



April 22, 2014

Congressman Gus Bilirakis
2313 Rayburn House Office Building
Washington, D.C. 20515
(202) 225-5755

Dear Congressman Bilirakis:

On behalf of the United States Tour Operators Association (USTOA), I am writing to thank you for introducing the Travel Promotion, Enhancement, and Modernization Act of 2014, H.R. 4450, which would reauthorize Brand USA through 2020. You have been a great supporter of the travel and tourism industry, and we truly appreciate your continued leadership in pushing for important, successful programs like Brand USA.

As the trade association for America's tour operators, USTOA strongly supports efforts to build and promote a vibrant travel and tourism industry in the U.S. Our industry is a major sector of the national economy, generating \$2 trillion annually in economic activity. It supports 14.6 million American jobs and has far-reaching economic impacts throughout the supply chain. Since it was formed, Brand USA has been instrumental in promoting American travel and tourism. We are grateful that you recognize the program's success and are proposing to reauthorize it through 2020. We are also very encouraged that your bill has wide bipartisan support from Members of Congress from across the U.S. When it comes to creating jobs and improving the economy, Democrats and Republicans can agree that the travel and tourism industry presents unique opportunities for growth in all fifty states.

Again, please accept our sincere thanks for introducing the Travel Promotion, Enhancement, and Modernization Act of 2014, and for your continued work on the Travel and Tourism Caucus.

About USTOA

The United States Tour Operators Association (USTOA) is a professional, voluntary trade association created with the primary purpose of promoting integrity within the tour operator industry. USTOA was founded in 1972 by a small group of California tour operators concerned about tour operator bankruptcies. These founding members recognized the need for a unified voice to protect the traveling public, as well as to represent the interests of tour operators. In 1975, USTOA became a national organization with its headquarters in New York.

USTOA Active Members represent an \$11 billion industry that purchases over \$8 billion in goods and services for travel packages. Together with its Associate Members they employ over 450,000 U.S. citizens.

Sincerely,

A handwritten signature in black ink that reads "Terry Dale". The signature is written in a cursive style.

Terry Dale
President and CEO
United States Tour Operators Association
345 Seventh Avenue
Suite 1801
New York, NY 10001