



February 26, 2026

Chair Broadman, Vice-Chair McLane and Members of the Committee,

Travel Lane County submits this testimony in opposition to HB 4134.

The lodging tax was established as a tourism development tool. Industry, communities and state government came together to create it with a clear purpose to grow Oregon's economy through tourism. By design, visitor-paid lodging taxes are reinvested to generate demand, strengthen destination competitiveness and produce measurable visitor spending in urban and rural communities across Oregon.

The lodging tax model depends on reinvestment to sustain visitation growth. Additional lodging tax revenue strengthens that model when it is reinvested in tourism development. Travel Lane County has supported lodging tax increases when they support the economic vitality for our communities, as it was intended. HB 4134 increases that tax and applies that dedicated tool to 5 different agencies that do not generate additional revenue.

The increase today harms Oregon's competitiveness for group and event business that is price sensitive. It sets the precedent that dedicated funds can be applied to priorities beyond the intended use. This is counter to the trust between government and industry that established the fund and Oregon's economic prosperity priority.

If additional funding is needed for conservation or other priorities, those needs should be addressed through funding mechanisms designed specifically for those purposes rather than by altering the function of the lodging tax.

For these reasons, Travel Lane County respectfully urges the committee to oppose HB 4134.

Respectfully submitted,

Samara Phelps

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President & CEO