

U.S. TRAVEL ASSOCIATION

November 13, 2014

To The Members of the U.S. Senate:

On behalf of the 14.6 million Americans whose jobs are supported by travel, we are writing to seek your support for enacting H.R. 4450/S. 2250 this year, to reauthorize the work of Brand USA to promote the United States as an international destination. By attracting more visitors, Brand USA enhances U.S. economic growth, spurs job creation and advances public diplomacy – all at no cost to federal taxpayers.

S. 2250, the Travel Promotion, Enhancement and Modernization Act of 2014, was approved by voice vote on July 23rd by the Senate Commerce Committee and identical legislation (H.R. 4450) was passed recently under suspension of the rules by the House of Representatives. We strongly support this bipartisan legislation and write to you to urge the U.S. Senate to advance the program's reauthorization this year.

In 2010, the Congress enacted the Travel Promotion Act, to establish a public-private partnership – now called Brand USA – to help regain the U.S. share of the booming global travel market and to better communicate U.S. security policies. The cost was underwritten jointly by private sector contributions, matched by a \$10 fee on visitors from Visa Waiver Program nations.

Because overseas business and leisure travel to the United States is critical to local economies across the nation, the National Travel and Tourism Strategy set an ambitious goal of attracting 100 million additional international visitors by 2021. To help realize this objective, Brand USA has forged working relationships with hundreds of communities – large and small, urban and rural – and leveraged their promotional efforts into a coherent, cost-effective and productive national marketing campaign.

During 2013, Brand USA's worldwide marketing campaigns generated 1.1 million incremental visitors to the United States – a 2.3 percent increase that generated an additional \$3.4 billion in revenues. This spending generated \$7.4 billion in business sales, \$3.8 billion in GDP and \$2.2 billion in personal income, as well as supporting 53,000 new jobs. That equates to a remarkable return on investment of 47 to one. And all of this is already being accomplished at no expense to the U.S. taxpayer.

Travel is already America's top services export. International visitors spent \$180.7 billion in the U.S. on travel-related goods and services last year, an increase of more than nine percent over 2012. U.S. travel exports now account for over 26 percent of all U.S. service exports and nearly eight percent of total U.S. exports. On average, overseas visitors spend \$4,500 per trip, yielding a travel balance of trade surplus exceeding \$50 billion. Moreover, these visitors then return home to spread the word about America's attractions and hospitality, generating goodwill for years to come.

The undersigned organizations, with representation in all 50 states, strongly urge Congress to reauthorize Brand USA (H.R. 4450/S. 2250) without delay. With Brand USA as its partner, the United States can continue to expand its share of the extraordinarily lucrative international travel market. We appreciate your support and stand ready to help in any way possible.

Sincerely,

Adventure Travel Trade Association
Alabama Gulf Coast Convention and Visitors Bureau
Alabama Restaurant & Hospitality Alliance
Alabama Tourism Department
Alaska Department of Commerce, Community & Economic Development
Alaska Hotel & Lodging Association
Albany County Convention & Visitors Bureau
Amadeo Travel Solutions
American Alliance of Museums
American Express Company
American Gaming Association
American Hotel & Lodging Association
American Recreation Coalition
American Society of Travel Agents
Anaheim/Orange County Visitor & Convention Bureau
Appalachian Trail Conservancy
Arizona Lodging & Tourism Association
Arizona Office of Tourism
Arkansas Department of Parks & Tourism
Arkansas Hospitality Association
Asian American Hotel Owners Association
Atlanta Convention & Visitors Bureau
Atlantic City Alliance
Avis Budget Group, Inc.
Beaches of Fort Myers & Sanibel, The
Bellingham Whatcom County Tourism
Bentonville Convention and Visitors Bureau
Best Western International
Beverly Hills Conference & Visitors Bureau
B-FOR International
Bloomington MN Convention & Visitors Bureau
Boise Metro Chamber of Commerce
Boulder Convention and Visitors Bureau
Buncombe County Tourism Development Authority
Burlington/Alamance County CVB
Butler County Tourism & Convention Bureau
Caesars Entertainment Inc.
California Association of Boutique & Breakfast Inns
California Hotel & Lodging Association
CalTravel
Canyonlands by Night
Cape Cod Chamber of Commerce and CVB
Carlson Rezidor Hotel Group
Carlson Wagonlit Travel
Catch Des Moines

