



March 21, 2007

Honorable Brian Clem, Chair
House Agriculture &
Natural Resources Committee
State Capitol Building
900 Court St. NE
Salem, OR 97301

Chair Clem and House Agriculture & Natural Resources Committee Members:

I am writing to express Travel Oregon's support for the Oregon Coast Trail. We are, however, neutral on the mechanisms set forth in HB 3149.

Outdoor recreation is a primary pastime for most Oregonians, it is also a key reason for why people from around the world come to visit our home state. The 2015 Longwoods Visitor Profile study shows that 23 percent of visitors to Oregon say the outdoors is the main purpose of their trip, compared to only 13 percent nationally. And that 23 percent adds up to huge economic impact for the state as the travel and tourism industry generates \$10.8 billion for the state's economy and directly employs more than 105,000 Oregonians.

Knowing just how important outdoor recreation is to Oregon's economy, Travel Oregon launched an initiative in the summer of 2016 to help enhance Oregon's outdoor recreation economy by working collaboratively with a diverse group of stakeholders. This work is aimed at elevating this sector as a key economic driver while contributing to the long-term sustainability of what makes Oregon, Oregon – our publicly owned natural assets.

Travel Oregon has a close working relationship with the Oregon Parks and recreation Department, Oregon Department of Transportation and our coastal tourism partners. The Oregon Coast Trail is a project that will have an important impact on Oregon and, more specifically, the Oregon Coast economy. We will continue to work with industry partners, agency partners and Oregon citizens to help bring the Trail through to completion.

Thank you for your consideration.

Best regards,

Todd Davidson, CEO