



What is Shop LA?

- This program is designed to spur international visitor spending at retailers throughout **Louisiana**, by offering a **tax free shopping** incentive.
- The program provides **valuable international marketing data** to entities throughout the state, including : Louisiana Economic Development Department, Louisiana Office of Tourism, Louisiana Travel Promotion Association, Convention and Visitor's Bureau's throughout the state, Shopping Malls, Corporate Retailers, Local Retailers, and Local Chambers and Economic Development Entities.
- More than **1500** retailers participate statewide.
- Works in tandem with the **Louisiana Office of Tourism** to grow international visitation and the resulting economic impact.



What Makes Shop LA Stand Out?

- It was the first program of its kind in the United States, created in **1988** by the State Legislature.
- The incentive offered by the program is often a deciding factor when international visitors choose between **Louisiana** and neighboring states.
- International visitors spent **\$500** more during their visit because of this program.

The Financial Impact

- For every **\$1.00** refunded by the state, an additional **\$1.35** is generated in **state tax revenue** by internationals as a direct result of the program.
- **85%** of people surveyed reported spending **\$500** more, shopping in Louisiana because of the tax free incentive.
- The net gain in direct tax generation for local/state government is **\$4.35 million** annually.



\$1.00 / \$1.35





The Tourism Industry

- Over the past decade and a half, **Louisiana** has made tourism a priority. It has become an economic force in our state.
- In past years tourism generated upwards of **\$11.5 billion** for the state of Louisiana.
- Spending due to the program results in the creation or support of nearly **1,300** full and part time jobs creating a total of **\$36.8 million** in earnings for Louisiana residents.



Why do we encourage international visitors to come to Louisiana?

- The tax incentive offered by **Shop LA** helps to drive the number one activity of international visitors to the US: **Shopping**.
- International visitors stay **10+** days in Louisiana per trip.
- International visitors have more of an economic impact on the state than their domestic counterparts, spending **20-30%** more money.



