

Submitter:

Nimish Patel

On Behalf Of:

Committee:

House Committee On Revenue

Measure, Appointment or Topic:

HB4148

Written Testimony in Opposition to HB 4148

Submitted by: Nimish Patel

Owner & General Manager, Rodeway Inn Medford

Medford, Oregon

Chair and Members of the Committee,

My name is Nimish Patel, and I am the owner and general manager of Rodeway Inn Medford, a locally owned lodging business that has served Medford and the Southern Oregon region for many years. I am writing to express my strong opposition to HB 4148.

Local lodging taxes exist for a specific and proven purpose: to promote tourism, drive visitor demand, and sustain the local hospitality economy. HB 4148 would fundamentally change that purpose by redirecting these funds away from tourism promotion and destination management organizations (DMOs) and into general city and county funds. While I understand the fiscal pressures local governments face, this proposal creates a short-term budget shift at the expense of long-term economic health.

In regions like Southern Oregon, tourism is not a luxury—it is a critical economic engine. Visitor spending supports hotels, restaurants, retail businesses, transportation providers, wineries, outdoor recreation, and thousands of local jobs. Tourism promotion is especially essential during shoulder and off-peak seasons, when demand does not come naturally and must be actively generated. Without consistent and targeted promotion, visitor numbers decline, and the ripple effects are felt immediately by small businesses and employees.

Over the past few years, our industry has already faced significant challenges, including reduced travel demand, economic uncertainty, and increased operating costs. Redirecting lodging tax revenue away from its intended purpose would further weaken an industry that is still in recovery. Less promotion means fewer visitors. Fewer visitors mean lower lodging tax collections overall—ironically reducing the very revenue HB 4148 aims to repurpose.

As a lodging business owner, I can say clearly: tourism promotion works. DMOs are accountable, strategic, and focused on measurable outcomes that benefit entire communities, not just hotels. Undermining this system risks long-term damage to

local economies, especially in rural and regional areas that rely heavily on coordinated marketing to compete.

Lodging taxes are paid by visitors, not local residents, with the understanding that those dollars will be reinvested to attract future visitors. Changing that agreement erodes trust, weakens the tourism ecosystem, and ultimately hurts the communities these funds are meant to support.

For these reasons, I respectfully urge you to oppose HB 4148 and preserve the dedicated use of local lodging tax revenues for tourism promotion and destination management.

Thank you for your time and consideration.

Sincerely,
Nimish Patel
Owner & General Manager
Rodeway Inn Medford
Medford, Oregon