

Subject: HB 4148 (local lodging taxes)

I am writing to urge you to protect local lodging tax dollars from being shifted away from tourism promotion and destination marketing organizations (DMOs), as originally intended.

The tourism industry has not yet fully recovered from the pandemic, and Downtown Portland is no exception. Like many hotels, my properties continue to experience significant financial strain. Our total occupancy remains down 28% compared to 2019 levels, while operating costs have increased by 11.8%. These challenges are compounded by Portland's average daily room rates, which continue to trail behind those of other West Coast cities.

Diverting or increasing lodging tax dollars for purposes other than their original intent would undermine efforts to keep our community competitive in attracting visitors and investment. Preserving these funds for tourism promotion is essential to supporting local jobs and economic recovery.

Thank you for your leadership and for considering the long-term economic impact of this decision.

Sincerely,

Mike McLeod, General Manager  
Hilton Portland Downtown & The Duniway, a Hilton Hotel