generated **\$639,571** and allowed Travel Salem to implement increased marketing and sales initiatives.

FUNDING LEGEND

Corresponding icons are at the top of report sections to indicate different funding sources. Separate initiatives are color-coded based on funding source.

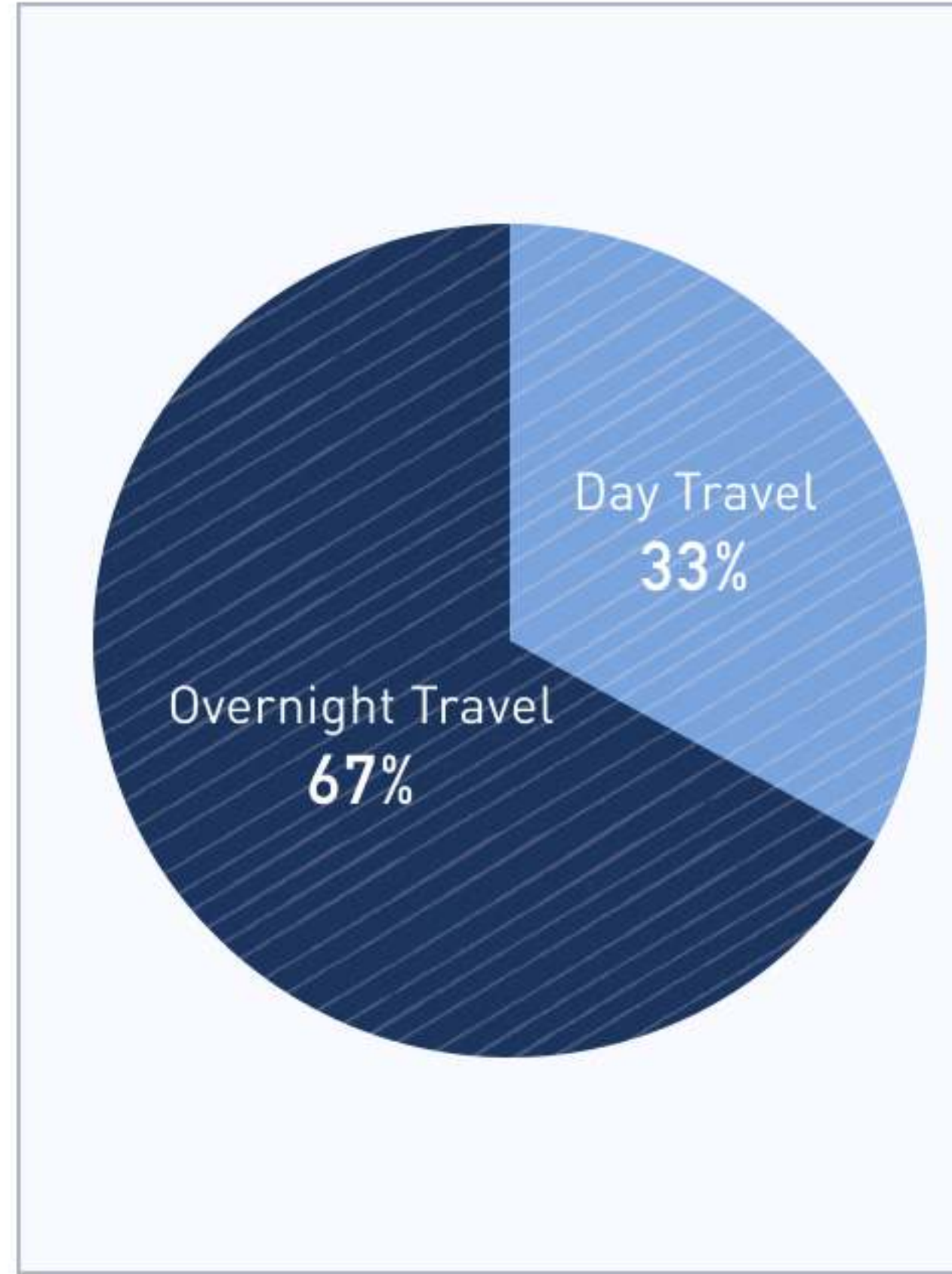


2020 ESTIMATED TRAVEL IMPACTS

MARION & POLK COUNTIES (IN MILLIONS)

Arts & Entertainment	\$35.1 (-76%)
Food & Beverage	\$79.8 (-51%)
Accommodations	\$58.8 (-29%)
Retail Sales	\$34 (-45%)
Food Stores	\$33.5 (-43%)
Local Transportation & Gas	\$30.9 (-38%)
Other Travel	\$43 (-41%)
Direct Travel Spending Total	\$315 (-51%)
Direct Earnings	\$159.3 (-14%)
Jobs (in thousands)	6,050 (-18%)

* All areas decreased due to COVID-19



Joshua Rainey



ESTIMATED ECONOMIC IMPACT (IN MILLIONS)



* Decreased due to COVID-19

LODGING BREAKDOWN

Item	Hotel/Motel	Private Home/Family/Friends	Camping/VRBO/other	Total
MARION COUNTY				
Person Nights	952,480	1,974,130	351,320	3,277,930
Party Nights	345,100	821,640	132,920	1,299,660
POLK COUNTY				
Person Nights	132,980	563,980	76,090	773,050
Party Nights	47,980	239,320	28,160	315,460



Joshua Rainey

destination experience

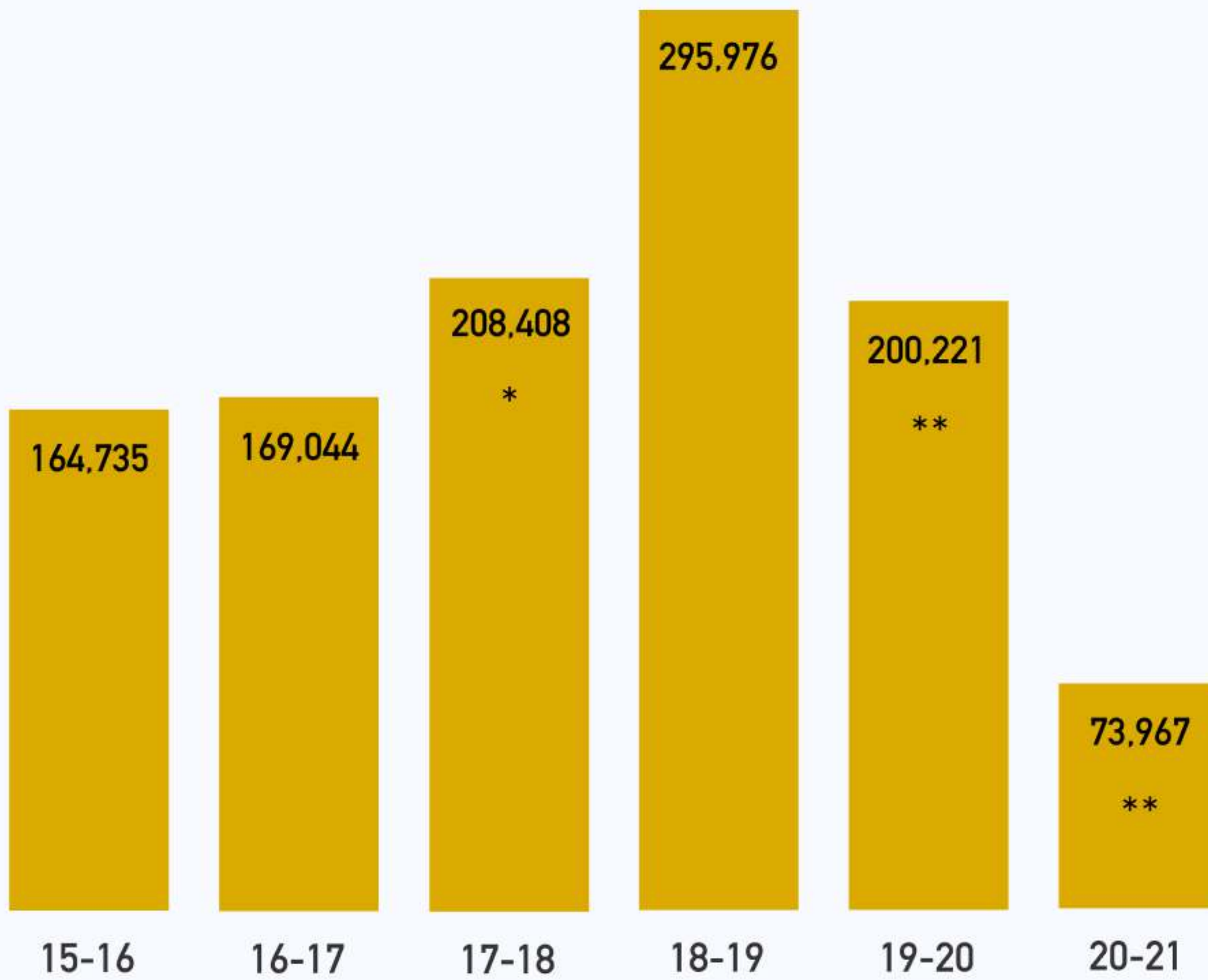
Create transformative experiences utilizing deep industry expertise and unsurpassed product knowledge that connect visitors with the people and the place.



Joshua Rainey

VISITOR OUTREACH

VISITOR INFORMATION NETWORK



* Visitor Center moved to State Street Location
 ** VC Closed due to COVID

Promoted **1,544 Salem area events**. An average of **129** events were promoted every month.

Provided customized support to **339 relocation inquiries** from businesses, families, and individuals.

The Travel Salem **Visitor Information Network** includes 9+ locations, and served **73,967** visitors in 2020-2021 — a decrease of 63% over the previous year due to the downtown Salem Visitors Center closed the entire fiscal year as a result of COVID 19.

CONVENTION SERVICES

Provided on-site Visitor Information & Services:

- Hoopla 3V3 Basketball Tournament
- USA Softball Girls 14 National
- Miss Oregon Volunteer Pageant

3 groups assisted

12,279 attendees





destination development



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



INITIATIVES

Wine Country Plate sales reached **54,120** by the end of June 2021, generating roughly **\$1.6 million** in new resources for culinary tourism promotion across Oregon. The Wine Country Plate is the second fastest selling specialty license plate in Oregon's history.

Travel Salem served as the lead for Wine Country Plate funds for Region #1 (Marion, Polk, Yamhill counties) and created and implemented a robust tri-county marketing plan.



HIGHLIGHTS

Partnered with the Willamette Valley Visitors Association to host **BRAVO's Top Chef** in the Willamette Valley. Locations throughout the Mid-Valley region were featured as well as products from the region.

The finale aired on June 18, 2021 at Willamette Valley Vineyards. The broadcast generated **1.1 million** television impressions, **5.2 million** digital impressions and **318,000** social media engagements.



WVVA

Launched a **giveaway campaign featuring artisan crafted goods** and unique "maker" stories from the Mid-Willamette Valley.

The campaign generated **3,012** consumer entries and **517,518** impressions across Instagram and Facebook.



Joshua Rainey

Launched an **Oregonian campaign** featuring seven articles on Salem and the Mid-Willamette Valley and two Peak Northwest Pod casts and a 10-minute video. The campaign resulted in **36,600** video views, **321,000** social media engagements and **1,200,000** impressions.

Travel & Outdoors

The 20 best things to do around Salem, Oregon's capital and day trip destination

Published: May, 24, 2021, 7:30 a.m.

Began work with the **cultural heritage sector** to coalesce and facilitate coordinated marketing strategies, planning and evaluation efforts, and enhanced visitor experiences.

