



***Resolution Supporting the Use of Lodging (Hotel/Motel) Tax Revenues
for only Tourism Promotion and/or Tourism Development***

WHEREAS, **27.3 million people** visited Louisiana in 2013 and spent a total of **\$ 10.8 billion** accounting for **\$ 807 million of the state's tax revenue**; and

WHEREAS, the tourism industry is the **6th highest employer** in the state meaning that **one out of ten** Louisiana jobs depend on tourism; and

WHEREAS, travel spending supports more than **210,000 jobs** in the tourism industry; and

WHEREAS, in a time where businesses and individuals are carefully watching their bottom line and looking to place their dollars in those programs and projects that have a strong **return-on-investment**, governmental bodies are having to do the same; and

WHEREAS, tourism spending has a remarkable return-on-investment, returning approximately **\$34 in state tax revenue for every \$1 invested** in tourism marketing and promotion, therefore providing government with funding for many other needed services, such as healthcare and education; and

WHEREAS, the legislative bodies of the state of Louisiana created **political subdivisions** within a majority of each of the parishes known officially as a Parish destination marketing organization (**DMO, Convention and Visitor Bureaus or Tourism Commissions**); and,

WHEREAS, these political subdivisions, (DMO, Convention and Visitor Bureaus or Tourism Commissions), in most cases, impose, collect and continue to **successfully use the dedicated Lodging (Hotel/Motel) Tax Revenues** (local taxes imposed on visitors inhabiting hotel rooms within the respective parish boundaries) for tourism purposes, thereby **continually increasing tourism spending and tourism tax revenues** in their respective cities, parishes and for the state; and

WHEREAS, these DMOs, Convention and Visitor Bureaus or Tourism Commissions use the dedicated **Lodging (Hotel/Motel) Tax Revenues for tourism marketing, tourism promotion,**

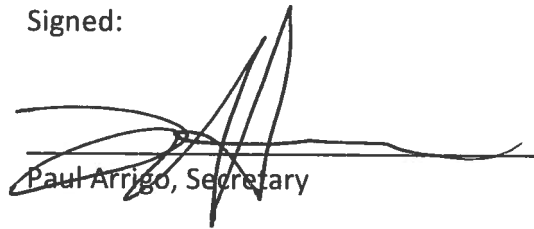
tourism product development and other tourism related projects within each of the respective parishes; and

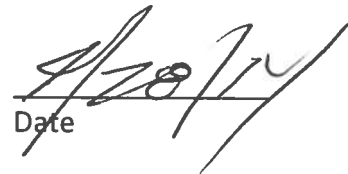
WHEREAS, this proper use of **Lodging (Hotel/Motel) Tax Revenues and tourism** are drivers for **economic growth and job creation**; now therefore,

BE IT RESOLVED, that the Louisiana Association of Convention and Visitors Bureaus Board of Directors, on behalf of the 34 tourism professional members of the association, support the use of **Lodging (Hotel/Motel) Tax Revenues for only Tourism Promotion and/or Tourism Development**; and believe these **Lodging Tax Revenues should flow through the official DMO of the area for these purposes**; and therefore be it further

RESOLVED, that the Secretary transmit copies of this resolution to the Governor, the Lieutenant Governor, the Commissioner of Administration, the President of the Senate, the Speaker of the House, the State Treasurer, the Chairman of the Senate Finance Committee, the Chairman of the House Appropriations Committee, the Chairman of the Commission on Streamlining Government and various appropriate media.

Signed:


Paul Arrigo, Secretary


Date