



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

Meeting date: January 29, 2025

Department: Community Services

Title: Travel Salem Annual & Quarterly Report

Management Update/Work Session Date: NA Audio/Visual aids

Time Required: 10 Contact: Kelli Weese Phone: 503-589-3277

Requested Action:
Presentation from Travel Salem regarding their annual and quarterly reports as required per the two-year grant agreement between Marion County and Travel Salem.

Issue, Description & Background:
In March of 2024, Marion County approved a two-year grant agreement with Travel Salem, backdated to January 1, 2023. The agreement is for Tourism Marketing & Destination Development including marketing & visitor promotion activities, tourism efforts coordination, and destination development.

Within their agreement, Travel Salem is obligated to provide both annual and quarterly reports that include a summary of activities. At the January 29, 2025 Board Session, representatives from Travel Salem, including Travel Salem President and CEO Angie Villery will be providing their 2023-2024 annual report and 1st quarter of 2025 report.

Financial Impacts:
The grant agreement set in 2024 allocates \$117,500 each fiscal year for Travel Salem to perform tourism services, for a two-year total allocation of \$235,000. The current agreement is set to expire July 1, 2025.

Impacts to Department & External Agencies:
None

List of attachments:
Travel Salem Annual Report

Presenter:
Kelli Weese, Economic Development Program Manager; Angie Villery, Travel Salem President & CEO

Department Head Signature:
Kelli Weese

annual report

2023-2024



CONTENTS

- 1 Executive Summary
- 2 KPM Overview
- 3 KPM Insights [1-3]
- 4 KPM Insights [4-6]
- 5 KPM Insights [7-9]
- 6 Core Areas of Focus Overview
- 7 Annual Highlights
- 11 State of the Industry

Travel Salem
630 Center St. NE
Salem, OR 97301
503-581-4325
www.TravelSalem.com

Message from the Chair & CEO

23-24 was a record-setting year for Salem & the Mid-Willamette Valley in both visitation and visitor spend. Our focus is on development of projects that look to the future, building on a foundation of economic growth and development throughout the region.

Commercial flights returned to Salem Airport, connecting more visitors from key markets than ever before. Including many of the 10,000+ athletes & visitors for IRONMAN 70.3 Oregon, which extended their partnership with Salem for 5-years.

Thoughtful destination development continues to ensure our assets and communities are well-positioned to service and support future economic growth. The Resilient Headwaters concept plan is now complete, outlining a framework for trail recovery in the Santiam Canyon. Travel Salem established a regional Lodging Taskforce to collect detailed information to attract developers by providing comprehensive data on property availability in the region.

The future we build toward places equity, diversity & inclusion at the forefront. This work has included adopting an official EDI Statement, partnering with accessible influencers, implimenting youth workforce programs and translating our website into five languages.

