

NetChoice *Promoting Convenience, Choice, and Commerce on The Net*

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Chairman Ryan Smith
House Finance Committee
Ohio State Legislature

RE: **Opposition to “Hotel intermediary” language in House Bill 49 – Regarding travel agents**

Dear Chairman Smith and members of the committee,

We encourage you to remove the “Hotel Intermediary” language in HB 49 as it imposes a new tax on services provided by travel agents and online travel companies. This language imposes a new tax on the fees these travel agents charge for researching, comparing, and booking rooms for travelers.

Cities and states favor hotel taxes since they fall mostly on visitors – not on resident voters. But under this new language, this approach would backfire since the new service tax would be paid *only* by Ohio citizens – *not by travelers* from out-of-state.

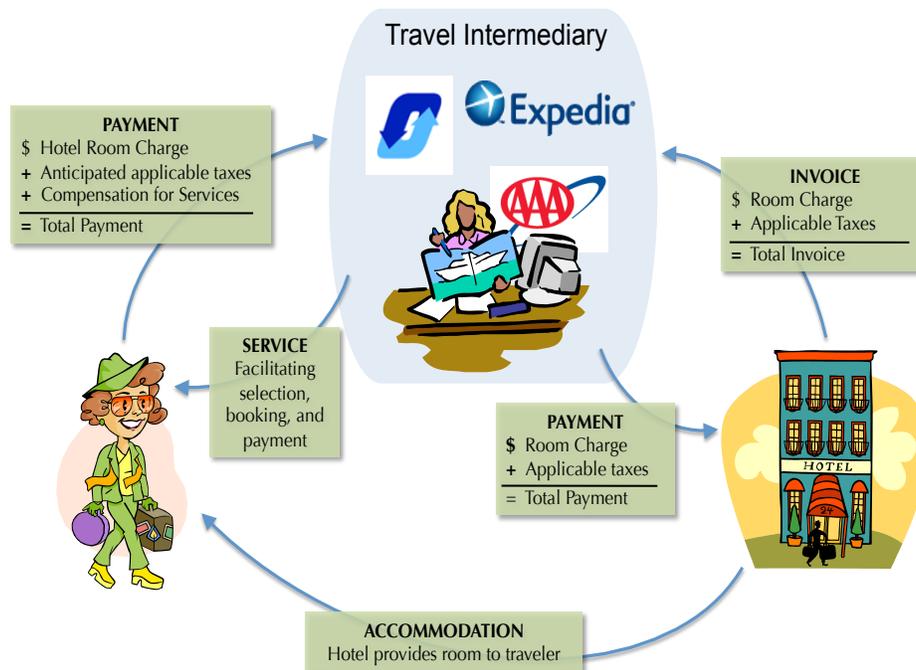
Imposes a new tax on Ohio citizens

Today, Ohio does not impose sales tax or lodging tax on service fees charged by travel agents. These service fees compensate travel agents for researching and comparing available hotel options, booking the room, and handling payment to the hotel. This new language would impose a new tax on these service fees provided by travel agents and online travel companies, a tax that is passed on to your constituents.

Nearly all travel agents and travelers rely upon online services to research, compare, and book reservations

From our work on this issue in states and at NCSL, it’s clear there is some misunderstanding about travel reservation services and taxes. The chart below shows the flow of services, taxes, and payments in a typical transaction where a traveler uses a travel agent or online travel company to research and book a hotel reservation.

As shown in the chart, travel agents and online travel companies are providing a *service* to travelers. These services include comparisons of rates and amenities at multiple hotels, plus facilitation in making the reservation, processing the payment, and sending charges and applicable taxes to the hotel operator. Clearly, this facilitation service is distinct from the room provided by the hotel where the traveler eventually stays.



Creates a new tax on travel service fees that would only apply when *Ohio* citizens book their travel

The new tax imposed on booking service fees by the “Hotel Intermediary” language would impact only Ohio’s citizens and businesses. That’s because of the rules for determining the source jurisdiction for taxable services – when a tourist uses a travel service, the reservation service fee is sourced to the traveler’s home location – not to the traveler’s destination.

