

2017 Regular Session

HOUSE RESOLUTION NO. 58

BY REPRESENTATIVE MORENO

A RESOLUTION

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

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

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

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

WHEREAS, tourism employment ranked fourth in the number of jobs created in 2016, and travel spending supports 231,567 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 to 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 be able to use the full Louisiana Tourism Promotion District budget as statutorily intended for advertising and marketing.

THEREFORE, BE IT RESOLVED that the House of Representatives 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 in its mission to bring visitors to Louisiana and provide ambassadorial and financial benefits to the state.

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

SPEAKER OF THE HOUSE OF REPRESENTATIVES