

Gregory R. Stubblefield
EVP Global Sales, Marketing, and Strategy

600 Corporate Park Drive
Clayton, MO 63105
314.512.5525
enterpriseholdings.com

May 27, 2014

Senator John D. Rockefeller IV
Chairman
U.S. Senate Committee on Commerce, Science, & Transportation
531 Hart Senate Office Building
Washington, DC 20510

Senator John Thune
U.S. Senate Committee on Commerce, Science, & Transportation
511 Dirksen Senate Office Building
Washington, DC 20510

RE: H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014

Dear Chairman Rockefeller and Ranking Member Thune:

As an employer of more than 75,000 Americans nationwide and leader within the travel industry, we strongly support 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 the US.

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, visiting attractions, eating at restaurants – and renting cars. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries. And keep in mind that the economic benefits are not limited to the travel industry – consider that the rental car industry collectively purchase approximately 1.8 million vehicles each year contributing approximately \$30 Billion in revenue to auto manufacturers annually. The ripple effects throughout our economy are significant.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. The United States' share of global international long-haul travel actually fell from 17 percent in 2000 to just 13.2 percent in 2013 despite a nearly 60 percent growth in overall global travel. While global international travel boomed over the last decade, America 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.

This legislation would help the U.S. regain our lost market share by allowing Brand USA to continue promoting the U.S. in what has become a truly competitive global travel market. Half of Brand USA's budget is funded by private sector contributions – and Enterprise Holdings has been proud to be a leading contributor since the inception of the program. The other half of the funding is provided by \$10 from a fee assessed on visa-free international travelers. Under this funding structure, Brand USA benefits the U.S. economy at no cost to American taxpayers.

I urge you to help us create more American jobs 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,



Gregory R. Stubblefield
Executive Vice President
Global Sales, Marketing, and Strategy
Enterprise Holdings, Inc.

cc: Senator Amy Klobuchar; Senator Roy Blunt
Honorable Spencer Bachus, Ranking Member, Committee on Financial Services