Chamber of Commerce Hawaii
Charleston Area Convention & Visitors Bureau
Charleston WV Convention & Visitors Bureau
Chicago Southland Conventional & Visitors Bureau
Chicago's North Shore Convention and Visitors Bureau
Choice Hotels International, Inc.
Choose Chicago
Cirque du Soleil US, Inc.
City of Pismo Beach Conference & Visitors Bureau
City of Prescott
CityPASS
Clipper Navigation, Inc.
Colorado Hotel & Lodging Association
Colorado National Monument Association
Colorado Springs Convention and Visitors Bureau
Colorado Tourism Office
Connecticut Commission on Culture & Tourism
Connecticut Lodging Association
Consumer Electronics Association
Dallas Convention & Visitors Bureau
Dallas-Fort Worth International Airport
Delaware North a Companies
Delaware State Chamber of Commerce
Delaware Tourism Office
Denver International Airport
Destination DC
Destination Gettysburg
Destination Marketing Association International
Diamond Resorts International
Discover Kalamazoo
Discover Lehigh Valley
Discover New England
DuPage Convention & Visitors Bureau
Durham Convention & Visitors Bureau
Dutchess Tourism
Economic Development Partnership of North Carolina
Elgin Area Convention & Visitors Bureau
Expedia, Inc.
Experience Kissimmee
Explore Minnesota
Florida Restaurant & Lodging Association
Fort Worth Convention & Visitors Bureau
Fox Cities Convention & Visitors Bureau, Appleton WI

Fredericksburg (TX) Convention and Visitor Bureau
Fremont Street Experience
Friends of the Oregon Caves and Chateau
George Washington Carver Birthplace Association
Georgia Association of Convention & Visitors Bureaus
Georgia Hotel & Lodging Association
Gettysburg Foundation
Glacier Country Regional Tourism Commission
Go Wichita Convention and Visitors Bureau
Golden Gate National Parks Conservancy
Goulding's Lodge & Tours
Greater Boston Convention & Visitors Bureau
Greater Fort Lauderdale Convention & Visitors Bureau
Greater Green Bay Convention & Visitors Bureau
Greater Newark Convention & Visitors Bureau
Greater Orlando Aviation Authority
Greater Palm Springs Convention & Visitors Bureau
Greater Raleigh Convention and Visitors Bureau
Greater Wildwoods Tourism Improvement & Development Authority
Greater Wilmington Convention & Visitors Bureau
Hartsfield–Jackson Atlanta International Airport
Hawai'i Lodging & Tourism Association
Hawai'i Tourism Authority
HelmsBriscoe
Hilton Head Island-Bluffton Chamber of Commerce
Hilton Worldwide
Hospitality Association of New Mexico
Hotel Association of Washington DC
Houston First
I&M Canal Heritage Corridor Convention and Visitors Bureau
Iberia Parish Convention & Visitors Bureau
Idaho Department of Commerce, Tourism Development
Illinois Council of Convention and Visitors Bureaus
Illinois Hotel & Lodging Association
Indiana Office of Tourism Development
Indiana Restaurant & Lodging Association
InterContinental Hotels Group

International Association of Amusement Parks and Attractions
International Association of Exhibitions and Events
International Franchise Association
International Mountain Biking Association
Interstate Hotels and Resorts
Iowa Tourism Office
Irving Convention & Visitors Bureau
Jefferson Davis Parish Tourist Commission
Kane Realty Corporation
Kansas Department of Wildlife, Parks & Tourism
Kentucky Department of Travel and Tourism
Lake Charles/Southwest Louisiana Convention & Visitors Bureau
Lake Havasu City Convention & Visitors Bureau
Las Vegas Convention and Visitors Authority
Las Vegas Metro Chamber of Commerce
Las Vegas PHilharmonic
Laurel Highlands Visitors Bureau
Little Rock Convention & Visitors Bureau
Loews Hotels
Louisiana Hotel & Lodging Association
Louisiana Office of Tourism
Louisiana Travel Promotion Association
Macon-Bibb County Convention & Visitors Bureau
Maine Innkeepers Association
Maine Office of Tourism
Mammoth Lakes Tourism
Maritz Travel Company
Marriott International, Inc.
Maryland Hotel & Lodging Association
Maryland Office of Tourism Development
Massachusetts Lodging Association
Massachusetts Office of Travel & Tourism
Mat-Su Convention & Visitors Bureau
Meadowlands Regional Chamber of Commerce
Meet Chicago Northwest
Miami International Airport
Michigan Lodging & Tourism Association
Millennium Broadway Hotel New York
Minnesota Lodging Association
Missouri Division of Tourism
Montana Department of Commerce
Montana Lodging & Hospitality Association
Morris County Tourism Bureau
Mount Rushmore Society
Myrtle Beach Area Chamber / CVB

