



April 11, 2014

The Honorable Gus M. Bilirakis  
2313 Rayburn House Office Building  
Washington, DC 20515

The Honorable Peter F. Welch  
2303 Rayburn House Office Building  
Washington, DC 20515

American Society of Travel Agents  
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Dear Representatives Bilirakis and Welch:

I am writing on behalf of the American Society of Travel Agents (ASTA) to express our full support for the Travel Promotion, Enhancement, and Modernization Act of 2014 (H.R. 4450), bipartisan legislation to reauthorize Brand USA.

ASTA represents 3,300 travel agencies and related travel companies who collectively account for 80 percent of the estimated \$141 billion in travel booked through the travel agency channel in the U.S. Our members vary in size from the smallest home-based agent to the large travel management companies like Carlson Wagonlit to the household-name online agencies like Expedia and Priceline.

Internationally, we are proud to count among our members nearly 800 travel agencies in 120 different countries who drive a substantial amount of “inbound” travel to the U.S., a fact recognized by the 2012 National Travel and Tourism Strategy, which noted that “travel agents are important sources of trip planning information for many international travelers.”

As such, ASTA strongly supports H.R. 4450, which will help the U.S. recapture our historic share of worldwide overseas travel. We view the Travel Promotion, Enhancement, and Modernization Act as essential to marketing the U.S. as a desirable destination for international tourists, conferences and business, and applaud your commitment to generating jobs and economic activity through increased travel. If there is anything ASTA can do to help advance this legislation, please let us know.

Thank you for considering ASTA’s views on this critical issue. If you or your staff have any questions on this or any issue related to the travel industry, please don’t hesitate to contact me or Eben Peck, ASTA’s VP of Government Affairs, at (703) 739-6842 or [epeck@asta.org](mailto:epeck@asta.org).

Yours Sincerely,

Zane Kerby  
President and Chief Executive Officer