

2021 Regular Session

HOUSE RESOLUTION NO. 61

BY REPRESENTATIVE DAVIS

A RESOLUTION

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

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

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

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

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

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

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

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

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

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

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

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

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

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SPEAKER OF THE HOUSE OF REPRESENTATIVES