

SENATE RESOLUTION NO. 86

BY SENATOR MCMATH

A RESOLUTION

To designate Thursday, May 15, 2025, as Tourism Day at the Louisiana State Capitol.

WHEREAS, travel plays an essential role in preserving Louisiana's culture, propels its economy, and is pivotal in shaping Louisiana's success; and

WHEREAS, travel is vital in creating quality job opportunities; there are two hundred twenty thousand five hundred people employed in the leisure and hospitality industry, making this industry the fourth-largest employment sector in the state; and

WHEREAS, Louisiana attracted forty-three million domestic and international visitors to the state in 2023; and

WHEREAS, domestic and international travelers spent an estimated \$18.1 billion while visiting Louisiana in 2023, an increase of 5.4% over 2022; and

WHEREAS, no state general funds are appropriated for tourism; tourism is funded exclusively by a dedication of three hundredths of a cent sales tax, and the funds are used by the Louisiana office of tourism, under the direction of Lieutenant Governor Billy Nungesser, to promote tourism to the state, creating an enormous economic impact in Louisiana; and

WHEREAS, members of the travel community representing all corners of Louisiana are at the capitol today.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby designate Thursday, May 15, 2025, as Tourism Day at the Louisiana State Capitol and does hereby express appreciation and support for the fine work of the Louisiana travel industry 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.

PRESIDENT OF THE SENATE