

Submitter: Leo Vasquez
On Behalf Of:
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4148
Subject: Opposition to HB 4148 – Local Lodging Tax Reallocation

Dear Members of the Oregon State Legislature,

I am writing to respectfully express my opposition to House Bill 4148, which would raise local lodging taxes and reallocate tourism dollars away from tourism promotion and destination marketing organizations (DMOs) into city and county general funds.

As a member of the Frank Hotels Marketing Team in Oregon, I work closely with tourism partners, local businesses, and community stakeholders who depend on consistent and effective destination marketing to drive visitor demand. Lodging taxes were created with a clear purpose: to reinvest in tourism promotion so communities can attract visitors, generate economic activity, and support local jobs.

HB 4148 fundamentally changes that intent. Shifting local lodging tax dollars away from tourism promotion would weaken the very system that produces those revenues in the first place. Reduced funding for DMOs and tourism marketing will lead to lower visitor demand, fewer overnight stays, and diminished economic impact—especially during shoulder and off-peak seasons when marketing is most critical.

Tourism is not a guaranteed revenue stream; it is a competitive industry. Oregon competes daily with other states and destinations that are increasing—not reducing—their investment in tourism promotion. Diverting these funds risks long-term harm to local economies, hospitality workers, small businesses, and communities that rely on visitor spending.

While cities and counties face real financial pressures, reallocating tourism dollars away from their intended purpose is a short-term solution with long-term consequences. Once tourism promotion is weakened, it becomes far more difficult to rebuild demand, recover lost jobs, and restore economic momentum.

I strongly urge you to oppose HB 4148 and protect the integrity of local lodging taxes by keeping tourism dollars dedicated to tourism promotion. Doing so safeguards jobs, supports local economies, and ensures Oregon remains a strong and competitive destination for visitors.

Thank you for your time and consideration.

Sincerely,
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