

FROM THE DESK OF:
REP JOSEPH GALLEGOS

Please Support HB 4146

*A YES vote is an investment in
Oregon's tourism industry*



Joseph Gallegos

Date: February 15, 2016
From: Oregon Restaurant & Lodging Association
Re: HB 4146 – Statewide Lodging Tax

Dear Representative,

The successes of Oregon's national and international tourism promotions are undeniable and have helped propel Oregon's economy and the creation of jobs. The latest data suggests that 75 percent of overnight stays in Oregon are from out of state travelers, making Oregon one of the most successful states in driving out of state demand for Oregon tourism experiences.

That's why the one percent increase outlined in House Bill 4146 carries with it a significant opportunity for Oregon's expansion of a broad-based, visionary approach to drawing both international and domestic travelers to our great state.

Although the movement to increase the statewide lodging tax began with Oregon being awarded the 2021 IAAF (International Association of Athletics Federations) World Championships, expanding this investment goes far beyond a single event. Increased distributions to the Oregon Regional Cooperative Marketing Program will boost regional and local efforts throughout our state. A stronger network of marketing, sales and development efforts will help local tourism partners reach new markets and tout Oregon's diverse destinations and experiences.

Your support today of HB 4146 is a sign of leadership and commitment to your community. While tax increases aren't always popular, the data showcases the level of success Oregon tourism has had since 2003 with the statewide tourism investment act. Today's vote can help us continue to build upon that success.

Oregon Restaurant & Lodging Association is dedicated to working alongside legislators and tourism partners to ensure all statewide lodging tax dollars are spent wisely. We feel this function to be critical as lodging operators continue to provide their leadership in the collection of taxes that benefit the tourism industry as a whole throughout Oregon.

Please support HB 4146.

Sincerely,
Jason Brandt and Bill Perry
Oregon Restaurant & Lodging Association

