

Submitter: Patricia Keen  
On Behalf Of: Ashley Inn and Suites  
Committee: House Committee On Emergency Management, General  
Government, and Veterans  
Measure, Appointment or Topic: HB3556

I am writing to express my strong opposition to House Bill 3556, which proposes diverting Transient Lodging Tax revenues away from local tourism promotion to fund "tourism impact services" such as public safety and infrastructure. While I fully recognize the importance of these services, shifting these funds would come at a significant cost to Oregon's tourism industry—an industry that is a cornerstone of our state's economy.

As the owner of seven hotels across Oregon, from small towns to the Portland metro, I have seen firsthand how essential tourism promotion is to local businesses and communities. Visitors drawn in by effective marketing campaigns don't just fill hotel rooms—they also support restaurants, shops, attractions, and countless small enterprises. Reducing funding for tourism marketing would have a direct and detrimental impact on my business, my employees, and the broader local economies we contribute to.

Tourism promotion drives local jobs, sustains small businesses, and keeps communities vibrant. The revenue generated through visitor spending is crucial for towns and cities that depend on tourism as an economic driver.

HB 3556 risks undermining the very foundation of Oregon's tourism industry. Instead of diverting funds away from tourism promotion, I urge you to explore alternative solutions that strengthen public safety and infrastructure without sacrificing the economic vitality that tourism brings to our state.

Thank you for your time and consideration. I hope you will stand with Oregon's communities and small businesses by opposing HB 3556.