Created a work plan that includes a phased approach to be executed over approximately one year.



Joshua Rainey

Created a **Marketing Toolkit** that includes resources for businesses and organizations to help step them through numerous strategies (e.g., marketing plan development, branding tips, metrics, grant writing, media relations, social media best practices, newsletter and website tips, low cost & no cost marketing, brochure development tips, committee function).

Created a **Crisis Communications Plan** to proactively prepare for sudden and significant events, such as natural disasters, public safety incidents, etc. The plan facilitates coordinated strategies to respond promptly, accurately and confidently during an emergency and in the hours and days that follow.

Travel Salem served on Willamette Valley Visitors Association's (WVVA) **Race, Diversity, Equity, and Inclusion** Taskforce (RDEI).

The goal of the Taskforce is to assist DMMOs with identifying goals and strategies leading to a more inviting and inclusive destination. Training modules and tools to help organizations navigate the RDEI space are being developed and future trainings will be available to frontline and management level employees.

Completed a **photoshoot focused on cultural heritage sites and culinary locations**. The photo assets are used for social media, TravelSalem.com, blog promotions, communications, and the Salem Area Visitors Guide.

Formed a **Tourism & Public Safety Consortium** that reached out to stakeholders & businesses in the Hawthorne and Mission Street districts to gather information about impacts from homelessness, vandalism, and criminal activity; research will be used to identify opportunities and solutions for the industry to work together.

Participated in the **Willamette River Water Trail** initiative which is designed to identify long-term development projects to support the world-class, 187-mile, Willamette Water Trail for river recreation from Springfield to Portland.

Travel Oregon and the Willamette Valley Visitors Association partnered with key stakeholders to strengthen river wayfinding, safety and enhance river amenities. TravelSalem.com hosts a Willamette River Water Trail landing page to encourage river recreation and safety.



Joshua Rainey



Joshua Rainey



J Hamilton

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



Joshua Rainey



Joshua Rainey

destination marketing

PUBLIC RELATIONS

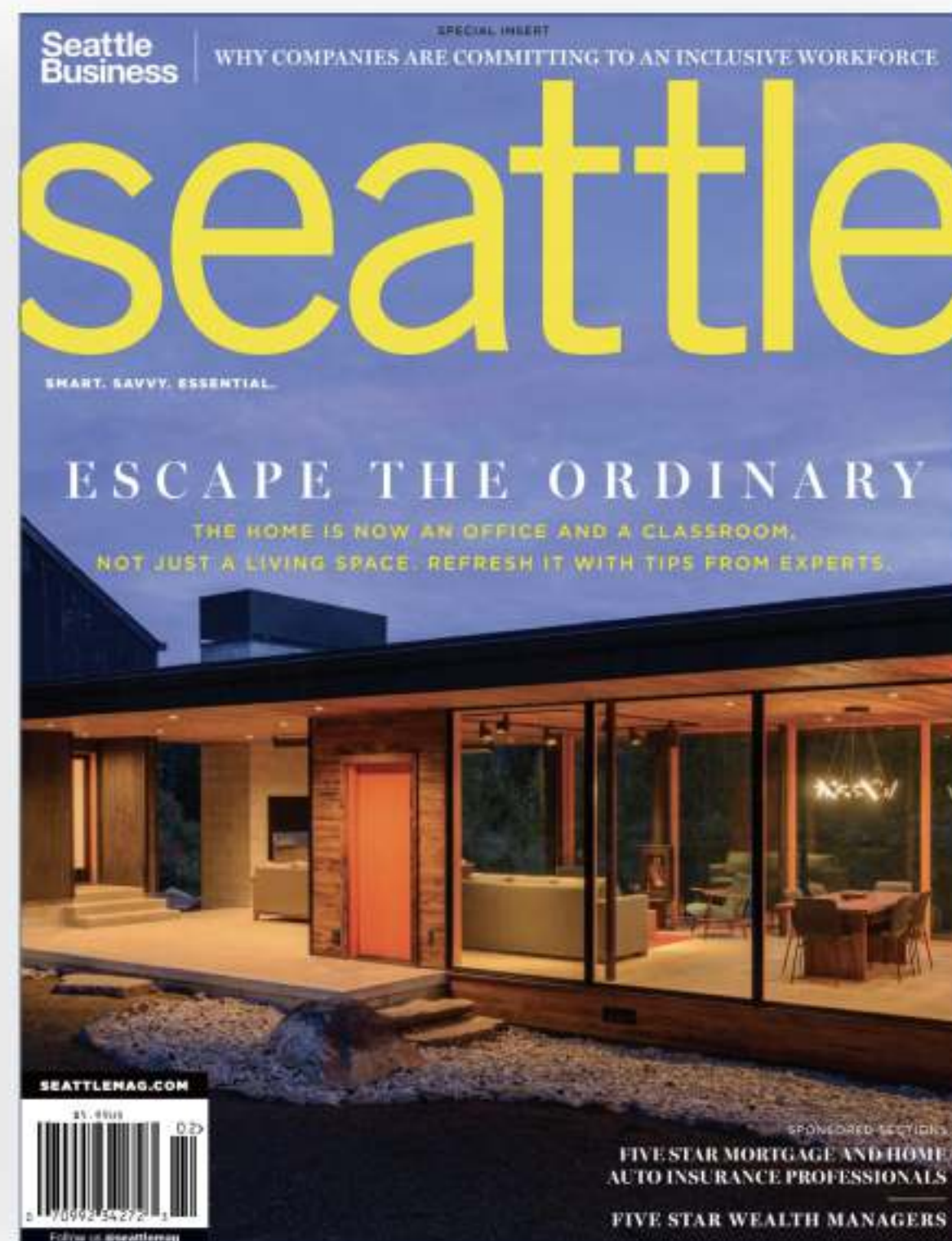
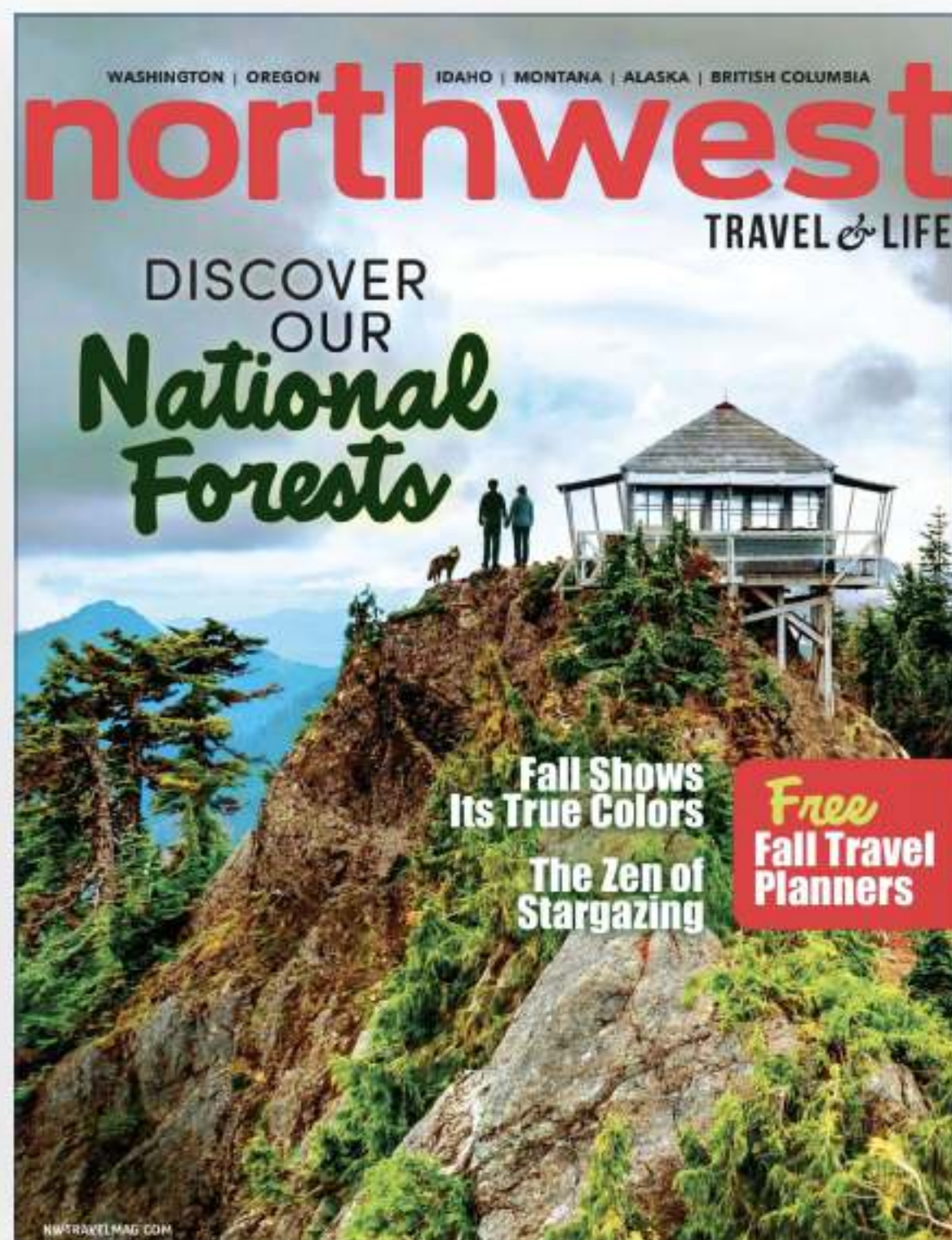
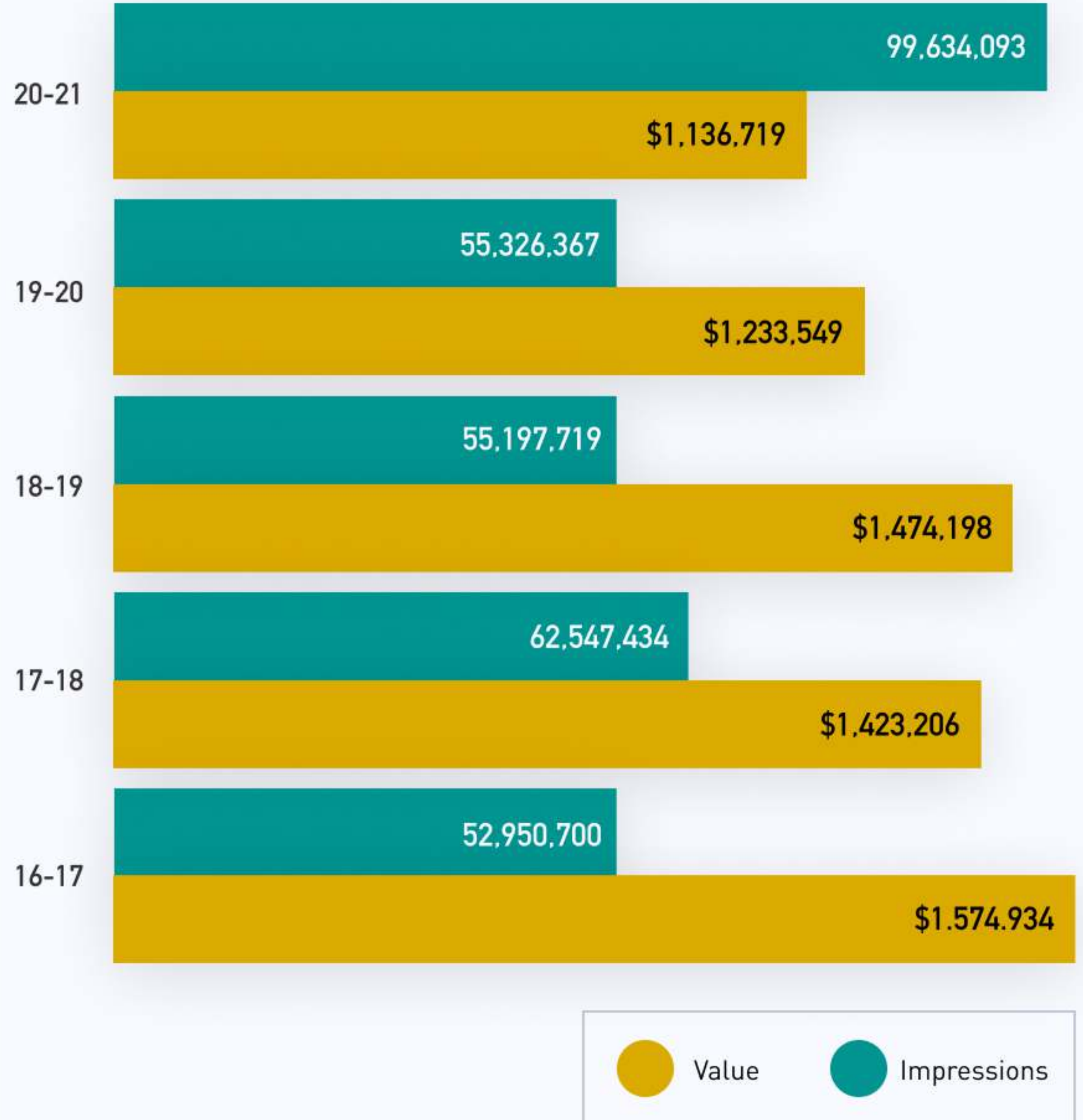
Interacted with a total of **108** writers, editors, and bloggers throughout the year, resulting in **72** articles placed.

