

A scenic view of a large lake, likely Crater Lake, with mountains in the background. A person is visible in the foreground, fishing from a rocky shore. The water is calm, and the sky is overcast.

TRAVEL OREGON

Legislative Session, NTTW and DCH Overview
Oregon Tourism Commission Meeting

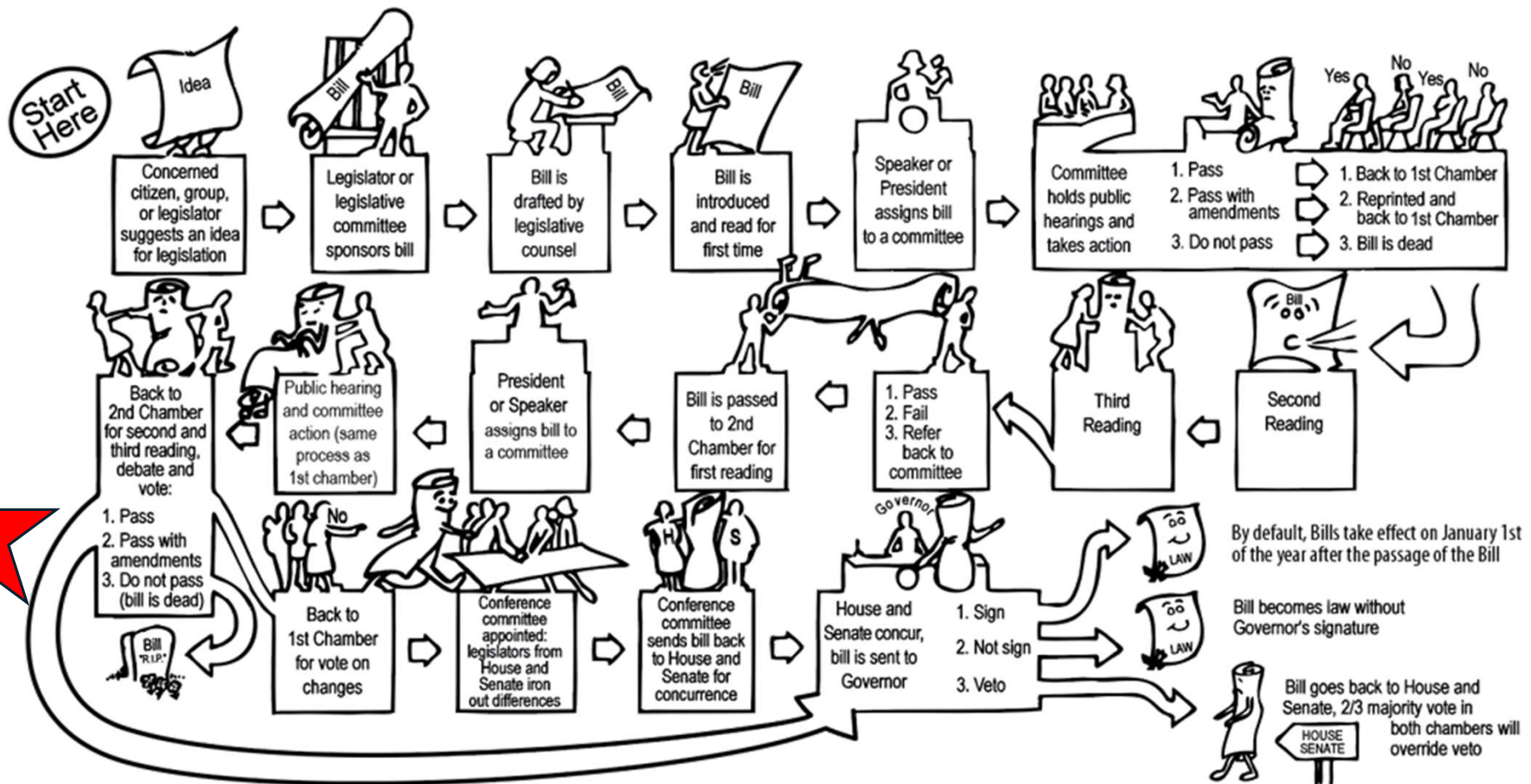
6.10.25

TRAVEL OREGON'S ROLE

- As a state agency, Travel Oregon cannot lobby, politically organize or take positions on legislation
 - Participation in testimony is relatedly limited
 - RDMOs are not required to follow these same constraints
- Can provide factual information, research, and answer questions from the Legislature and use tools to track bills/policy processes
- Will continue to contribute to high level non-bill specific conversations about tourism's value and impact across the state
- May engage in rulemaking & implementation post-session



