

Friday, May 28, 2010

DOW ▲ 284.54
NASDAQ ▲ 81.80
S&P 500 ▲ 35.11

The Ticker

Salem

Travel Salem's 'Absolutely Fabulous' awards go to 10 local companies

Travel Salem has honored 10 local companies and people who have gone above and beyond in efforts to increase the economic impact of visitors.

The organization's "Absolutely Fabulous" awards were:

"Absolutely Green:" Salem Conference Center, for numerous green initiatives.

"Absolutely Innovative:" Digital City Guide & Hospitality Vision, for creating a mechanism to promote the Salem area to visitors in more than 700 hotel rooms.

"Absolutely Heads in Beds:" Salem Area Lodging Association, for constant promotion of the Salem area as an overnight visitor destination.

"Absolutely Top of the Barrel:" Willamette Valley Vineyards, for its commitment to sustainability and tourism industry partnerships.

"Absolutely Thinking Big:" Willamette Heritage Center, for the ability to think big and create an umbrella organization that will benefit a number of heritage resources.

"Absolutely Smokin':" Woodburn Company Stores, for the red hot domestic and international marketing efforts that benefit the entire region.

"Absolutely Big Picture:" Marion County Oregon 150, for the ability to unite 20 communities to organize the "150 Miles for 150 Years" relay and passport promotion.

"Absolutely Pioneering:" Oregon Travel Information Council, for a pioneering effort to create "T" signage to direct visitors to key visitor information resources.

"Absolutely 'Gets It':" Austin McGuigan, community development director for Polk County, for his understanding of the local tourism industry as an economic generator.

"Absolutely Fabulous," the Statesman Journal, for its relentless effort to inform Salem area residents and visitors about all of the wondrous assets of the region, and the economic and quality of life impact of tourism.

The Ticker Blog

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—Don Currie