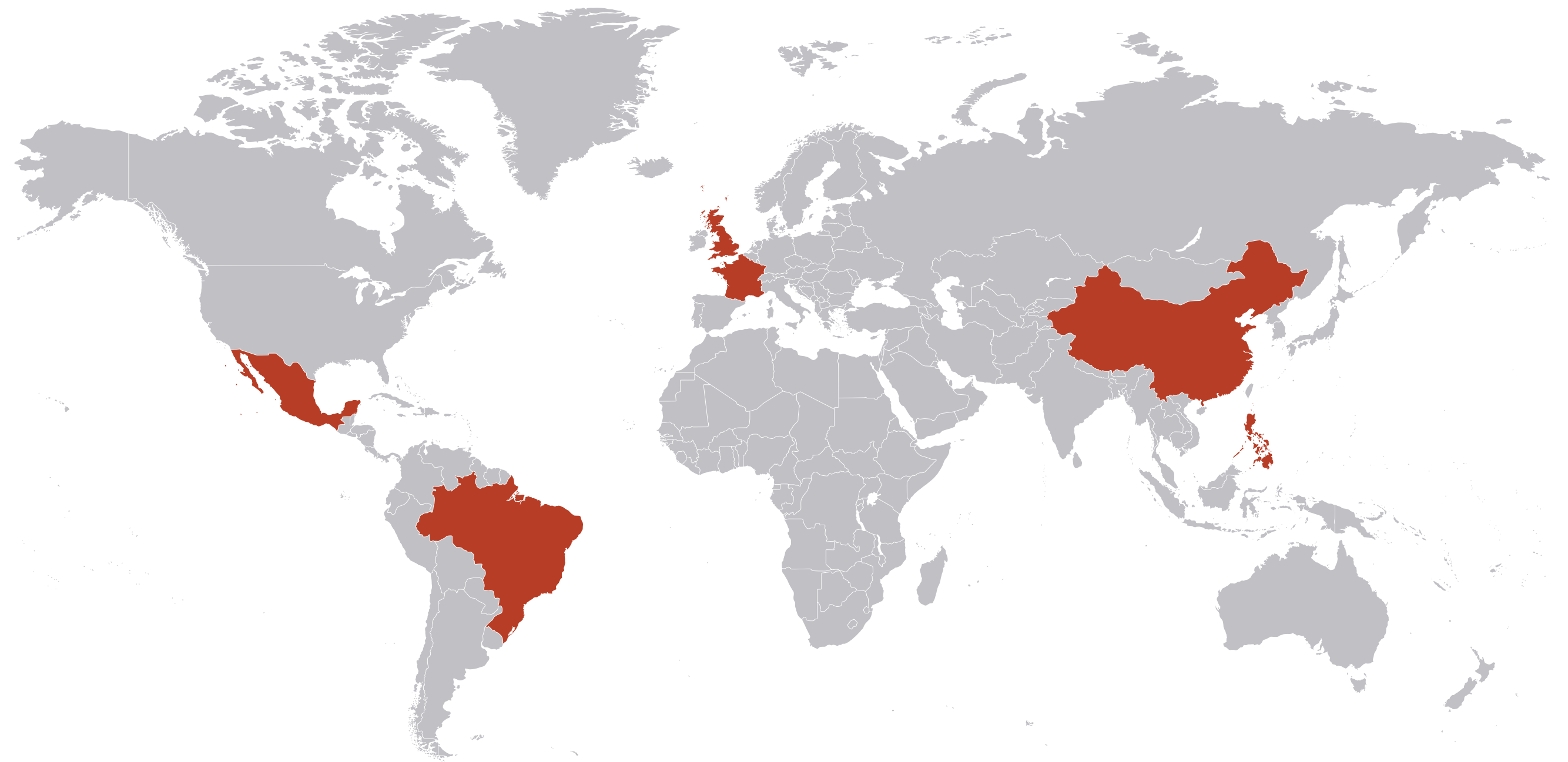
Shop LA Local Tourism Impact

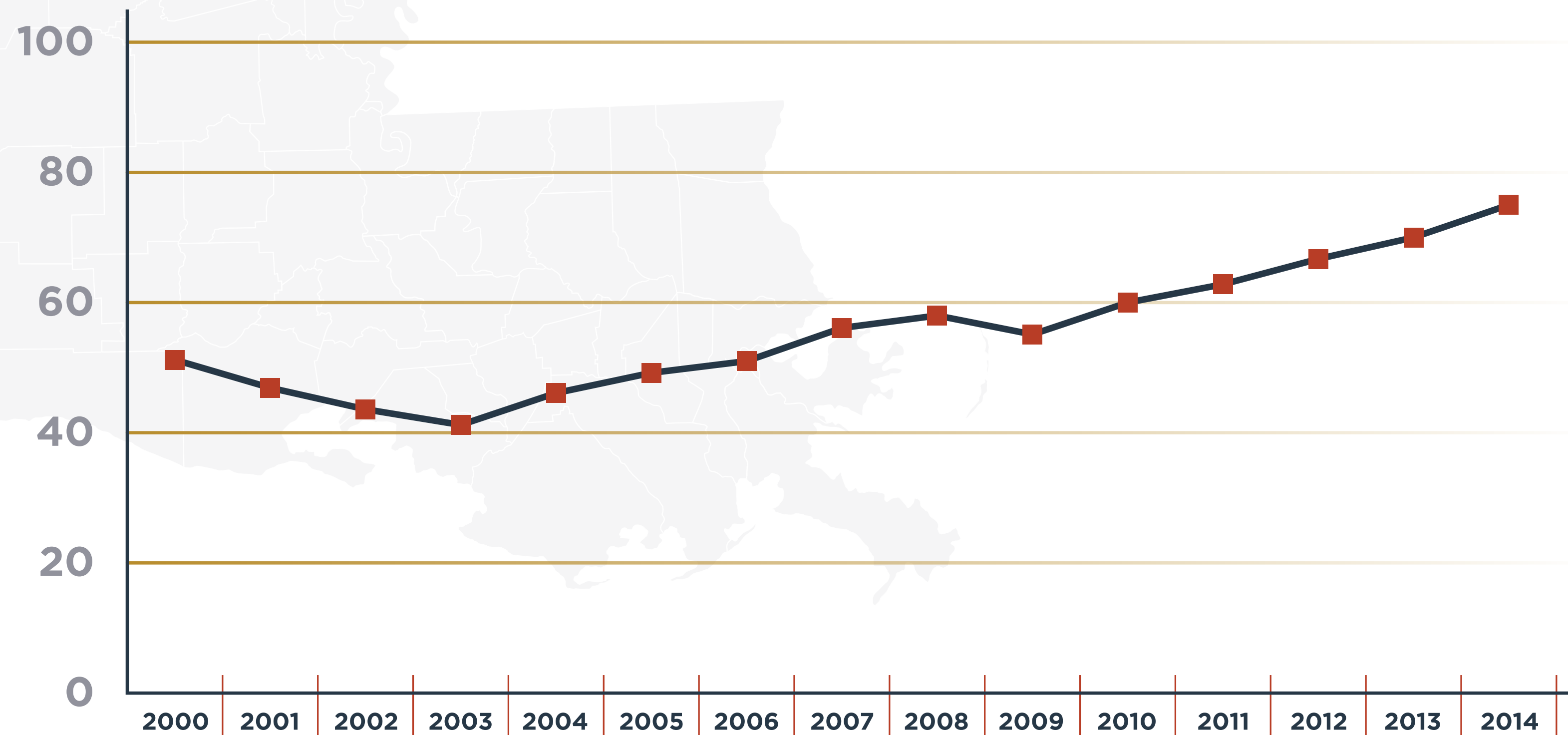
- At a local level, **small** and **boutique retailers** become just as attractive to international shoppers as big chain stores.
- Studies have shown that international visitors often choose to spend their refund **right away**, impacting restaurants, tourist attractions and transportation services that are located near refund centers.
- Each International Visitor spends an average of more than **\$1,000** in businesses that are not tax free.

