



March 25, 2014

The Honorable Gus Bilirakis
Member of Congress
2313 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Bilirakis:

The Florida Attractions Association strongly supports Brand USA (Corporation For Travel Promotion) and encourages Congress to reauthorize funding this year.

Tourism drives America's economy. Travel is our nation's #1 services export and 12% of U.S. jobs depend on tourism. Brand USA isn't funded by U.S. taxpayers – rather by a \$10 bi-annual fee paid by visitors from visa-free countries. Combined with support from the private sector, this unique public-private partnership has successfully leveraged the combined resources and in a short time has delivered results for America:

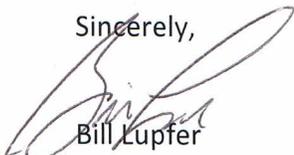
- Additional 1.1 million trips to the US
- \$3.4 billion in incremental visitor spending
- \$7.4 billion in increased economic output
- \$972 million in incremental federal, state and local tax revenue
- \$47 in direct economic output for every \$1 spent on travel promotion

Brand USA works for America. Rarely does an organization yield such passionate industry support. Irrespective of party affiliation, geographic location, industry sector, or position – most Americans agree that travel provides the ideal platform for economic development, cultural exchange, and jobs for our citizens.

Brand USA will continue to provide a global platform for tourism entities throughout the United States to promote their unique offerings to international visitors eager to discover or rediscover America – from sea to shining sea.

Thank you for your consideration and support to reauthorize Brand USA.

Sincerely,



Bill Lupfer
President & CEO