

Tourism Best Practices for Local Government

Success in tourism is a part of Oregon's DNA. In order to enhance the positive economic impact tourism is having, the Oregon Restaurant & Lodging Association (ORLA) recommends these steps for local governments interested in driving revenue increases and tourism performance through local lodging tax investments.

STEPS

1 Lodging Conversations First. One of the best ways local governments find success in tourism is by proactively reaching out to local lodging operators who have a vested interest in making sure lodging taxes drive increases in local lodging tax revenue. Lodging operators are financial partners of local governments – when they perform well local governments have more revenue to provide programs and services to residents.

- **WE CAN HELP** – If you are a local elected official interested in hosting a stakeholder meeting with local lodging operators we would be happy to help with coordination. Reach us at Advocacy@OregonRLA.org

2 Support Strong Collaboration between Lodging Leaders and the Local Destination Marketing Organization.

ORLA works closely with tourism promotion entities throughout Oregon who have the responsibility of driving tourism traffic to their respective area. The strongest destination marketing organizations (DMOs) have lodging operators serving in leadership capacities throughout their organizational structure. Problems arise most quickly when lodging operators and DMOs disagree about tourism investment decisions. These parties belong on the same team. As a local government representative, support a team approach to decision making whenever possible.

If you weren't aware...

In 2003, ORLA helped pass a bill requiring 70 percent of revenues from any new or increased local transient lodging tax to be used exclusively for the promotion of tourism and tourism-related facilities. Up to 30 percent of the new revenue can be used by local governments for general funds or other non-tourism functions.

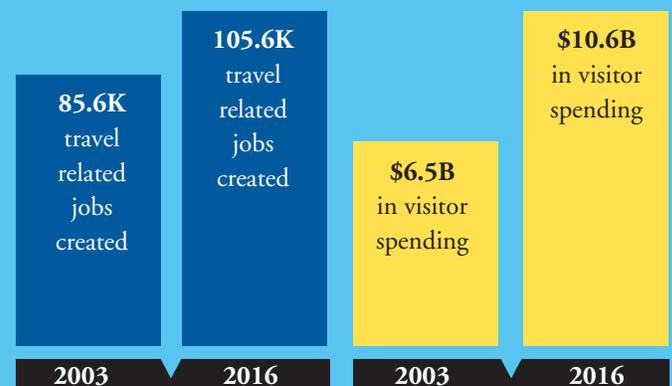


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3 Embrace Recommendations from Local Lodging Operators. Lodging operators have every interest in making sure every dollar available for tourism promotion is used as effectively as possible to promote the region. In addition, lodging operators enjoy the most useful vantage point for the actual return on investment realized from tourism efforts. Strong local governments will embrace recommendations brought forward by local lodging operators for tourism investments. Their success equals more tax revenue for local government through higher occupancy levels.

4 Lodging Tax Increases as a Last Resort. Local governments have much to gain by working with lodging operators to grow the positive economic impacts tourism brings. Increasing the tax rate without local support from the lodging community creates rifts with important community partners local governments rely upon for a steady revenue stream. Increasing the tax rate can result in lower occupancy levels, administrative challenges for your partners and negative impacts to their independent marketing efforts.

Oregon Jobs and Visitor Spending Growth



- Oregon's travel and tourism industry directly generates **105,600 jobs**
- **75%** of all hotel/motel room nights are from **out of state visitors**

Source: Dean Runyan Ad Accountability Study 2016