

SENATE RESOLUTION NO. 67

BY SENATOR JOHNS

A RESOLUTION

To designate Tuesday, April 19, 2016, as Tourism Day at the State Capitol.

WHEREAS, 2015 was the fourth consecutive record-breaking year in tourism with 28.9 million people visiting Louisiana and spending a total of \$11.5 billion; and

WHEREAS, 2015 visitor expenditures resulted in \$843 million in state tax revenue; and

WHEREAS, the revenue generated from domestic and international visitors represents a remarkable 38-to-1 return on investment of state funding of the Louisiana office of tourism; and

WHEREAS, tourism and hospitality was Louisiana's number one job growth sector in 2014, and travel spending supports 226,000 jobs in Louisiana; and

WHEREAS, no state general funds are appropriated for tourism; tourism is funded exclusively by a dedication of three one-hundredths of a cent of sales tax; 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, the Louisiana Travel Promotion Association board of directors, on behalf of the more than seven hundred fifty tourism professional members of the association, recommends that the Louisiana office of tourism budget be fully funded.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby designate Tuesday, April 19, 2016, as Tourism Day at the State Capitol and does hereby express appreciation and support for the fine work of the Louisiana office of tourism in 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