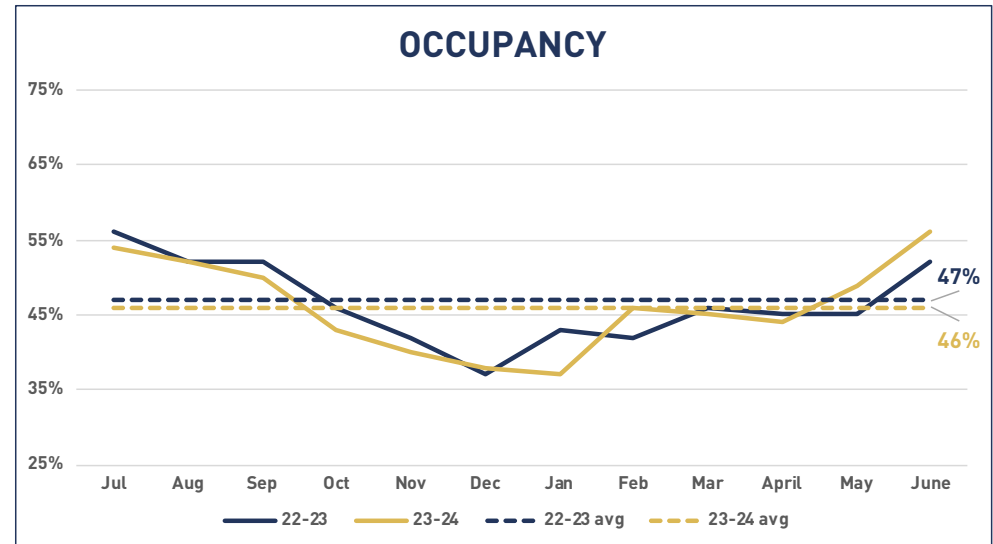
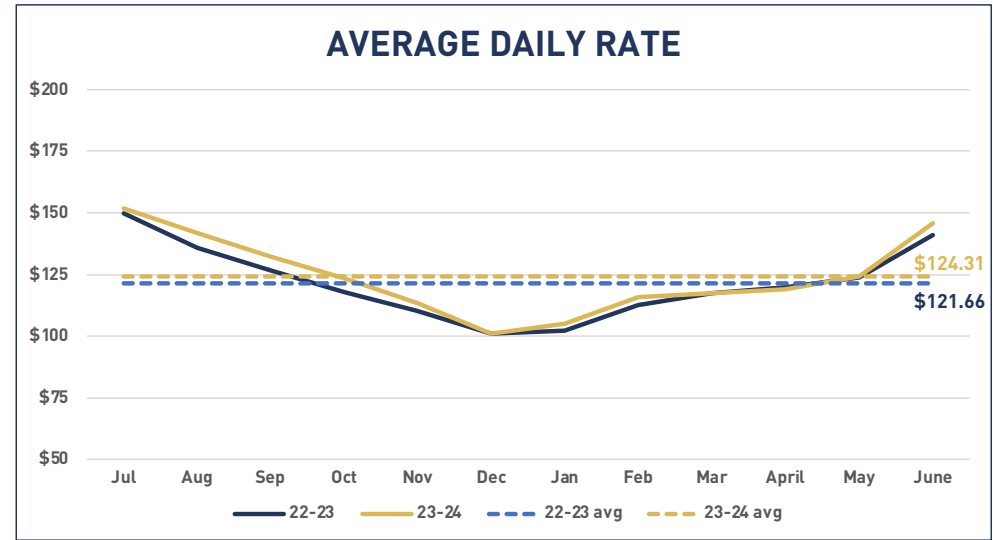
With 2023 estimated economic impact data showing a new milestone of \$781.3M for Marion & Polk Counties, we celebrate the prosperity of our region, while begining the strategic planning process that will continue-forward this foundational work through 2030.



Chair
Austin McGuigan
Polk County Community Development



President & CEO
Angie Villery
Travel Salem



2023 marion & polk counties

\$781.3 million
estimated economic impact

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.



PERFORMANCE MEASUREMENT*	23-24 ACTUALS	% OF 22-23	23-24 YEAR-END GOAL	22-23 ACTUALS
1 Estimated Economic Impact**	\$781,300,000	103%	↑2% = \$771,324,000	\$756,200,000
2 Salem Transient Occupancy Tax (TOT)**	\$4,842,375	104%	↑5% = \$4,902,286	\$4,668,844
3 Leverage	\$2,809,379	116%	\$2,300,000	\$2,404,987
4 Consumer Engagement***	171,683,272	97%	↑15% = 202,855,640	176,396,209
5 Visitor Information Network Attendance	107,739	91%	↑6% = 125,804	118,683
6 Earned Media Impressions	122,848,000	103%	↑5% = 124,920,946	118,972,330
7 Social Media Reach***	12,432,550	127%	↑12% = 10,971,977	9,796,408
8 Online Visits***	273,661	114%	↑10% = 262,923	239,021
9 Convention/Sports Room Nights	33,049	134%	↑10% = 27,060	24,600

* 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

KEY PERFORMANCE MEASUREMENTS: a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

