



About the Value of Tax Free Shopping:

New Orleans is the fastest growing destination in the country and veteran travelers the world over know that a visit to our city affords one of the most unique and memorable travel experiences in the United States. A strong reason for our international success as a travel hot spot is the Louisiana Tax Free Shopping program.

The Louisiana Tax Free Shopping program (LTFS) offers a tax refund on shopping that international visitors do in the state of Louisiana. The program repays state tax and local tax to the visitor. Forty-eight percent of international visitors surveyed reported they spent more on shopping while visiting Louisiana because of the LTFS, and spent on average of approximately \$500.00 per person. It is no secret that LTFS has been proven a success by our international visitor as well as by our local merchants. Now, most major international destinations offer similar programs. It is simply required to be competitive.

While LTFS not only symbolizes Louisiana as a state welcoming to its out-of-country travelers, the program also helps boost the economy of our state. In 2011, the program generated a total economic impact of \$73.7 million, and almost \$2.7 million in new state tax revenue. For every \$1.00 the state returns in taxes to international visitors using LTFS, an additional \$1.80 is generated in new tax revenue from direct and indirect spending as a result of the program.

The LTFS program has helped establish Louisiana, and its alluring crown jewel New Orleans, as a powerful and sought after destination for international visitors. It continues to draw hundreds of thousands of new visitors from all over the globe to one of the most culturally rich and inspiring cities in the country. And Louisiana businesses and employees are the true winners.

Thank you,

A handwritten signature in black ink that reads "Stephen".

J. Stephen Perry
President/CEO
New Orleans Convention and Visitors Bureau