



FOR IMMEDIATE RELEASE

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Travel Salem Recognized as Bike Friendly Business

SALEM, OR — [Travel Salem](#) is pleased to announce it has achieved recognition in Travel Oregon's unique [Bike Friendly Business Program](#).

Bike Friendly businesses are those that demonstrate a commitment to serving visitors who ride bikes by providing specific amenities they may need. Specific amenities offered by Travel Salem's Travel Café and Visitors Center include complimentary charging for personal devices (tablets and phones); free water refills; access to a public restroom and visitor information geared towards bicycle riders.

Bicycle-related tourism contributes \$400 million to Oregon's economy annually, according to a 2012 study by Dean Runyon Associates. Travel Oregon's statewide Bike Friendly Business program is the first of its kind in the nation and is designed to help Oregon businesses reach out to this quickly-growing segment of the tourism economy.

Oregon has been a bicycle-tourism innovator since 2010, when Cycle Oregon and the Oregon Parks and Recreation Department co-created the only Scenic Bikeways program in the nation - beginning with the [Willamette Valley Scenic Bikeway](#), which runs through the heart of Salem.

In addition to providing amenities for cyclists, Travel Salem continues to offer services to help all visitors make the most of their stay including free copies of visitor guides, ideas about what to see and do in the area, complimentary Wi-Fi and ticket sales for many of the area's arts, culture and heritage events.

For more information about Travel Salem, visit www.travelsalem.com or call (503) 581-4325. For more information about the Bike Friendly Business Program, go to www.industry.traveloregon.com/BFB.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$ 537 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE, in downtown Salem, two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****