22-23
ACTUALS

23-24
ACTUALS

23-24
GOAL

1 ESTIMATED ECONOMIC IMPACT

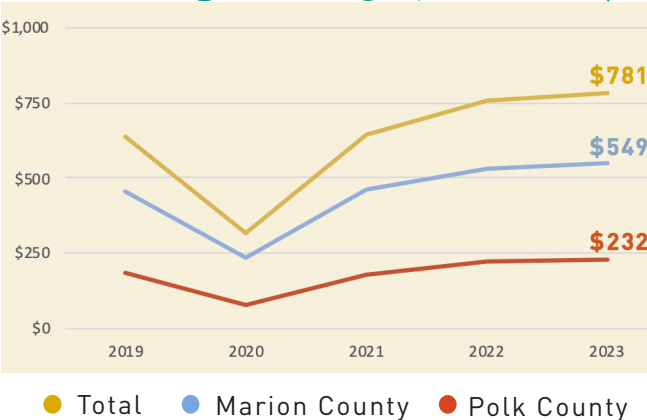
23-24 GOAL: \$771,324,000

\$756,200,000

\$781,300,000

Salem & the Mid-Willamette Valley surpassed 2022's record EEI by 3.3%. 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 22% overall growth rate since 2019.

travel spending (millions)



2 TRANSIENT OCCUPANCY TAX (TOT)

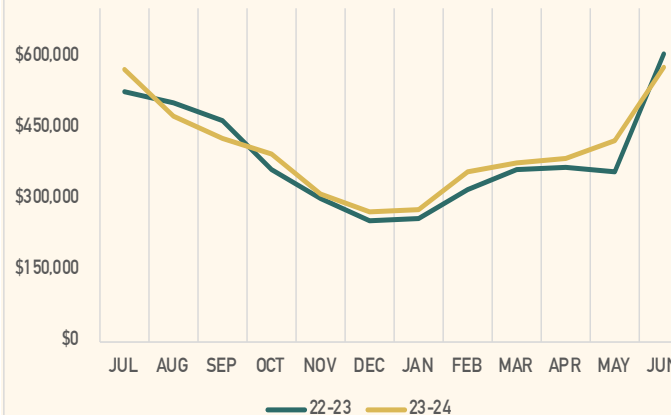
23-24 GOAL: \$4,902,286

\$4,668,844

\$4,842,375

Overall occupancy decreased 1% in 23-24 to 46%. While a 2.2% annual ADR increase drove additional TOT during the year to surpass 2022 by \$173,531. Minor YOY decreases in Aug, Sep and Jun were offset by gains throughout the year, including a strong May.

Salem TOT



3 LEVERAGE

23-24 GOAL: \$2,300,000

\$2,404,987

\$2,809,379

Surpassed annual goal driven by the Willamette Valley Visitors Association's (WVVA) increased budget and KPTV marketing campaign. Overall leverage performance was constrained due to no longer receiving discounted rent for the previous Capital Tower headquarters.



Travel Salem Visitor Center Grand Opening

KEY PERFORMANCE MEASUREMENTS:

a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

22-23
ACTUALS

23-24
ACTUALS

22-23
GOAL

4 CONSUMER ENGAGEMENT

23-24 GOAL: 202,855,640

176,396,209

171,077,272

23-24 expanded reach of overall digital advertising, increased Blog subscribers & online visits, and strong sales event impressions. A reduction in overall advertising impressions was due to changes in tracking.

5 VISITOR INFORMATION NETWORK

23-24 GOAL: 125,804

118,683

107,739

The new location of the Travel Salem Visitor Center opened in May 2023 with growth in visitor traffic continuing throughout this fiscal year. A satellite visitor location at a major partner hotel was paused causing a decrease in visitor engagement.

6 EARNED MEDIA IMPRESSIONS

23-24 GOAL: 124,920,946

118,972,330

122,848,000

Earned media impressions increased nearly 3% over last year. Travel Salem's public relations program continues to focus on high-quality media outlets to promote Salem & the Mid-Willamette Valley.

"Learn about Past & Present by Visiting these Tribal Lands"
1,000,000 Impressions

ADVERTISING

23,873,420

Digital Impressions

(Online Ads, Google Ads, Social Media, Blogs)

