

2023 Regular Session

SENATE RESOLUTION NO. 135

BY SENATOR CLOUD

SPECIAL DAY/WEEK/MONTH. Designates May 31, 2023, as Tourism Day at the state capitol.

A RESOLUTION

To designate Wednesday, May 31, 2023, as Tourism Day at the state capitol.

WHEREAS, travel plays an essential role in fueling the economy, enriching the culture, and building communities; and

WHEREAS, travel is a vital component in creating over two hundred fifteen thousand quality jobs in the leisure and hospitality industry in the state and has helped propel the industry to regain its position as the fourth highest employer in the state; and

WHEREAS, Louisiana attracted over forty-two million domestic and international visitors to the state in 2022, a nearly four percent increase over 2021; and

WHEREAS, domestic and international travelers spent an estimated seventeen billion dollars while visiting Louisiana in 2022, surpassing 2021 spending by over two percent; and

WHEREAS, in Louisiana, no state general funds are appropriated for tourism, as tourism is funded exclusively through a dedication of three one-hundredths of a cent of sales tax; and

WHEREAS, the funds generated by this dedication have been and continue to be used by the Louisiana office of tourism under the direction of Lieutenant Governor Billy Nungesser to promote tourism of Louisiana, and as a result such funds have exerted an enormous economic impact; and

1 WHEREAS, members of the travel community that represent all corners of Louisiana
2 are celebrating the designation of May 31, 2023, as Tourism Day at the state capitol, along
3 with representatives of the Asian American Hotel Lodging Association and thirty-two
4 members of the Louisiana Tourism Leadership Academy.

5 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
6 does hereby designate Wednesday, May 31, 2023, as Tourism Day at the state capitol and
7 does hereby express appreciation and support for of the Louisiana travel industry in its
8 mission to bring visitors to Louisiana and provide financial benefits to the state.

9 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
10 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 Michelle Ridge.

DIGEST

SR 135 Original 2023 Regular Session Cloud

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