

Submitter: Tina Patel
On Behalf Of: ALKO HOTELS
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4148
To: Members of the House Committee on Revenue

From: Tina Pate, ALKO Hotels

Dear Members of the House Committee on Revenue,

I am writing to you today not just as a business owner, but as someone who has lived the "American Dream" from behind a front desk. I strongly oppose HB 4148, which proposes diverting local Transient Lodging Tax (TLT) revenues from the very thing that keeps our doors open: tourism promotion.

My Story: From the Front Desk to ALKO Hotels

My perspective on this bill is shaped by years of personal sacrifice. I came to this country as an immigrant with a dream and a relentless work ethic. In those early years, I lived the reality of the hospitality industry 24/7. I wasn't just managing a small motel; I was the housekeeper, the maintenance person, and the clerk standing behind the desk at 3:00 AM.

I know exactly what it feels like to wait for the bell to ring, knowing that every guest who walks through that door represents a lifeline for my family and my employees. When I stood behind that desk, I understood a fundamental truth: you cannot rent a room to a traveler who doesn't know your city exists.

Today, ALKO Hotels operates five hotels in Eugene and our newly opened Tru by Hilton in Aloha, Beaverton. While we have grown, our vulnerability to shifts in tourism remains the same.

Why HB 4148 Jeopardizes Our Success

Tourism promotion fueled by TLT revenue is the engine that drives guests to our desks. HB 4148 threatens to stall that engine by allowing funds to be diverted to unrelated services like general infrastructure or public safety. While these are noble causes, they should not be funded by a tax specifically designed to sustain the tourism ecosystem.

The Marketing Lifeline: Advertising is what ensures year-round occupancy. Without it, the "vacancy" signs stay lit, and the economic ripple effect stops dead.

The Community Impact: When our rooms are full, Eugene and Beaverton thrive. Our

guests don't just sleep in our beds; they eat at local diners, shop at small boutiques, and support Oregon jobs.

Protecting the Framework: The original intent of the TLT was a reinvestment cycle. Tourism generates revenue, which is then used to market the destination, which in turn generates more revenue. HB 4148 breaks this cycle.

A Plea for the Future

I have worked every hour of the clock to build a business that contributes to Oregon's economy. Diverting these funds doesn't just "shift" money—it dilutes the impact of Oregon's tourism brand and harms the small businesses and workers who depend on a steady stream of visitors.

Please uphold the integrity of the existing TLT framework. I ask you to remember the person standing behind the motel desk, counting on those marketing dollars to bring a guest through the door.

Reject HB 4148 and keep tourism dollars working for tourism.

Thank you for your time and your service to our state.

Sincerely,

Tina Patel

Managing Director.

ALKO Hotels