



Kenneth Svendsen
Senior Vice President
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June 12, 2014

Representative Gus Bilirakis
2429 Rayburn House Office Building
Washington, DC 20515

Representative Peter Welch
2303 Rayburn House Office Building
Washington, DC 20515

Dear Representatives Bilirakis and Welch:

Walt Disney Parks and Resorts is pleased to support your efforts to pass the Travel Promotion, Enhancement and Modernization Act (S. 2250).

Each year, Disney welcomes millions of guests from around the world who come to America to make memories that will last a lifetime. We are uniquely positioned to understand the added value of organizations like Brand USA in increasing visitation. In fact, our positive experience with similar public-private partnerships in both Florida and California makes us strong advocates for the reauthorization of Brand USA.

Brand USA is the nation's first international marketing endeavor to promote the United States as a premier travel destination. With a mission of increasing international visitation to the United States, Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel.

This effort has been successful in attracting millions of new international visitors to the United States, and these visitors are spending billions of dollars during their travels, creating thousands of new American jobs each year – at no cost to the U.S. taxpayer. In fiscal year 2013, Brand USA generated 1.1 million additional international trips to the United States, resulting in an estimated \$3.4 billion in new visitor spending, \$7.4 billion in increased economic output and \$972 million in federal, state and local tax revenue. The program also supported 53,000 U.S. jobs and returned an estimated \$47 in direct economic benefits for every \$1 spent on travel promotion.

In addition to promoting the United States as a premier travel destination through consumer and travel trade marketing, advertising, events and promotions, Brand USA partners with the Federal government to communicate U.S. entry and security processes in order to facilitate an easier and more welcoming journey into the United States.

Walt Disney Parks and Resorts supports reauthorization of this very important program and applauds your efforts to pass the bipartisan, bicameral Travel Promotion, Enhancement and Modernization Act, S. 2250 and H.R. 4450.

Sincerely,

Kenneth Svendsen
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