

TRAVEL PORTLAND

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March 19, 2025

House Committee on Emergency Management, General Government, and Veterans
Oregon State Capitol, 900 Court Street NE
Salem, Oregon 97301

Re: HB 3556

Dear Chair Tran, Vice-Chairs Grayber and Lewis and Members of Committee,

As the President and CEO of Travel Portland, I am writing to express my strong opposition to House Bill 3556.

Travel Portland is the Destination Management Organization (DMO) for the City of Portland. Our mission is to generate travel demand that drives economic impact for Portland. We promote Portland as a destination for leisure travel, as an exceptional location to host conventions, conferences and other large groups, and as a compelling offering in travel trade itineraries for major tour operators from around the world.

Tourism is considered a traded-sector industry because it attracts dollars into Oregon from other states and countries. Tourism-related businesses generate millions in local and state tax revenue every year through property taxes, business taxes, and, most importantly, the Transient Lodging Tax (TLT). These funds directly support infrastructure, emergency services, and community development in Oregon communities. Tourism sustains thousands of jobs and supports local businesses, from restaurants to outdoor recreation outfitters, cultural and arts institutions, craft beverage makers and tour and transportation companies, to name a few.

In 2023, total direct travel spending in the Portland Region reached \$5.4 Billion, supporting 34,300 jobs and generating \$1.7B in employment earnings.

Further, the tourism industry in Portland has played a vital role in recent years in the revitalization of our city and its offerings for residents and visitors. Travel Portland's programs have supported newly re-activated public spaces, capital projects for small businesses, arts and cultural organizations, and national media attention for our thriving culinary scene, our diverse neighborhoods and our stunning new PDX terminal, the first point of entry for most who visit Oregon from abroad.

Expanding the permissible use of TLT revenues will severely impede our industry's ability to drive economic growth for local economies. I urge you to consider the long-term implications of HB 3556 on Oregon's economic health and competitiveness. Protecting TLT investments for tourism promotion and destination development is essential to maintaining a thriving visitor economy that benefits all Oregonians.

Sincerely,



Megan Conway
President & CEO