LEGISLATIVE PROCESS



You are here



STATEWIDE TLT BILLS

- HB 2171: Provides an exemption from the state transient lodging tax for a camping site on a county fairgrounds that has not more than 50 camping sites.
- HB 2977: Relating to funding to support species conservation; increases the state TLT.
- SB 358 & 434: Establishes the Ocean Beach Fund. Directs that the moneys received from the state transient lodging tax collected at state recreation areas along the ocean shore be transferred to the fund for expenses of managing state recreation areas along the ocean shore.

LOCAL TLT BILLS

HB 3325: Counties with high averaged annual ratios of tourists to residents may expend a certain percentage of net transient lodging taxes for essential services. *(Was not brought up for a hearing before cutoff)*

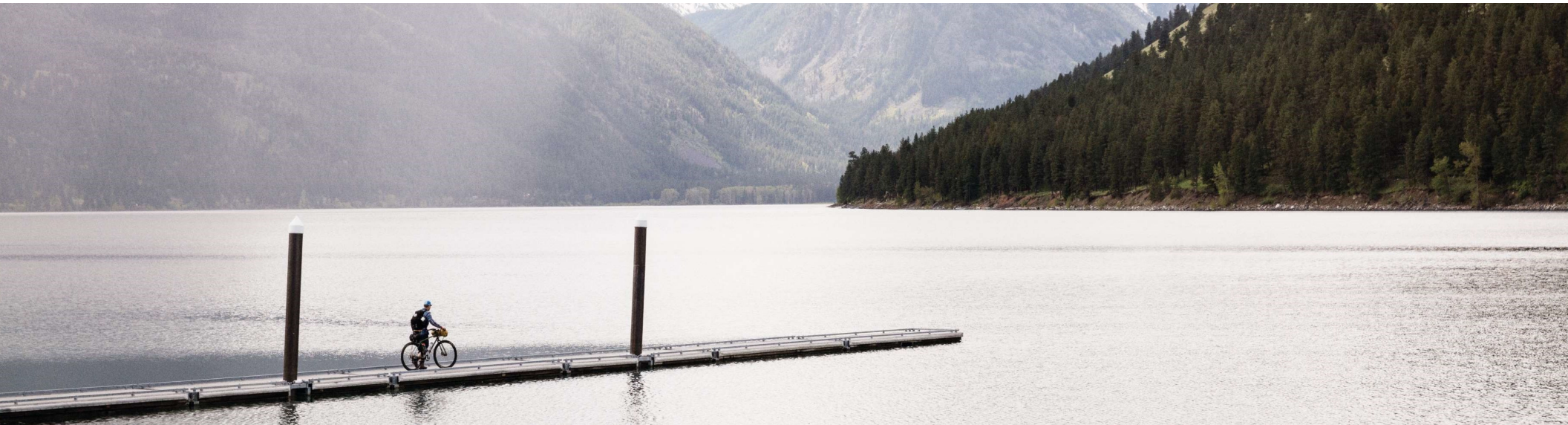


HB 3556: extends the permissible uses local TLT to include public safety services and certain costs related to community infrastructure. *(Died after a Committee hearing)*



HB 3962: Requires the Legislative Revenue Office to study local taxation. *(Likely amendment to look like 3556, still viable)**

*two similar bills to study TLT funding public safety and to study the 70/30 split are technically still viable in Senate Revenue Committee, but they have not been acted on since their January introduction.



