



April 9, 2014

The Honorable Gus Bilirakis  
United States House of Representatives  
2313 Rayburn House Office Building  
Washington, DC 20515

Dear Congressman Bilirakis:

The Cruise Lines International Association (CLIA) is pleased to join with the broader travel and tourism industry in commending your leadership in introducing legislation to reauthorize the Travel Promotion Act (TPA), and for recognizing the importance of travel and tourism to the U.S. economy. The TPA resulted in the creation of Brand USA, the nation's first global marketing initiative to promote travel and tourism to and within the U.S.

CLIA North America is comprised of 26 cruise lines and 10,700 travel agencies representing more than 35,000 individual travel agents and works closely with the U.S. Travel Association and other U.S. travel and tourism organizations to encourage travel to United States. The expansive U.S. tourism industry seeks to facilitate more travel to the U.S. so that it can be a long-term contributor to U.S. economic growth. In 2012, the cruise industry provided significant economic benefits throughout the U.S., generating \$42.3 billion in gross output and 356,311 direct and indirect jobs paying \$17.4 billion in wages. Cruise passenger embarkations at U.S. ports, a number of which are international visitors, reached a record 10.1 million, an increase of 2.5 percent over 2011.

Brand USA is a catalyst for economic growth and job creation. In Fiscal Year 2013, Brand USA generated 1.1 million additional international trips to the U.S., an increase of 2.3 percent in inbound international travel, and those visitors spent an average of \$4,400 per visit. Overall, visitors to the U.S. add nearly \$130 billion annually to the U.S. economy.

CLIA, along with other travel industry associations and businesses, believes that by reauthorizing the Travel Promotion Act, the scope and scale of Brand USA's outreach to potential international visitors will continue to increase. Even a one percent increase in travel from America's top ten inbound travel markets would add more than \$1 billion per year to the U.S. economy.

Thank you again for your leadership on this legislation and promoting the contributions of travel and tourism to the U.S. economy.

Sincerely,

A handwritten signature in black ink that reads "Christine Duffy". The signature is written in a cursive, flowing style.

Christine Duffy  
President and CEO