



July 8, 2014

The Honorable Fred Upton
Chairman, Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

The Honorable Henry Waxman
Ranking Member, Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

The Honorable Lee Terry, Chairman
Subcommittee on Commerce, Manufacturing and Trade
United States House of Representatives
Washington, DC 20515

The Honorable Jan Schakowsky, Ranking Member
Subcommittee on Commerce, Manufacturing and Trade
United States House of Representatives
Washington, DC 20515

Dear Chairman Upton, Ranking Member Waxman, Congressman Terry and Congresswoman Schakowsky,

On behalf of over 115,000 associates working at Marriott International's managed and franchised hotels across the United States, I write in support of H.R. 4450, the Travel Promotion, Enhancement and Modernization Act of 2014. Introduced by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1), H.R. 4450 would reauthorize Brand USA, allowing the public-private partnership created by the Travel Promotion Act of 2010 to continue its critical work increasing international travel to the U.S. at no cost to American taxpayers. By marketing the U.S. abroad and attracting more international visitors to America, Brand USA stimulates U.S. economic growth, spurs job creation, and creates a more positive impression of the U.S. around the world.

America's share of the international travel market has decreased from 17 to 13 percent since 2000. During the same period, the global travel market has expanded by nearly 60 percent. Brand USA is working to regain lost market share by competing in the global marketplace to attract international visitors. On average, these international visitors spend \$4,500 per trip and generate significant tax revenues in communities across America.

Brand USA has shown an impressive return on investment for its promotional efforts. For fiscal year 2013, Brand USA attracted 1.1 million additional international travelers to the U.S. These added tourists spent \$3.4 billion at our shops, hotels, restaurants and destinations, supporting more than 53,000 new American jobs. We're encouraged by these results and the increased number of international travelers staying in our 3,200 hotels throughout the U.S.

Brand USA is an efficient, accountable public-private partnership that increases inbound international travel to the United States at no cost to taxpayers. Marriott is proud to be one of the over 300 industry partners supporting the work of Brand USA. We urge your support for H.R. 4450 to ensure its continuing ability to boost travel to the U.S., strengthen our economy, and spur job creation.

Sincerely,