



Dear Madam Speaker and Mr. Leader:

The United States travel industry creates \$2.4 trillion in economic output and supports over 15 million American jobs. As representatives of this industry, we write in support of Brand USA—a public-private partnership established by Congress to market and promote the United States as a destination to international travelers. Through Brand USA's work over the past six years, millions of international visitors and billions of dollars have positively impacted local communities across the United States, at no cost to taxpayers. These include rural areas and small towns that otherwise would not have seen these benefits. However, Brand USA's future has been unintentionally placed at risk. As members of this industry who partner with the federal government to fund Brand USA, we respectfully request that Congress work to determine a legislative solution that ensures reauthorization and funding for this essential program this year, so that this public and private sector alliance may continue promoting communities all over the country.

Brand USA has worked with over 800 partners and brought 5.4 million incremental international visitors to the United States since fiscal year 2013, which has created incredibly positive economic impact across the country: \$17.7 billion generated in visitor spending and \$5 billion in tax revenue, all of which support an average of 51,000 American jobs in destinations large and small.

A main goal of Brand USA is to not only promote best known destinations, but also sites beyond the gateways, including regional and local attractions across the country. Without Brand USA marketing these local communities, located throughout every Congressional district, the surrounding hotels, restaurants and shops will see far fewer international travelers, and the jobs these businesses support may be affected. Brand USA partnerships have promoted smaller destinations and less traveled parts of the country, like Sioux Falls, Louisville, Reno, and New Orleans, as well as larger metropolitan areas like New York City and Dallas.

Through its original enactment by the Travel Promotion Act of 2009 and its subsequent reauthorization, Brand USA is funded by a portion of a fee assessed from international travelers coming to the United States under the Visa Waiver Program. These funds are matched 1:1 by funds from the private sector travel industry. This means Brand USA receives no federal taxpayer money.

However, a 2018 congressional budget caps agreement provision diverted this fee revenue. While this transition was not intended to undermine Brand USA's strong performance, this financial insecurity places the future planning and progress of travel promotion for communities rural and urban across the United States at great risk. Without this funding, private sector partners of Brand USA are limited, and in some cases deterred, from marketing to highly valued international travelers.

Travel is up around the world, as much as 8-10%, but the United States' share of global travel is declining for the first time in a decade. As nations like China, France, Spain, and others are outpacing our growth, our industry seeks to maintain this partnership with the federal government, through Brand USA, to promote the entire country to international travelers and help regain billions of dollars in visitor spending. Without Brand USA, this distribution of international visitors would not have nearly the same level of funding to promote all regions of the country. If the United States wants to win international travelers, we need Brand USA more than ever to compete with the travel promotion programs of other countries.

We respectfully and earnestly urge Congress to ensure a stable funding source for Brand USA and to reauthorize the program this year. Without this public-private partnership, this formal coordination would not exist between the United States federal government and the travel industry—two entities keenly focused on supporting our national economy and American jobs and promoting tourism in all areas of our great nation.

