

2017 Regular Session

HOUSE RESOLUTION NO. 58

BY REPRESENTATIVE MORENO

SPECIAL DAY/WEEK/MONTH: Designates Monday, April 24, 2017, as Tourism Day at the state capitol

1 A RESOLUTION

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

3 WHEREAS, 2016 was a record-breaking year for tourism in this state with more than  
4 46.7 million people visiting Louisiana and spending a total of \$16.8 billion; and

5 WHEREAS, 2016 visitor expenditures resulted in \$1.04 billion in state tax revenue;  
6 and

7 WHEREAS, the revenue generated from domestic and international visitors  
8 represents a remarkable 40-to-1 return on investment of state funding of the Louisiana office  
9 of tourism; and

10 WHEREAS, tourism employment ranked fourth in the number of jobs created in  
11 2016, and travel spending supports 231,567 jobs in Louisiana; and

12 WHEREAS, no state general funds are appropriated for tourism; tourism is funded  
13 exclusively by a dedication of three one-hundredths of a cent of sales tax; and

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

17 WHEREAS, the Louisiana Travel Promotion Association board of directors, on  
18 behalf of the more than seven hundred fifty tourism professional members of the association,  
19 recommends that the Louisiana office of tourism be able to use the full Louisiana Tourism  
20 Promotion District budget as statutorily intended for advertising and marketing.

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

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

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DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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