

Submitter: Kristna Thornton

On Behalf Of:

Committee: House Committee On Emergency Management, General Government, and Veterans

Measure, Appointment or Topic: HB3556

I strongly oppose House Bill 3556, which seeks to divert transient lodging tax (TLT) revenues away from local tourism promotion to fund tourism impact services like public safety and infrastructure. While these services are essential, shifting TLT funds away from destination marketing would undermine the very industry that generates these revenues.

Tourism is a vital economic driver for our community, supporting local businesses, creating jobs, and bringing significant visitor spending. Reducing investment in tourism promotions will lead to fewer visitors, ultimately shrinking the tax base and limiting the very resources this bill aims to support.

I urge you to reject HB 3556 and protect the critical role of TLT in sustaining our local tourism economy.

Thank you for your consideration.