



Dear Leader McConnell, Leader Schumer, Speaker Pelosi, and Leader McCarthy:

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

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

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

