



February 14th, 2025

House Committee on Economic Development, Small Business, and Trade  
Oregon State Capitol, 900 Court Street NE  
Room 453  
Salem, Oregon 97301

Re: HB 3140 Relating to recreation; declaring an emergency

Chair Nguyen and Members of the Committee:

As Director of Travel Ashland, Ashland's official destination marketing organization and part of the tourism ecosystem, the outdoor traveler and adventure seeker are very important to tourism's economic impact along with the success of our outfitters and outdoor partners. Beyond visitors, for residents as well, access to outdoors is vitally important.

Travel Ashland inspires, educates and informs visitors, promoting a steady-visitor volume year-round to Ashland to enjoy the wine, culinary, culture, wellness and of course, the outdoors from Mt. Ashland to Crater Lake, the Klamath and Rogue Rivers as well as our amazing trail systems and wilderness.

There is a significant need for Oregon to establish a balanced approach between personal responsibility and business accountability like all other Western States. We support HB # 3140. Thank you for your time and consideration of HB #3140.

Sincerely,

A handwritten signature in blue ink that reads "Katharine Cato".

Katharine Cato  
Director, Travel Ashland [katharine@ashlandchamber.com](mailto:katharine@ashlandchamber.com)