



**June 22, 2025**

## **Opposition to HB 3962**

Dear Members of the House Committee on Revenue,

I am writing in strong opposition to **HB 3962**, which proposes changes to the allocation of local Transient Lodging Tax (TLT) revenues.

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 promotion from the TLT tax revenues fuels 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 because tourism-generated revenue supports tourism promotion and development.

This bill would allow newly imposed or increased local TLTs to be diverted to unrelated services such as public safety or general infrastructure. While those services are important, this shift undermines the original intent of Oregon's lodging tax system, to ensure that tourism-generated revenue is reinvested in tourism promotion and development.

Tourism is a vital economic driver in Oregon. When lodging taxes are used as intended—for destination marketing, tourism infrastructure, and visitor services—the entire economy benefits. Diverting these funds dilutes their impact, jeopardizes future tourism growth, and harms small businesses and workers that depend on a healthy visitor economy.

Please uphold the integrity of the existing TLT framework. **Reject HB 3962** and keep tourism dollars working for tourism.

Thank you for your time and service.

Sincerely,  
Tina Patel  
Managing Director  
ALKO Hotels