Attended Northwest Travel & Life Magazine's annual Travel & Words Conference in Bend, and met one-on-one with **10** freelance travel writers and pitched story ideas from the Salem region.

Hosted **6** writers and bloggers for familiarization tours, which resulted in **5** published articles.

*Held fewer familiarization tours compared to previous years due to Covid.

MEDIA VALUES & ARTICLES



coverage highlights



Oregon's Newest Outdoor Dining Spaces

Salem's "Summer Streets" outdoor dining program was included in a round-up of places in Oregon to enjoy a socially distanced experience outdoors. The Kitchen on Court, Ritter's, Taproot Lounge & Café, Venti's and Wild Pear were called out in the article.

180,000
impressions
\$4,640
in value

Weekender: Salem, Oregon

Freelance writer Tim Neville produced a 2-page feature article highlighting Salem as a top Pacific Northwest destination for a weekend getaway. Mentions included Bauman's Farm & Garden, the State Capitol, Deepwood Gardens, Bush's Pasture Park, Honeywood Winery, the Enchanted Forest, Willamette Heritage Center, and the Peter Courtney Pedestrian Bridge.

3,400,000
impressions
\$24,000
in value

Pacific Northwest Spring Break Family Getaways

A round-up of spring break getaways mentioned the Salem region, the Buena Vista Ferry and Buena Vista Cycling Route.

2,800,000
impressions
\$23,100
in value

Best Things to Do in Salem for First Timers

Bush House Museum, Hallie Ford Museum of Art, Salem's Riverfront Carousel, and the OSH Museum of Mental Health were all named top attractions for first-time visitors to Salem.

1,100,000
impressions
\$37,000
in value

Salem is a Garden Paradise in the Spring: Must Visit Gardens this Season

Travel and outdoors writer Jamie Hale produced a feature story on the many gardens visitors can enjoy in the Salem area, including Adelman Peony Gardens, Brooks Gardens, Bush's Pasture Park, Dancing Oaks Nursery, Deepwood Museum & Gardens, Delbert Hunter Arboretum, Gaiety Hollow, Schreiner's Iris Gardens and The Oregon Garden.

1,846,000
impressions
\$15,074
in value

Been to Napa? Try These 5 Wine Country Destinations Next

Writer Brittany Anas highlighted the Willamette Valley as one of the country's best destinations for wine tourism and included the Willamette Valley Scenic Bikeway, which runs through the Salem region, and Salem's Walter Scott Wines in her feature article.

3,700,000
impressions
\$35,000
in value

Best Pet-Friendly Places in the Willamette Valley

Writer Peggy Cleveland included Left Coast Estate, Eola Hills Wine Cellars, the Independence Hotel and Salt Creek Cider House in her article about dog-friendly places in the Salem region.

4,450,000
impressions
\$31,000
in value

Beyond Sonoma: Check out Wine Country in Oregon, Colorado, Virginia & Pennsylvania

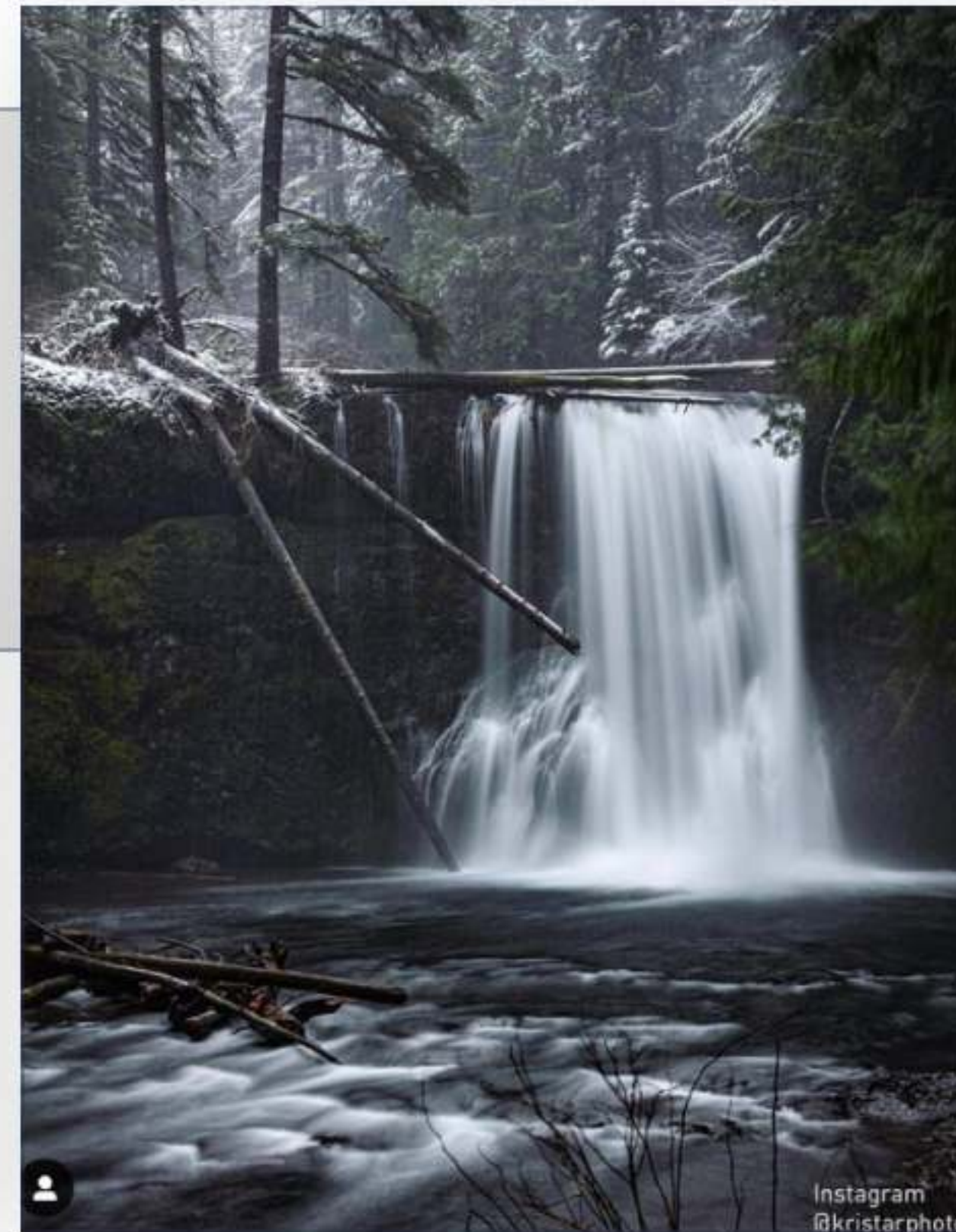
Oregon's Willamette Valley was called out as one of four relatively under-the-radar wine regions in the U.S. worth a visit. The article mentioned Salem as an area surrounded by numerous small wineries and rolling hills that make for a beautiful, scenic drive.

1,142,000
impressions
\$34,200
in value



SOCIAL MEDIA

Utilized Facebook, Instagram, Twitter and YouTube to publish **456** posts throughout the 2020-21 Fiscal Year.



- Presented a Social Media Best Practices workshop to Willamette Valley Visitors Association stakeholders (**60 attendees**)
- Presented at two webinars with **60** industry stakeholders sharing Social Media Tips and Tricks
- Presented a Facebook and Instagram Tips & Tricks workshop at an OSU Extension event, with **24** attendees, focused on Farms Selling Direct-to-Consumer

Published **12** blogs highlighting activities based on the season, places to visit, and experiences in the Mid-Willamette Valley.

These blogs were published on TravelSalem.com and promoted through email and social media campaigns and generated **181,401** page views.



BLOG travel inspiration

Explore the Hard Cideries of the Salem Region



SOCIAL MEDIA NUMBERS

	15-16	16-17	17-18	18-19	19-20	20-21	+/-
Facebook Page Likes	9,484	20,315	29,100	34,809	36,014	41,367	+14.86%
Instagram Followers	1,042	2,645	4,139	6,476	9,290	12,649	+36.16%
Twitter Followers	5,687	6,101	6,501	6,531	6,590	6,510	-1.21%
Social Media Engagements	41,947	273,040	294,357	341,551	206,659	335,185	+62.19%
Blog Pageviews	N/A	60,000	206,000	310,551	250,114	181,401	-27.47%

CONTENT CREATION



Produced **12** in-house videos, with 4 detailed videos featuring interviews from local business owners: Don Froylan Creamery, Lively Station, Basil & Board, Jojo's Soul Food & Memphis BBQ.

Shot and produced in house content of **40+** Salem-area businesses.

RESTAURANTS

- Mangiare Italian Restaurant
- Jojo's Soul Food & Memphis BBQ
- Sister's Irish Bistro
- Taproot Lounge & Café
- Lively Station
- King's Kitchen
- Basil & Board
- Venti's Café
- Don Froylan Creamery
- Epilogue Kitchen & Cocktails
- iWingz



SWEET TREATS & DRINKS

- The Governor's Cup
- Broadway Coffeehouse
- Kahawa Coffee
- Slick Licks
- Sweet Spot Fruit & Dessert
- Crumbl Cookies
- Cary's Bakeshop



WINE / BREWERIES

- Silverton Wine Bar & Bistro
- Gilgamesh Brewing
- Divine Distillers
- La Familia Cider Company



CULTURAL HERITAGE

- Oregon State Capitol
- Gaiety Hollow
- Bush House
- Willamette University
- Deepwood Museum & Gardens
- Mt. Angel Heritage Trail
- Hallie Ford Museum of Art



OTHER

- Salem on the Edge
- Glass Art Oregon
- The Sun Bear Den
- Skyline Tree Farm
- The Residence Inn
- Flowers in the Alley
- Salem Cinema
- Home2 Suites
- The Grand Hotel
- Flying Bee Ranch



PARKS

- Marion & Gatch Falls
- Rotary Amphitheater
- Walter Wirth Park
- Detroit Lake Campgrounds
- Riverfront Park



Initiatives are color coded by funding source.



