



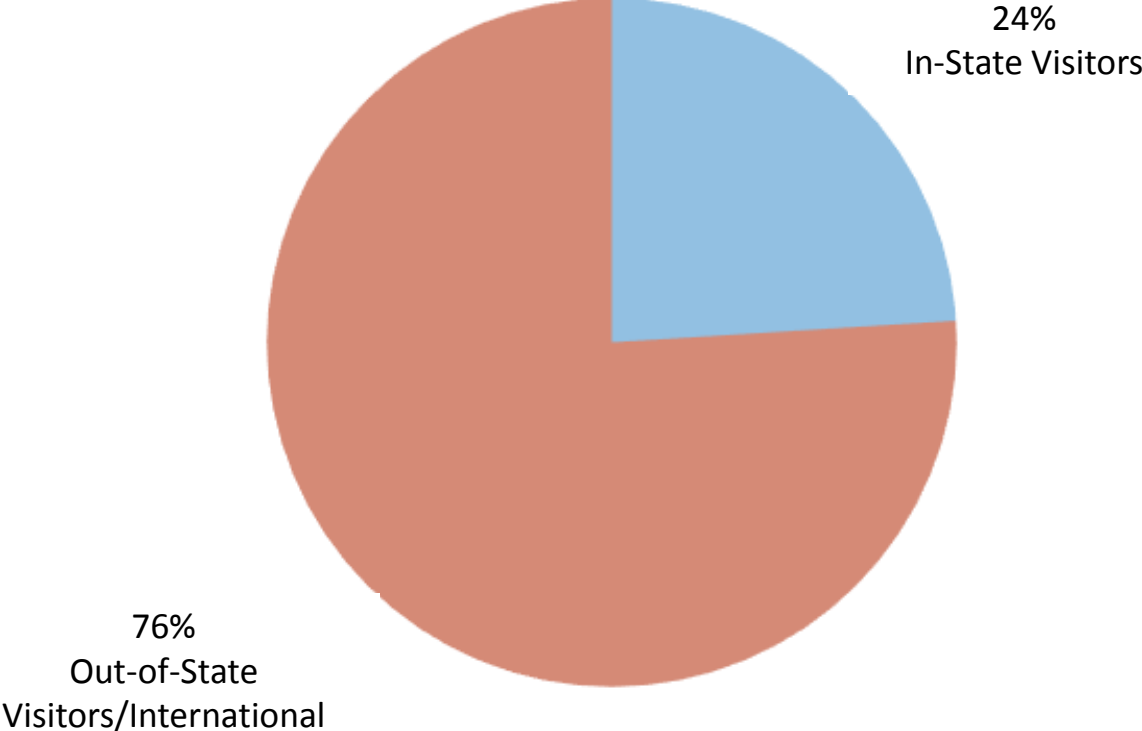
## HB 4146B Testimony

Feb. 26, 2016

Todd Davidson, CEO of Travel Oregon

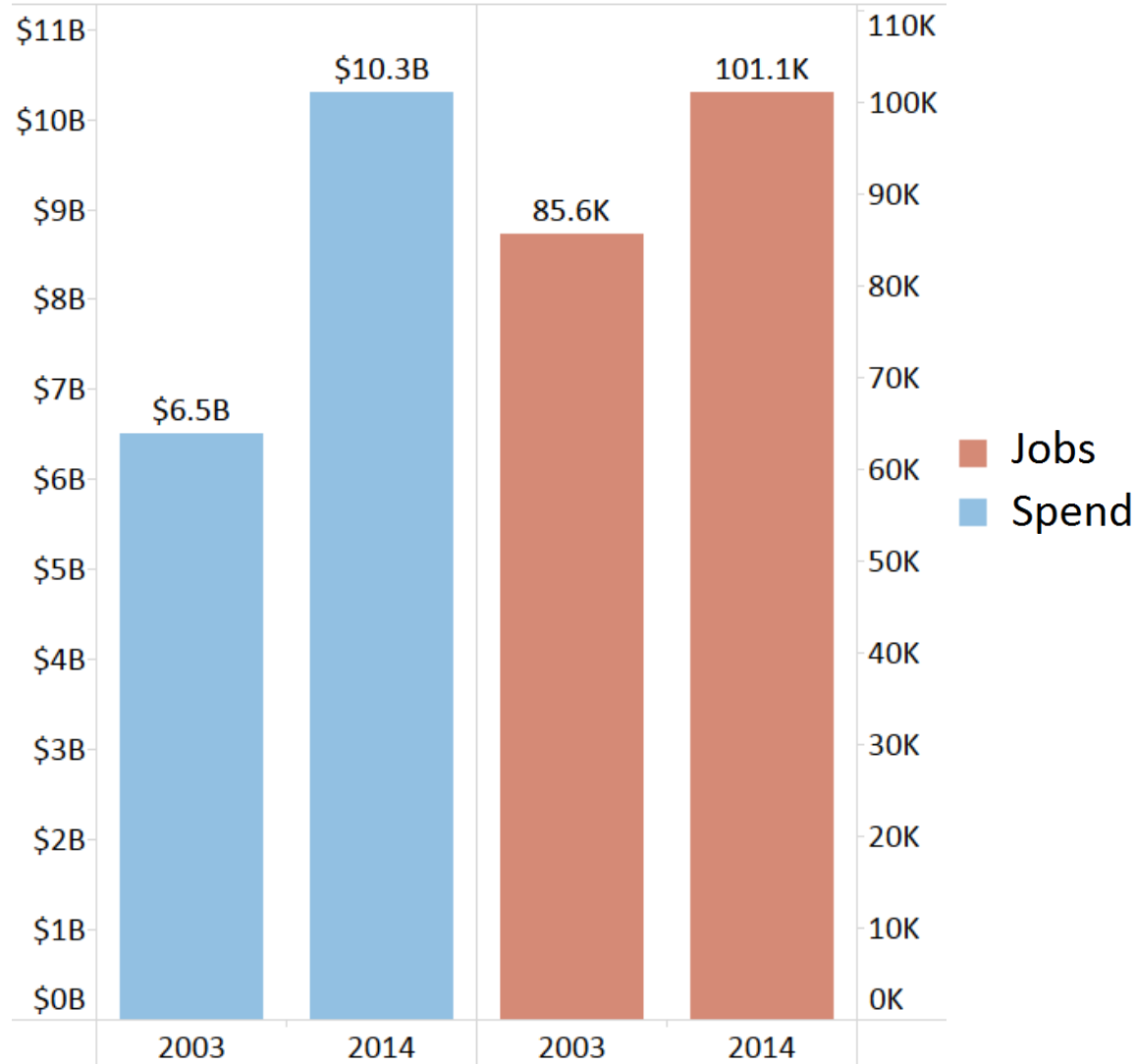
[TravelOregon.com](http://TravelOregon.com)

# Revenue from Overnight Visitors



Source: Oregon Travel Impacts, 2014, Runyan

# Oregon Visitor Spend and Jobs



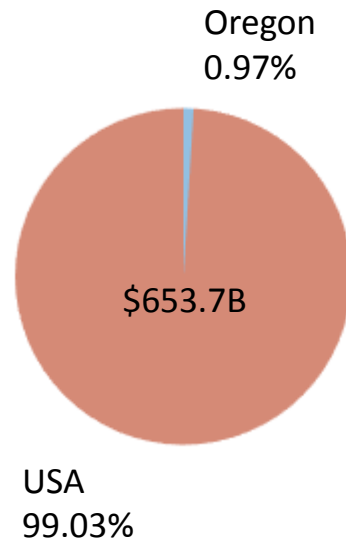
# State and Local Travel Generated Taxes



