

WRITTEN TESTIMONY – OPPOSITION TO HB 4134

Submitted to: Oregon House Committee on Revenue

Submitted by: Erica Lundgren, Director of Sales & Marketing

Bidwell Marriott Portland

Date: February 4, 2026

Chair Nathanson, Vice-Chairs Walters and Reschke, and Members of the Committee:

My name is Erica Lundgren, and I serve as the Director of Sales & Marketing at the Bidwell Marriott Portland, located in the heart of downtown Portland. In my role, I work daily with corporate clients, event planners, sports organizations, and leisure travelers who are actively deciding whether Portland is the right destination for their business, their events, and their vacations.

I am writing to express my strong opposition to HB 4134, which would increase the statewide Transient Lodging Tax by an additional 1.25%. While this increase may appear modest on paper, its real-world impact on Portland's hospitality recovery—and on the people whose livelihoods depend on it—would be significant and deeply concerning.

Portland's Recovery Is Fragile—and Far From Finished

From a sales and demand perspective, Portland remains in a highly competitive and vulnerable position. While we have made progress since the depths of the pandemic, group demand, citywide conventions, and large-scale events—the economic engines that once filled our hotels midweek and sustained thousands of jobs—have not fully returned.

Every day, my team competes against West Coast cities that are aggressively investing in tourism, rebuilding their reputations, and actively reducing barriers for planners and travelers. Portland is still fighting uphill battles tied to perception, safety concerns, and reduced event inventory. Adding additional cost at the point of purchase makes that climb steeper.

We Are Already at the Top of the Market on Price

Portland's current lodging tax rate sits at approximately 16%, already among the highest on the West Coast. Passage of HB 4134 would push that rate to roughly 17.25%, placing Portland second only to Seattle.

For meeting planners, sports organizations, and leisure travelers comparing destinations, that difference matters. When taxes rise, hotels are often forced to lower base rates just to remain competitive—eroding margins and limiting our ability to reinvest in our teams, our facilities, and our community partnerships. This is not theoretical; it is a reality my sales team navigates daily.

This Is a Tax on People, Not Just Rooms

When lodging taxes increase, the burden does not fall on buildings or brands—it falls on people.

It falls on sales coordinators early in their careers learning how to build business for Portland.

It falls on banquet servers, housekeepers, engineers, and front desk associates whose hours are

tied directly to occupancy and event volume.

It falls on teams who have already weathered layoffs, reduced hours, and uncertainty over the last several years.

These are hardworking Oregonians who are proud to welcome visitors back to our city and who rely on a healthy hospitality economy to support themselves and their families.

Tourism Promotion Is Economic Development

The Transient Lodging Tax was designed to promote tourism and drive visitation. That purpose is more critical now than ever. Diverting additional funds away from tourism promotion at a time when Portland is still rebuilding demand undermines the very recovery the tax was meant to support.

We do not need additional financial barriers for visitors. We need investment in marketing, events, and destination confidence that encourages people to return, stay longer, and spend more across our local economy.

Final Thought

Portland's hospitality industry is not asking for special treatment—only for the chance to compete fairly and continue rebuilding. Our teams are showing up every day, delivering excellent service, and working tirelessly to restore confidence in this city we love.

I respectfully urge this committee to oppose HB 4134 and to consider the real economic and human impact this legislation would have on Portland's recovery.

Thank you for your time and for your service to the State of Oregon.

Respectfully submitted,

A handwritten signature in blue ink that reads "Erica Lundgren". The signature is fluid and cursive, with "Erica" on the top line and "Lundgren" on the bottom line.

Erica Lundgren

Director of Sales & Marketing
Bidwell Marriott Portland