



FOR IMMEDIATE RELEASE
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Travel Salem Launches an Interactive Online Map

SALEM, OREGON – Travel Salem recently launched a new [Interactive Online Map](#), a media-rich tool on the TravelSalem.com website dedicated to promoting our beautiful region as a visitor destination. The Interactive Online Map (IOM) helps visitors plan their mid-Willamette Valley experience. Currently the map visually represents the region's diverse cultural and heritage assets. Future phases will showcase culinary highlights, recreation hotspots, public gardens and more.

“Travel Salem’s goal with implementation of this Interactive Online Map is to draw more attention and visitation to the Salem and mid-Willamette Valley area through illustrating and promoting the rich and diverse offerings of our area,” said Kathie Reeves, marketing manager for Travel Salem.

The IOM is also a great tool to help local residents learn more about attractions in their backyard and is a great resource to employ when planning trips for visiting friends and family.

****Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.****