

April 2, 2021

House Committee on Agriculture and Natural Resources
State Capitol Building
900 Court St. NE
Salem, OR 97301

Re: Support for designating May 22 of each year as Crater Lake National Park Day

Chair Witt, Vice-Chair Breese-Iverson, Vice-Chair Hudson and Members,

I am writing to express Travel Oregon's support for HB 3162, which designates May 22 of each year as Crater Lake National Park (CLNP) Day. As the agency responsible for optimizing the state's multi-billion-dollar tourism industry, Travel Oregon is strongly supportive of celebrating the state's breathtaking outdoor spaces. Outdoor recreation in Oregon has been a key component in driving the economic impact of our state's tourism economy and as one of Oregon's 7 Wonders, CLNP is one of those key tourism drivers and destinations.

Visitors to national parks in Oregon spend their dollars in businesses and communities throughout the state. National Park Service (NPS) figures show that, in 2017, 1.3 million visitors to Oregon's NPS sites helped support 1,480 Oregon jobs and generated \$131 million in economic output for our state's economy. Our most recognized park is CLNP, that attracts visitors from all over the world. This designation will provide a specific day, May 22, when we can collectively celebrate this national treasure.

A recent study done in partnership by Travel Oregon, Oregon Parks and Recreation Department, the Oregon Office of Outdoor Recreation, Oregon Fish and Wildlife, and Earth Economics, found that the state's outdoor recreation industry (including manufacturing and retail sales) generates \$15.6 billion in consumer spending annually, employs 224,000 Oregonians in full and part-time jobs and generates \$552 million in state and local tax revenue. This economic impact has been recognized in the communities surrounding the park. Studies show that the economic impact of CLNP has doubled in the last 10 years ago, what was a \$40 million a year impact is more than \$81 million today.

Many visitors travel to the state with plans to recreate in Oregon's diverse and scenic outdoors. In fact, according to a 2017 study, of the 26.4 million overnight visitors to Oregon, 33% (nearly 9 million) participated in some form of outdoor recreation during their visit. The number of visitors at CLNP has also been increasing over the years with 2020 setting all time attendance records during July and August. In a typical year over 750,000 visit the park which is up by at least 50% in the past ten years. As we've seen visitation increase, Travel Oregon has worked in close partnership with CLNP in supporting visitor management by developing and deploying on targeted messaging around responsible recreation and park rules.

Travel Oregon supports designating May 22 of each year as Crater Lake National Park (CLNP) Day. This designation will celebrate this natural resource and state treasure. It will provide a day when visitors and Oregonians alike can come together to celebrate this awe-inspiring feature of our natural lands for generations to come.

Sincerely,



Todd Davidson
CEO, Travel Oregon