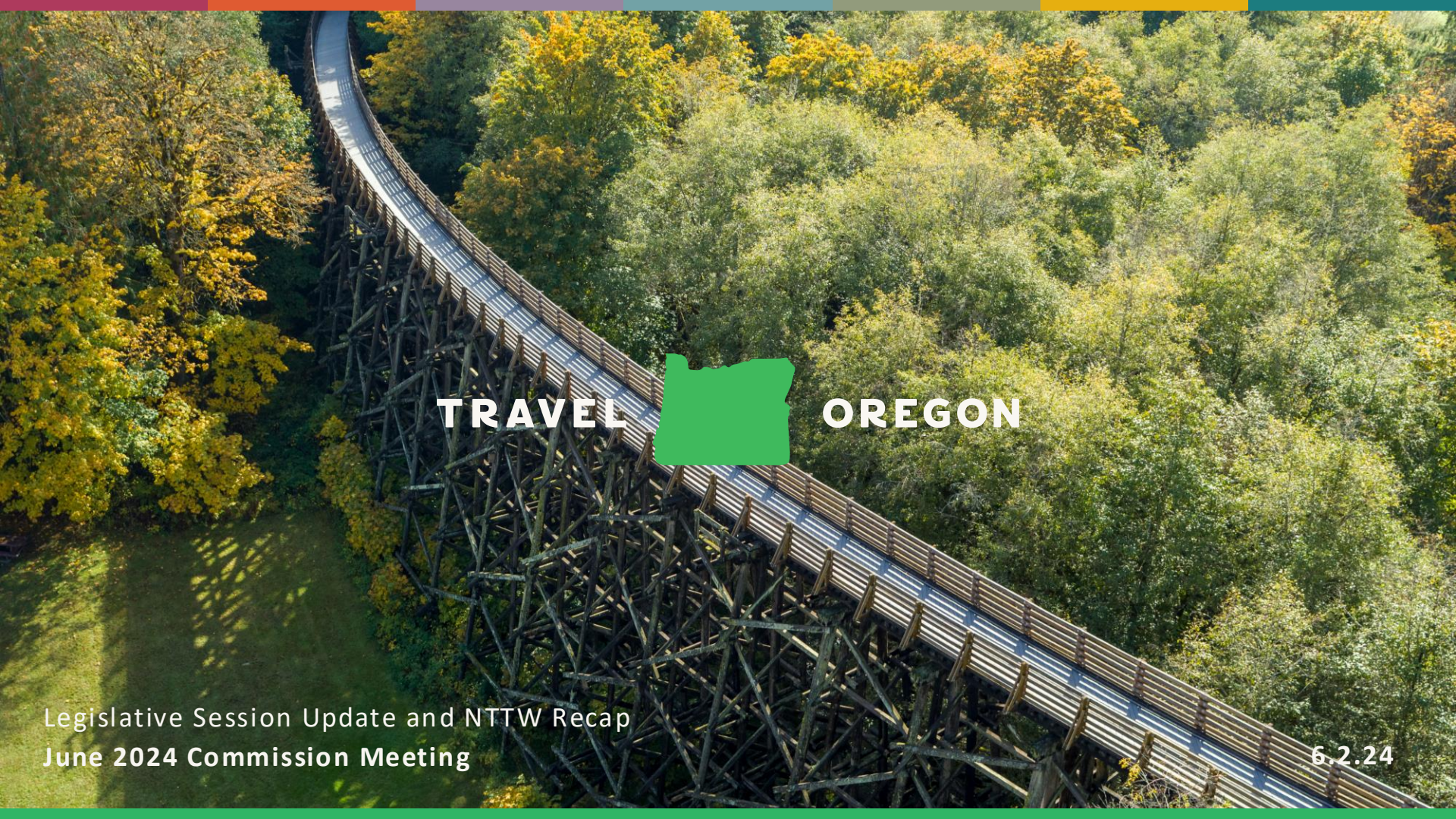




TRAVEL



OREGON

Legislative Session Update and NTTW Recap  
June 2024 Commission Meeting

6.2.24



# TRAVEL OREGON AND THE 2024 LEGISLATURE

- As a semi-independent state agency we do not lobby the legislature or take specific positions on bills
- Our role is to proactively educate and share information about Travel Oregon and the tourism industry writ large
- 2024 session was short, focused on small updates and fixes
- Legislative priorities were aligned with Governor Kotek's ongoing focus on housing and behavioral health





## FUNDING

- No legislation was introduced that adjusted the TLT
- Some funding bills included new dollars for tourism connected priorities
- A good deal of focus on sports and baseball
- Local jurisdictions were focused on funding for municipal infrastructure, often to support housing goals



# RECREATION

- Recreation was a major focus for many Travel Oregon partners, specifically reinstating recreational immunity to protect public land access
- This is a separate but related issue from liability waivers—both could come up again next year
- New regulations for E-Bikes are also likely





## OTHER BILLS

- Travel Oregon is a named partner in the Semiquincentennial commission
- We had some engagement on a bill suggesting Oregon transition to permanent standard time
- Tracking some bills that have regulations or guidance for state agencies specifically





Jak Wonderly

## FUTURE SESSIONS LEARNINGS FOR 2025

- There will be some inevitable turnover before next session, but less so than in 2022/2023
- Continued attention on TLT
  - Conservation groups could reintroduce habitat bill
  - Potential tension with the split of local TLT dollars
- Ongoing need for education and industry engagement, Travel Oregon developing tools for those conversations

# NATIONAL TRAVEL AND TOURISM WEEK (NTTW)

- Annual event organized by US Travel, May 19-25<sup>th</sup> this year
- 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







Questions?





# Appendix

# DESTINATION CAPITOL HILL (DCH)

- Annual event organized by US Travel
- Oregon delegation included Vice Chair Willits, Commissioner Youngblood, Commissioner Gremmels, staff from: Travel Oregon, Oregon Coast Visitors Association, Travel Portland, Wanderlust Tours
- Policy asks during Congressional meetings:
  - Reduce visa wait times
  - Reauthorize the FAA
  - Reduce Customs wait times
  - Fully fund Undersecretary of Travel & Tourism

