

2021 Regular Session

SENATE RESOLUTION NO. 56

BY SENATOR JOHNS

SPECIAL DAY/WEEK/MONTH. Recognizes Wednesday, May 5, 2021, as Tourism Day at the Louisiana State Capitol.

1 A RESOLUTION

2 To recognize Wednesday, May 5, 2021, as Tourism Day at the Louisiana State Capitol.

3 WHEREAS, members of the Louisiana Tourism Leadership Academy and travelers  
4 across Louisiana are joining thousands of people across the United States in recognition of  
5 National Travel and Tourism Week and to call attention to the important role that travel can  
6 play in post-pandemic recovery; and

7 WHEREAS, prior to the COVID-19 pandemic, Louisiana's travel and tourism  
8 industry was setting records annually, with tourism generating approximately \$1.92 billion  
9 in tax revenues in 2019; and

10 WHEREAS, with pandemic restrictions disproportionately impacting the travel and  
11 tourism industry, there was a significant decline in travel-related tax revenues and travel-  
12 supported jobs and the decline in revenue and jobs have proven how critical the travel and  
13 tourism industry is to the economy, workforce, and communities throughout the state; and

14 WHEREAS, despite the decline of revenue and jobs, efforts by state and local  
15 tourism leaders have positioned the travel and tourism industry to drive economic recovery  
16 for the state by continuing to market Louisiana's unique culture and experiences; and

17 WHEREAS, an investment in travel promotion can drive economic recovery for  
18 small businesses and restaurants in both big cities and rural communities; and

1 WHEREAS, all travel and tourism businesses, including the eighty-three percent of  
2 which are small businesses, depend on the safe return of meetings and events to rebuild and  
3 reengage consumers; and

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

6 WHEREAS, while the travel industry remains the fourth largest employer in the state  
7 and has the potential to put thousands of residents back to work as businesses reopen, the  
8 Louisiana Travel Association requests continued and sustained support and relief for the  
9 industry to ensure businesses can stay open and workers stay employed.

10 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana  
11 does hereby recognize the vital economic impact of the travel and tourism industry in the  
12 state and the challenges faced by the industry as businesses begin to reopen and workers  
13 return to work.

14 BE IT FURTHER RESOLVED that Wednesday, May 5, 2021, is hereby recognized  
15 as Tourism Day at the Louisiana State Capitol.

16 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the  
17 president of the Louisiana Travel Association.

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

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SR 56 Original DIGEST 2021 Regular Session Johns  
Recognizes Wednesday, May 5, 2021, as Tourism Day at the Louisiana State Capitol.