ONLINE MARKETING

Launched a Virtual Visitors Center (VVC) to provide consumers with easy access to destination resources & inspirational content; the VVC serves up the Salem Area Visitors Guide, maps, videos, virtual experiences, and itineraries; the VVC was direct emailed to **7,000** consumers who previously requested information on the region and had **2,368** pageviews.

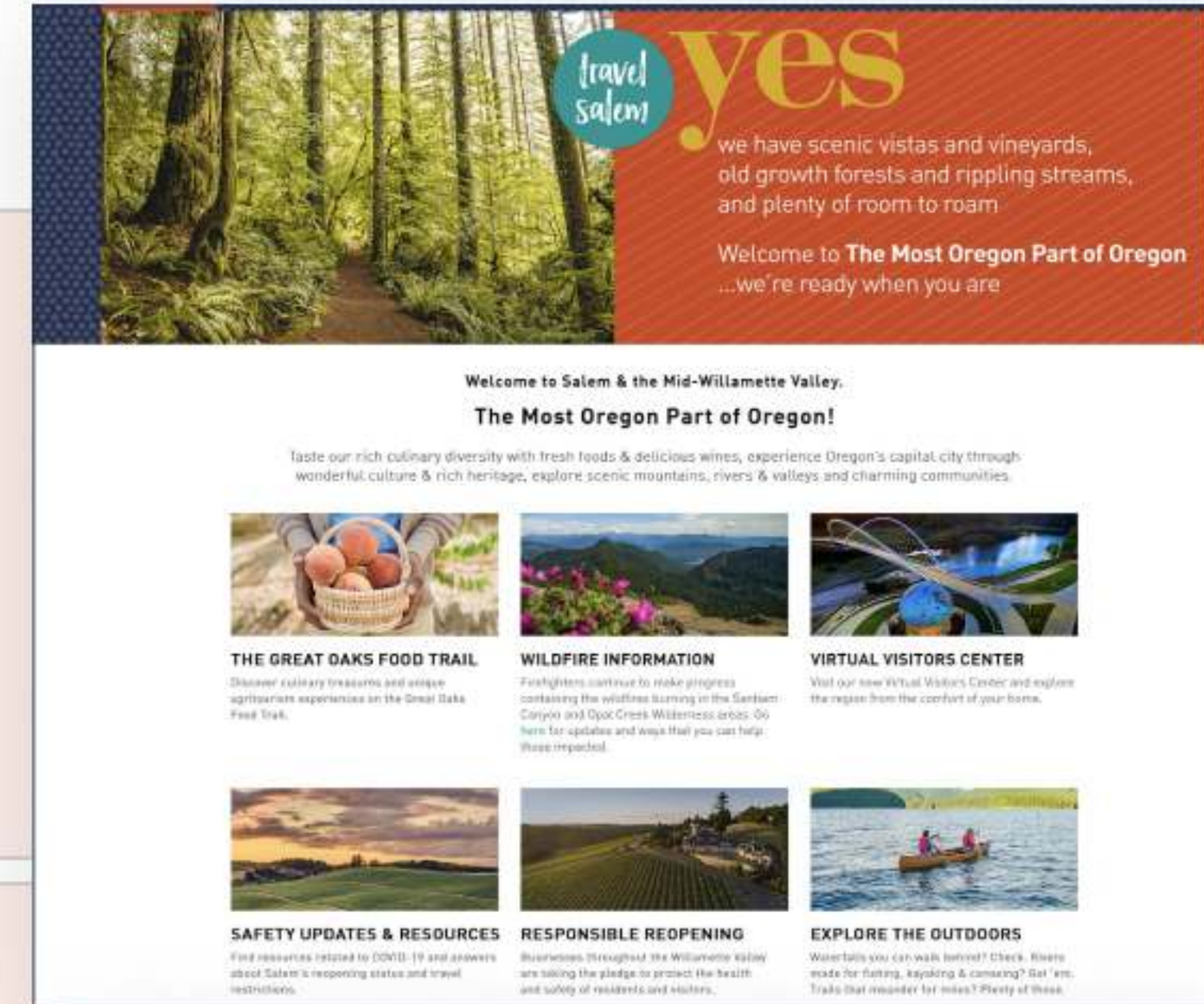
Launched a complete renovation of TravelSalem.com focused on accessibility, usability, and improving the consumer experience to showcase the best of Salem.

Posted real-time emergency wildfire & COVID-19 messaging and updates to ensure safety for residents and visitors traveling to the region.

Added a "How to experience the Salem region safely" banner on all TravelSalem.com pages for visitors to easily find COVID-19 information.

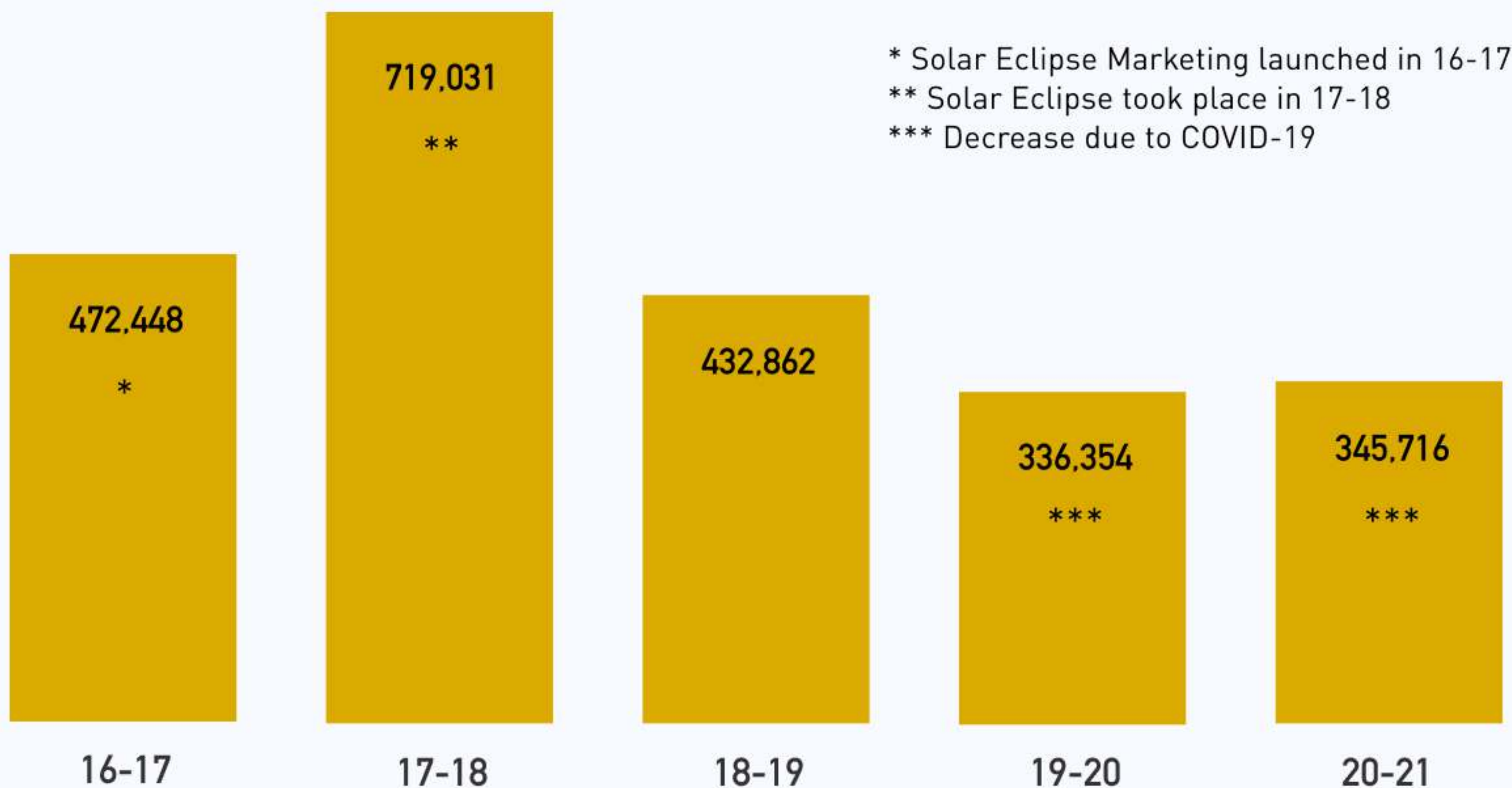
Created a Willamette Valley Pickleball Tournament landing page for Travel Salem Sports to facilitate online registration, hotel bookings and overall information regarding activities within the Salem region.

Created a Great Oaks Food Trail landing page promoting the trail and the agricultural offerings of the Mid-Willamette Valley



If your perfect day includes filling a bucket with sun-ripened berries, greeting an Alpaca and finishing with a farm-to-table meal paired with a glass of estate grown wine, then you'll be delighted in what you discover as you traverse the Great Oaks Food Trail.

ONLINE USER SESSIONS



TOP 10 WEB TRAFFIC LOCATIONS

1. United States
2. India
3. Canada
4. China
5. Indonesia
6. United Kingdom
7. Mexico
8. Bangladesh
9. Japan
10. Phillipines

WEBSITE ANALYTICS

Increase in visits	-25.12%
Organic Traffic	-6.55%
Direct Traffic	-52.16%
Referral Traffic	-4.16%
Paid Traffic	-45.55%