Who Takes Advantage of Shop LA?

These are some of the top countries that spent the most in 2015.

- England
- France
- China
- Brazil
- Mexico
- Honduras





Across the board, from 2009 to 2014 International visitors increased **36%** to the U.S.

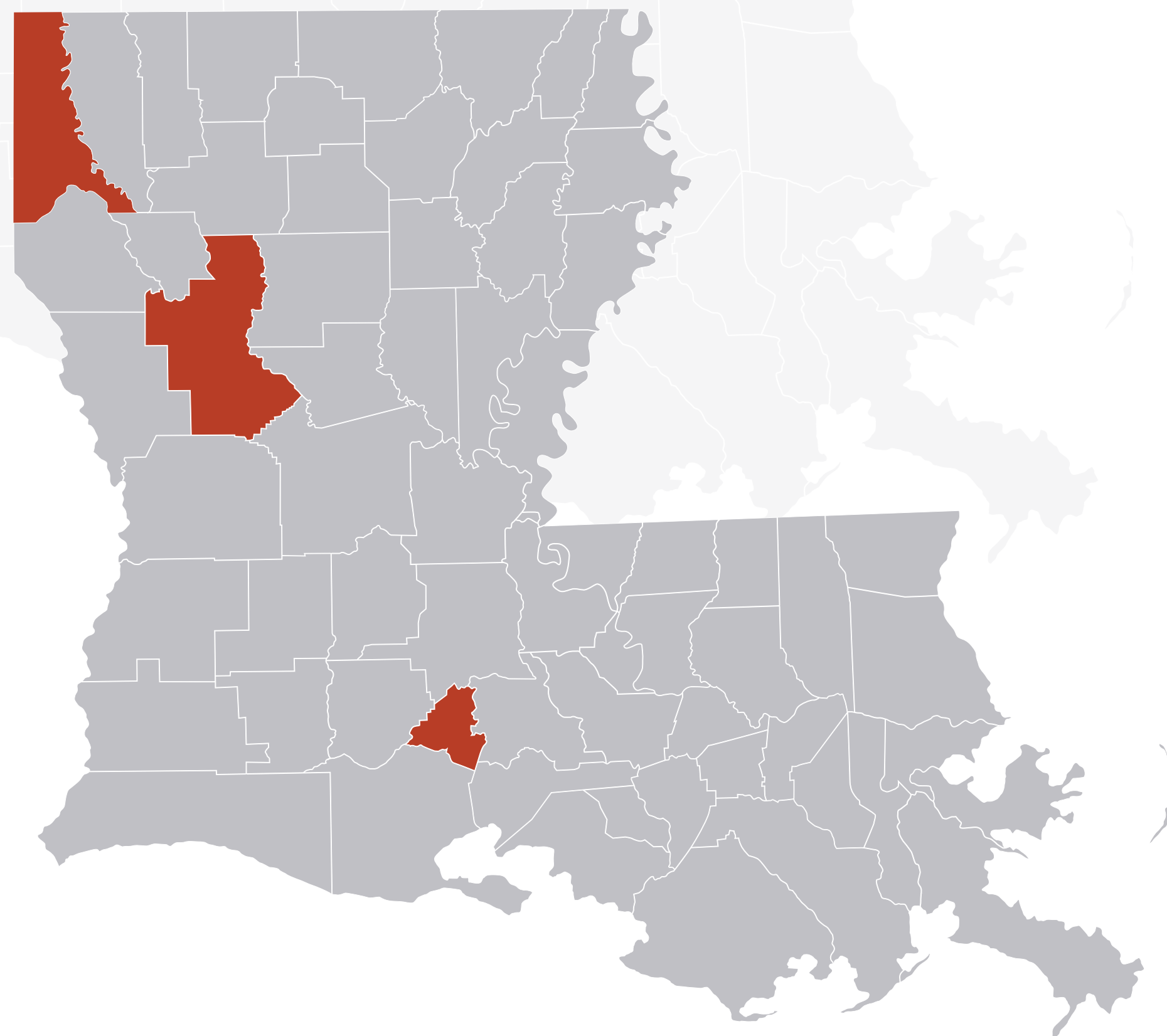
And spending by those visitors went up **51%**.

Which Parishes See the Most benefit?

