

Clackamas County
Tourism
Development
Council

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iTrip vacations Northwest

February 4, 2026

Chair Nathanson,
House Committee on Revenue
Oregon State Capitol
Salem, OR 97301

RE: Opposition to HB 4134

Chair Nathanson and Members of the Committee,

With respect, on behalf of the Clackamas County Tourism Development Council (TDC), the organization responsible for overseeing destination management efforts in Clackamas County through their Office of Tourism. I wish to convey the TDC's opposition to HB 4134. Our concerns are not with the intent of the measure, but rather with the activity identified as the source of funding to support the goals of the bill and with the impact the revenue mechanism will have on state and regional tourism efforts, of which already include supporting natural areas, stewardship programs, and recovery and resiliency efforts.

In addition to being the destination management organization for the County, the Clackamas County Office of Tourism serves as the Regional Destination Management Organization (RDMO) for the Mt. Hood & Columbia River Gorge Region through Travel Oregon's Regional Cooperative Tourism Program (RCTP). We are also partners in the Willamette Valley RDMO and the Portland Region RDMO.

State transient lodging tax (TLT) dollars support the RCTP regional collaborations that enhance destinations and improve visitor experiences in Clackamas County and surrounding counties. Through regional partnerships and leveraged support, we provide funding for a myriad of purposes; destination marketing and development primarily, but also to address critical destination management issues and support organizations directly engaged in stewardship, recovery and resiliency efforts. Examples include supporting Trailkeepers of Oregon's Trail Ambassador program in the Mt. Hood National Forest, rebuilding of the Board Walk at Trillium Lake, partnering on congestion mitigation solutions around Multnomah Falls and providing asset recovery support for wildfire affected sites in the Clackamas River Corridor that were damaged or destroyed during the 2020 Labor Day fires.

Increasing the State's TLT will put Oregon and destinations within Oregon at a competitive disadvantage, especially destinations like Portland that compete for large-scale convention and meeting business. Portland's tourism health impacts the entire state's tourism health as our state's primary gateway city. Portland is in an Urban Core Recession, with leisure/hospitality employment 15% below pre-pandemic levels and foot traffic lagging behind peer cities. The city center sold 400,000 fewer room nights in 2024 than in 2019 due to a 59,000 person commuter deficit and the rise of virtual meetings. The market is too fragile to absorb additional taxes, evidenced by 77 restaurant closures in 2025 and seven downtown hotels faced foreclosure or receivership. And at 16% (a combination of state, city and county TLT), Portland's lodging tax already rivals SF and LA; further increases force hotels to drop base rates to stay

competitive, destroying remaining profit margins. Tourism economic risks to Portland only increase the impacts to the rest of the communities in the state.

We oppose HR 4134 and ask for your no vote on this bill. Consumers have become increasingly price conscious, and increasing this tax would have negative impacts on Oregon as a competitive destination to visit. Additionally, many visitors in Oregon are fellow Oregonians, so this lodging tax increase will be paid by residents of the state, not just visitors, at a time when the cost of living is increasingly difficult. In Clackamas County in 2025, 26% of our overnight visitors were Oregon residents (Datafy).

With all that is going on with the tourism industry, we do not feel it is in our best overall interests to make Oregon a less competitive destination for leisure and business travel. Our concern is that increasing the cost of travel to our state will further dampen tourism activity, which will in turn negatively impact transient lodging tax revenues and the many programs and efforts those revenues support.

In Clackamas County in 2024 alone:

- Our industry supported 7,800 jobs (2024 Dean Runyan)
- We welcomed over 5,100,000 visitors from 50+ miles away (Datafy)
- In FY 24/25 we funded \$323,927 in grants, local event sponsorships and partner training

Thank you for your consideration,

Luke Spencer,
Chair, Clackamas County
Tourism Development Council