ONLINE MARKETING INITIATIVES

Clicks	17.3k
Impressions	1.15m
CTR	1.51%

COMMUNICATIONS

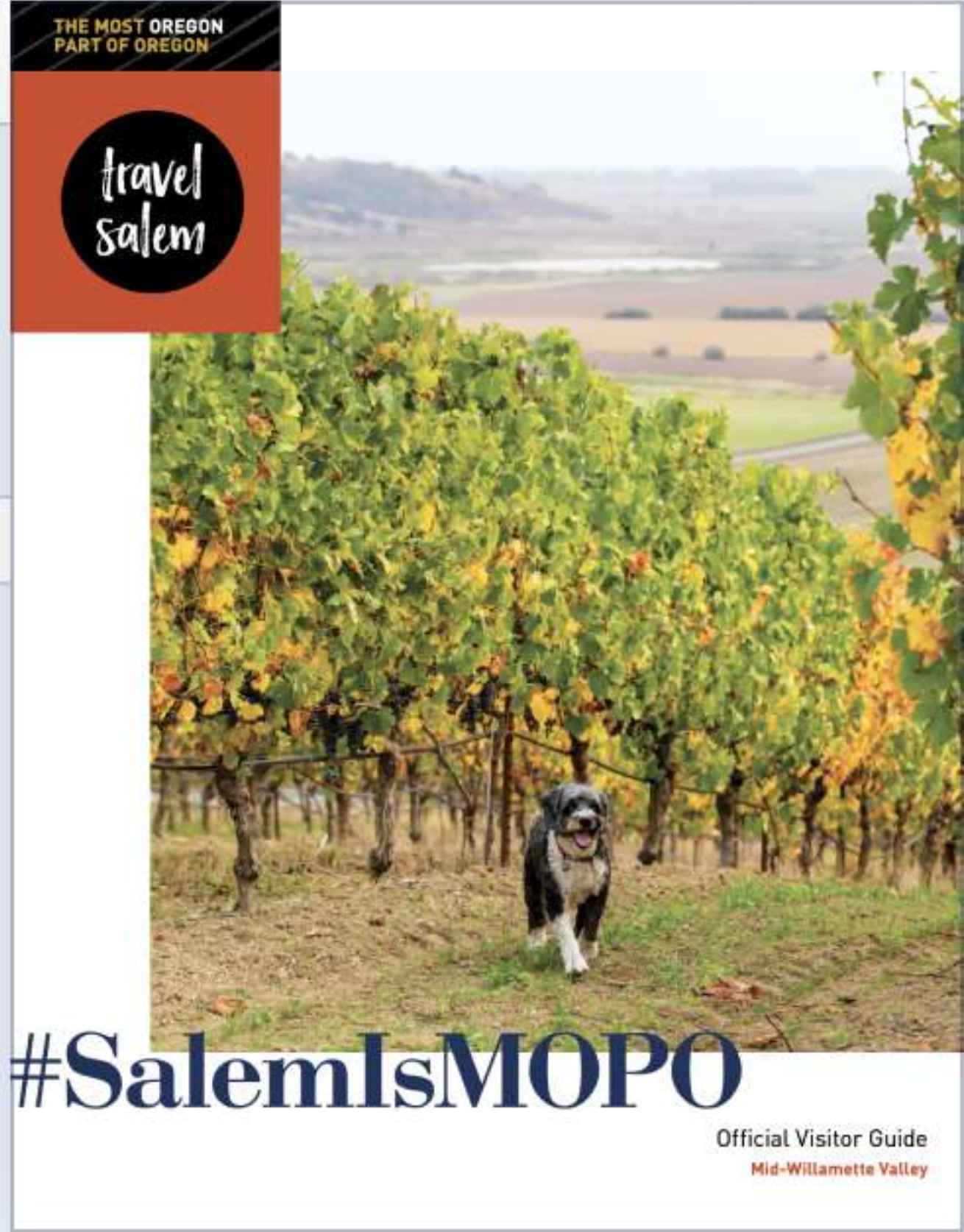
Produced the 2020-21 **Salem Area Visitors Guide** with **120,000** distributed to over **800** locations throughout Oregon, Washington, California, and British Columbia.

Business outreach continued throughout the year through **Leveling Up**, an e-Newsletter designed to keep stakeholders informed of changes in COVID-19 guidelines, policies, and consumer sentiment specific to niche areas of the tourism industry (i.e., wine, retail, restaurants).

Leveling Up was well received with businesses appreciating the continued resources and communication. Eight issues of the newsletter were distributed (**16,232** impressions).

Travel Salem held five virtual **Team Salem** meetings to help keep stakeholders informed and supported. It was important to continue outreach to the industry during the year, especially with ongoing changes due to COVID-19.

JULY The State of Oregon Lodging and Restaurants	AUGUST Hosting a Successful in Person Event Post COVID	JANUARY Business Relief Efforts in Marion and Polk Counties	MARCH IRONMAN 70.3	MAY Navigating the Re-opening, Hospitality Best Practices
--	--	---	------------------------------	---



Crafted a **Crisis Communications Plan** to be able to respond quickly to a variety of emergency situations (e.g., crisis management team, spokespeople, crisis scenarios, social media action plan, messaging strategies, FAQs by constituent, assessing risk potential).

Formed a **partnership with the Salem Urban Development Department** to share Travel Salem content, that is of interests to residents, through their social media channels.

The goal of this partnership is to educate residents and encourage them to embrace and value what Salem has to offer. **(24,601 impressions)**

Resident sentiment is crucial to Travel Salem’s mission, especially during COVID-19. During the year Travel Salem continued outreach to create a higher level of **engagement with Salem residents through area Neighborhood Associations** and Civic Groups.

Two surveys were sent to gauge the comfort level of residents regarding visitors coming into Salem. As residents became more comfortable with visitors, and as state guidelines loosened Travel Salem’s promotions began to roll out.

Initiatives are color coded by funding source.



ADVERTISING

Travel Salem implemented robust leisure and group advertising campaigns that generated **8.9 million** impressions keeping Salem top-of-mind with consumers. Focused campaigns on outdoor and uncrowded locations due to COVID-19 and the Delta variant.

CONVENTION

Total Impressions: **269,973**

Connect Meetings (digital):	37,078 impressions
Sports Events (print) June/July:	18,000 impressions
Group Tour Media (digital & social media):	121,895 impressions
Professional Conference Managers Association (digital):	78,000 impressions
Smart Meetings (digital & print) April, May & July:	15,000 impressions

LEISURE

Total Impressions: **8,626,172**

1859 Magazine (print & digital)	22,000 impressions
Travel Oregon Travel Guide (print)	250,000 impressions
Expedia Campaign (March - June) 2,800 booked room nights, \$370,100 booking. value	4 million impressions
Travel Oregon eNewsletter	121,000 impressions
TravelOregon.com digital ads	150,000 impressions
Via Digital newsletter	1.1 million impressions
Google Ad Words (overarching campaign through March):	444,635 impressions
Google Winter/Valentine's keyword campaign February:	670,537 impressions
Northwest Travel and Life Dec/Jan & Feb/Mar editions:	700,000 impressions
OPB (Radio)- February - July with 91 spots. Drive time, mid-day, and rotating spots	1.168 million impressions

yes

travel salem

THE MOST OREGON PART OF OREGON

Visit TravelSalem.com
or call 503-581-4325
to get started planning!

Salem has the space your event is looking for. Every indoor and outdoor venue is surrounded by serene beauty, outdoor adventures, foodie delights and everything else you're coming to Oregon for.

Salem's state-of-the-art Convention Center is a perfect venue for E-Sports, cheerleading competitions and other indoor sports that need flexible space.

SALEM CONVENTION CENTER

30,000 SF of versatile space in the heart of Salem's historic downtown
SalemConventionCenter.org
866-614-1900

Alert: COVID-19 updates and travel advisories →

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Free Travel Guides Email N

Things to Do > Trip Ideas > Favorite Trips > 4 Ways to Play Outdoors Around Salem

4 WAYS TO PLAY OUTDOORS AROUND SALEM

Bruce Poinsette, Author
March 26, 2021

SPONSORED BY

Salem is accessible, unhurried and easy to navigate. And with epic waterfalls, lush forests, rolling hills of farmland and vineyards, Salem has the lion's share of the peaceful beauty we all crave. You can cycle to farm stands, kayak before lunch, or fish along rivers that wind through tall timber. Wildlife viewing is guaranteed along the region's numerous hiking trails, or on a laid-back country drive. No traffic jams here - only serene beauty and natural adventures.

Editor's note: Call destinations before you visit to make sure they're open. Stay posted on what Oregon's new COVID-19 guidelines mean for you, and follow these steps for social distancing outdoors. Also, remember to bring your face covering, required for all of Oregon's public indoor spaces and outdoors when keeping 6 feet of distance isn't possible.

One of the best remedies for the isolation of social distancing is exploring the outdoors, and with spring in full swing, it's a great time to satiate yourself with the beauty of the Salem area. Whether you enjoy hiking around stunning waterfalls, cycling on quiet country roads, paddling through tranquil waters or just basking in the allure of Salem's botanical gardens and wildlife refuges, the state capital provides plenty of opportunities to revel in Oregon's world-renowned outdoors safely.

The Trail of Ten Falls is the most popular attraction at Silver Falls State Park, but the park offers more than 25 miles of trails in all. (Photo by Taylor Higgins)

where food is the experience
Oregon's Mid-Willamette Valley

Travel Salem

Taste Oregon's Bounty
Plan your visit today-custom trip planner on TravelSalem.com

Visit Site >

Expedia More travel

Salem, Oregon

Going to Salem, Oregon

Check-in: Nov 20 Check-out: Nov 30

Add a flight Add a car I need multiple places to stay

Search

We recommend booking a package with no cancellation fees in case plans change. Please check government advisories before booking and traveling.

Sponsored content by Travel Salem

Travel Salem - The Most Oregon Part of Oregon

Salem is accessible, unhurried and easy to navigate and if natural beauty is what you're after, this is the place. With epic waterfalls, lush forests, rolling hills of farmland and vineyards, Salem has the lion's share of the peaceful beauty we all crave.

CONVENTIONS

The group meeting and event industry was severely impacted by COVID-19 and the Delta variant. Meetings and conventions that had been booked cancelled and most didn't know when they might rebook. It was "wait and see" response from most meeting planners.

\$6,818,925
Conventions, Sports & Events
Estimated Economic Impact
[-62% from FY 19-20]

\$17,741,251
Future Booking Impact

Focused on connecting with group planners to determine their rebooking status, and to keep them updated on COVID-19 health protocols being implemented in Salem's hotels and meeting venues to reassure them that their delegates would be safe.

Held monthly meetings of the COVID-19 **Group & Event Task Force**; focused work around extreme challenges facing the industry and impacts from statewide guidelines; developed creative solutions for operating under the guidelines with new protocols and touchless technology solutions.

Participated with the **Fly Salem Foundation** to plan a 2021-22 Washington tradeshow to promote the Salem Airport as leisure and group destination for private jets and pilots.

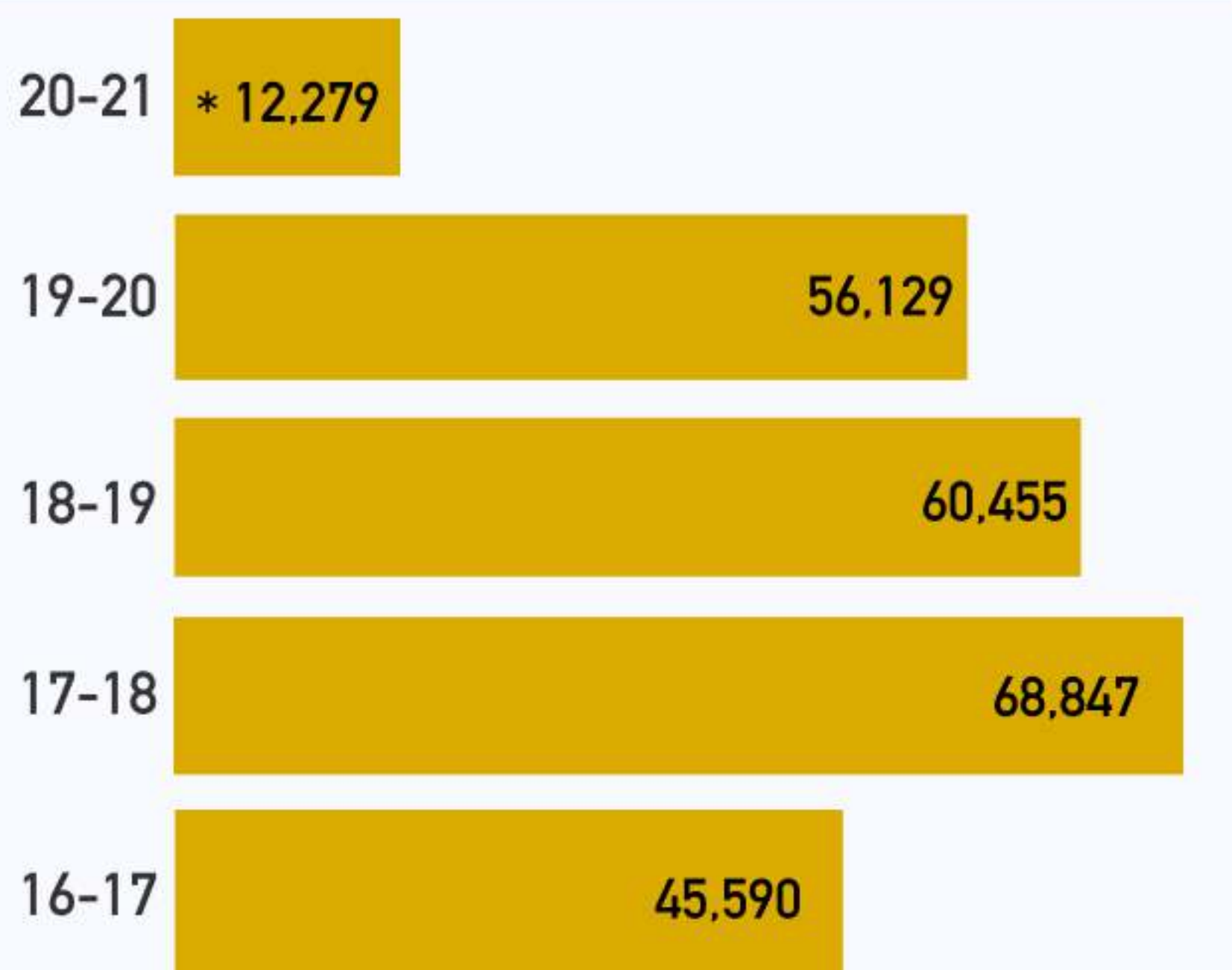
Created and distributed a COVID-19 protocol outline for lodging venues in the event one of their guests' contracts COVID-19.