In 2015

- Baton Rouge: \$1.2 Million
- Ascension: \$1.8 Million
- Orleans: \$16 Million
- **Jefferson: \$22 Million**

Which Parishes See the Most benefit?



Lafayette and Shreveport/Bossier also have refund centers to service our international guests to Western and Northern Louisiana. Natchitoches has a “tax free zone”, with every store on First Street being a member of the program.



Which Stores participate in Shop LA?

- More than 1500 statewide.
- Everything from small boutiques and locally owned shops to major national chain stores.
- Many retailers unique just to Louisiana.

What do people think of Shop LA?

VENDORS



Louisiana Tax-Free Shopping has proved mutually beneficial for both international shoppers and Acadiana Mall retailers. The LTFS program helps international shoppers recognize Acadiana Mall as a destination within our community.

Jamie Stelly
Marketing Director
Acadiana Mall

What do people think of Shop LA?

VENDORS



Louisiana Tax Free is an incredible asset for the Outlet Collection at Riverwalk. We see quite a lot of international traffic from both cruise ships and conventions and to be able to offer this incentive within the center really helps propel sales. The program has also attracted new retailers to our center, such as Nordstrom Rack, LeCreuset, Neiman Marcus Last Call Studio, and Coach which all benefit from the international shoppers attracted by Louisiana Tax Free.

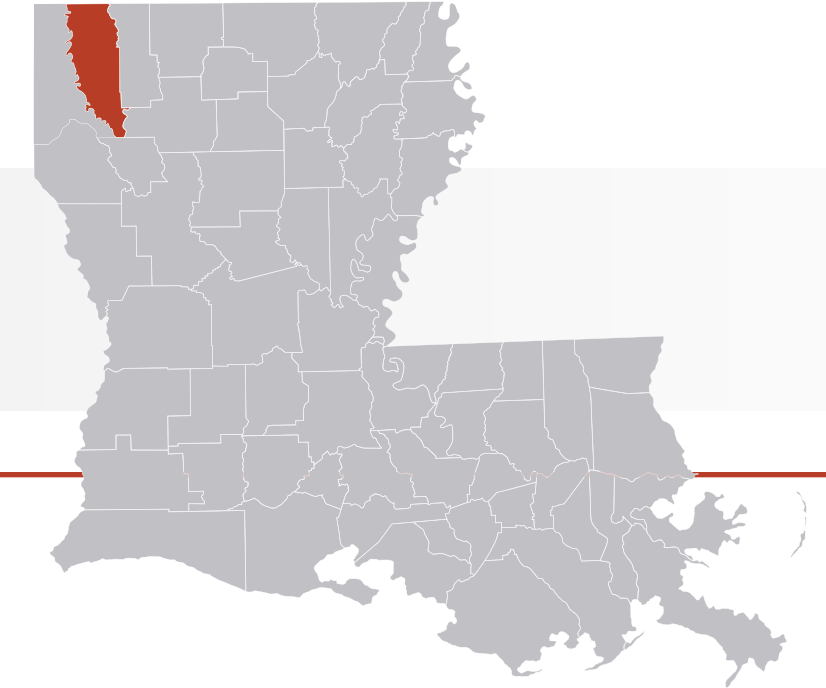
Frank Quinn

General Manager

The Outlet Collection at Riverwalk

What do people think of Shop LA?

VENDORS



The Louisiana Tax Free Program has been a valuable asset to our region. With the opening of our redemption site at Louisiana Boardwalk Outlets, we have seen an increase of international shoppers to our community. Providing this service at our center has been a huge convenience to our international tourism market. It's amazing to see visitors from around the world shop our center here in North Louisiana. The feedback we receive from them is invaluable.

Ashley Davis

Marketing Manager

Louisiana Boardwalk Outlets-Bossier City

What do people think of Shop LA?

TOURISM



Since its inception, Tax-Free Shopping for International Visitors has served Louisiana by attracting visitors and their dollars to our state. It has demonstrated the ability to grow spending both for our merchants and all associated tourist businesses such as our great hotels and restaurants.

Surveys of visitors conducted within the last five years have shown that the tax-free shopping program was often a deciding factor in their decision to either visit Louisiana, extend a stay, or choose to shop here over neighboring states with whom we compete.

There can be no doubt that since 1989, our tax-free shopping program has made this great state an even more attractive destination for international visitors. The program pays for itself and pays back to the state and the parishes it serves.

Steve Windham

Chairman

Louisiana Tax-Free Shopping Commission

What do people think of Shop LA?

TOURISM

We love Louisiana Tax Free/Shop Louisiana in Shreveport-Bossier. It's an added incentive for our international visitors, who come primarily from Canada to spend more money in our local economy. Because of the success of the program at our main shopping area - the Louisiana Boardwalk - we are now seeing other retailers who want to join the program and expand Louisiana Tax-Free.

