



Oregon Winegrowers Association Supports HB 4146 Tourism Economic Development Bill

The Oregon Winegrowers Association supports HB 4146, which raises the transient lodging tax by 1% to increase tourism promotion throughout the state.

Our position is quite simple. Increased tourism to Oregon is vital to the future of the Oregon wine industry.

We now have about 700 wineries in Oregon, up from 460 just five years ago.

At least 70% of Oregon wineries produce fewer than 5,000 cases of wine per year. This means they are small businesses, usually family-run, that operate primarily in rural Oregon.

As our industry has grown, so have direct to consumer sales from winery tasting rooms. Many small wineries achieve a large portions of overall sales from tasting room activities (i.e., visitors, wine clubs, events, etc.).

When we get more consumers to Oregon tasting rooms, then Oregon wineries are well on their way to developing long-term customers.

Increasing wine tourism is critical to the Oregon wine industry's continued success. And HB 4146 is a step in the right direction.

The Oregon Winegrowers Association Board of Directors asks to you to support HB 4146. Thank you.