

2021 Regular Session

HOUSE RESOLUTION NO. 61

BY REPRESENTATIVE DAVIS

SPECIAL DAY/WEEK/MONTH: Designates May 5, 2021, as Tourism Day at the state capitol

1 A RESOLUTION

2 To designate Wednesday, May 5, 2021, as Tourism Day at the state capitol.

3 WHEREAS, members of the travel community that represent all corners of Louisiana
4 are at the capitol today, along with the twenty-one members of the Louisiana Tourism
5 Leadership Academy, all of whom are up and coming leaders from all sectors of the travel
6 industry; and

7 WHEREAS, these Louisianians are joining thousands of other citizens across
8 America this week in recognition of National Travel & Tourism Week to call attention to
9 the important role that travel can play in the post-pandemic recovery; and

10 WHEREAS, prior to the COVID-19 pandemic, Louisiana's travel and tourism
11 industry was setting records annually, with visitor spending generating \$1.92 billion in tax
12 revenues in 2019; and

13 WHEREAS, the COVID-19 pandemic has disproportionately affected the travel and
14 tourism industries; and

15 WHEREAS, the significant decline in travel-related revenues and travel-supported
16 jobs since the pandemic has proven how critical the travel industry is to Louisiana
17 communities, the state economy, and the Louisiana workforce; and

18 WHEREAS, in spite of the decline, efforts by state and local tourism leaders to
19 market Louisiana's unique culture and experiences have positioned the industry to drive
20 economic recovery for Louisiana; and

1 WHEREAS, an investment in travel promotion can drive economic recovery for
2 Louisiana's small businesses and restaurants in both big cities and rural communities; and

3 WHEREAS, travel and tourism businesses, 83% of which are small businesses, will
4 depend on the safe return of meetings and events to rebuild and reengage consumers; and

5 WHEREAS, as visitors begin to book travel once again, relief funding for tourism
6 marketing and small businesses will help Louisiana to stay competitive; and

7 WHEREAS, the travel industry remains the fourth largest employer in Louisiana, and
8 this industry has the potential to put thousands of Louisianans back to work as businesses
9 reopen; and

10 WHEREAS, the Louisiana Travel Association respectfully requests continued and
11 sustained relief for Louisiana's travel industry to ensure that the state's businesses can stay
12 open and its workers stay employed.

13 THEREFORE, BE IT RESOLVED that the House of Representatives of the
14 Legislature of Louisiana does hereby designate Wednesday, May 5, 2021, as Tourism Day
15 at the state capitol.

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)]

HR 61 Original

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