

February 5, 2026

Liz Dahlager Testimony – NO on HB 4134

Good afternoon Chair Nathanson and members of the committee.

My name is Liz Dahlager. I'm a Lane County resident, the Chief Operating Officer and an owner of Mereté Hotel Management based in Springfield, and I serve on the Executive Board of Directors for the Oregon Restaurant & Lodging Association.

Mereté operates 19 branded select-service hotels in communities across Oregon—Roseburg, Grants Pass, Medford, Central Point, Eugene, Springfield, Bend, Hermiston, Hood River, and soon Florence. Across these hotels, at any time, we employ between 600 and 800 Oregonians.

This bill imposes additional tax on our industry, which contributes significantly to Oregon's economy. And with that increased tax comes real consequences:

1. It reduces Oregon's competitiveness.

We have already heard from partners—like the University of Oregon—about the difficulty attracting and retaining major sporting events because of existing lodging taxes and fees. Increased tax will push regional and national events, visitors, and revenue to other states.

2. It increases costs for Oregonians traveling within Oregon.

The data used to support the argument that this will not be a tax for Oregonians is out dated and does not reflect current in-state travel demand, this tax won't just affect visitors—it will be paid by Oregonians traveling for youth sports, family weekends at the coast or in Bend, and business travel up and down I-5.

3. It undermines the very industry driving economic activity especially in tertiary markets like ours.

Hospitality of the few segments of Oregon's economy that is performing well. When you raise taxes on paying guests, the "all-in" price matters—owners and operators must lower room rates to stay competitive. That directly reduces the price paid per room night and erodes the net revenue to the business owner, in turn this erodes asset value that hotels rely on for reinvestment and long-term stability. In addition to the business owner, reduced net revenue will impact hourly jobs as the combination of lower revenue and demand take their toll.

We fully support thoughtful funding solutions, however we cannot support an additional tax burden on our industry.

By raising consumer costs, hurting hotel investment value and reducing the very funding that promotes Oregon to visitors—this tax will create future challenges for our state which I think we can all agree is not the goal.

I respectfully request that you oppose any increase in transient lodging tax and that you continue to be good stewards of Oregon's tourism economy by not allocating funds outside what the current law already requires.

Sincerely,



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