

March 3, 2023

TO: House Economic Development & Small Business Committee

FROM: Travel Oregon

RE: Support for HB 2976 – Creation of Oregon Spirits Board

Dear Chair Bynum, Vice Chairs Nguyen and Morgan, and Members of the Committee:

Travel Oregon’s vision is that Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures. This includes enhancing economies throughout the state to help communities better leverage their local, regional and state tourism assets. Part of the strategy behind achieving this vision is to facilitate the development and continued success of world-class tourism products and experiences. As such, Travel Oregon supports the creation of the Oregon Spirits Board as a semi-independent state agency, as identified in HB 2976.

The food and beverage service industry is a significant driver of visitation to Oregon, contributing \$2.4 billion in tourism revenue in 2019. Furthermore, studies show that giving visitors a taste of Oregon results in additional positive impacts for the economy beyond their stay. Not only do Oregon visitors buy local products while visiting the state, but research shows that nearly 60% of visitors bought Oregon products after returning home, with more than 30% purchasing Oregon products several times once they returned home to share with their family and friends. Providing dedicated support to promote Oregon’s distilled spirits industry and encouraging visitation for travelers to experience our diverse and distinguished distilled spirits industry – would bring an additive way for Oregon’s craft beverage industry to shine.

Through a history of working collaboratively with the Oregon Wine Board, we know the power and the strides that can be accomplished when joint marketing and promotional efforts are combined – and we have seen the significant and beneficial impacts those efforts have made to support Oregon products, Oregon communities, and visitor experiences. We believe that the creation of the Oregon Spirits Board would additionally amplify the collaborative opportunities Oregon is already known for, supporting visitor and community experiences, ultimately boosting local economies.

Thank you for your consideration in the creation of the Oregon Spirits Board (HB 2976).



Todd Davidson,  
CEO, Travel Oregon