



FOR IMMEDIATE RELEASE
May 3, 2012

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Travel Salem marketing exchange luncheon set for May 17
Annual Absolutely Fabulous Awards Luncheon

SALEM, OREGON – Travel Salem’s annual Absolutely Fabulous Awards luncheon will be held Thursday, May 17, 2012, from 11:45 a.m. to 1:15 p.m., at the Keizer Renaissance Inn (5188 Wittenberg Lane N, Keizer).

Todd Davidson, CEO of Travel Oregon and Chair of the U.S. Travel and Tourism Advisory Board will be the keynote speaker. Following President Barack Obama's Executive Order laying out a strategy for increasing international travel to the U.S., Secretary of Commerce John Bryson tapped Oregon Tourism Commission CEO Todd Davidson as chair of the U.S. Travel and Tourism Advisory Board to help implement the initiative.

The Ab Fab (Absolutely Fabulous) awards will recognize tourism industry partners who have gone above and beyond in 2011-12 to promote the Salem area. These award recipients are movers and shakers who have pushed the envelope and turned ideas upside-down and inside out to capture the best return on their marketing, collaboration, partnerships, innovation and regional strategies! They are Absolutely Fabulous!

The cost is \$18 in advance and \$23 at the door. Reservations are required by May 14.

Tickets can be purchased by calling 503-581-4325 ext. 58; or online at TravelSalem.com; or by mail to: Travel Salem Marketing Exchange Luncheon, 181 High St. NE, Salem, OR 97301.

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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.****