769,996

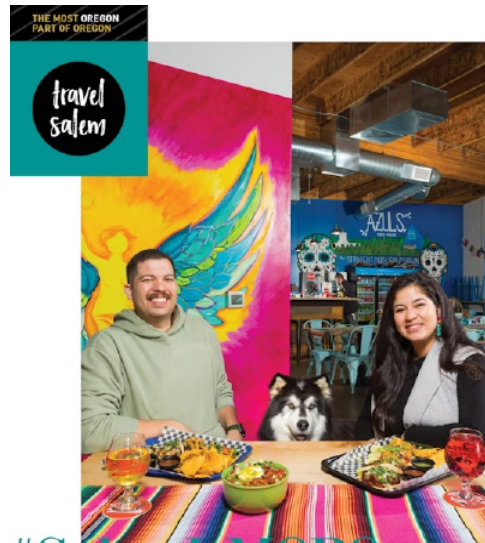
Print Ad Impressions

16,261

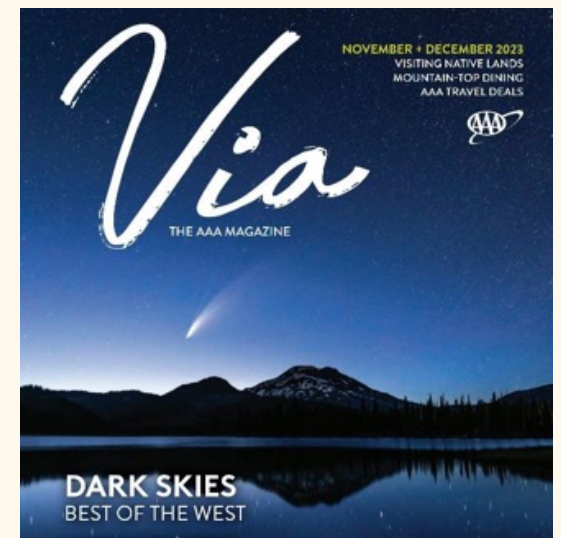
Room Nights

\$2,278,036

Hotel Revenue



#SalemIsMOPO



KEY PERFORMANCE MEASUREMENTS:

a closer look

YEAR-OVER-YEAR COMPARISON & HIGHLIGHTS

22-23
ACTUALS

23-24
ACTUALS

22-23
GOAL

7 SOCIAL MEDIA REACH

23-24 GOAL: 10,971,977

9,796,408

12,432,550

8 ONLINE VISITS

23-24 GOAL: 262,923

239,021

273,661

9 CONVENTIONS & SPORTS ROOM NIGHTS

23-24 GOAL: 27,060

24,600

33,049

27% YOY increase is attributed to a higher number of videos used throughout all social platforms (e.g., Facebook, Instagram, TikTok), which enhance engagement. Nov was best performing month since Jan 2021.

Best Performing Blog "Salem After Dark" 5,083 Views



SALEM AFTER DARK

Explore Salem and the Mid-Willamette Valley's Nightlife Scene

Record actualized hotel room nights driven by increase in Jehovah Witness and IRONMAN.

YTD EVENTS*

\$43,629,895
EEI

33,049
Room Nights

FUTURE PRODUCTION

LEADS

\$117,601,170
EEI

80,293
Est. Room
Nights

BOOKINGS

\$97,959,171
EEI

70,148
Est. Room
Nights

Best Performing Video

"Wooden Shoe Tulip Festival"

Facebook:
89,725 views

Instagram:
50,100 views



core areas of focus

Strategic Imperative: INCREASE VISITOR-RELATED ECONOMIC IMPACT

EXTERNALLY FOCUSED

INTERNALLY FOCUSED

Destination Experience [DE]

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

Destination Development [DD]

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

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.

Organization Optimization [OO]

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

OBJECTIVE

MEASUREMENT

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

OBJECTIVE

MEASUREMENT

- Develop product for the non-peak season (Nov-Mar) when visitation is lower (e.g., campaigns, trails, events) → Increase shoulder season product
- 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
- Assist the cultural & heritage sector with planning, collaboration & evaluation → Improved cultural heritage communications deliverables
- Identify & influence initiatives that improve destination accessibility (e.g., wayfinding, commercial air service) → New transportation-related initiatives underway

OBJECTIVE

MEASUREMENT

- Unite Mid-Willamette Valley partners through shared vision, advocacy & collaboration → 756200000
- 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
- Secure citywide room nights through innovative group sales strategies → Increase group bookings
- Target shoulder season visitation through coordinated sales & marketing efforts → Increase shoulder season room nights
- Promote tourism industry awareness and engage community ambassadors through locally targeted initiatives → Increase resident engagement
- Leverage key partnerships & strategies to amplify reach & effectiveness → Increase visitor engagement
- Utilize data & research to anticipate & capitalize on trends & marketing opportunities → Utilize data & research to influence marketing decisions

