

**International
Association of
Amusement Parks
and Attractions**

1448 Duke Street
Alexandria, VA 22314 USA

Tel: +1 703/836-4800
Fax: +1 703/836-1192
Email: IAAPA@IAAPA.org
www.IAAPA.org



May 6, 2014

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

The Honorable Peter Welch
United States House of Representatives
2303 Rayburn House Office Building
Washington, DC 20515

Dear Congressmen Bilirakis and Welch:

The International Association of Amusement Parks and Attractions (IAAPA) represents more than 4,500 facility, supplier, and individual members from more than 90 countries. In the United States, IAAPA has members in all 50 states. Member facilities include amusement/theme parks, waterparks, attractions, family entertainment centers, arcades, zoo, aquariums, museums, science centers, and resorts. We thank you for introducing H.R. 4450 which reauthorizes the "Travel Promotion, Enhancement, and Modernization Act of 2014."

Attractions in the United States have an economic impact of nearly \$219 billion each year. Additionally, in the past ten years, the industry has also grown at twice the rate of the U.S. economy increasing employment opportunities across the country. Amusement parks and attractions are among the top draw for international visitors to the U.S.

The Travel Promotion Act and Brand USA have been extraordinarily successful in increasing international tourism in the United States. A recent study by Oxford Economics found Brand USA marketing generated 1.1million incremental trips to the U.S. in 2013 and those visitors spent \$3.4 billion. The success of the program has also allowed the return of \$52 million to the United States Treasury in FY2012 and 2013 from fee collection.

The reauthorization of Brand USA will allow the program to strengthen and build on the success it has already achieved. The bill strengthens the oversight for the program, requiring more performance metrics and reporting. These changes will allow the program to continue to flourish and hopefully work to further increase international tourism through 2020.

IAAPA enthusiastically supports the reauthorization of the Travel Promotion Act through H.R. 4450. Amusement parks and attractions are an important sector of the U.S. economy, providing thousands of jobs. The industry will only continue to grow and benefit the U.S. economy with greater international tourism.

Sincerely,

Paul Noland
President & CEO

Regional Offices:

IAAPA Asia Pacific
Hong Kong SAR, China

IAAPA Europe
Brussels, Belgium

IAAPA Latin America
México City, México