

2016 Regular Session

SENATE RESOLUTION NO. 67

BY SENATOR JOHNS

SENATE. Designates April 19, 2016, as Tourism Day at the State Capitol.

1 A RESOLUTION

2 To designate Tuesday, April 19, 2016, as Tourism Day at the State Capitol.

3 WHEREAS, 2015 was the fourth consecutive record-breaking year in tourism with  
4 28.9 million people visiting Louisiana and spending a total of \$11.5 billion; and

5 WHEREAS, 2015 visitor expenditures resulted in \$843 million in state tax revenue;  
6 and

7 WHEREAS, the revenue generated from domestic and international visitors  
8 represents a remarkable 38-to-1 return on investment of state funding of the Louisiana office  
9 of tourism; and

10 WHEREAS, tourism and hospitality was Louisiana's number one job growth sector  
11 in 2014, and travel spending supports 226,000 jobs in Louisiana; and

12 WHEREAS, no state general funds are appropriated for tourism; tourism is funded  
13 exclusively by a dedication of three one-hundredths of a cent of sales tax; and

14 WHEREAS, the funds generated by this dedication have been and continue to be  
15 used by the Louisiana office of tourism to promote tourism to our state, and as a result they  
16 create enormous economic impact; and

17 WHEREAS, the Louisiana Travel Promotion Association board of directors, on  
18 behalf of the more than seven hundred fifty tourism professional members of the association,

