



Tweet Sheet

Use these messages and graphics across your social media channels to educate your audience on the impact of travel in Louisiana

#Travel is closely linked to economic development and job growth in communities
#TourismCreatesJobs



The travel industry is the **4th HIGHEST EMPLOYER** in the state



Visitor spending ripples through Louisiana communities, enhancing quality of life and funding things we need. **#TourismMatters**

\$1.8 BILLION



of STATE TAX REVENUES was generated by **TRAVEL & TOURISM** activities in Louisiana in 2017

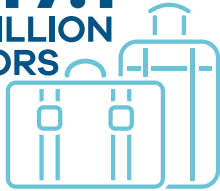
#Travel and **#tourism** create tax revenues – not paid by locals – that fund important public services

Without taxes generated through visitor spending, each household in Louisiana would have to pay **\$1,047** in additional taxes to maintain revenues



Travel and **#tourism** fuel job growth, enrich the culture and lay an economic foundation for Louisiana
#TravelMatters

Louisiana attracted **47.1 MILLION VISITORS** to the state in 2017



When residents take pride in their community, they are valuable advocates marketing the unique assets of their state.
#FeedYourSoul

Destinations create a sense of **PRIDE & PLACE** for residents



Destination marketers are champions of rural regions, shining a spotlight on places that may be otherwise overlooked
#RuralTourism



Destination marketers **BUILD BRIDGES** to rural communities

#Travel is the purest form of economic development in **#OnlyLouisiana**

TRAVEL AND TOURISM create TAX REVENUES – not paid by locals – that fund important public services



Travel is Louisiana's fourth highest employer with more than 236,000 employed in the statewide industry
#TourismCreatesJobs
#OnlyLouisiana

The travel industry drives **ECONOMIC GROWTH & JOBS** in Louisiana



#Travel has ripple effects that touch the lives of all Louisianans
#TravelMatters

