



COMMONWEALTH of VIRGINIA

Office of the Governor

Terence R. McAuliffe
Governor

June 19, 2014

The Honorable James P. Moran
United States Congress
2252 Rayburn HOB
Washington, D.C. 20515

Dear Representative Moran:

I urge you to co-sponsor H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, which was introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1) and in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO). This bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries. While it is clear that travel already is helping drive the U.S. economic recovery, the benefits could be far greater. The United States' share of global international long-haul travel actually fell from 17% in 2000 to just 13.2% in 2013 despite a nearly 60% growth in overall global travel. While global international travel boomed over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs. The average international visitor spends \$4,500 per trip on American goods and services in communities across the country.

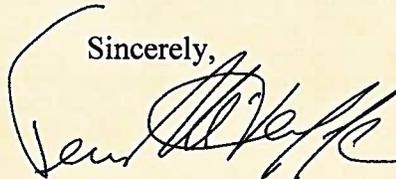
Virginia's international travel marketing includes the Canadian and Overseas markets. In 2012, Overseas spending was \$425 million (9% increase compared to 2011) and visitor volume was 387,000 (7% increase from 2011 to 2012). Canadian overnight visitation was over 651,000 (up 3% compared to 2011) and spending was almost \$155 million (up over 4% compared to

2011). Research shows that overseas visitors stay longer and spend more money than U.S. travelers.

This legislation would help the U.S. regain our lost market share by allowing Brand USA to continue promoting the U.S. in what has become a truly competitive global travel market. Half of Brand USA's budget is funded by the private sector, with a match (up to \$100 million) a \$10 fee assessed on visa-free international travelers screened through Department of Homeland Security's Electronic System for Travel Authorization (ESTA). Under this funding structure, Brand USA benefits the U.S. economy at no cost to American taxpayers.

I urge you to help us create more American jobs by co-sponsoring H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

A handwritten signature in black ink, appearing to read "Terence R. McAuliffe", written over a large, faint, circular watermark or stamp.

Terence R. McAuliffe