



February 23, 2017

Dear Legislators:

On behalf of the Louisiana Travel Promotion Association (LTPA), I am writing this letter in support of extending the sunset provision of the Louisiana Tax Free Shopping Program (LTFS). During the upcoming 2017 Regular Session, a bill to renew the LTFS program will be submitted to replace the expiring Act 435 of the 2012 Regular Session of the Louisiana Legislature.

The Tax-Free Shopping Program is an essential tool used to attract international visitors to Louisiana. It is widely known that international visitors stay longer and spend more, making them a valuable commodity for our state. LTFS allows Louisiana to remain competitive as an international destination.

Louisiana's international visitation grew by an incredible 36 percent in 2015. You can expect to see another boost in international visitation with the new direct flights into New Orleans from Germany on Condor Airlines and from London on British Airways. These flights open the door for visitors to discover all of Louisiana. In fact, the Louisiana Tax-Free Shopping program is one of the tools helping to encourage visitors to extend their visit into multiple cities and parishes around the state.

I fully support the renewal of the Tax-Free Shopping Program and hope you will support the extension of this important Louisiana program.

Sincerely,

Mark Romig, Chairman
Louisiana Travel Promotion Association