

Oppose HB 4134 to Save Tourism Jobs



HB 4134 is a \$38M a year tax increase on Oregon hotels and lodging businesses

HB 4134 nearly doubles the statewide transient lodging tax (TLT), increasing the existing tax from 1.5% to 2.75%. When the statewide lodging tax was originally created in 2003, it was a 1% lodging tax dedicated to economic development, job creation and tourism promotion.

HB 4134 is a Job Killer for Oregon

Increasing taxes on the private sector and diverting a dedicated revenue stream away from economic development and job creation will harm Oregon. At a time when the hospitality industry is still recovering from the pandemic and hospitality employment is still 14 percent below 2019 numbers, taking money that is designed to bring visitors to Oregon and create jobs in local communities is the wrong direction.

HB 4134 is an \$11 million tax increase on Oregonians

Although out of state visitors represent the majority of travelers in Oregon, approximately 30% of the statewide transient lodging tax is paid by Oregonians traveling in the state.

Contacts: Greg Astley 503-851-1330; Elizabeth Howe 503-910-3270

If HB 4134 passes, Oregonians will pay \$11 million more per year in new taxes just for going to their favorite Oregon vacation destinations, when traveling to youth sporting tournaments, during business travel, and visiting family. Oregonians recently made their feelings known on tax increases when they referred the gas tax and other tax and fee increases to the ballot.

Over the last 23 years, the statewide lodging tax has been incredibly successful in accomplishing the purpose for which it was created: Creating jobs for Oregonians and boosting Oregon's economy.

TLT Tax Investments are Working

\$40M in taxes = \$14 Billion in Economic Activity

That's an ROI of 350 times. The tourism and hospitality sector creates jobs across the state beyond just restaurants and lodging properties. Visitors spend their money at grocery stores, gas stations, retail businesses and even state parks. All of which contributes to a healthier local economy and more hours and jobs for the people who live and work in those communities.

HB 4134 Weakens Oregon's Competitiveness

For example, the University of Oregon is in the bidding process for the **2029–2031 NCAA Outdoor Track and Field Championships**. HB 4134 could materially weaken Oregon's competitiveness in the bid cycle due to higher costs. If Eugene were not awarded the championships, the potential impact is estimated at:

- **\$27 million** in economic impact over three years
- **\$780,000** in lodging tax revenue over the same time period

When Oregon lost the bid to Austin in 2023, the numbers were staggering:

- **\$2,394,840** decline in hotel revenue
- **\$232,842** loss in local transient lodging tax
- **\$39,522** loss in state lodging tax

This single event resulted in nearly **\$272,000** in combined local and state lodging tax revenue not being generated in Lane County over a single four-day event.

Hundreds of Oregonians Oppose HB 4134 to Save Tourism Jobs

The opposition is growing every day. Visit www.SaveTourismJobs.com to see people from across the state who oppose this job-killing bill to increase taxes on Oregonians.

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