## Tweet Sheet

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

<table>
<thead>
<tr>
<th>#Travel is closely linked to economic development and job growth in communities #TourismCreatesJobs</th>
<th>Visitor spending ripples through Louisiana communities, enhancing quality of life and funding things we need. #TourismMatters</th>
<th>#Travel and #tourism create tax revenues – not paid by locals – that fund important public services</th>
</tr>
</thead>
<tbody>
<tr>
<td>The travel industry is the 4th HIGHEST EMPLOYER in the state</td>
<td>$1.8 BILLION of STATE TAX REVENUES was generated by TRAVEL &amp; TOURISM activities in Louisiana in 2017</td>
<td>Without taxes generated through visitor spending, each household in Louisiana would have to pay $1,047 in additional taxes to maintain revenues</td>
</tr>
</tbody>
</table>

## 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

TRAVEL

Job Creator

Tax Revenue Generator

Destination Storyteller