Attended the **Connect West** tradeshow and met 26 meeting and event planners interested in the Pacific Northwest. Focused on association planners that could fit the Salem market.

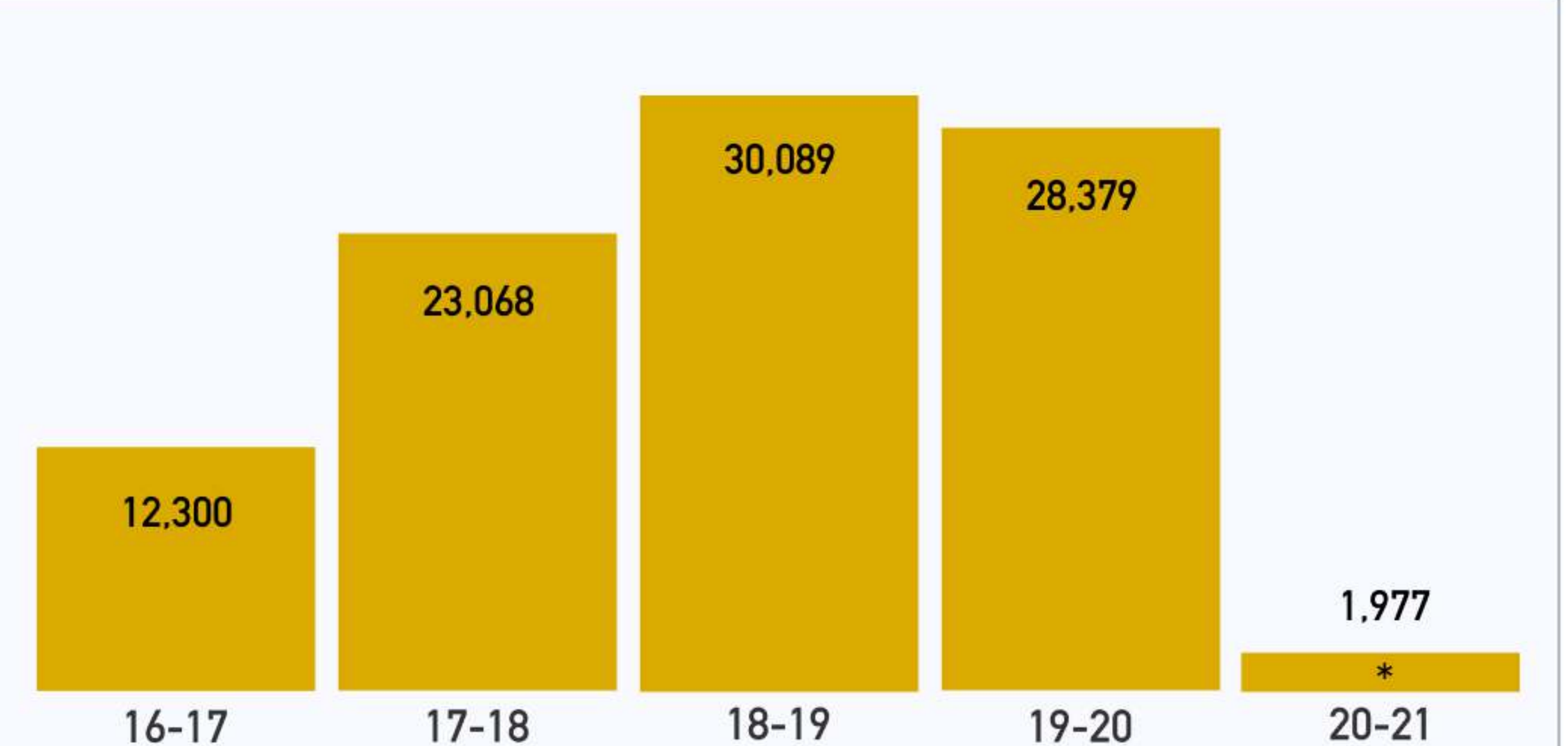
Partnered with Travel Oregon, FEMA and the Red Cross to collect regional lodging availability on a weekly basis to ensure people displaced by the wildfires found lodging.

Created **videos of Salem lodging properties** explaining COVID-19 protocols in place to ensure guests safety.

DELEGATES



ROOM NIGHTS



* Decreased due to COVID-19

SPORTS

Created and launched the inaugural **Willamette Valley Open Pickleball Tournament** that was held in March. Implemented strict COVID-19 protocols to ensure the safety of all participants.

There were **115** participants utilizing **100** room nights for an EEI of **\$98,908**. Plans for the 2022-23 event are underway.



Secured a three year contract (2021-23) to host Oregon's first **IRONMAN 70.3 OREGON** event to be held in July 2021.

Worked on event routes, logistics, services, lodging, athlete information bags, etc. IRONMAN organizers estimate an influx of **10,000** athletes, spectators, and media over a three-to-four-day period with an estimated economic impact of **\$11 million**.

Details of the results will be included in the FY 21-22 annual report.



Contacted sports groups to discuss rebooking for 2022 (e.g., Northwest Athletic Conference, Columbia Empire Volleyball Association, Senior Softball).

Secured the **American Cornhole Organization** regional events for 2022, 2023, 2024; 150 competitors expected with a projected EEI of **\$240,400** per event.



Attended the invitation-only **Sports Express tradeshow** in Myrtle Beach, South Carolina and promoted Salem to 24 sports rights holders looking for new locations to hold their sporting events.

WILLAMETTE VALLEY VISITORS ASSOCIATION

Represented the voice of the tourism industry with the Regional Solutions **Economic Recovery Teams** where the most up-to-date COVID-19 information was being reported from the Governor's office. Timely information was distributed via Industry e-Newsletters.

The meetings included the Oregon Restaurant & Lodging Association, all DMMO partners, Willamette Valley Wineries Association, Travel Oregon, private businesses, and land managers.

WVVA provided direct financial investment for both the **Great Oaks Food Trail** and the **Marion County Farm Loop**. This investment allowed both trails to update their brochures as well as dedicate funds for online promotion.

Awarded a **\$50,000 Destination Ready** grant to build five life jacket kiosks, as well as the purchase of 800 lifejackets. The lifejackets were used at life jacket kiosk locations up and down the Willamette River to promote safe water activities.



J Hamilton

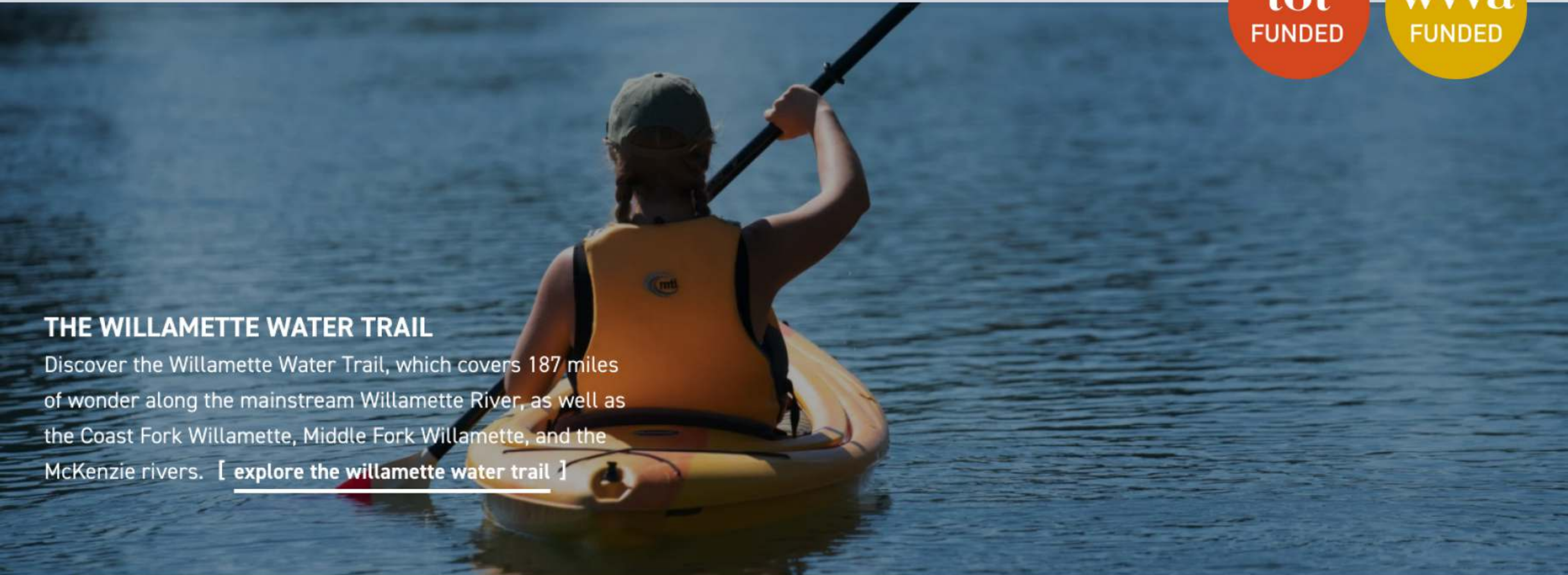
Due to COVID-19, Travel Trade sales efforts occurred through virtual programs with the goal of keeping the Willamette Valley top of mind and building relationships for future international and domestic travel programs.

PARTICIPATED IN

- Go West Summit meeting with over 37 tour operators
- The Vancouver Outdoor Adventure Show speaking directly to consumers about the outdoor opportunities around the Willamette Valley from mountain biking and scenic bikeways to the Willamette Water Trail, waterfalls, and hot springs.
- Travel and Adventure shows focused on West Coast Destinations; family travel; and themed road trips. Interacted with domestic based Travel Advisors looking for new products to replace long-haul international travel.
- Brand USA's Virtual World Travel Week, had 24 appointments with tour-operators across the globe to continue and start relations as world travel eventually comes back.

Willamette
Valley

\$900,000
Leveraged



THE WILLAMETTE WATER TRAIL

Discover the Willamette Water Trail, which covers 187 miles of wonder along the mainstream Willamette River, as well as the Coast Fork Willamette, Middle Fork Willamette, and the McKenzie rivers. [[explore the willamette water trail](#)]

Created a **water recreation safety toolkit**. The toolkit was shared with all DMMO partners, Travel Oregon, Oregon Parks and Recreation Department, Oregon Department of Fish & Wildlife, and numerous other groups around the state.

