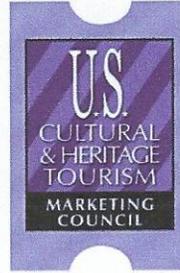




ShopAmericaTours.com



TheCulturalTraveler.com

February 9, 2016

To Members of the 2016 Louisiana Legislature:

On behalf of Shop America Alliance and the US Cultural & Heritage Tourism Marketing Council, I am writing 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. We urge you to approve this renewal.

Along with the state's wealth of cultural and natural assets, Louisiana Tax Free Shopping (LTFS) is a key motivator for international tour operators and travel media to promote Louisiana tourism. We have participated with Executive Director Denise Thevenot and the dedicated LTFS team at major international travel trade events including China Sales Missions, CITM in China, Travel South International, #Next Travel Exchange in Mexico, La Cita, ONE Travel Conference and IPW and can attest to the positive impact that the LTFS program has on tourism leaders and their plans to market Louisiana travel.

Shopping is the #1 activity among all international travelers. Louisiana Tax Free Shopping is a primary motivator for high spending international travelers. Louisiana is fortunate to have had this quality program in place for more than two decades, well managed with solid tracking, delivering impressive return on investment. We are proud to have Louisiana Tax Free Shopping as a partner and advisory board member of both Shop America Alliance and the US Cultural & Heritage Tourism Marketing Council.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Rosemary McCormick".

Rosemary McCormick
President, Shop America Alliance
Co-Founder, US Cultural & Heritage Tourism Marketing Council
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