Brandy Evans

Shreveport-Bossier Convention
and Tourist Bureau

What do people think of Shop LA?

TOURISM



The LA Tax-Free Shopping Program is a wonderful tool to entice international visitors to Lafayette Parish. In addition to enjoying our world renowned cuisine, Zydeco and Cajun Music, culture, and other amenities here in the Happiest City in America, the Tax-Free Shopping program gives visitors another reason to visit our area and stay longer. Our number of international visitors continues to increase, and the Tax-Free Shopping program is certainly helping to play a role in that growth.

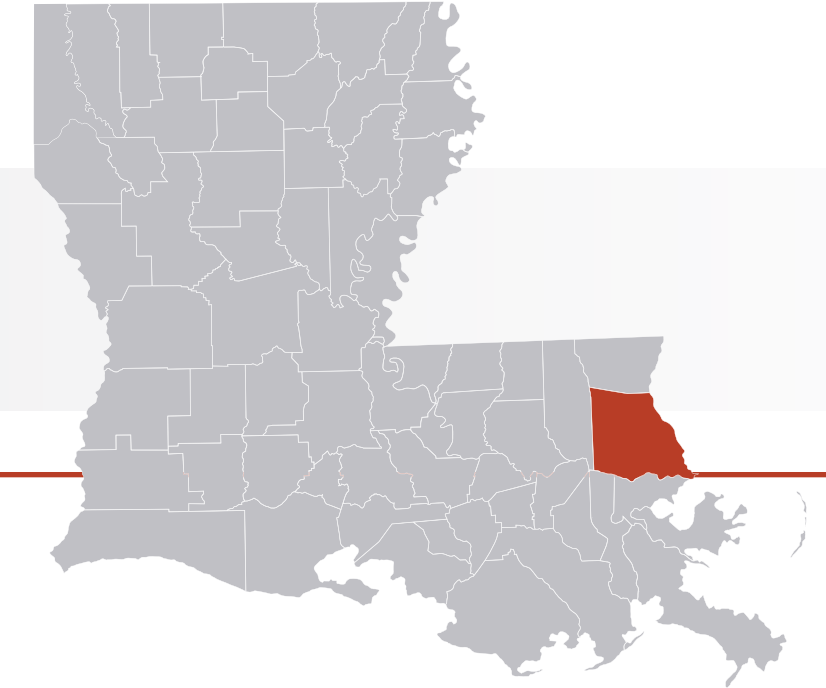
Ben Berthelot

President & CEO

Lafayette Convention and Visitors Commission

What do people think of Shop LA?

TOURISM



The Tax-Free Program is a huge incentive for visitors to come to St. Tammany Parish. Just across the state line in Mississippi there is a large international employer, Stennis Space Center. Our Tax-Free Shopping is a massive draw for people. It helps bring shoppers to the Northshore who might otherwise do business in Mississippi.

Donna O'Daniels

President and CEO

St. Tammany Parish Tourist and
Convention Commission

What do people think of Shop LA?

TOURISM



Baton Rouge is an industry and education center that brings in thousands of international workers, students and visitors every year. The LA Tax-Free Shopping program signals to them that we are much more than just a place to work; they can enjoy themselves and shop here as well. The program helps our retailers bring in extra business that would typically be out of reach.

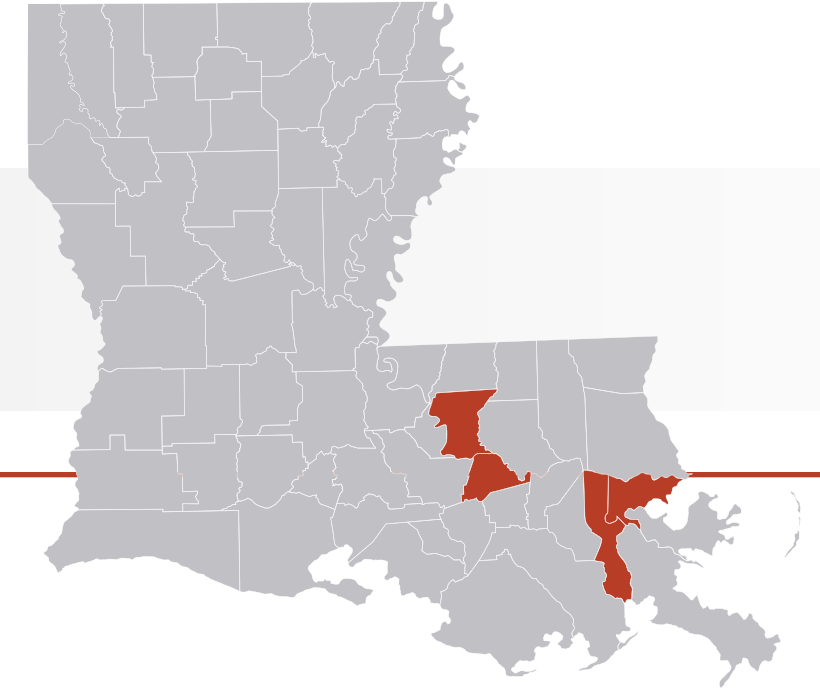
Paul Arrigo

President and CEO

Visit Baton Rouge

What do people think of Shop LA?