OBJECTIVE

MEASUREMENT

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

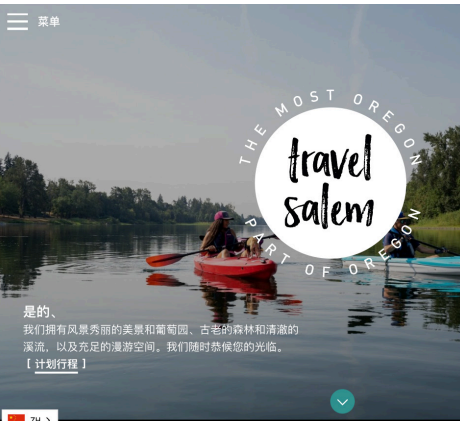
funding sources key



DESTINATION EXPERIENCE

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

[DE]



WEBSITE TRANSLATED [DE 1, 2]



TravelSalem.com was translated into five languages: Spanish, French, German, Japanese and Chinese, for improved accessibility and increased traffic from our top countries of visitor origin. Translations were reviewed by native speakers to ensure authenticity and accuracy.



TOURISM SUMMIT [DE 2]



The second annual Mid-Willamette Valley Tourism Summit was held in November, bringing together the marketing, hospitality and tourism industry for education and conversations around driving economic development for the Salem-area. This year's event featured nine speakers presenting on trends in tourism, marketing, restaurant industry, artificial intelligence and change management.



LAUNCH COMMERCIAL FLIGHTS [DE 4]



Avelo Airlines flew its first flights to and from Salem-Willamette Valley Airport, connecting the Salem community to Los Angeles and Las Vegas markets. A ribbon-cutting was held with key stakeholders, including Andrew Levy, CEO of Avelo Airlines, followed by a celebration at The Flight Deck Restaurant to commemorate the first take-off. Salem boasts the best pre-sales of any Avelo Airlines West Coast market launch.



NEW VISITOR GUIDE [DE 1, 2]



24-25 Mid-Willamette Valley Visitor Guide published promoting Salem and Marion & Polk counties. The guide is distributed to 800 locations throughout Oregon, Washington, California, and British Columbia. Packed with travel inspiration and resources, this guide is designed to attract visitors to the area and assist them during their stay.

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



DESTINATION DEVELOPMENT

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

[DD]



IRONMAN 5-YEAR CONTRACT [DD 2]



IRONMAN signed 5-year contract to extend partnership with Salem through 2028. Over 2,500 athletes & 7,600 spectators gathered for this year's IRONMAN 70.3 Oregon, which brought nearly \$13.5 million economic impact to the local economy. Of athletes surveyed 91% voiced overall satisfaction with the Salem race. 52% stated that they want to participate in next year's event, which is 15% higher than the regional average.



CULTURAL HERITAGE INTERNS [DD 3]



Cultural & heritage organizations voiced staff capacity challenges so Travel Salem created an internship program, housed within Travel Salem, staffed by two Oregon State University students. Five cultural & heritage organizations received assistance with projects related to website development & maintenance, social media, content creation, and event planning.



RESILIENT HEADWATERS [DD 3, 4]



Through STPA and a Travel Oregon grant Travel Salem funded the Resilient Headwaters concept plan for trail recovery in the Santiam Canyon, which outlined the potential for 28 new outdoor recreation projects and 12 programs to maximize the many benefits of spending time outdoors. The plan focuses on four areas of benefit: Fire Recovery, Health & Connection, Economy and Environmental Regeneration.



LODGING RESOURCE DEVELOPMENT [DD 4]



Hosted quarterly Mid-Willamette Valley Tourism Economic Development Consortium with regional stakeholders, throughout Marion & Polk Counties. A Lodging Development Task Force was implemented based on Consortium discussions around opportunities to spur overnight lodging development throughout the region.

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



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]

COMMERCIAL AIR MARKETING [DM 1, 4, 6]



A successful marketing campaign, including billboards, digital & print ads, community awareness and partnerships with top local employers, led to positive results for both Las Vegas and Burbank routes. The SLE - BUR route was Avelo's best launch to date out of 35 markets.

