



April 3, 2017

Honorable Ann Lininger, Chair  
House Committee on Economic Development and Trade  
State Capitol Building  
900 Court St. NE  
Salem, OR 97301

Chair Lininger and House Economic Development and Trade Committee Members:

I am writing to express Travel Oregon's support for the Office of Outdoor Recreation. We are, however, neutral on the mechanisms set forth in HB 3350.

Oregon is rich with a diverse set of natural amenities that afford us the ability to recreate outdoors – from surfing our myriad of inlets and coves, to skiing volcanic mountains, to swimming one of the deepest Craters on earth, to hiking the 460-miles of the Pacific Crest Trail to cooking hotdogs and beans out camping with our families under the starry skies and Ponderosa Pines.

Outdoor recreation is a primary pastime for most Oregonians, it is also a key reason why people from around the world come to visit our home state. The 2015 Longwoods Visitor Profile study shows that 23 percent of visitors to Oregon say the outdoors is the main purpose of their trip, compared to only 13 percent nationally. And that 23 percent adds up to huge economic impact for the state as the travel and tourism industry generates \$10.8 billion for the state's economy and directly employs more than 105,000 Oregonians.

Knowing just how important outdoor recreation is to Oregon's economy, Travel Oregon launched an initiative in the summer of 2016 to help enhance Oregon's outdoor recreation economy by working collaboratively with a diverse group of stakeholders. This work is aimed at elevating this sector as a key economic driver while contributing to the long-term sustainability of what makes Oregon, Oregon – our publicly owned natural assets.

Travel Oregon has a close working relationship with state and federal agencies and our outdoor recreation industry partners. The Office of Outdoor Recreation is a project that will have an important impact on Oregon and, more specifically, the Oregon Outdoor Recreation economy.  
Thank you for your consideration.

Best regards,

A handwritten signature in black ink that reads "TODD DAVIDSON". The signature is written in a bold, cursive style with a large, sweeping "D" at the end.

Todd Davidson, CEO