



FOR IMMEDIATE RELEASE
June 10, 2011

Contact: Jenie Skoy
Public Relations Manager
503-581-4325, ext. 25
jskoy@TravelSalem.com

Local Tourism Industry Experiences 6.6 Percent Increase in Travel Spending

Salem, Ore. – Tourism is big business for the Salem area and a vital economic generator. A recently-released study, *Economic Impacts of Travel* prepared by market research firm Dean Runyan Associates, reports that travel spending in the Salem area grew 6.6 percent over the previous year to \$496 million in 2010.

Tourism-related businesses in the Salem area employed 6,260 people in 2010. Employees and business owners who worked in travel related businesses earned \$132.7 million. Travelers to the Salem area contributed \$2.5 million in tax revenue and \$13.9 million in state revenue.

“Tourism is a major economic driver in the Salem area,” said President & CEO Angie Morris, Travel Salem. “Visitors enjoy our region and contribute millions of dollars to our economy and this in turn creates jobs. Travel Salem continues to strategically position the Salem area as a premier destination, bringing in new dollars that support local economies and small businesses throughout the region.”

Salem Area Travel Impacts (Marion & Polk Counties)

Accommodations - \$49.1 million
Food Service - \$112.9 million
Food Stores- \$47.8 million
Local Transportation & Gas - \$46 million
Arts, Entertainment & Recreation- \$126.8 million
Retail Sales -\$55.5 million
*Other Travel - \$57.8 million

*outbound travel services and transportation

###

****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 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.****

