SLS 16RS-1674 ORIGINAL

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,

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recommends that the Louisiana office of tourism budget be fully funded.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby designate Tuesday, April 19, 2016, as Tourism Day at the State Capitol and does hereby express appreciation and support for the fine work of the Louisiana office of tourism in its mission to bring visitors to Louisiana and provide ambassadorial and financial benefits to the state.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the assistant secretary of tourism in the Department of Culture, Recreation and Tourism.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Jerry J. Guillot.

DIGEST 2016 Regular Session

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SR 67 Original

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