

Congress of the United States
Washington, DC 20515

August 12, 2019

The Honorable Nancy Pelosi
Speaker of the House of Representatives
House of Representatives
Washington, DC 20515

The Honorable Kevin McCarthy
Minority Leader
House of Representatives
Washington, DC 20515

Dear Speaker Pelosi and Minority Leader McCarthy:

Brand USA is a unique public-private partnership established by Congress to promote and market the United States as a destination for international travelers. We write to respectfully and urgently request that you work with us to reauthorize Brand USA and ensure that it has a reliable funding source for fiscal year 2020 and beyond.

Travel and tourism are key drivers of the American economy, fueling one in every ten American jobs. According to the U.S. Travel Association, traveler spending in the United States generated \$2.5 trillion in economic output in 2018 and supported 15.7 million jobs.

Brand USA serves as the destination marketing organization for the United States. Created by the Travel Promotion Act of 2009, Brand USA's chief mission is to encourage visitation to the United States. The program provides multiple platforms to promote all 50 states, the five territories, and the District of Columbia, from our national parks and iconic cities to our smaller, rural and lesser known communities across the country.

Importantly, Brand USA operates at no cost to the American taxpayer. It is funded through a fee paid by international visitors to the United States traveling under the Visa Waiver Program as well as through voluntary private sector contributions. Since fiscal year 2013, Brand USA's marketing efforts are responsible for a total of 6.6 million additional international visitors to the United States. These visitors spent \$21.8 billion over this time, which has generated a total economic impact of \$47.7 billion and supported an average of nearly 52,000 jobs per year. In 2018 alone, Brand USA marketing brought an additional 1.13 million international visitors to the United States, generating an economic impact of \$8.9 billion.

Though the program has been a proven success in boosting tourism to the United States and driving economic growth, the Bipartisan Budget Act of 2018 diverted Brand USA's user fees to general revenue. We strongly support protecting and renewing Brand USA's funding while upholding its original intent that no taxpayer dollars be used to fund it.

Congress should unite on this bipartisan issue as it has done in the past. We ask for your support and leadership to provide a solution for Brand USA's funding as well as its reauthorization. We are committed to working with you to do so, either as stand-alone legislation or as part of a larger legislative package.

