

Submitter: Shannon Holder

On Behalf Of:

Committee: House Committee On Emergency Management, General Government, and Veterans

Measure, Appointment or Topic: HB3556

Tourism plays a crucial role in Southern Oregon's economy, driving financial growth and supporting the well-being of local communities. In 2023 alone, direct travel spending in the region reached approximately \$1.1 billion—a 4.2% increase from the previous year. This industry sustains over 12,300 jobs, generating \$315 million in earnings for local workers. Additionally, tourism contributed \$55 million in tax revenue, directly benefiting both state and local governments.

Over the past decade, Southern Oregon's tourism sector has experienced steady and substantial growth. Between 2013 and 2023, travel spending in the region increased by 35%, averaging an annual growth rate of 3.5%. During this period, tourism-related employment expanded by 20%, adding nearly 2,050 jobs. Wages in the industry also saw a cumulative increase of 28%, providing greater income opportunities for local residents.