Sincerely,

1856 Country Store	Ben's Next Door	Chicagoland Chamber of Commerce
1Berkshire	Best Western Hotels & Resorts	Chicago's First Lady Cruises
5NET4 Productions	Best Western Pony Soldier Inn	Choice Hotels International, Inc.
ADARA	Beverly Hills Conference & Visitors Bureau	Choose Chicago
African American Chamber Commerce of PA, NJ, & DE	B-FOR International	Cincinnati USA Regional Tourism Network
Aimbridge Hospitality	Block Island Tourism Council	Citadel Outlets
Airbnb	Bloomington, MN Convention & Visitors Bureau	City of Fredericksburg
Akron/Summit Convention & Visitors Bureau	Blue Rock Golf Course	CityPASS
Alabama Restaurant & Hospitality Alliance	Bluefish Bed & Breakfast	Clarion Partners
Alabama Tourism Department	Boise Metro Chamber	Clarion Suites Maingate
Alaska Cabaret, Hotel, Restaurant & Retailers Association	Bradford's Ace Hardware	Clermont County Convention & Visitors Bureau
Alaska Hotel & Lodging Association	Break The Ice Media	Clinton Cider Mill
Alaska Travel Industry Association	Bristol Convention & Visitors Bureau	Colorado Historic Hot Springs Loop
All Media Productions	Butler County Tourism	Colorado Hotel & Lodging Association
Allen Harbor Marine Service	Butler County Visitors Bureau	Colorado Restaurant Association
Amadeo Travel Solutions	California Association of Boutique & Breakfast Inns	Colorado Tourism Office
AMC Institute	California Hotel & Lodging Association	Columbus Hospitality Management
America 4 You	California Restaurant Association	Commerce Chenango Tourism
American Bus Association	California Travel Association	Connect Travel
American Gaming Association	Cannery Row Company	Connecticut Lodging Association
American Hotel & Lodging Association	Canyon Ranch	Connecticut Restaurant Association
American Resort Development Association	Cape Cod Canal Region Chamber	ConServ Group, Inc
American Samoa Visitors Bureau	Cape Cod Chamber of Commerce	Coshocton County Chamber of Commerce
American Society of Association Executives	Convention & Visitors Bureau	Coshocton Port Authority
American Society of Travel Advisors	Cape Cod Coffee	Coshocton Village Inn & Suites
Amerilodge Group	Cape Tunes	Coshocton Visitors Bureau
Amtrak	CapeSpace	Craigville Beach Inn
Antioch Associates USA II, Inc.	Capital Region USA	Crescent Hotels & Resorts
Aquarium of the Bay	Capitol Civic Center, Inc.	Crestline Hotels & Resorts
Arizona Lodging & Tourism Association	Caribe Royale	Cruise Lines International Association
Arizona Office of Tourism	Carroll County Convention & Visitors Bureau	Dallas Fort Worth International Airport
Arizona Restaurant Association	Cat Pear Consulting	Dalwadi Hospitality Management
Arkansas Hospitality Association	Catalina Island Chamber of Commerce & Visitors Bureau	DATAVERSITY
Arlington Convention & Visitors Bureau	Catch Des Moines	Davidson Hotels & Resorts
Arlington Convention and Visitors Service	Cedar Fair, LLC	Delaware Hotel & Lodging Association
Asian American Hotel Owners Association	Central Cape Construction Company, Inc.	Delaware North
Atlanta Convention & Visitors Bureau	Central PA Convention & Visitors Bureau	Delaware Restaurant Association
Attractions4us	Certa ProPainters, Ltd.	DEMA Public Relations, Inc.
Aurora Area Convention & Visitors Bureau	Charlotte Regional Visitor Authority	Denihan Hospitality
B.F. Saul Company	Chicago Helicopter Experience	Destination Analysts
Bardstown Nelson County Tourist Commission		Destination Cleveland
Beaumont Convention & Visitors Bureau		Destination DC
Ben's Chili Bowl		Destination Development Association