TOURISM



Shop LA is a large stimulating factor in selling Louisiana as a destination. This great tool is an asset in maintaining an influx of visitors, and I tell everyone either considering a trip or even when I hop on a plane about the program. It's a top selling factor that impacts to their decision to visit our great state.

Ernesto Posada

International Sales Executive

Copa Airlines

What do people think of Shop LA?

TRAVEL AGENTS

The Louisiana Tax Free program is a motivator and a definite draw for the Chinese tourist when planning and choosing their destination.



What do people think of Shop LA?

TRAVEL AGENTS

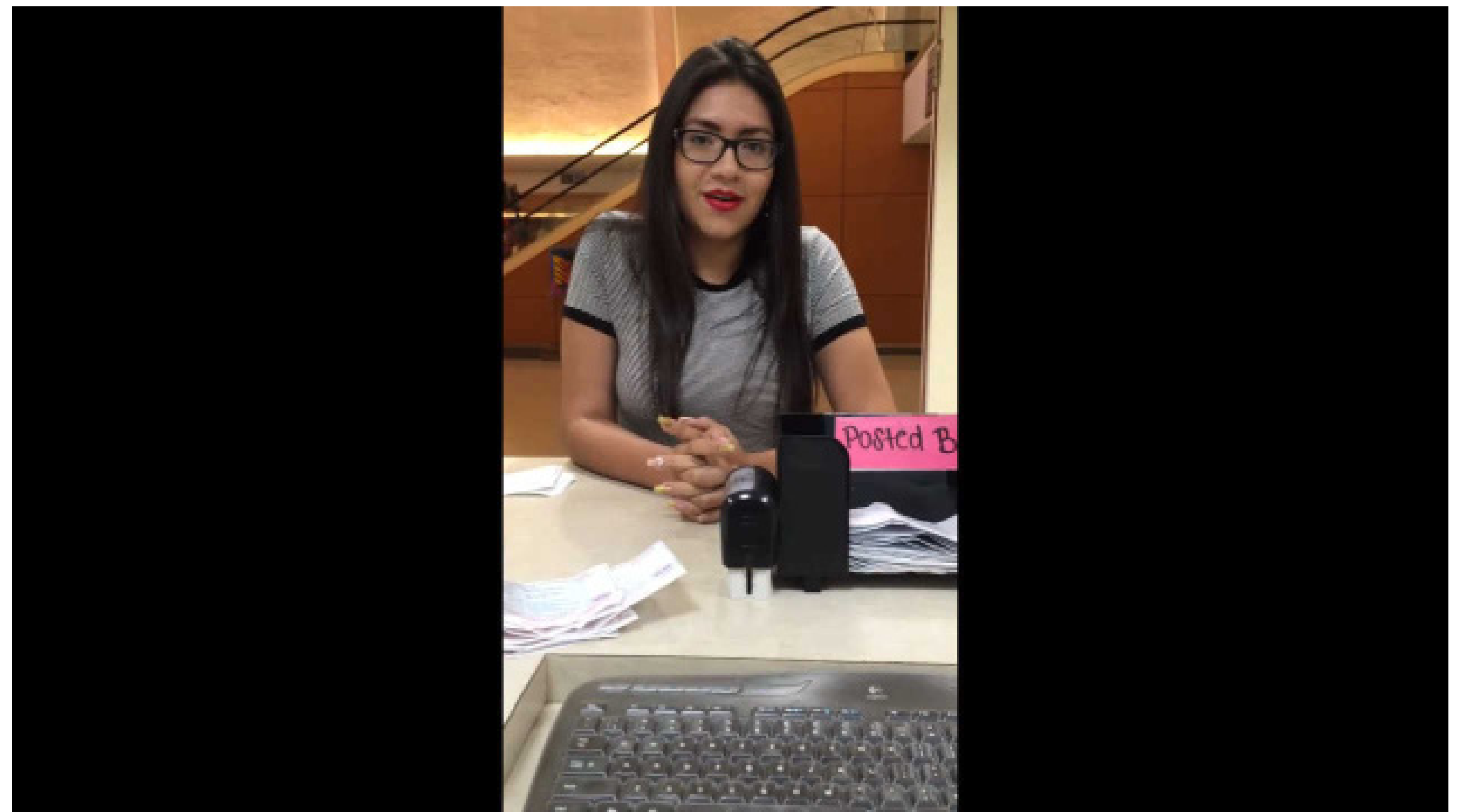
“Hello. Good morning. My name is Ana Maria Urdano. I’m the owner of the company Ofi Hotel that has been in Costa Rica for thirty years. I would like to tell you the most important reason why we, Central Americans, travel is shopping. The tax-free program helps me a lot in advertising this destination. In Costa Rica and other Central American countries, besides visiting the cities, what we want is to shop, shop, and shop. We spend a lot of money doing that. And we do it with pleasure. Tax Free Shopping for us is the most important reason. Thank you very much.”



