

TRAVEL PORTLAND

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February 11th, 2026

House Committee on Revenue
Oregon State Capitol, 900 Court Street NE
Salem, Oregon 97301

Re: HB 4148

Dear Chair Nathanson, Vice-Chairs Reschke and Walters 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 4148 as written. Travel Portland is the Destination Marketing Organization (DMO) for Oregon's largest city. Our mission is to generate travel demand that drives economic impact for Portland. We promote our 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. 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.

The funds that tourism-related businesses generate every year through property taxes, business taxes, and, most importantly, transient lodging taxes (TLT) 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 2003, the tourism industry and local governments agreed together to direct 30% of TLT revenues to city and county general funds. As written, HB 4148 proposes to upset the delicate balance that was achieved through this compromise. Please join me in opposing the current version of HB 4148 and please consider constructive alternative proposals put forward by the Oregon Restaurant & Lodging Association (ORLA). Thank you for your partnership and for your commitment to a brighter economic future for Oregon.

Sincerely,



Megan Conway
President & CEO