



Re: Letter of Support for SB 754

February 13, 2023

To the Senate Committee on Judiciary:

Chair Prozanski, honored Members of the Committee, thank you for the opportunity to provide written testimony in support of SB 754.

The Oregon Destination Association is an association representing the vital work of Oregon's regional and local tourism Destination Management Organizations (DMOs) from across the entire state. Oregon DMOs are active stewards of our state resources, focusing their work through the destination lens of stewardship, equity and prosperity. We believe people of all demographics and means should be able to enjoy our geographically unique and stunningly diverse state.

For Oregon to provide affordable, exceptional experiences to visitors and residents we need to support Oregon's outdoor outfitters and attractions businesses with the same level of accessibility and protection provided by all our neighboring western states. Without state-enforced liability waivers, outdoor recreation businesses often have no choice but to increase consumer costs, and in some cases scale back operations to cover rising insurance premiums. By easing the insurance cost burden on the outfitters and businesses that make these experiences possible, we will see communities thrive.

SB 754 adopts liability waiver enforcement that mirrors other western states, provides balanced protection for businesses that are integral to the state's economy, and helping to keep the outdoors safe, sustainable and accessible for future generations.

Passage of SB 754 will ensure that Oregon's most beloved and unique experiences remain in reach to all hard working Oregonians and their families as well as to out of state visitors. Affordable, secure, easy access to Oregon's outdoors deserves to be a fundamental priority for the quality of life and economic health of our state.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Hughson", with a long, sweeping underline that extends to the right.

Alana Hughson, Managing Director

Oregon Destination Association