



March 18, 2025

To House Committee on Emergency Management, General Government, and Veterans

At ALKO Hotels, we take pride in serving our communities, operating five hotels in Eugene and the recently opened Tru by Hilton Aloha Beaverton. Year-round, our success relies on strong occupancy, which is driven by effective advertising. HB 3556 threatens to limit our ability to market our hotels, jeopardizing not just our business but Oregon's broader tourism economy.

Tourism dollars fuel local economies—supporting jobs, restaurants, shops, and attractions. When visitors book a stay, they also dine locally, shop in small businesses, and attend community events. Restricting advertising will reduce tourism revenue, impacting not just hotels but the entire community.

New hotels like our Tru by Hilton in Beaverton depend on advertising to build awareness and fill rooms. Without it, job creation and economic contributions stall. Small, family-owned businesses like ours will suffer the most, leading to fewer jobs and diminished community investment.

We urge lawmakers to reconsider HB 3556. Rather than restricting advertising, we need solutions that support local businesses while protecting consumers. A thriving tourism industry benefits everyone—let's ensure it stays that way.

Sincerely

Tina Patel

Managing Director

ALKO Hotels

