



**Date:** February 25, 2026

**Re:** HB 4134 – Testimony to the Senate Committee on Revenue

Dear Chair Broadman, Vice-Chair McLane, and Members Anderson, Patterson and Taylor:

My name is Angie Villery, and I serve as CEO of Travel Salem. Thank you for the opportunity to testify in opposition to HB 4134.

Travel Salem is the official destination marketing and management organization for Salem and the Marion and Polk County region, representing more than 20 communities, many of them rural.

Transient lodging taxes were established with a clear and specific purpose: to fund tourism promotion, tourism-related facilities, and destination management efforts that drive visitation, create jobs, and generate economic return for local communities. This structure creates a sustainable cycle in which visitor-generated revenue is reinvested to grow Oregon’s visitor economy.

While wildlife programs are important, they do not directly promote tourism, increase overnight stays, or produce measurable tourism-related economic impact. Redirecting lodging tax revenue to programs outside tourism creates a misalignment between the funding source and its intended purpose.

Diverting these funds also sets a concerning precedent. Once lodging tax revenues are treated as flexible general funding, the original intent of the tax is weakened, creating uncertainty for tourism organizations, local governments, and private partners who rely on stable, predictable funding to plan and invest.

Wildlife initiatives deserve stable and appropriate funding—but from sources aligned with their mission, such as the state General Fund, federal resources, or dedicated conservation funding—not from transient lodging tax revenues.

Travel Salem respectfully urges a NO vote on HB 4134. Visitors are increasingly price sensitive, and additional lodging taxes will impact Oregon’s competitiveness. It is also important to recognize that many lodging customers are Oregon residents, meaning this increase would affect Oregonians already facing rising costs of living.

Higher lodging taxes also strain small and independent operators managing escalating operational expenses. Reduced competitiveness can lead to lower visitation, decreased reinvestment, and negative impacts on local jobs and communities.

In 2025, Travel Salem:

- Supported 7,950 jobs
- Welcomed 2.6 million visitors
- Leveraged more than \$2 million in private-sector investment

For these reasons, I respectfully ask the Committee to preserve the integrity and intended purpose of Oregon's transient lodging tax and oppose HB 4134.

Thank you for your consideration and your service to the people of Oregon.

Sincerely,

A handwritten signature in black ink, appearing to read "Angie Villery". The signature is fluid and cursive, with a prominent flourish at the end.

Angie Villery  
CEO, Travel Salem  
Angie@TravelSalem.com  
971.901.2325