

TRAVEL PORTLAND

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June 23, 2025

Senate Committee on Finance and Revenue
Oregon State Capitol, 900 Court Street NE
Salem, Oregon 97301

Re: HB 3962-A

Dear Senator Meek, Vice-Chair McLane and Honored Members of the Committee,

As the President and CEO of Travel Portland, I am writing to express my strong opposition to House Bill 3962-A. Travel Portland is the Destination Management Organization (DMO) for the City of Portland. Our mission is to generate travel demand that drives economic impact for Portland. We promote Portland as a destination for leisure travel, as an exceptional location to host conventions, conferences and other large groups, and as a compelling offering in travel trade itineraries for major tour operators from around the world.

Tourism is considered a traded-sector industry because it attracts dollars into Oregon from other states and countries. Tourism-related businesses generate millions in local and state tax revenue every year through property taxes, business taxes, and, most importantly, the Transient Lodging Tax (TLT). These funds directly support infrastructure, emergency services, and community development across Oregon. Tourism sustains thousands of jobs and supports local businesses, from restaurants to outdoor recreation outfitters, cultural and arts institutions, craft beverage makers and tour and transportation companies, to name a few.

In 2024, visitors to the Portland region generated \$5.5 billion in direct spending, fueling our economy and easing the tax burden for local and state residents to the tune of \$285 million in tax revenues, \$143 million of which was local tax revenue. In Portland alone, the travel industry supported more than 21,000 jobs, generating \$1.25 billion in employment earnings.

Further, the tourism industry in Portland has played a vital role in recent years in the revitalization of our city and its offerings for residents and visitors. Travel Portland's programs have directly supported newly re-activated public spaces, capital projects for small businesses and arts and cultural institutions, and we have driven national media attention for our thriving culinary scene, our diverse neighborhoods and our stunning new PDX terminal, the first point of entry for most who visit Oregon from abroad.

Reversing the formula for the distribution of local TLT revenues, as HB 3962-A proposes, will severely impede our industry's ability to drive economic growth for local economies. I urge you to consider the long-term implications of HB 3962-A on Oregon's economic health and competitiveness. Protecting TLT investments for tourism promotion and destination development is essential to maintaining a thriving visitor economy that benefits all Oregonians. Thank you for joining me and the wider tourism and hospitality industry to oppose HB3962-A.

Sincerely,



Megan Conway
President & CEO