

Submitter:

Danielle Johnson

On Behalf Of:

Committee:

House Committee On Revenue

Measure, Appointment or Topic:

HB4148

I oppose this tax increase as a small business. Increasing the lodging tax would place a disproportionate burden on rural coastal communities, where hospitality is not just a seasonal boost but a core economic engine. On the coast, tourism and hospitality are among the top-performing industries, supporting local jobs, small family-owned businesses, and essential services that don't have many alternatives for revenue.

Higher lodging taxes risk making our area less competitive with neighboring destinations, discouraging visitors who are already sensitive to rising travel costs. When visitors stay away, the impact ripples outward—hotels, restaurants, retailers, charter operators, and service workers all feel it. In rural areas with limited economic diversity, even small declines in tourism can have outsized consequences.

Rather than increasing taxes on one of the region's most successful and fragile industries, policymakers should focus on strategies that sustain tourism growth, protect local jobs, and recognize the unique challenges rural coastal economies face.