

Submitter: Mike Herron
On Behalf Of: Vips Industries Inc.
Committee: House Committee On Revenue
Measure, Appointment or Topic: HB4134

Chair Nathanson and Committee Members,

Raising the statewide TLT will have a disproportionate impact on communities outside of the Portland Metro area and will cost jobs in those smaller markets. While the total TLT revenue generated shows that roughly 2/3 is paid by out of state guests and travelers, that number is highly skewed by the size and role of the Portland Metro market and does not recognize the impact raising the tax rate will have on hourly wage earners outside of the Metro market.

In Salem and Albany, where we operate our hotels, roughly 70% of our guest room nights in 2025 were for in-state travelers. As lodging operators we have already been hit with the double whammy of runaway cost increases and a lack of recovery to pre-covid levels of occupancy. Raising taxes not only hurts the Oregonians who most frequent our properties by increasing their tax load, it hurts the 200+ hourly employees in our hotels who count on getting work hours based on occupancy. Occupancy that is already struggling. Occupancy that will struggle even more as the legislature in Salem decides to increase taxes again.

If you are looking to protect hourly wage earners in Oregon; if you are looking to help non-Metro communities thrive economically; if you want to do what is right; please vote NO on HB 4134.

Mike Herron
Vip's Industries, Inc.