

Submitter:

Kory Mahr

On Behalf Of:

Committee:

House Committee On Revenue

Measure, Appointment or Topic:

HB3962

Tourism serves as a vital economic engine for Southern Oregon, significantly contributing to the region's financial health and community well-being. In 2023, direct travel spending in Southern Oregon reached approximately \$1.1 billion, marking a 4.2% increase from the previous year. This spending supported over 12,300 jobs, generating earnings of \$315 million for local workers. Additionally, travel-generated tax receipts amounted to \$55 million, benefiting both state and local governments.

Over the past decade, the tourism sector in Southern Oregon has demonstrated robust growth. Between 2013 and 2023, travel spending in the region increased by 35%, translating to an average annual growth rate of approximately 3.5%. Employment in the tourism industry expanded by 20% during the same period, adding nearly 2,050 jobs. Earnings for employees in this sector saw a cumulative rise of 28%, reflecting enhanced income opportunities for residents.

The lodging tax directly affects the livelihood of our 70 + employees. Removing it could have ripple effects throughout a community.