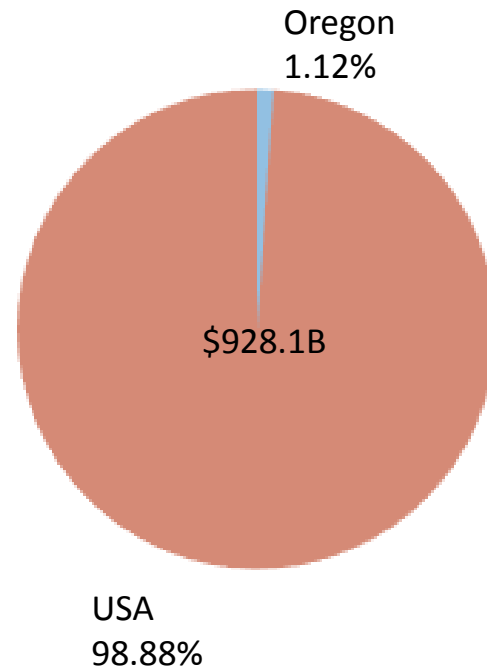
Source: Oregon Travel Impacts, 2014, Runyan

# Share of Visitor Spending

2005

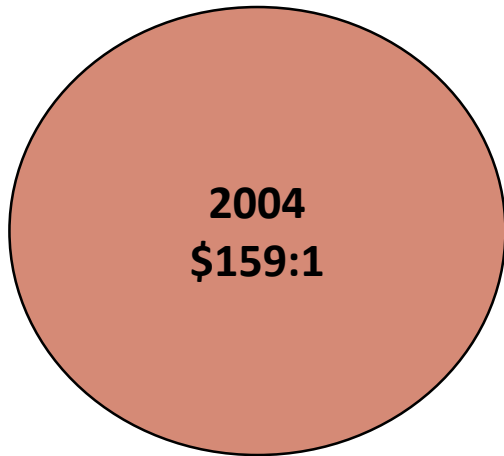


2014

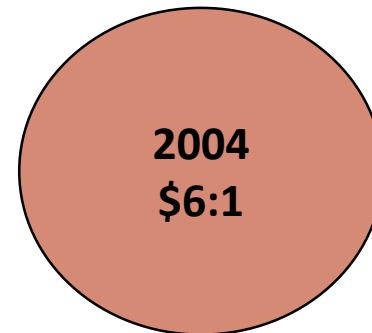


# Ad Accountability ROI

Increase in Visitor Spending:

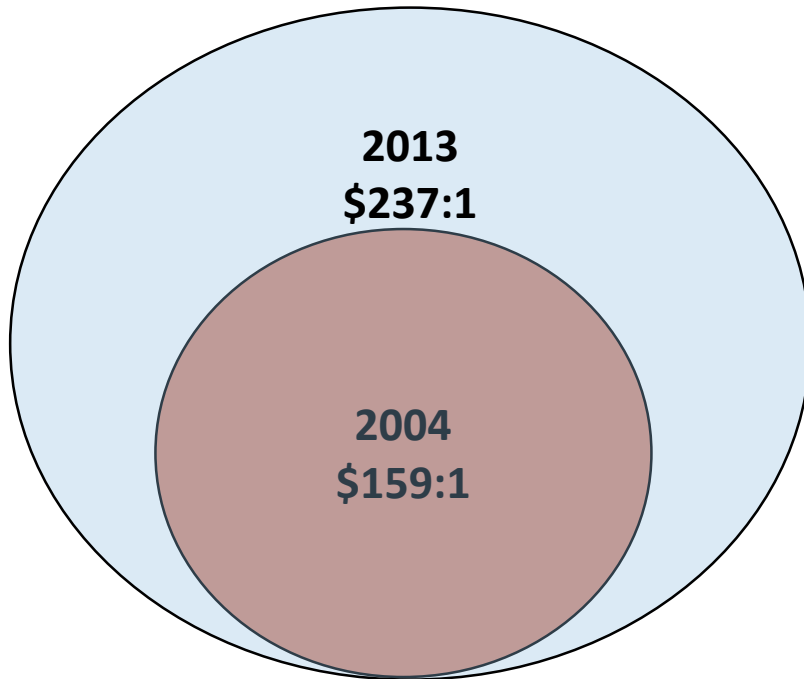


Increase in State and Local  
Tax Revenue:



# Ad Accountability ROI

Increase in Visitor Spending:



Increase in State and Local Tax Revenue:



# Estimated Regional Allotments Under HB 4146B

