



Opposition to HB 4134

Date: February 4th, 2026

Bill Number and Committee: HB 4134-Testimony to the House Committee on Revenue

Dear Chair Nathanson, Vice-Chair Reschke, Vice-Chair Walters, and Members of the House Committee on Revenue,

My name is Jordan Grant, and I serve as Regional Vice President for Meredith Lodging. I am writing to express our firm opposition to HB 4134 and to respectfully urge the Committee to issue a NO vote on this legislation.

At Meredith Lodging, we recognize and share the concerns many communities have regarding the impacts of increased tourism. We live and work in these communities ourselves. However, we also understand firsthand the essential role tourism plays in sustaining local economies and funding vital services. Transient lodging tax revenue is not optional in many Oregon communities—it is foundational.

Tourism in Oregon is not a luxury industry; it is a critical economic driver, particularly in rural and resort-based regions. The strength and stability of this sector stem from deliberate policy choices made by this Legislature, most notably the Tourism Investment Proposal of 2003. That framework established Travel Oregon, created a dedicated statewide lodging tax, and—most importantly—protected local tourism dollars from diversion.

HB 4134 weakens that proven structure.

Oregon's success in managing tourism is built on collaboration between lodging providers, resorts, and local and regional Destination Marketing Organizations. These partnerships help distribute visitation throughout the year, support full-time employment, and reduce the negative effects of concentrated peak-season travel. HB 4134 disrupts this balance by increasing costs without addressing capacity constraints or infrastructure needs.

From a consumer standpoint, this bill functions as a direct tax increase at a time when travel costs are already rising. Many visitors to Central Oregon and other resort communities are Oregon residents themselves, meaning the financial burden of this proposal would fall disproportionately on locals—not out-of-state travelers.

For businesses, particularly small and mid-sized operators, HB 4134 adds pressure to margins that are already strained. Labor, insurance, utilities, and regulatory compliance costs continue to rise. Imposing additional taxes reduces the ability of businesses to reinvest, hire, and remain competitive—ultimately harming the very communities this bill seeks to help.

In 2025, Meredith Lodging:

- Employed more than 100 full-time and 150 part-time employees
- Hosted over 370,000 guests
- Donated more than \$100,000 to local schools and hospitals

Legislation like HB 4134 threatens the predictability and stability that allow businesses to plan responsibly and contribute meaningfully to their communities. It introduces uncertainty into a system that has served Oregon well for more than twenty years and sends the wrong message to an industry that has been a consistent economic contributor statewide.

For these reasons, we strongly oppose HB 4134 and respectfully request that the Committee reject this bill. Preserving stable, dedicated tourism funding is essential to protecting jobs, supporting rural communities, and sustaining Oregon's long-term economic health.

Thank you for your time and for the opportunity to provide this testimony.

Respectfully,

Jordan Grant
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