Destination Gettysburg	Expositions, Inc.	Hawaii Restaurant Association
Destination Grandview	Fairmont Sonoma Mission Inn & Spa	Haywood County Tourism Development Authority
Destination Mansfield	Fine Arts Museums of San Francisco	Hegg Companies
Destination Marketing Corporation for Otsego County	Finger Lakes Regional Tourism Council	Hertz Corporation
Destination Niagara USA	Flagstaff Convention & Visitors Bureau	HFL Corporation
Destination Plymouth	Florida Restaurant & Lodging Association	Highgate Hotels
Destinations International	Focalpoint Studio	Hilton
DETOURS	Fort Rickey Discovery Zoo	Hilton San Francisco
Detroit Metro Convention & Visitors Bureau	Franklin County Chamber of Commerce	Historic Tours of America
DiamondRock Hospitality	Freeman	HospitalityMaine
Dimension Development Two	Friends of Old Woman Creek National Estuarine Research Reserve	Host Hotels & Resorts
Discover Albany	Fulton Montgomery Regional Chamber of Commerce	Hostelling International USA
Discover Central MA	G2 Travel	Hotel Association of New York City
Discover Kalamazoo	Gahanna, Ohio Convention & Visitors Bureau	Hotel Association of Washington, D.C.
Discover Lancaster	Gary Farrell Winery	Houston First Corporation
Discover Lehigh Valley	Georgia Hotel & Lodging Association	HRI Properties
Discover Long Island	Georgia Restaurant Association	HVS Management
Discover New England	Georgia Tourism	Idaho Lodging & Restaurant Association
Discover Newport	Gervasi Vineyard	Illinois Hotel & Lodging Association
Discover Saratoga	GF Hotels & Resorts	Illinois Restaurant Association
Disney Parks, Experiences and Consumer Products	Glacier Country Regional Tourism Commission	Indian Lake Area Chamber of Commerce and CVB
Doubletree by Hilton Hotel Utica	Glass Doctor - A Neighborly Company	Indiana Restaurant & Lodging Association
Draves & Associates	Global Event Strategies, LLC	Indiana Tourism Association
Dublin Convention & Visitors Bureau	Global Hospitality Marketing Link, Inc.	InterConnect Travel
Dutchess Tourism Inc.	Go Global Travel USA, Inc.	InterContinental Hotels Group (IHG)
East West Marketing Corporation	Goulding's Lodge & Tours	International Association of Exhibitions and Events
Eastham Chamber of Commerce	Grand Canyon Scenic Airlines	International Franchise Association
Economic Alliance Snohomish County	Great Lakes Publishing	International Inbound Travel Association
Edmond Convention & Visitors Bureau	Great Miami Riverway	International Motorcoach Group
Elizabeth Destination Marketing Organization	Greater Boston Convention & Visitors Bureau	International Tourism Marketing
Embassy Suites Seattle North Lynnwood	Greater Fort Lauderdale Convention & Visitors Bureau	Interstate Hotels & Resorts
Enchantment Group	Greater Hyannis Chamber of Commerce	Iowa Restaurant Association
EnglishUSA	Greater Merrimack Valley Convention & Visitors Bureau	Irving Convention and Visitors Bureau
Events Industry Council	Greater Miami Convention & Visitors Bureau	J. Paul Getty Museum
Everleigh Cape Cod	Greater Orlando Aviation Authority	JD Engineering & Construction Corporation
Expedia Group	Greater Palm Springs CVB	JD Events
Experience Columbus	Greater Philadelphia Hotel Association	Kansas Restaurant & Hospitality Association
Experience Kissimmee	Greater Raleigh Convention & Visitors Bureau	Kentucky Department of Tourism
Experience Scottsdale	Greater Springfield Convention & Visitors Bureau	Kentucky Restaurant Association
Experient	Hard Rock Cafe International	Kentucky Travel Industry Association
Explore Charleston		Keyser
Explore Georgia		Kickmaster Footgolf
eXplore Lawrence		Lady Slipper Stationery
Explore St. Louis		Lake Charles/Southwest Louisiana
Exposition Development Company Inc		

