

Submitter: BETTINA HANNIGAN
On Behalf Of:
Committee: Senate Committee On Finance and Revenue
Measure, Appointment or Topic: HB3962
Chair Meek, Vice-Chair McLane, and Members of the Committee:

Thank you for the opportunity to submit written testimony. I am writing to strongly oppose HB 3962.

Tourism is not a gift to Oregon—it's one of the state's most productive investments. The return on that investment is measurable and significant:

In 2023, tourism generated \$14.3 billion in visitor spending statewide.

It supported 121,000 Oregon jobs and thousands of small businesses.

It delivered \$691 million in state and local tax revenue—not from TLT, but from income, fuel, and excise taxes.

In Western Lane County, tourism produced \$280 million in economic activity last year alone.

These funds already support roads, law enforcement, public health, and infrastructure—without touching Transient Lodging Tax (TLT) dollars.

HB 3962 threatens to undermine this proven economic engine by allowing local governments to redirect TLT away from its original purpose—growing tourism.

We cannot afford to cannibalize the very funding that generates the results. TLT is not a reserve to balance budgets—it is the fuel that drives one of Oregon's largest industries.

If we weaken tourism promotion, we weaken the economy. The legislature should be using the general tax revenue tourism already generates to manage impacts—not pulling from the source that creates that revenue in the first place.

Please oppose HB 3962. Protect tourism. Protect Oregon's investment.

Respectfully,
Bettina Hannigan
President/CEO

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