BROADCAST PARTNERSHIP [DM 4]



Launched broadcast and streaming commercials promoting Salem as a top travel destination, targeting the 12 western states. Installed a KPTV weather cam on the roof of the Holman Hotel, which is featured daily on KPTV news as "the view from the Travel Salem weather cam, downtown Salem."

RECORD SOCIAL MEDIA [DM 2, 7]



November was the best performing month since January 2021 on Facebook, with 958,913 impressions, 15,495 engagements and 2,362 comments. Growth is attributed to increasing length of ad run, strategic targeting based on data, use of high quality imagery & videos and "tag-able" content (e.g., Magic of Lights drive-thru holiday experience).

INFLUENCER COLLABORATION [DM 2, 5, 6]



Dinkum Tribe, a social media influencer focused on neurodivergent family travel & lifestyle, produced blog and social media content highlighting a number of regional attractions, including: Museum of Mental Health at the Oregon State Hospital, Hallie Ford Museum of Art, Gilbert House Children's Museum, Willamette Heritage Center, Salem Riverfront Carousel, Polk County Museum and Champose State Park Visitor Center.

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



ORGANIZATION OPTIMIZATION

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



EQUITY, DIVERSITY, INCLUSION [00 3, 6]



Travel Salem Board of Directors adopted an official Equity, Diversity & Inclusion (EDI) statement for the organization. This is a commitment to EDI throughout all of Travel Salem's internal and external programs.



STRATEGIC PLANNING [00 2]



Travel Salem began the year-long process of developing the next 5-year Strategic Plan that will continue forward the progress and results from the 2020-25 Strategic Plan. Surveys were sent to the Travel Salem Board of Directors and industry stakeholders, and one on one conversations were held to identify priorities. Four focus groups and a facilitated Board work session were held to thoroughly discuss priorities.



CRISIS COMMUNICATION PLAN [00 1]



Travel Salem has a responsibility to communicate with visitors throughout our region during a crisis event. The Crisis Communication Plan developed by key staff and stakeholders, outlines communication steps for all team members during an emergent situation and will be reviewed and updated annually.



VISITOR CENTER GRAND OPENING [00 6]



Industry & community members were invited to join staff, Board & committee members, and stakeholders for the grand opening of the Travel Salem Visitor Center. This celebration kicked-off National Travel & Tourism Week with live music, food, raffles and the reading of a City of Salem proclamation naming May 2023 Salem Tourism Month.

2023-2024 state of the industry

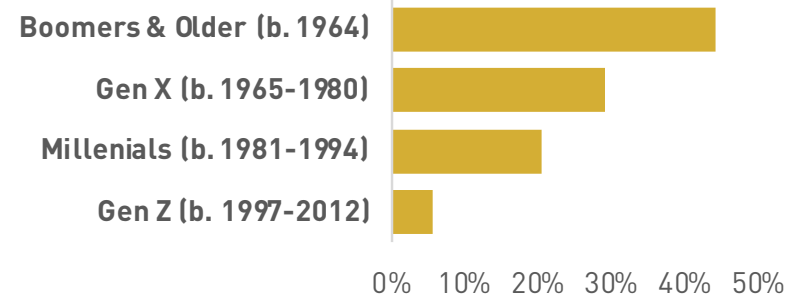
2023 DESTINATIONS INTERNATIONAL: SALEM-SPECIFIC RESULTS

2.62 million visitors traveled to our region in 2023, driving an overall visitor spend of \$781.3 million in Marion & Polk counties, including an estimated \$664.1 million spent in Salem.

Visitors to Salem had an average age of 53-yrs and over 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.

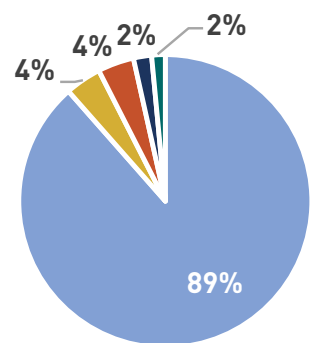
The region's key satisfaction rating was an almost perfect score for overall positive trip experiences, specifically citing local food, inclusiveness, outdoor recreation and value.