Convention & Visitors Bureau
 Lake Erie Shores & Islands
 Lake George Regional Chamber of Commerce & CVB
 Lake Havasu City Convention & Visitors Bureau
 Las Vegas Convention and Visitors Authority
 Las Vegas Sands Corporation
 LaSalle Hotel Properties
 Little Rock Convention & Visitors Bureau
 LodgeWorks
 Loews Hotels
 Lombardi's Italian Restaurants
 Long's Retreat Family Resort
 Longwoods International USA
 Los Angeles Tourism & Convention Board
 Louisiana Department of Culture, Recreation & Tourism
 Louisiana Hotel & Lodging Association
 Louisiana Restaurant Association
 Luray Caverns
 Macerich Shopping Centers & Fashion Outlets
 Madden Media
 MAG USA
 Maine Innkeepers Association
 Maine Office of Tourism
 Maine Tourism Association
 Making Memories Tours
 Mall of America
 Management Excellence, Inc.
 Map Your Show
 Marietta-Washington County Convention & Visitors Bureau
 Marin Convention & Visitors Bureau
 Marriott International
 Marshall Hotels & Resorts
 Martha's Vineyard Chamber of Commerce
 Martin County Office of Tourism and Marketing
 Maryland Hotel Lodging Association
 Massachusetts Lodging Association
 Massachusetts Restaurant Association
 Mears Transportation
 Meeting Professionals International
 Meredith
 Messe Dusseldorf North America
 Metro Cars
 Metropolitan Washington Airports Authority
 MGM Resorts International
 Michigan Association of Convention & Visitors Bureaus
 Michigan Economic Development Corporation - Travel Michigan
 Michigan Lodging & Tourism Association
 Michigan Restaurant Association
 Miles Partnership
 Minneapolis Northwest Tourism
 Minnesota Lodging Association
 Minnesota Restaurant Association
 Mise en Place
 Misha Tours
 Mississippi Hospitality & Restaurant Association
 Missouri Restaurant Association
 Miyako Hybrid Hotel Torrance
 MMGY Global
 Mohawk Trail Association Region Tourism Council
 Montana Lodging & Hospitality Association
 Montana Restaurant Association
 Monterey County Convention & Visitors Bureau
 Motorcity Casino and Hotel
 Myrtle Beach Area Chamber of Commerce
 Naples, Marco Island, Everglades Convention & Visitors Bureau
 Nashville Convention & Visitors Corp
 National Aquarium
 National Federation of Tourist Guide Associations-USA
 National Park Hospitality Association
 National Restaurant Association
 National Retail Federation
 National Tour Association
 Nebraska Hotel & Lodging Association
 Nebraska Restaurant Association
 Nebraska Tourism Commission
 Nevada Hotel & Lodging Association
 Nevada Restaurant Association
 New Hampshire Lodging & Restaurant Association
 New Jersey Hotel & Lodging Association
 New Jersey Restaurant & Hospitality Association
 New Mexico Restaurant Association
 New Mexico Tourism Department
 New Orleans & Company
 New York State Destination Marketing Organizations
 New York State Division of Tourism
 New York State Hospitality & Tourism Association
 New York State Restaurant Association
 New York State Tourism Industry Association
 Newport Beach and Company
 Newport Hospitality Group
 Newseum
 Nomadic Agency
 North Carolina Restaurant and Lodging Association
 North Central Massachusetts Chamber of Commerce
 North Coast Tourism Council
 North of Boston Convention & Visitors Bureau
 Northern Alaska Tour Company
 Norwegian Air
 NYC & Company
 Ohio History Connection
 Ohio Hotel & Lodging Association
 Ohio Restaurant Association
 Ohio School Boards Association
 Ohio Travel Association
 Ohio Travel Pavilion
 Oklahoma City Convention & Visitors Bureau
 Oklahoma Hotel & Lodging Association
 Oklahoma Restaurant Association
 Oklahoma Travel Industry Association
 Okura/Nikko Hotels International
 Omni Hotels and Resorts
 Oneida County Tourism
 Opus Capital
 Orange County Visitors Association
 Oregon Restaurant & Lodging Association
 Orleans Chamber of Commerce
 OTO Development
 OTS Globe
 Outdoor Recreation Roundtable
 Oyster Island Emporium
 Pennsylvania Department of Community and Economic Development
 Pacific Park

