HLS 15RS-1503 ORIGINAL

2015 Regular Session

1

HOUSE CONCURRENT RESOLUTION NO. 59

BY REPRESENTATIVE LEGER

SPECIAL DAY/WEEK/MONTH: Designates Tuesday, April 21, 2015, as Tourism Day at the state capitol

A CONCURRENT RESOLUTION

| 2 | To designate Tuesday, April 21, 2015, as Tourism Day at the state capitol. |
|----|---|
| 3 | WHEREAS, 2014 was a record-breaking year in tourism with more than twenty- |
| 4 | eight million people visiting Louisiana and spending a total of \$11.2 billion; and |
| 5 | WHEREAS, 2014 visitor expenditures resulted in \$836 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 223,000 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, |
| 19 | recommends that the Louisiana office of tourism budget be fully funded. |

ORIGINAL HCR NO. 59

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby designate Tuesday, April 21, 2015, 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 suitable copy of this Resolution be transmitted

DIGEST

to the assistant secretary of tourism in the Department of Culture, Recreation and Tourism.

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HCR 59 Original

7

HLS 15RS-1503

2015 Regular Session

Leger

Designates April 21, 2015, as Tourism Day at the state capitol.