Generational Breakdown Average Age: 53

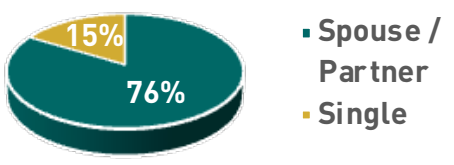


2023 EEI	Marion	Polk	Combined	Salem
Visitor Expenditures	\$549,400,000	\$231,900,000	\$781,300,000	\$664,105,000
Earnings	\$147,500,000	\$87,500,000	\$235,000,000	\$199,750,000
Employment	4,860	2,860	7,720	6,562
Visitors	2,085,560	531,570	2,617,130	2,224,561

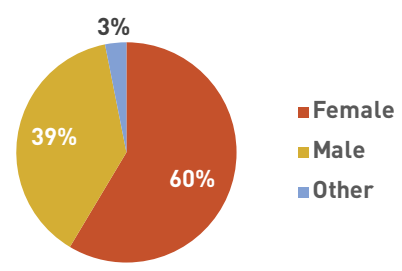
Ethnic Breakdown



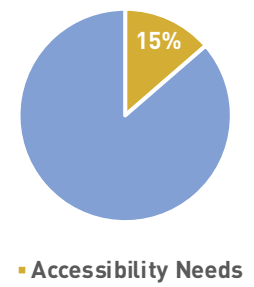
Marital Satus



Gender



Accessibility



- White / Caucasian
- Hispanic / Latino
- Asian
- Native American / Indigenous
- Black / African American

2023-2024 state of the industry visitor snapshot

top countries of origin

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

avg. household income:
\$120,744

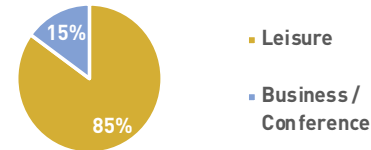
household with children:
18%

average spend:
\$851

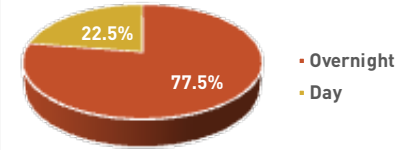
average stay:
3.4 days

overall satisfaction:
9 out of 10

Primary Purpose



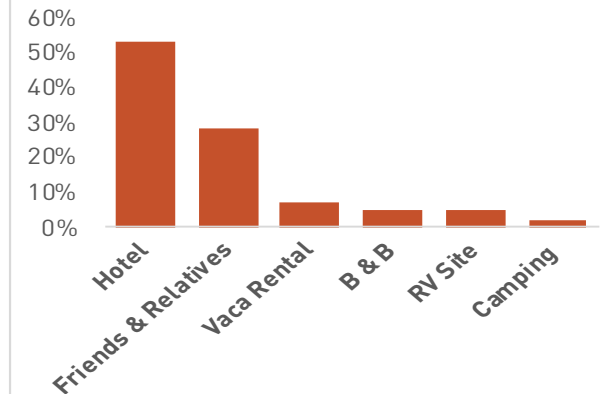
Visitor Type



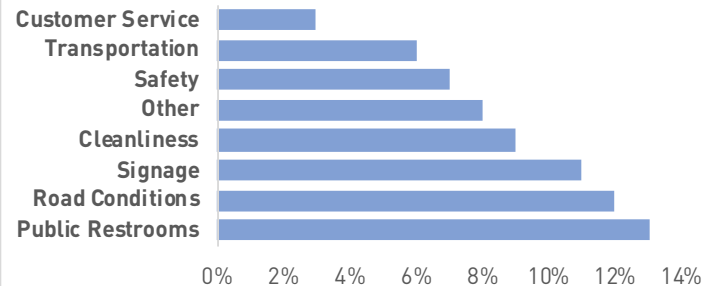
Activity in Destination



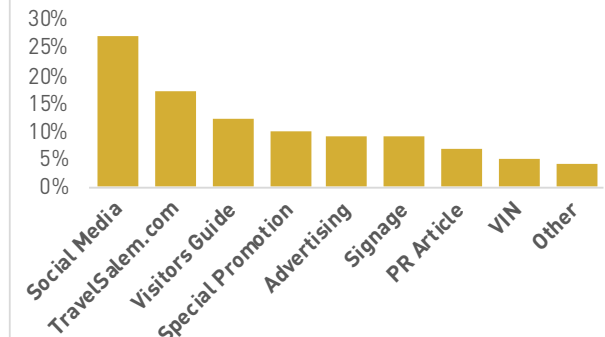
Type of Lodging



Region Could Improve...



