

EAST WEST MARKETING CORP.

March 8, 2016

To Whom It May Concern:

On behalf of East West Marketing Corp., I am writing in support of extending the Louisiana Tax Free Shopping Program. We strongly urge you to approve the new bill to renew the Louisiana Tax Free Shopping Program being submitted for the 2016 year.

East West Marketing Corp is a marketing representation company based in China to provide full marketing services to US destinations and travel service companies. With nearly 2.8 million visitors from China in 2015 and projected growth to become the #1 inbound market to USA in the coming years, China's tourism will fuel global destinations including visitation to the great State of Louisiana.

As shopping is undeniably the #1 activity among all international travelers, especially Chinese visitors, Louisiana Tax Free Shopping is a primary motivator for high spending international travelers in choosing Louisiana as a travel destination. An average Chinese traveler to the USA spends more than 30% of their total travel expenditure in shopping, which ranks higher than lodging or dining. Louisiana is fortunate to have the tax free program to attract the Chinese travelers as exclusive benefit and value over most other destinations.

I am proud to partner with Louisiana Tax Free Shopping and look forward to working with Denise and her team to continue their marketing efforts in China.

Sincerely,



Daniel Shen
President
East West Marketing Corp China