RECREATION LEGISLATION

- Due to recent court rulings, liability pressures exist on recreation
 - Waivers have been largely nullified in fee-based activities
 - Immunity on public lands also under strain
- Several bills introduced, organizers focused on HB 3140 (fee-based) and SB 179 (public lands)
- HB 3140 stalled in Judiciary Committee after initial Economic Development hearing
- SB 179 has been signed into law by Gov. Kotek

WHAT ELSE DO WE KNOW?

- Agritourism issues deferred to DLCD rulemaking processes (HB 3133)
- A number of Portland \$\$ asks connected to tourism are moving so far: James Beard Market, Waterfront, Baseball stadium bond
- Funding for trade strategy between Travel Oregon, Port of Portland, Business Oregon, Dept. of Ag. has progressed to Ways and Means (HB 3100)
- Cultural Trust and Arts Commission may form new semi-independent agency (HB 3048)
- More still to come on wildfire and transportation funding





DESTINATION CAPITOL HILL

- Annual advocacy event organized by US Travel
- Oregon delegation included Vice Chair Willits, Commissioner Youngblood, Commissioner Penilton, staff from: Travel Oregon, Eastern Oregon Visitors Association, Travel Portland, Willamette Valley Visitors Association, Explore Tualatin Valley and the Port of Portland
- US Travel policy agenda :
 - Reduce visa and customs wait times
 - Modernize Air Traffic Control
 - Fully fund Undersecretary of Travel & Tourism
 - Support National Parks via the America the Beautiful Act
- Oregon delegation also discussed Canada and public lands staffing challenges

April 25, 2025

Wyden Demands Trump Administration Restore Travelers' Rights

Mistreatment of travelers to U.S. has generated international travel safety warnings and may hurt upcoming global sporting events hosted in our country like the World Cup, Summer Olympics and the Paralympics

Washington D.C. –U.S. Senator Ron Wyden today demanded the Trump Administration restore the rights of the one million travelers who routinely enter the U.S each day, taking note of major upcoming global sporting events like the World Cup, Summer Olympics and Paralympics to be hosted in our country

In today's letter to Secretary of State Marco Rubio and Secretary of Homeland Security Kristi Noem, Wyden noted, **"Over the past couple months, there have been numerous troubling reports of due process violations, mistreatment, prolonged questioning and detention, lengthy visa interview wait times, visa revocations, and arbitrary denials of entry of visitors and returning residents of the United States. This has turned ordinary travel into a needlessly grueling ordeal for tourists, business travelers, lawfully permanent residents, and U.S. citizens."**

NATIONAL TRAVEL AND TOURISM WEEK (NTTW)

- Annual event organized by US Travel in May
- Mission is to celebrate travel's essential role in driving our nation's economy, cultivating vibrant communities and forging connections.
- Clear alignment with Travel Oregon strategic priority to advance the perception of tourism's value, increase advocacy among residents, policy, and workforce.
- Undertook a media push to release economic impact report
- Supported some RDMOs in workforce engagement
- Extended thank you exercise to Oregon Welcome Centers



HAPPY NATIONAL TRAVEL & TOURISM WEEK!

Tourism businesses like yours are a key part of the Central Oregon community. The work you do to make our region an amazing destination ensured that our industry directly generated more than 10,730 jobs in 2024, supported by \$1.28 billion in travel spending.

Your work also supported direct tourism investments back into our community for initiatives like trail stewardship, support for Central Oregon agritourism, investments in local arts and culture, and so much more.

Travel connects people, powers our economy, and plays an important role in supporting the Central Oregon community —and we couldn't do it without you.

Thank you for being a critical part of Oregon's tourism industry.

TRAVEL IMPACTS ON OREGON IN 2024

\$14.3B

Total travel spending in Oregon in 2024, growth of \$156M

1%

Inflation-adjusted increase from 2023 in travel spending

-6%

Inflation-adjusted difference from pre-pandemic 2019 level of travel spending

121K

Travel-related Oregon employment, a gain of 480 jobs

\$4.7B

Direct travel-related earnings, a 3% rise

\$691M

State and local tax revenue generated by Oregon travel spending, an increase of 2.7% from 2023

4.1M

U.S. visitors who traveled to Oregon by plane, a 6% rise, though 218K fewer than in 2019



Questions?