Travel Salem Marketing Used



2023-2024 state of the industry event & attraction data

LISTED ARE POIs WITH 2,000+ VISITORS FROM 50+ MILES



KEY	
Salem	
Outside Salem	

Events	Total Attendance	# Visitors	% Visitors
IRONMAN	13,800	6,300	45.7%
Wooden Shoe Tulip Festival	158,600	48,400	30.5%
Salem Art Fair and Festival (Bush's Pasture Park)	17,300	2,400	13.9%
Hoopla	25,400	3,500	13.8%
Oregon State Fair	249,800	34,200	13.7%
Capitol City Classic	10,200	1,200	11.8%
St. Paul Rodeo	71,800	7,200	10.0%
Oktoberfest	88,400	8,400	9.5%
Independence 4th of July	22,100	2,000	9.0%
Marion County Fair	24,100	1,900	7.9%
World Beat Festival	20,100	1,300	6.5%

SALEM, MARION & POLK ATTRACTIONS (2023-2024)			
Attraction	Total Attendance	# Visitors	% Visitors
Bethel Heights Winery	4,900	2,800	57.1%
Enchanted Forest	123,800	65,500	52.9%
Detroit Lake State Park	92,100	46,800	50.8%
Silver Falls State park	242,800	116,600	48.0%
Spirit Mountain Casino	281,500	121,700	43.2%
Woodburn Premium Outlets	1,500,000	635,500	42.4%
Willamette Valley Vineyards	56,400	21,600	38.3%
Keizer Station	1,600,000	589,200	36.8%
Eola Hills Legacy Estate Vineyard	7,600	2,400	31.6%
Honeywood Winery	9,000	2,600	28.9%
CFC Soccer Complex	56,300	15,800	28.1%
Woodburn Drag Strip	38,200	10,400	27.2%
Antique Powerland	27,300	7,100	26.0%
Schreiners Iris Garden	19,300	5,000	25.9%
The Oregon Garden Resort	45,100	11,000	24.4%
Willamette Town Center	842,700	193,100	22.9%
Salem Convention Center	83,600	19,100	22.8%
Wallace Marine Park	89,200	16,900	18.9%
Bush's Pasture Park	161,400	30,500	18.9%
Salem Riverfront Park	273,100	51,600	18.9%
Willamette Heritage Center	39,900	7,200	18.0%
Riverfront Carousel	72,200	12,800	17.7%
AC Gilbert House Children's Museum	33,200	5,700	17.2%
Deepwood Museum	16,900	2,500	14.8%
State Capitol (Park)	31,100	4,600	14.8%
Elsinore Theatre	67,900	10,000	14.7%
Independence Riverview Park	60,700	8,700	14.3%
Ankeny National Wildlife Refuge	21,300	3,000	14.1%
Salem Center	408,300	54,800	13.4%
Minto Brown Park	91,500	12,100	13.2%
Bauman Farms	137,200	16,800	12.2%
Baskett Slough National Wildlife Refug	24,500	2,700	11.0%
EZ Orchards	68,300	6,800	10.0%
Keizer Rapids Park	103,600	7,900	7.6%



Oregon Hoopla - Reed Lane Photography

staff

Administrative

Angie Villery, President & CEO

Anton Cobb, Community Relations Specialist

Jennifer Miller, Operations Manager

Marketing & Communications

Irene Bernards, EVP & Chief Marketing Officer

Kara Kuh, Deputy Marketing Officer

Emily Bradley, Destination Development Manager

Caleb Strong, Content Creator & Social Media Coordinator

Emily Lauer, Marketing Coordinator

Sean Severson, Online Coordinator

Tina Winge, Marketing & Sales Manager

Sales

Debbie McCune, VP & Chief Sales Officer

Luke Zak, Sports & Events Sales Manager

Katie Cundiff, Sales & Services Coordinator

Travel Salem

630 Center St. NE

Salem, OR 97301

503-581-4325

www.TravelSalem.com



Travel Salem is pleased to present the 23-24 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 2023-24 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.