

SENATE RESOLUTION NO. 56

BY SENATOR JOHNS

A RESOLUTION

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

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

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

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

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

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

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

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

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

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

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

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

PRESIDENT OF THE SENATE