Naples, Marco Island, Everglades Convention & Visitors Bureau
Nashville Convention & Visitors Bureau
National Atomic Testing Museum
National Park Hospitality Association
National Recreation and Park Association
National Restaurant Association
National Retail Federation
National Tour Association
Nebraska Hotel & Motel Association
Nebraska Tourism Commission
NEON Public Relations
Nevada Color Litho
Nevada Commission on Tourism
Nevada Hotel & Lodging Association
Nevada State Bank
New Hampshire Division of Travel and Tourism Development
New Hampshire Lodging & Restaurant Association
New Jersey Tourism Industry Association
New Mexico Tourism Department
New Orleans Convention & Visitors Bureau
New York Hospitality & Tourism Association
New York State Department of Economic Development, Division of Tourism
North Carolina Restaurant & Lodging Association
North Dakota Tourism Division
NYC & Company
Ohio Hotel & Lodging Association
Ohio Travel Association
Oklahoma City Convention & Visitors Bureau
Oklahoma Hotel & Lodging Association
Oklahoma Restaurant Association
Oklahoma Travel Industry Association
Omaha Convention and Visitors Bureau
Oneida County Tourism
Orange County Visitors Association
Orbitz Worldwide
Oregon Restaurant & Lodging Association
Overland Park Convention & Visitors Bureau
Oxnard Convention & Visitors Bureau
Park City Chamber and Visitor Bureau
Pennsylvania Restaurant & Lodging Association
Pennsylvania Tourism Office
PIER 39
Plymouth County Development Council, Plymouth, Massachusetts

Princeton Regional Chamber of Commerce and Convention & Visitors Bureau
Providence Warwick Convention and Visitors Bureau
Pure Michigan
Receptive Services Association of America
Rhode Island Commerce Corporation
Rhode Island Hospitality Association
Robert Half Technology
Rocky Mountain Holiday Tours LLC
Rocky Mountain International
Roseville Visitors Association
Sabre
San Antonio Convention & Visitors Bureau
San Diego Tourism Authority
San Francisco International Airport
San Francisco Travel Association
San Marcos Convention and Visitor Bureau
San Mateo County/Silicon Valley Convention and Visitors Bureau
SCHNEIDER PUBLISHING COMPANY, INC.
SeaWorld Parks and Entertainment
Select Registry - Distinguished Inns of North America
Shawnee Convention & Visitors Bureau
Sioux Falls Convention and Visitors Bureau
Smart Destinations Inc.
Snohomish County Tourism Bureau
Society of Independent Show Organizers
South Carolina Association of Tourism Regions
South Carolina Parks, Recreation and Tourism
South Carolina Restaurant & Lodging Association
South Carolina Tourism and Travel Coalition
South Dakota Department of Tourism
Southeast Tourism Society
Southern Utah/Kane County Office of Tourism
St. Tammany Parish Tourist and Convention Commission
Starwood Hotels and Resorts Worldwide
Steuben County Conference and Visitors Bureau
STR, Inc.
Surf City USA – Visit Huntington Beach
Tampa International Airport
Tennessee Department of Tourism Development
Tennessee Hospitality Association
Texas Hotel & Lodging Association

Texas Office of the Governor, Economic
Development & Tourism
Texas Travel Industry Association
The Urban Safari
Trailways Transportation System
Travel Industry Association of Kansas
Travel Lane County
Travel Oregon
Travel Portland
Travel South USA
Travelocity
Treasure Island Hotel & Casino
Trek America Travel Ltd.
Tuolumne County Visitors Bureau
Tuxedo Junction Las Vegas
U.S. Chamber of Commerce
U.S. Olympic Committee
U.S. Travel Association
United States Tour Operators Association
Universal Parks and Resorts
Utah Hotel & Lodging Association
Utah Office of Tourism
Vermont Attractions Association
Vermont Chamber of Commerce
Vermont Department of Tourism and
Marketing
Virginia Hospitality & Travel Association
Virginia Tourism Corporation
Visit Anchorage
Visit Baltimore, Inc.
Visit Baton Rouge
Visit California
VISIT DENVER
Visit Fairfax
VISIT FLORIDA
Visit Hot Springs-Hot Springs National Park,
Arkansas
Visit Indy
Visit Lafayette-West Lafayette
Visit Lake County (Illinois)

Visit McHenry County (Illinois)
Visit Mesa
Visit Mississippi
Visit Napa Valley
Visit Oakland
Visit Oceanside
Visit Orlando
Visit Panama City Beach
VISIT PHILADELPHIA™
Visit Phoenix
Visit Salt Lake
Visit Santa Barbara
Visit Sarasota County
Visit Seattle
Visit Spokane
Visit St. Petersburg/Clearwater
Visit Stockton
Visit Tampa Bay
Visit Tri-Valley
VisitPITTSBURGH
Voices of Montana Tourism
Walt Disney Travel Company
Washington Lodging Association
Washington Tourism Alliance
West Virginia Division of Tourism
West Virginia Hospitality & Travel Association
Western National Parks Association
Western States Tourism Policy Council
Williams-Grand Canyon Chamber of
Commerce
Winchester Mystery House
Winwood Hospitality Group
Wisconsin Association of Convention &
Visitors Bureaus
Wisconsin Department of Tourism
Wisconsin Hotel & Lodging Association
Wolf Trap Foundation for the Performing Arts
Wyoming Lodging & Restaurant Association
Wyoming Office of Tourism
Yosemite/Mariposa County Tourism Bureau