

April 7, 2025

Rep. John Janigian, Chair
House Ways and Means Committee
Legislative Office Building, Room 302
Concord, New Hampshire 03301

RE: Letter in Support of SB 63, relative to funding for the division of travel and tourism.

Dear Chair Janigian and Honorable Members of the House Ways and Means Committee:

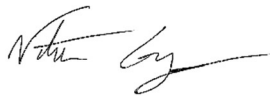
The Business and Industry Association (BIA) supports SB 63, relative to funding for the division of travel and tourism.

As this committee likely knows, the Division of Travel and Tourism calculates the return on investment for every dollar that it spends on advertising. In FY 2023, the Division's marketing strategy generated \$268 in visitor spending for every \$1 invested, and \$17 in tax revenue for each \$1 invested.

Under current law, much of the funding for the Division's budget comes from the 3.15% of the meals and rooms revenue that it is allocated by statute. Currently, the calculation of the 3.15% of meals and rooms revenue sent to the Division is assigned **after** other deductions are made. By modifying the formula to calculate the 3.15% up front, the Division should see additional revenue (but not until the FY 2028-2029 budget), which will allow the Division more resources to bring in tourism to help strengthen our economy.

The BIA respectfully encourages this committee to support SB 63.

Thank you for your time,



Natch Greyes
Vice President of Public Policy
Business and Industry Association