



TTIA

Life's Better in a State of Travel

May 15, 2014

Dear Texas Congressional Delegation:

As the organization representing leaders in the Texas travel industry, we urge you to co-sponsor H.R. 4450/S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014.

Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1) and in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America has failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 dollars were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs. The average international visitor spends \$4,500 per trip on American goods and services in communities across the country.

The Texas travel industry strongly supports Brand USA, and several entities have contributed resources and in-kind contributions to marketing programs, including Texas Tourism, Austin CVB, San Antonio CVB, Fort Worth CVB, Greater Houston CVB, San Marcos CVB, and Sabre. The Texas Travel Industry Association supports these critical partnership programs with Brand USA. We believe increased exposure with a trusted partner in Brand USA dramatically increases the exposure for the Lone Star State's great cities, towns, attractions, and destinations to all corners of the globe.

In sum, we urge you to help us create more Texas-based and American jobs with an increase in international visitation by co-sponsoring H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

David Teel
President and CEO

Texas Travel Industry Association

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