



LOUISIANA
TRAVEL
ASSOCIATION

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LEGISLATIVE ALERT

Session dates & LTA advocacy calendar

This year's Legislative Session runs from March to June and will bring about 60 brand new lawmakers to Baton Rouge. This makes our grassroots advocacy efforts more important than ever, as we work to educate freshman legislators on the economic importance of the travel industry. We hope you will plan to join us for a few key events and consider supporting our advocacy efforts with a sponsorship. The full calendar and details on each sponsorship are available [here](#).



March 9-June 1
SESSION
DATES



March 18
TOURISM BILL
REVIEW



April 23
TOURISM DAY AT
THE CAPITOL

LTA is your voice in Washington

Louisiana Travel Association staff members will be traveling to Washington in April, for US Travel Association Destination Capitol Hill, and June, for STS Congressional Summit. We will be meeting with members of congress to discuss federal travel-related issues, including improvement of our nation's infrastructure, airport and other transportation upgrades, historic and cultural preservation and investment in public lands. We will also be thanking them for their support of Brand USA.

While on Capitol Hill, we also want to represent issues that hit closer to home. If you have an issue you would like us to discuss with our congressmen this year, please email jill@louisianatravelassociation.org.

Reach out to your legislators NOW

Before the session begins in March, make time to meet with your legislators. As voting constituents in their area, they want to hear from YOU! Our industry is once again pursuing clarity in the definition of a hotel and we have asked Rep. Stephen Dwight to carry this bill for us. As you reach out to your legislators, ask them to contact Rep. Dwight and support the bill as a co-sponsor.

LTA has equipped you with easy-to-use tools for these meetings. Our [Travel Impact Toolkit](#) includes talking points, graphics and even PowerPoint presentations. Use these items to communicate the economic importance of the travel industry – and take the time to share your personal story (how you've built a career in travel, how your job impacts your family, why you are passionate about your job, etc.). Be sure to also thank them for their service to our state. Building these relationships outside of the session is vital!



Study: Shoe Leather Moves the Advocacy Needle More Than...

Social media seems to be where all the political discussion is these days. But is that medium having a real effect on legislators? Maybe not. A new report from The Showalter Group, an advocacy-minded consultancy, finds that digital-minded tactics ...

[Read more
associationsnow.com](http://www.associationsnow.com)



Republicans to chair 12 committees in state Senate,...

Republicans will chair 12 committees and regain control of key committees on taxes and spending, as part of the new assignments released Friday by Senate President Page Cortez. The committees Cortez gave Republicans include the important panels...

[Read more
www.theadvocate.com](http://www.theadvocate.com)



Clay Schexnayder wins Louisiana House ...

A divided Louisiana House on Monday installed Gonzales Republican Clay Schexnayder as speaker, capping a ...

Brand USA Reauthorized: A Triumph for America's Economy

The U.S. travel community today thanked and congratulated Congress for passing a spending bill that renews Brand USA, America's public-private travel promotion partnership. "It's not every day that Congress makes a policy move that makes abundant ...

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May 3-9
NATIONAL TRAVEL
& TOURISM WEEK



OCT. 1
ARE YOU
REAL ID READY?



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