



National Lieutenant Governors Association

1 **Recognizing the Importance of Arts and Culture in Tourism to the Economy of the United States**

2 WHEREAS, the arts are fundamental to our humanity. They ennoble and inspire us – foster creativity, goodness
3 and beauty. They help us express our values, build bridges between cultures and bring us together regardless of
4 ethnicity, religion, age or political party;

5 WHEREAS, tourism plays a central role in America’s economy. The U.S. Commerce Department’s most recent
6 data shows that spending by international visitors in 2013 totaled more than \$180.7 billion, up nearly \$1.3 billion per
7 month from 2012. The travel and tourism industry now accounts for 26 percent of all American services exports,
8 and nearly eight percent of overall exports;

9 WHEREAS, the U.S. Department of Commerce reports that 2013 saw a record number of 21.4 million international
10 leisure travelers visit the United States, a seven percent increase from 2012, and first time travelers to the United
11 States, estimated at 7.6 million, increased by 10 percent in 2013 and as a share of all travelers increased from 23.2 in
12 2012 to 23.7 percent in 2013;

13 WHEREAS, travelers whose visits are primarily based on cultural and heritage activities spend about 9 percent more
14 money in total on their trips than general leisure travelers;

15 WHEREAS, the U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts’ Arts and
16 Cultural Production Satellite Account report estimates that 3.2 percent, or \$504 billion – of current-dollar Gross
17 Domestic Product (GDP) in 2011 was attributable to arts and culture. In comparison, BEA’s estimated value of the
18 U.S. travel and tourism industry was 2.8 percent of GDP;

19 WHEREAS, attendees of the 2014 Cultural Heritage Tourism Exchange convened by Partners in Tourism, a
20 group of federal, nonprofit and private sector leaders, identified three important actions – usable research, hospitality
21 training, and expanded partnerships, specifically with planners and economic development agencies – to advance and
22 sustain cultural heritage tourism;

23 WHEREAS, the National Governors Association recommends boosting tourism by leveraging and marketing the
24 unique culture and food of regions, states and territories. This includes supporting the use of tax credits and other
25 kinds of incentives to encourage cities and developers to create cultural districts, creative corridors, innovation hubs
26 and other places that will attract a critical mass of creative talent and facilitate co-location, or geographic clustering,
27 of complementary businesses;

28 WHEREAS, Governors and Lieutenant Governors are increasingly incorporating arts and cultural exchanges into
29 their economic development approaches. Many states have invested in the arts as a strategy to address the migration
30 of talented workers and attract a creative workforce;

31 WHEREAS, the U.S. Travel and Tourism Advisory Board at the U.S. Department of Commerce is working with a
32 wide array of travel and tourism industry representatives to increase tourism in America and recently issued several
33 recommendations including encouraging partnerships with state, local, tribal, and territorial governments to join
34 non-federal tourism authorities in place-based and activity-based promotional campaigns;

35 WHEREAS, Americans for the Arts, a partner of the National Lieutenant Governors Association, works with all
36 the aforementioned groups to advance the arts, culture and tourism in America, and is proud to sponsor the annual
37 Public Leadership in the Arts Award presented to a Lieutenant Governor for State Arts Leadership.

38 NOW, THEREFORE, BE IT RESOLVED, that the National Lieutenant Governors Association calls upon each
39 Lieutenant Governor to personally remain educated on and aware of the value of the arts to the economy and
40 tourism and to facilitate and promote the exchange of such information with all state leaders, and to further resolve
41 to cultivate arts participation locally.

Sponsors: Lt. Governors Jay Dardenne (LA) and Elizabeth Roberts (RI); Additional co-sponsor(s) Lt. Gov. Kay Ivey (AL); Lt. Gov. Matt Michels (SD); Lt. Gov. Sue Ellspermann (IN); Lt. Gov. Shan S. Tsutsui (HI); Lt. Gov. Kim Reynolds (IA); Lt. Gov. Nancy Wyman (CT); Lt. Gov. Brian Krolicki (NV); Lt. Gov. Spencer Cox (UT)