

SENATE RESOLUTION NO. 42

BY SENATOR LAFLEUR

A RESOLUTION

To designate Monday, April 24, 2017, as Tourism Day at the state capitol.

WHEREAS, 2016 was the fifth consecutive record-breaking year in tourism with 46.7 million people visiting Louisiana, representing a 2.57 percent increase over 2015 visitors; and

WHEREAS, 2016 visitor spending totaled \$16.8 billion, a 4.3 percent increase over the previous year's spending with individual visitors spending an average of \$360 apiece; and

WHEREAS, for every one dollar spent promoting tourism in Louisiana, the state sees a return of forty dollars in tax revenue; and

WHEREAS, visitor expenditures statewide tend to be nearly one third in restaurants and bars, and lodging at nearly one quarter of the expenditures; and

WHEREAS, a major aspect of these expenditures is that they represent significant employment for Louisianians with over two hundred thirty thousand workers employed in direct or indirect tourism jobs in 2016 and when compared to regular government segments, tourism employment ranks fourth in the number of jobs created, with approximately every seventy-two thousand dollars of visitor expenditures creating one direct job; and

WHEREAS, key tourism indicators including tourism employment, airport passenger activity, and hotel and convention room nights all have increased significantly and the substantial growth is continuing through this decade; and

WHEREAS, no state general funds are appropriated for tourism as it is totally funded by a dedication of three one-hundredths of a cent of sales tax for statewide expenses; and

WHEREAS, the funds generated by this dedication have been and continue to be used by the Louisiana office of tourism to promote tourism in our state, and as a result they create enormous economic impact; and

WHEREAS, with the growth in travel and tourism in Louisiana resulting in an increasing economic impact on the state's economy, this sector has contributed significantly to the restoration and rebirth of the state following several years of both natural and manmade disasters devastating the state.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby designate Monday, April 24, 2017, as Tourism Day at the state capitol and does hereby express appreciation and support for the fine work of the Louisiana office of tourism and its mission to bring visitors to Louisiana and provide ambassadorial and financial benefits to the state.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the assistant secretary of tourism in the Department of Culture, Recreation and Tourism.

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PRESIDENT OF THE SENATE