For example, say two tourists are booking a hotel room in Ohio. One lives in Illinois, the other in Akron. The Illinois tourist would *not* pay the tax created by this new language when they booked through a travel agent since they received their online booking services outside of Ohio.¹ But, the tourist living in Akron who books through a travel agent *would* pay the tax created by the “Hotel Intermediary” language.

This new tax would therefore only apply to services provided to Ohio-based travelers. The tax would *not* apply to service fees paid by out-of-state travelers booking Ohio hotels.

Allows tax collectors to levy their occupancy tax on more than just hotel rooms

Ohio travel agents routinely create packages that bundle hotel rooms, food, travel, and events into one price. But this “Hotel Intermediary” language allows Columbus tax collectors to impose their occupancy taxes on all kinds of goods and services when included in travel packages:

- taxi from the airport to the hotel
- food served at a hotel restaurant
- tickets to the Buckeye Stadium
- wine tastings

¹ Note that the out-of-state tourist still pays the Ohio occupancy tax when they book the room.

This new tax on service fees would only be collected by Ohio-based travel websites

The requirement to collect this new tax on booking services could *only* be enforced against travel agents and websites that have a physical presence in Ohio.

As noted above, out-of-state travel agents and websites already collect and remit lodging taxes when they make payment to the Ohio hotel operator. But out-of-state travel agents would not be required to collect this new tax on service fees for providing reservation services at the time that travelers book their hotel.

To consider another example, say that a West Virginia tourist uses a West Virginia travel agent to book an Ohio hotel room. West Virginia *already* taxes travel agent service fees provided to state residents receiving the service at their home location. So, any West Virginia-based travel agent or website is already collecting sales tax on the service fee when booking West Virginia travelers at Ohio hotels. In fact, this new tax would attempt to impose *double taxation* of the same service fee paid by this West Virginia tourist, which was probably not the intention of the bill's authors.

Please remember that the "Hotel Intermediary" language would impose new taxes only on Ohio citizens, while placing your in-state travel services at a competitive disadvantage to out-of-state rivals.

Minimal revenue generated

For reasons explained above, every state, city, and county that has enacted a similar new tax has failed to gain the anticipated tax revenue.

First, as discussed above, the service taxes could not be imposed on any out-of-state traveler. Second, Ohio tax collectors do not have authority to force out-of-state travel agents to collect these new service taxes since states can only impose collection obligations on businesses with a physical presence.

So, when you consider this tax, please consider whether the minimal tax revenue is worth the harm to Ohio's travel agencies and travel websites.

Avoid the conflation of travel services and lodging providers

By maintaining the true distinction between travel service providers and hotel operators, you can help Ohio's travel and tourism industry focus on serving travelers and creating jobs – not on collecting nominal new taxes from the state's own citizens.

Instead of passing this language we suggest amending it to clarify when an occupancy tax applies. We suggest substituting the existing bill text with this language from Missouri law:

"Any tax imposed or collected by any municipality, any county, or any local taxing entity on or related to any transient accommodations, whether imposed as a hotel tax, occupancy tax, or otherwise, shall apply solely to amounts actually received by the operator of a hotel, motel, tavern, inn, tourist cabin, tourist camp, or other place in which rooms are furnished to the public.

Under no circumstances shall a travel agent or intermediary be deemed an operator of a hotel, motel, tavern, inn, tourist cabin, tourist camp, or other place in which rooms are furnished to the public unless such travel agent or intermediary actually operates such a facility. ...

This section is intended to clarify that taxes imposed as a hotel tax, occupancy tax, or otherwise, shall apply solely to amounts received by operators, as enacted in the statutes authorizing such taxes.”²

We appreciate your consideration of our views, and please let us know if we can provide further information.

Sincerely,



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NetChoice is a trade association of online content and e-Commerce

² Missouri HB 1442 (2010), signed into law July 2010 (emphasis added).