Paducah Convention & Visitors Bureau	Ross-Chillicothe Convention & Visitors Bureau	Tampa International Airport
Palm Springs Aerial Tramway	Ruby's Inn	Tennessee Hospitality & Tourism Association
Papillon Grand Canyon Helicopters	Sabre	Texas Hotel & Lodging Association
Park City Chamber/Bureau	San Angelo Convention & Visitors Bureau	Texas Restaurant Association
Park Hotels & Resorts	San Diego County Regional Airport Authority	Texas Travel Industry Association
Passenger Vessel Association	San Diego Tourism Authority	The Anaheim Hotel
Pebblebrook Hotel Trust	San Francisco Travel Association	The Best Hotels & Ranches in the West
Pennsylvania Restaurant & Lodging Association	Santa Monica Travel and Tourism	The Broadway League
Persy's Place	Saul Ewing Arnstein & Lehr, LLP	The Buccini/Pollin Group
Petland	Schoharie County Tourism	The Event Mechanic!
Philadelphia Convention & Visitors Bureau	Sea Ranch Abalone Bay Vacation Rental	The Greater Licking County Convention & Visitors Bureau
PIER 39	SearchWide Global	The San Diego Tourism Authority
Pierce-Cote Advertising	SeaWorld Parks & Entertainment	The Tempe Tourism Office
Pigeon Forge Department of Tourism	See Rock City, Inc.	The Travel Technology Association
Pismo Beach Conference and Visitors Bureau	Seneca Caverns LLC	The Venetian Resort
Plymouth County Convention & Visitors Bureau	Shasta-Cascade Wonderland Association	The Westin Philadelphia
PM Hotel Group	Shreveport-Bossier Convention & Tourist Bureau	Tourism Council of Frederick County, Inc.
Polar Cave Ice Cream Parlour	Sidney Visitors Bureau	Tourism Economics
Portsmouth-Scioto County Visitors Bureau	Simon Property Group	Tourism Industry Coalition of Michigan
Post House Creative	Simpleview	Tours Limited
Prince George's County, MD Conference & Visitors Bureau	Six Flags Magic Mountain and Hurricane Harbor	Trade Show Consulting, LLC.
Prince William County Office of Tourism	Skål International USA	Trade Show Executive
Pro Football Hall of Fame	Snohomish County Tourism Bureau	Tradeshaw Logic
Providence Warwick Convention & Visitors Bureau	Society of Independent Show Organizers	Travalco USA
PSAV	Sonoma County Tourism	Travel Lane County
Puerto Rico Restaurant Association	South Carolina Department of Parks, Recreation & Tourism	Travel Oregon
Randy A. Garfield & Advisors, LLC	South Carolina Restaurant & Lodging Association	Travel Portland
RAR Hospitality	South Coast Plaza	Travel South USA
Ravens Glenn Winery	South Dakota Department of Tourism	Traveldotcom
Real Estate Management South Shore	South Dakota Retailers Association	Trumbull County Tourism Bureau
Real Estate Roundtable	South Shore Convention & Visitors Authority	Tuscarawas County Convention & Visitors Bureau
Real Hospitality Group	Southeast Tourism Society	U.S. Chamber of Commerce
Remington Hotels	Springfield Convention & Visitors Bureau	U.S. Cultural & Heritage Tourism Marketing Council
Resort and Conference Center, Cape and Islands Tour Guide Association	St. Louis Area Hotel Association	U.S. Travel Association
Restaurant Association of Maryland	Starline Tours	U.S. Virgin Islands Department of Tourism
Restaurant Association of Metropolitan Washington	State of Kansas	Union County Convention & Visitors Bureau
Rhode Island Hospitality Association	Steuben County Conference and Visitors Bureau	Unique Hotel Solutions
Richmond Region Tourism	Stonebridge Companies	United States Tour Operators Association
Roaring Camp Railroads	STR	Universal Parks & Resorts
Rocky Mountain International	Sullivan Catskills Visitors Association	USA Luxury Shopping Consortium
Roseville Visitors Association	Sun Islands Hawaii, Inc.	Utah Hotel & Lodging Association
		Utah Office of Tourism
		Utah Restaurant Association
		Ventura County Lodging Association

Vermont Chamber of Commerce
Vesta Hospitality
Virginia Restaurant, Lodging, and Travel Association
Virginia Tourism Corporation
Visit Albuquerque
Visit Anaheim
Visit Anchorage
Visit Annapolis & Anne Arundel County
Visit Austin
Visit Baltimore
Visit Big Sky
Visit Binghamton
Visit Buffalo Niagara
Visit California
Visit Colorado Springs
Visit Dallas
Visit Dana Point
Visit Denver
Visit Duluth
Visit Fairfax
Visit Fairfield County
Visit Fort Worth
Visit Franklin, TN
Visit Frisco
Visit Grand Junction
Visit Grove City
Visit Houston

Visit Ithaca
Visit KC
Visit Lafayette-West Lafayette
Visit Lake County
Visit Mendocino County
Visit Napa Valley
Visit Newport Beach
Visit North Carolina
Visit Oakland
Visit Oceanside
Visit Pasco
Visit Philadelphia
Visit Phoenix
Visit Pittsburgh
Visit Plano
Visit Rochester
Visit San Antonio
Visit San Jose
Visit Santa Barbara
Visit Savannah
Visit Seattle
Visit Shawnee
Visit Spokane
Visit St. Pete/Clearwater
Visit Stillwater
Visit Stockton
Visit Tampa Bay
Visit Tri-Valley

Visit Tucson
Visit Vancouver USA
Visit Virginia's Blue Ridge
Visit Wichita
VisitNewEngland.com
Warren County (Ohio) Convention & Visitors Bureau
Washington Hospitality Association
Wellington Hotel
West Hollywood Travel + Tourism Board
West Virginia Hospitality & Travel Association
Wheelock Street Capital
White Lodging
Wisconsin Hotel & Lodging Association
Wisconsin Restaurant Association
Wolfe Adventures & Tours, LLC
WoodSpring Suites Hotels
Wyndham Hotels & Resorts, Inc.
Wynn Resorts
Wyoming Lodging & Restaurant Association
Wyoming Office of Tourism
Xanterra Travel Collection
Yankee Leisure Group, Inc.
Zimble Rentals Inc.