Travel Salem, along with each DMMO in the Willamette Valley, created a landing page providing consistent Willamette Water Trail access and safety information for visitors.

Created a **life jacket commitment campaign** in partnership with the Oregon State Marine Board that resulted in four local news segments about safe river boating and exhibiting people wearing life jackets and promoting their use.

Created a **Responsible Reopening** campaign which included local businesses' pledging to adhere to local and state COVID-19 ordinances and safety protocols.

The 225 local businesses that made the pledge were included in regional itineraries that were promoted through social media, online and media outlets.

Launched a **wildfire travel advisory page** on WillametteValley.org. This page advised against travel to the fire affected area and helped current visitors find routes home as many major highways were closed.

Formed a **wildfire communications** team that met daily then weekly to share fire updates, resources, and travel messaging with all corners of the Willamette Valley.

At the height of the fire season, fires were burning and causing evacuations throughout Willamette Valley communities:

- Bald Peak Fire (Yamhill– Newberg)
- Lionshead Fire (Clackamas County/Molalla, Marion County/Santiam River Canyon)
- Beachie Creek Fire (Marion County/Santiam River Canyon, Linn County/Mill City)
- Holiday Farm Fire (Lane County/Blue River/McKenzie).



organization optimization

Ron Cooper

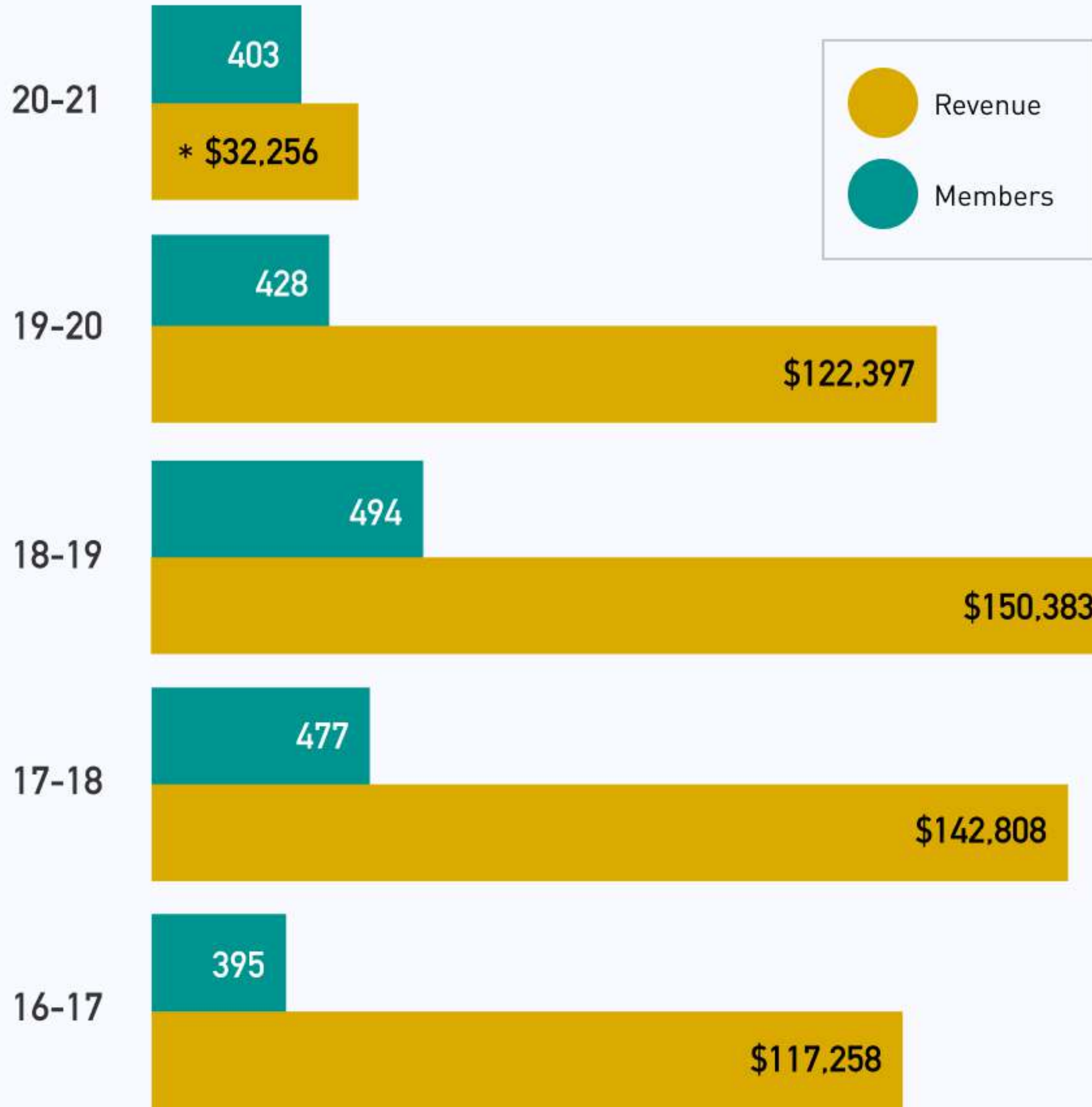


Taylor Higgins

Develop long-term stable funding, strategic staffing levels, the technology, and tools to support a robust DMMO.

MEMBERSHIP

MEMBERSHIP TRENDS



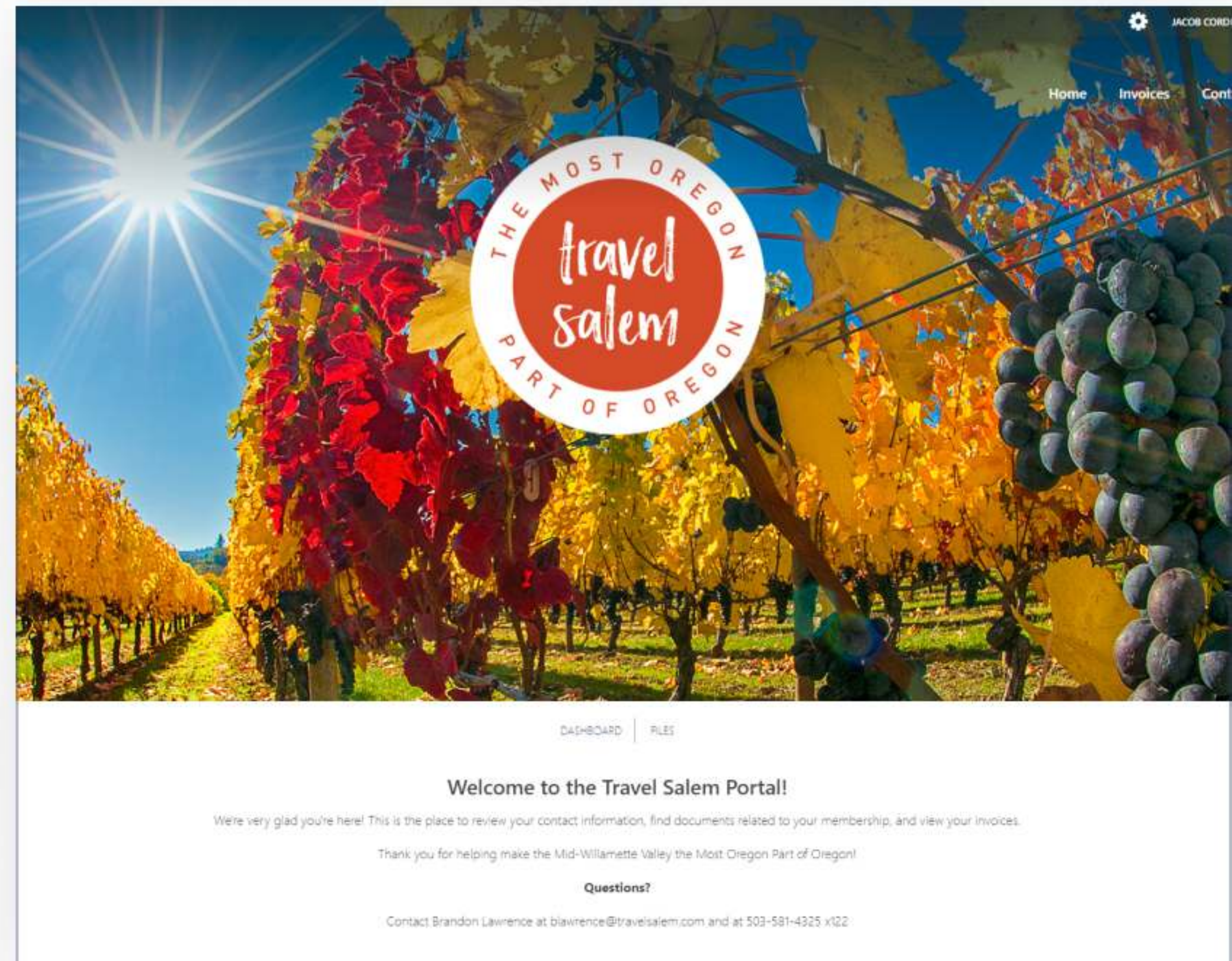
* 74% decrease due to COVID-19



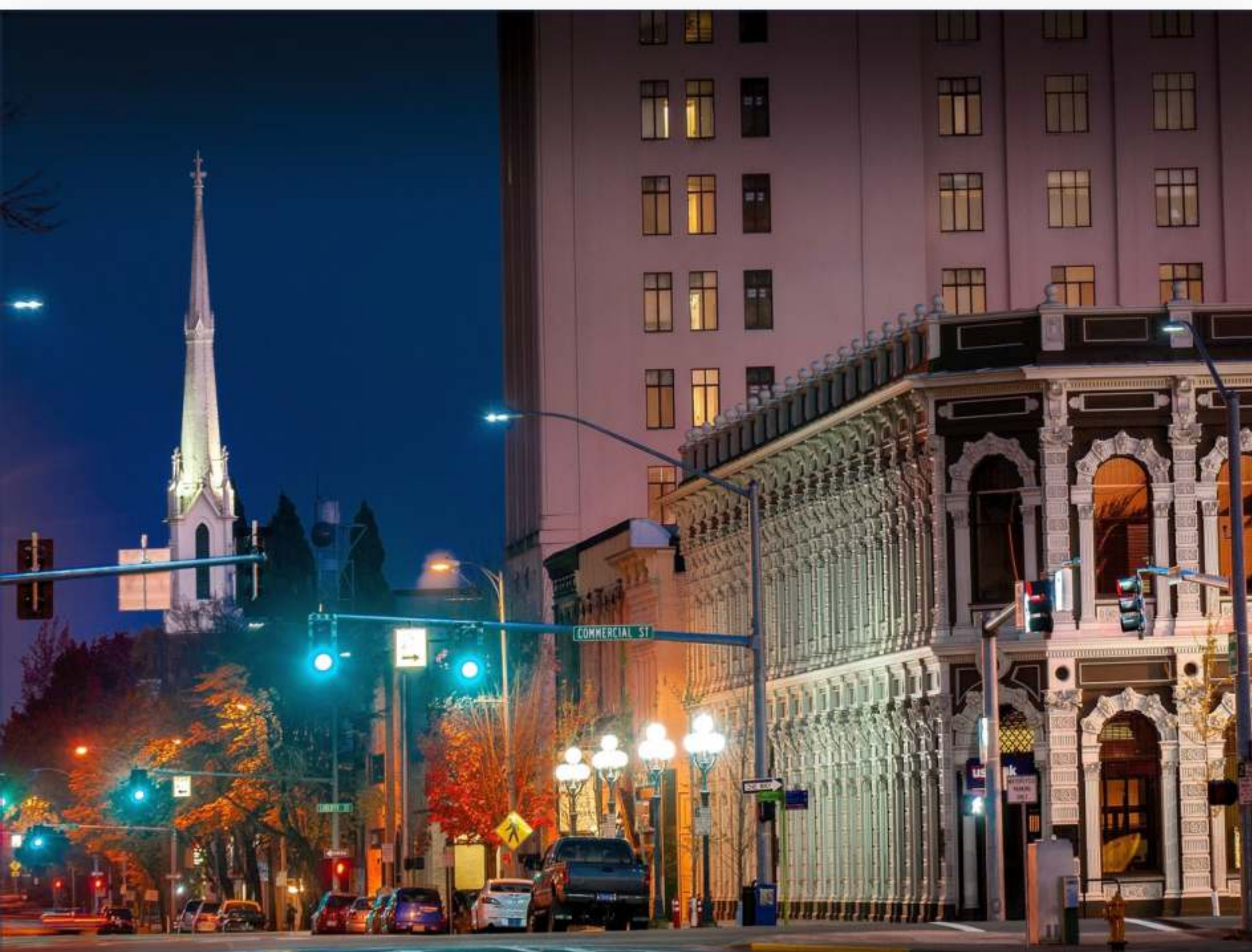
Designed a Member decal for businesses to welcome visitors and show support for the visitor industry.

