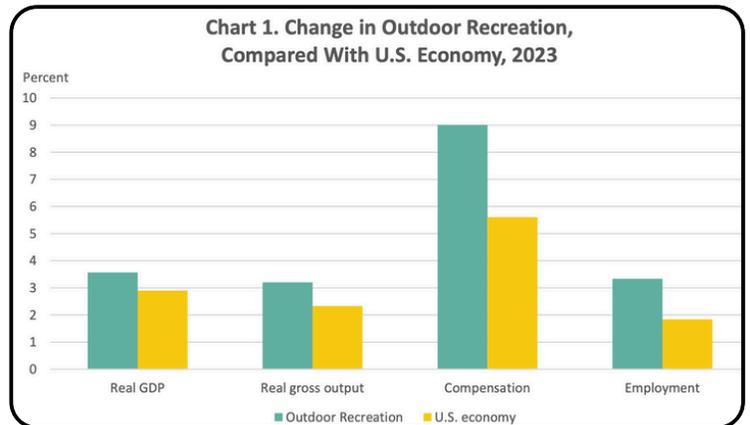


HB 4134 ("1.25% For Wildlife") is a Smart Investment

- The outdoor recreation industry contributes **2.6% to the state's GDP (higher than the national average)**. This industry has shown significant growth but without meaningful investment in natural resources to prevent their decline and degradation from tourism pressures and climate impacts.



Many species and habitats that support tourism are at growing risk, including iconic species such as whales, chinook salmon, and tufted puffins.



Oregon is currently failing to invest meaningful resources in the recovery of vulnerable species and habitats, many of which are significant drivers of tourism and critical to the state's economy.

HB 4134 increases the state TLT from 1.5% to 2.75% to invest in the recovery of imperiled species and habitats, and in critical wildlife and landscape resiliency programs.

Why is HB 4134 Good Economic Policy?

OREGON OUTDOOR RECREATION GENERATES...



\$16 billion
in total consumer spending
192,000 jobs
and \$8.2 billion in wages
for full and part time roles



\$4 billion
contributed by beach activities (ocean, lakes, & rivers)



\$2.09 billion
contributed by nature observation and immersions (wildlife viewing, photography, nature center visits, etc.)

\$20.6 billion = Economic output from outdoor recreation spending in 2022

\$4.4 billion = Totals from sales of gear, equipment, and apparel

12,656 = Jobs sustained by recreational fishing

For every \$1 million invested in restoration, OWEB estimates the creation of 15-24 jobs.

Who Supports HB 4134?

Over 85 organizations across Oregon representing wildlife conservationists, hunters, anglers, recreationalists, farming and ranching interest groups support HB 4134.

Over 125 urban and rural businesses have also signed on in support of the legislation.

According to a May 2025 poll from Mason-Dixon Polling

71% of Oregonians

believe protecting the biodiversity of Oregon should be a priority for state and national politicians.

81% of Oregonians

say that biodiversity (the variety of plants, animals, and other living things) is important in their everyday lives.

HB 4134: Why Now?

- 1 **Tourism pressure in Oregon continues to increase.** Oregon’s tourist volume has grown by **4 million in the last 10 years** – that’s Oregon’s entire population for scale. Without investment, the resources will succumb to the pressure.
- 2 **63% of visitors to Oregon are from out of state.** This brings in revenue from out of state into Oregon and invests it within Oregon. It also alleviates pressure off of general fund dollars now and in the future. Across all state parks in Oregon, **non-local** overnight travelers **spend 68% more** than overnight locals.
- 3 **90% of visitors** to Oregon come here for our “natural scenic beauty” according to a 2021 Travel Oregon survey. Outdoor recreation and experiences were rated as important by **79% of visitors.**
- 4 Invest *early so you have to invest less*: Studies show that it is significantly more expensive for the state to recover species once they reach threatened or endangered status. The goal of the State Wildlife Action Plan is to keep common species common.

Will HB 4134 Affect Trends in Tourism?

Oregon’s tourism industry continues to adjust to and grow with a rise in the statewide transient lodging tax.

- HB 4134 would not change Oregon’s national lodging tax rankings as **one of the lowest in the country.**
- Oregon’s data shows that a **moderate increase** in state TLT (from 1% to 1.8%) **did not affect visitor volume** which kept increasing (see graph).
- A 1.25% increase in the TLT is less than the typical fluctuations in hotel room rates depending on the week of reservation or booking date (see table).
- An independent economic assessment for the “1.25% For Wildlife” proposal in 2025 (HB 2977) concluded that neighboring states with state lodging tax rates 2-5 times higher than Oregon’s consistently demonstrate comparable or stronger growth in lodging spending with **no adverse effects on their outdoor economy performance.**

HB 4134 is a smart, bipartisan investment in Oregon’s natural legacy that protects wildlife, safeguards human health, reduces wildfire risk, and strengthens local economies—without increasing the cost of living for Oregonians.

Hotel	Sunday night 2/8/2026	Sunday night 2/22/2026
Best Western, Portland Airport	\$98	\$114
Best Western, Beaverton	\$132	\$111
Best Western, New Oregon (Eugene)	\$129	\$103
Best Western Agate Beach Inn, Newport	\$119	\$152
Best Western Plus, Lincoln City	\$95	\$91
Best Western Horizon Inn, Medford	\$111	\$96

Source: hotels.com, accessed on 2/7/2026
1.25% increase for a \$100 room is an increase of \$1.25

