



February 25, 2016

Dear Legislators:

I am writing this letter in support of extending the sunset provision of the Louisiana Tax Free Shopping Program. Act 435 of the 2012 Regular Session of the Louisiana legislature is set to expire, and a new bill to renew the LTFS Program is being submitted in the upcoming 2016 Regular Session.

The Tax Free Shopping Program is an essential tool used to encourage international tourists to visit Louisiana by offering a sales tax refund on qualified purchases.

Tourism is one of Louisiana's top industries, generating \$11.2 billion in annual spending for Louisiana businesses and shopping is a top activity of all travellers. International visitors, on average, spend 20% more than their domestic counterparts and stay at a destination two to three days longer.

During 2015, international visitors spent \$42 million in tax free shopping purchases from 51,000 international visitors. This is an astounding 64% increase from 2010.

The Louisiana Travel promotion Association fully supports this initiative and has seen tremendous value and the impact it offers to all of the businesses throughout the state.

Sincerely,

A handwritten signature in black ink that reads 'Darienne Mobley' in a cursive script.

Darienne Mobley
Co-Executive Director, LTPA

A handwritten signature in black ink that reads 'Jill Kidder' in a cursive script.

Jill Kidder
Co-Executive Director, LTPA