MEMBERS BY CATEGORY

Culinary	96
Lodging	35
Tertiary	99
Outdoors	73
Cultural Heritage	26
Arts & Entertainment	34
Venues & Events	40



Branded Travel Salem's new extranet portal for Members that want direct access to update their information, pay their invoice, and review their website & social media stats.



Ron Cooper

COMMUNICATIONS

All Travel Salem **quarterly and annual reports** were posted on TravelSalem.com along with the organization's 5-year Strategic Plan and annual Business Plan. The site also houses Salem and Mid-Willamette Valley travel research.

Travel Salem continued to provide regular **industry communications** to **5,000** stakeholders regarding industry trends, grant opportunities, COVID-19 updates and marketing and development opportunities.

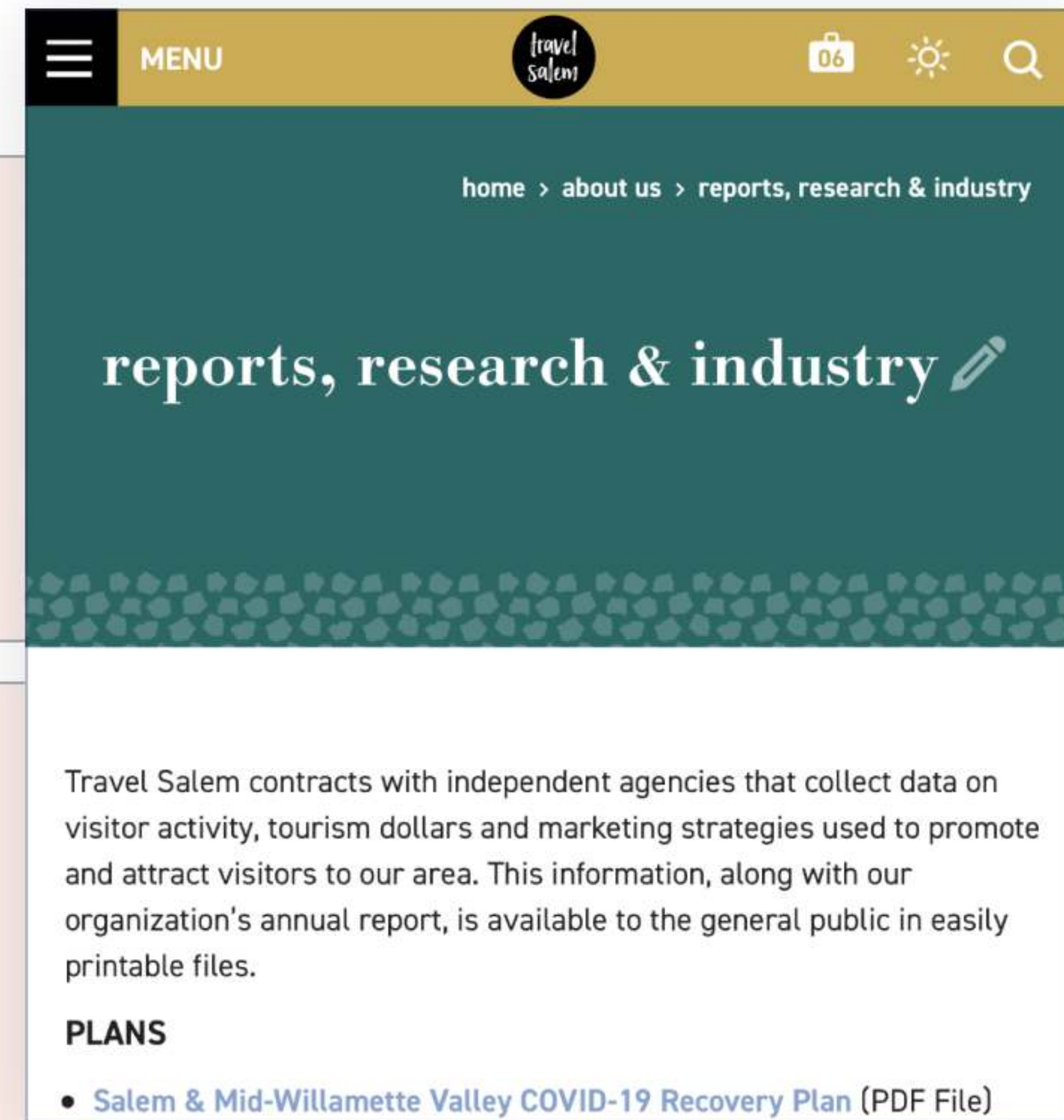
The **Market Barometer** report was sent out quarterly to Salem's lodging facilities to assist them with planning, staffing, and information regarding national, regional, and local travel trends and forecasts.

The Barometer also reports the lodging community's average daily rate, occupancy, and transient occupancy tax collections to gauge and track growth.

Fly Salem

- Met with SkyWest in January 2021 in St. George, Utah to discuss the path forward with potentially securing air service in Salem.
- Attended Routes Americas in June in Orlando, FL to meet with potential carriers.

Created a **Content Management System** to catalog all stories, articles and any written content developed by Travel Salem; content is stored under themes and can be repurposed as needed; invaluable tool for pitching stories to the media.



FINANCIALS

REVENUES

PUBLIC

City of Salem Contract \$766,195

INDUSTRY RESOURCES

Salem Tourism Promotion Area \$639,571

REGIONAL

Marion County \$125,000

Polk County \$15,000

PRIVATE

Membership \$32,311

Special Events \$5,285

Co-op \$0

Other \$87,209

RESTRICTED

Wine Country Plate \$87,202

Fly Salem MRG \$250

Polk County Destination Development \$0

Total Revenues \$1,758,023

EXPENDITURES

Salaries & Related Expenses \$654,243

Operations \$264,040

Professional Services \$45,226

Advertising \$207,715

Trade Shows & Fam Tours \$2,518

Special Events \$6,270

Agility Fund \$0

Total Expenditures \$1,180,012

Operating Carry Forward \$532,078

OTHER INCOME - LEVERAGE

Media \$1,133,596

In-Kind \$459,506

WVVA \$900,000

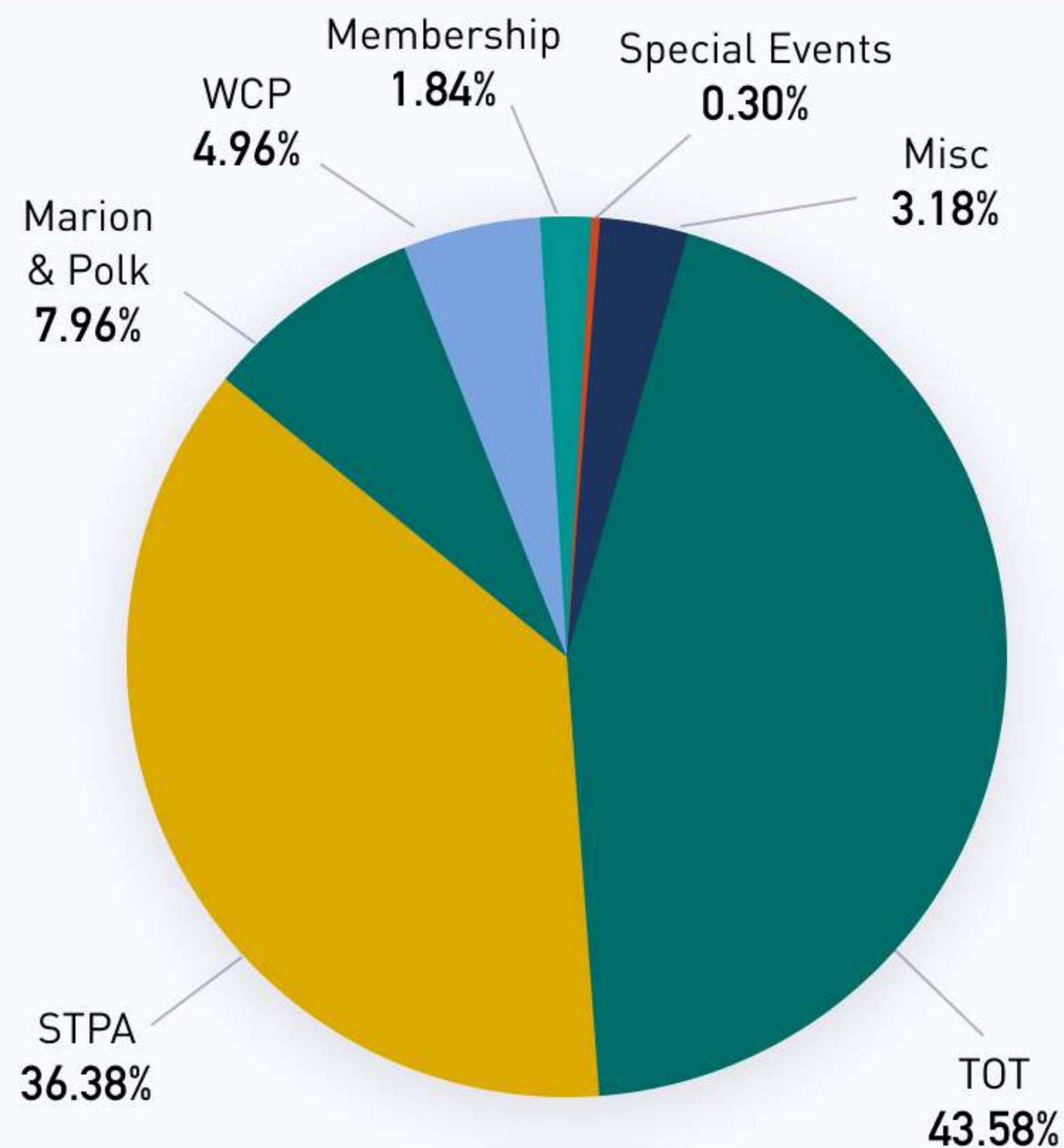
Visitor Guide \$53,669

Advertising \$125,361

Volunteers \$7,967

Total Leverage \$2,680,099

REVENUES



PROGRAM EXPENDITURES