Sincerely,



PETER WELCH
Member of Congress



DINA TITUS
Member of Congress



GUS M. BILIRAKIS
Member of Congress



GREG WALDEN
Member of Congress

J. Luis Correa

J. LUIS CORREA

Earl L. "Buddy" Carter

EARL L. "BUDDY" CARTER
Member of Congress

Xochitl Torres Small

XOCHITL TORRES SMALL
Member of Congress

Greg Gianforte

GREG GIANFORTE
Member of Congress

David Price

DAVID PRICE
Member of Congress

John Katko

JOHN KATKO
Member of Congress

Mike Quigley

MIKE QUIGLEY
Member of Congress

Robert Aderholt

ROBERT ADERHOLT
Member of Congress

Chellie Pingree

CHELLIE PINGREE
Member of Congress

Hal Rogers

HAL ROGERS
Member of Congress

Mark Pocan

MARK POCAN
Member of Congress

Mike Simpson

MIKE SIMPSON
Member of Congress

Charlie Crist

CHARLIE CRIST
Member of Congress

Mark Amodel

MARK AMODEI
Member of Congress

Derek Kilmer

DEREK KILMER
Member of Congress

Mario Diaz-Balart

MARIO DIAZ-BALART
Member of Congress

Ed Case

ED CASE
Member of Congress

David P. Joyce

DAVID P. JOYCE
Member of Congress



BOBBY L. RUSH
Member of Congress



BILLY LONG
Member of Congress



DIANA DEGETTE
Member of Congress



FRED UPTON
Member of Congress



KATHY CASTOR
Member of Congress



ADAM KINZINGER
Member of Congress



SCOTT PETERS
Member of Congress



DAVID B. MCKINLEY, P.E.
Member of Congress



YVETTE CLARKE
Member of Congress



BILL JOHNSON
Member of Congress



TONY CÁRDENAS
Member of Congress



PETE OLSON
Member of Congress



DARREN SOTO
Member of Congress



SUSAN W. BROOKS
Member of Congress



ANN MCLANE KUSTER
Member of Congress



LARRY BUCSHON, M.D.
Member of Congress



DONALD M. PAYNE, JR.
Member of Congress



BILL FLORES
Member of Congress


ZOE LOFGREN
Member of Congress


STEVEN PALAZZO
Member of Congress


RAUL M. GRIJALVA
Member of Congress


JOHN RUTHERFORD
Member of Congress


NYDIA VELÁZQUEZ
Member of Congress



DAVID P. ROE, M.D.
Member of Congress



ELEANOR HOLMES NORTON
Member of Congress


BLAINE LUETKEMEYER
Member of Congress



RAJA KRISHNAMOORTHY
Member of Congress



BRIAN FITZPATRICK
Member of Congress


JIMMY PANETTA
Member of Congress


DON YOUNG
Member of Congress


DONALD S. BEYER JR.
Member of Congress


PAUL A. GOSAR, D.D.S.
Member of Congress


ED PERLMUTTER
Member of Congress


JENNIFFER GONZÁLEZ-COLÓN
Member of Congress


ANGIE CRAIG
Member of Congress


RALPH NORMAN
Member of Congress



DONNA SHALALA
Member of Congress



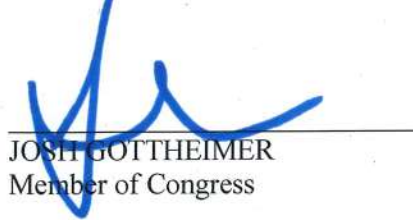
MIKE KELLY
Member of Congress



JARED HUFFMAN
Member of Congress



SCOTT R. TIPTON
Member of Congress



JOSH GOTTHEIMER
Member of Congress



DARIN LAHOOD
Member of Congress



EARL BLUMENAEUR
Member of Congress



FRANCIS ROONEY
Member of Congress



ERIC SWALWELL
Member of Congress



JOE WILSON
Member of Congress



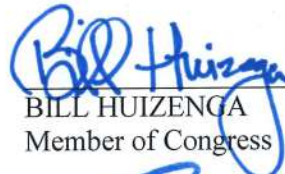
CHRIS PAPPAS
Member of Congress




CHRISTOPHER H. SMITH
Member of Congress



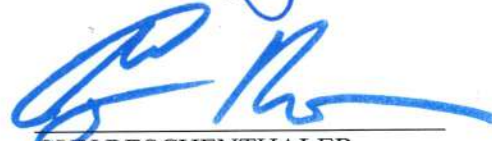
GREGORIO KILILI CAMACHO SABLAN
Member of Congress



BILL HUIZENGA
Member of Congress



SALUD CARBAJAL
Member of Congress



GUY RESCHENTHALER
Member of Congress



DANNY K. DAVIS
Member of Congress



DENVER RIGGLEMAN
Member of Congress

David N. Cicilline

DAVID N. CICILLINE
Member of Congress

Greg Stanton

GREG STANTON
Member of Congress

Grace F. Napolitano

GRACE F. NAPOLITANO
Member of Congress

Ted W. Lieu

TED LIEU
Member of Congress

Val B. Demings

VAL DEMINGS
Member of Congress

Steven Horsford

STEVEN HORSFORD
Member of Congress

Gilbert R. Cisneros, Jr.

GILBERT R. CISNEROS, JR.
Member of Congress

Stephanie Murphy

STEPHANIE MURPHY
Member of Congress

Suzanne Bonamici

SUZANNE BONAMICI
Member of Congress

Shakice L. Davids

SHAKICE L. DAVIDS
Member of Congress

Kendra S. Horn

KENDRA S. HORN
Member of Congress

Julia Brownley

JULIA BROWNLEY
Member of Congress

Joaquin Castro

JOAQUIN CASTRO
Member of Congress

Jimmy Gomez

JIMMY GOMEZ
Member of Congress

Joe Cunningham

JOE CUNNINGHAM
Member of Congress

David Trone

DAVID TRONE
Member of Congress

Anthony Brindisi

ANTHONY BRINDISI
Member of Congress

Susie Lee

SUSIE LEE
Member of Congress

Harley Rouda

HARLEY ROUDA
Member of Congress

Bill Pascrell Jr

BILL PASCRELL, JR.
Member of Congress

Ann Kirkpatrick

ANN KIRKPATRICK
Member of Congress

Tom Rice

TOM RICE
Member of Congress

Brian Higgins

BRIAN HIGGINS
Member of Congress

Carol D. Miller

CAROL D. MILLER
Member of Congress

Will Hurd

WILL HURD
Member of Congress

Ron Wright

RON WRIGHT
Member of Congress

Jason Smith

JASON SMITH
Member of Congress