



**FOR IMMEDIATE RELEASE**

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**Contact:** Irene Bernards  
Marketing & PR Director  
503-581-4325, ext. 27  
ibernards@TravelSalem.com

**New 2012-13 Salem Area Visitors Guide Available**

**SALEM, Ore.** – Travel Salem unveiled the official 2012-13 Salem Area Visitors Guide. This 65 page, full color visitors guide promotes Salem as well as Marion and Polk counties. Trip ideas, attractions and points of interest, lodging, dining, events, shopping, wineries, gardens, agri-tourism, transportation, recreation and relocation information resources are included along with tour ideas and stories.

“The Salem Area Visitors Guide plays a vital role in promoting the area for leisure visitors as well as convention and event business,” said Irene Bernards, Travel Salem’s Marketing and PR Director. “We distribute 140,000 guides to locations throughout Oregon and the twelve western states as well as Canada. Travel Salem is spreading the word that the Salem area is an authentic Oregon experience with culinary, heritage and cultural offerings and recreational opportunities,” said Bernards.

Residents are encouraged to order a free Salem Area Visitors Guide by contacting the Travel Salem office at 503-581-4325 or [information@TravelSalem.com](mailto:information@TravelSalem.com) or by visiting the Travel Café Visitors Center located in historic downtown Salem at 181 High St. NE.

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*\*\*\*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](http://www.TravelSalem.com).\*\*\**