

2018 Regular Session

SENATE RESOLUTION NO. 89

BY SENATOR MORRELL

SPECIAL DISTRICTS. Designates April 11, 2018 as Tourism Day.

1 A RESOLUTION

2 To designate April 11, 2018, as Tourism Day at the Louisiana State Capitol.

3 WHEREAS, 2016 was the fifth consecutive record-breaking year in tourism with
4 forty-six million seven hundred thousand people visiting Louisiana and spending a total of
5 sixteen billion eight hundred million dollars; and

6 WHEREAS, 2016 visitor expenditures resulted in over one billion dollars in state tax
7 revenue; and

8 WHEREAS, the revenue generated from domestic and international visitors
9 represents a remarkable forty-to-one return on investment of state funding of the Department
10 of Culture, Recreation and Tourism, office of tourism; and

11 WHEREAS, tourism employment ranked fourth in the number of jobs created in
12 2016, and travel spending supports two hundred thirty-one thousand five hundred sixty-
13 seven jobs in Louisiana; and

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

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

1 WHEREAS, the Louisiana Travel Promotion Association board of directors, on
2 behalf of the more than seven hundred fifty tourism professional members of the association,
3 recommends that the office of tourism be able to use the full Louisiana Tourism Promotion
4 District budget as statutorily intended for the promotion of tourism.

5 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
6 does hereby designate Wednesday, April 11, 2018, as Tourism Day at the Louisiana State
7 Capitol and does hereby express appreciation and support for the fine work of the office of
8 tourism in its mission to bring visitors to Louisiana and provide ambassadorial and financial
9 benefits to the state.

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

The original instrument and the following digest, which constitutes no part
of the legislative instrument, were prepared by Leonore Heavey.

SR 89 Original	DIGEST 2018 Regular Session	Morrell
----------------	--------------------------------	---------

Designates April 11, 2018, as Tourism Day at the Louisiana State Capitol.