



Key Points: Visitor Enterprise Funds

This tourism funding is working for communities across Louisiana
by encouraging visitation and driving local economic growth

- Visitor Enterprise Funds are state hotel sales taxes that are returned to your local communities for tourism marketing, festival and arts grant programs, convention centers, youth sports facilities, visitor centers, downtown development and other tourism-related purposes.
- These funds aide a number of different agencies throughout each local parish, including parish policy juries, convention centers, economic development organizations, city mayors, universities, convention & visitors bureaus and more.
- Visitor Enterprise Funds are used for tourism marketing, tourism product development and other economic projects within each parish in the state.
- Many of these funds are bonded for capital improvements, including the Cajun Dome in Lafayette, the visitors center in St. Landry Parish, the Rapides Parish Coliseum, the Canes River Center in Baton Rouge and many others.
- Each local legislator, working with their parish and city government, established these dedicated funding sources for specific purposes.
- Visitor Enterprise Funds are a driver for economic growth and job creation.
 - The revenue generated through domestic and international visitors represents a more than **41-to-1 return on investment** of state funding of the Louisiana Office of Tourism.
 - A total of **\$1.9 billion** of state and local sales tax revenues were generated by travel and tourism activities in 2018.
 - Visitors who came to the state spent nearly **\$366** per person during their trip.
 - **237,200** Louisianans are employed in the travel and hospitality industry
 - Tourism spending supports **7 percent of all jobs** in Louisiana