What do people think of Shop LA?

TRAVEL AGENTS

“Hi I’m Aurora and I’m from Honduras. I travel to other states in the United States and I come here twice a month and I do all my shopping here in Louisiana because I like to use tax free.”



What do people think of Shop LA?

TRAVEL AGENTS

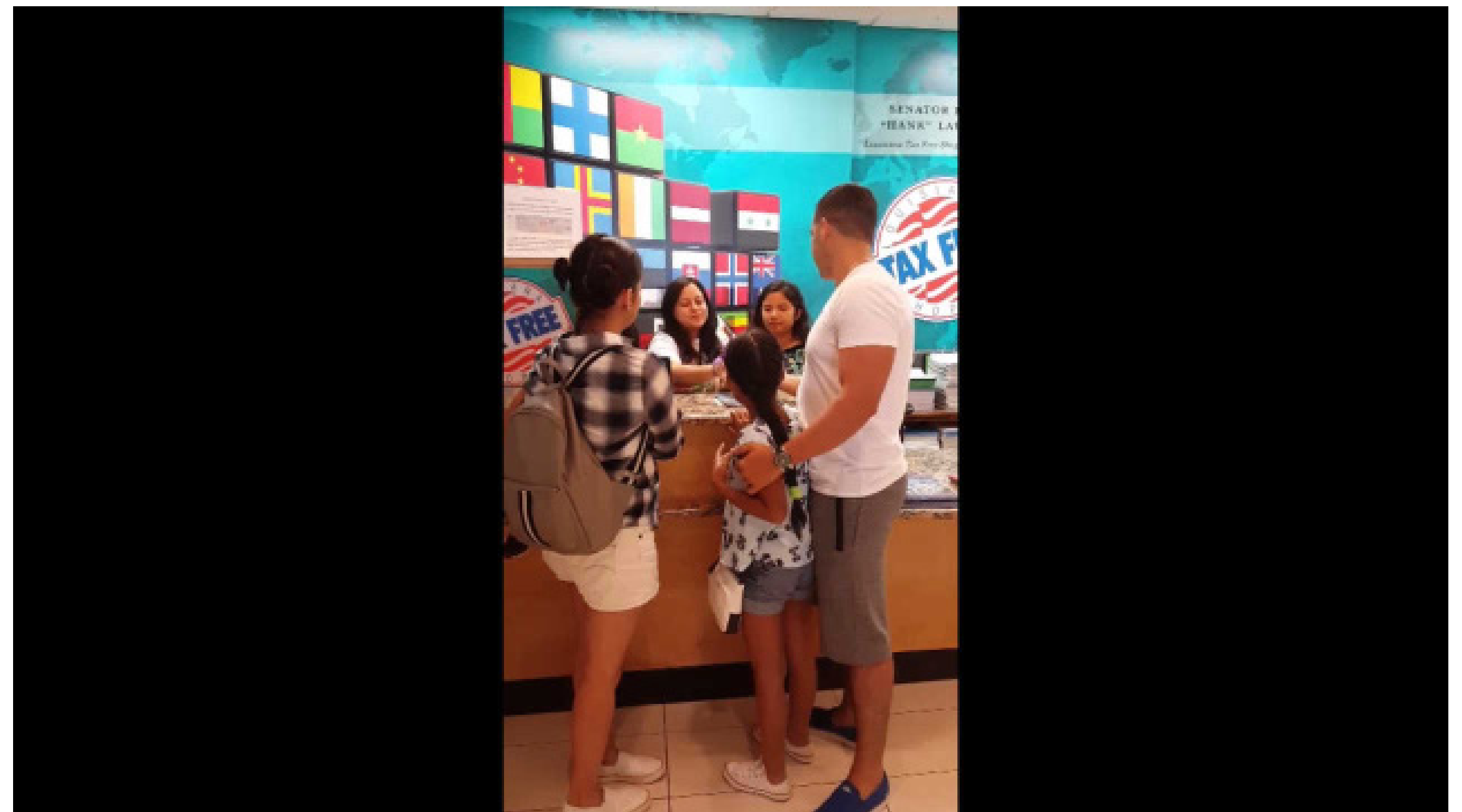
"Hello. We're from Honduras and we come to Louisiana for tax free."



What do people think of Shop LA?

TRAVEL AGENTS

“Hello. We come Honduras and we have visited many states and we come to shop in Louisiana because we like the tax-free system. Thank you, Louisiana!”



What do people think of Shop LA?

SHOPPERS

I am a frequent traveler to north America and I have on several occasions used tax-free shopping services in other US states. I must admit that I was pleasantly surprised with how easy, fast and consumer-friendly the Tax-Free Louisiana system was. This in my opinion is of great value for the State of Louisiana as it facilitates spending in the state by foreign travelers. I am looking forward to my next visit to the USA where I will visit several cities, but I will make sure to do all my shopping in LA.

Andreas Papapetropoulos
Athens, Greece

OVER 50 AGENCIES, BOARDS, COMPANIES, AND MORE WROTE LETTERS OF SUPPORT FOR RENEWING THE SHOP LA TAX INCENTIVE PROGRAM

ASCENSION CHAMBER OF COMMERCE • BATON ROUGE AREA CHAMBER • FRENCH AMERICAN CHAMBER OF COMMERCE • HISPANIC CHAMBER OF COMMERCE NEW ORLEANS • JEFFERSON CHAMBER OF COMMERCE • NEW ORLEANS CHAMBER OF COMMERCE • EAST JEFFERSON BUSINESS ASSOCIATION • ELMWOOD BUSINESS ASSOCIATION • GREATER NEW ORLEANS INC. • JEDCO • LIVINGSTON ECONOMIC DEVELOPMENT • NATCHITOCHES HISTORIC BUSINESS DISTRICT • TRADE AND COMMERCE NEW ORLEANS OFFICE • WORLD TRADE CENTER OF NEW ORLEANS • RIVER REGION CHAMBER OF COMMERCE • PORT OF NEW ORLEANS • PORT OF SOUTH LOUISIANA • ASCENSION PARISH TOURISM COMMISSION • BATON ROUGE CONVENTION AND VISITOR'S BUREAU • BAYOU LAFOURCHE AREA CONVENTION & VISITORS BUREAU • GRETNA TOURIST COMMISSION • JEFFERSON DAVIS PARISH TOURISM COMMISSION / ECONOMIC DEVELOPMENT • LAFAYETTE CONVENTION AND VISITOR'S COMMISSION • LIVINGSTON PARISH TOURISM • LACVB LOUISIANA CONVENTION AND VISITORS BUREAUS • NATCHITOCHES PARISH CVB • NEW ORLEANS CONVENTION & VISITORS BUREAU • ST. TAMMANY CONVENTION AND VISITOR'S BUREAU • BATON ROUGE HOTEL AND LODGING ASSOCIATION • JEFFERSON PARISH CONVENTION AND VISITORS BUREAU • LOUISIANA BED AND BREAKFAST ASSOCIATION • LOUISIANA TRAVEL PROMOTION ASSOCIATION • NEW ORLEANS TOURISM AND MARKETING CORPORATION • SHREVEPORT - BOSSIER CONVENTION AND VISITORS BUREAU • EAST WEST MARKETING CORPORATION CHINESE TRAVEL AGENCY • OFIHOTEL S.A. - LATIN AMERICAN TRAVEL AGENCY • WOMEN IN TRAVEL AND TOURISM INTERNATIONAL • OUTLETS AT LOUISIANA BOARDWALK/ BOSSIER • INTERNATIONAL COUNCIL OF SHOPPING CENTERS • LAKESIDE SHOPPING CENTER / METAIRIE • OUTLET COLLECTION AT RIVERWALK MARKETPLACE / ORLEANS • SHOP AMERICA ALLIANCE • LOUISIANA RETAILERS ASSOCIATION • NEW ORLEANS MAYOR • JEFFERSON PARISH COUNCIL LETTERS • CHRIS ROBERTS • CYNTHIA LEE-SHENG • RICKY J. TEMPLET • PAUL D. JOHNSTON • MARK D. SPEARS, JR. • E. "BEN" ZAHN, III • JENNIFER VAN VRANCKEN • JEFFERSON PARISH PRESIDENT - JOHN YOUNG • KENNER CITY COUNCIL • MAYOR OF GRETNA • MAYOR OF KENNER • MAYOR OF NATCHITOCHES • MAYOR OF WESTWEGO

More than a Rebate Program



In addition to giving taxes back to international visitors, the program:

- Launched the **Shopping Trail**, which is open to the public
- Provides **merchant activity reports** which help guide marketing efforts in a number of state departments, retail businesses, chambers of commerce and economic development agencies across the state.

