



June 24, 2014

Rep. Gus Bilirakis
2313 Rayburn House Office Building
Washington, D.C. 20515

Rep. Peter Welch
2303 Rayburn House Office Building
Washington, D.C. 20515

Dear Congressman Bilirakis and Congressman Welch:

On behalf of Comcast-NBCUniversal, we'd like to express our strong support for the "Travel Promotion, Enhancement, and Modernization Act of 2014" (H.R. 4450), and thank you for introducing this important piece of legislation.

Amusement parks and attractions are a top draw for international visitors to the U.S. Universal Parks & Resorts has invested hundreds of millions of dollars, in this year alone, toward our own growth and the growth of local economies through major expansions like *The Wizarding World of Harry Potter* and other enhancements at our Florida and California parks. These investments have helped to grow travel to the U.S. and have required Universal to hire thousands of new U.S. workers.

A global travel boom has occurred in the last decade, but the U.S. has not taken full advantage of this growth. Congress took steps to address this by overwhelmingly approving the Travel Promotion Act in 2010, establishing a public-private partnership (Brand USA) to help regain the U.S. share of the booming global travel market. Universal Parks & Resorts has invested over \$1 million annually in Brand USA each of the last three years.

Brand USA has been successful in increasing international tourism in the United States. A study by Oxford Economics found that Brand USA marketing generated 1.1 million additional trips to the U.S. in 2013 and that those visitors spent \$3.4 billion. This additional visitor spending generated nearly \$1 billion in federal, state, and local taxes.

The legislation reauthorizing the Brand USA program will not only continue this record of success but also strengthen oversight of the program to ensure that it can continue to grow international tourism to the U.S. through 2020.

Comcast-NBCUniversal strongly supports the reauthorization of the Travel Promotion Act through H.R. 4450. We thank you again for your leadership on this important issue and stand ready to assist you in any way possible.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Sprouls".

John Sprouls
Executive VP & Chief Administrative Officer
Universal Parks & Resorts

A handwritten signature in blue ink, appearing to read "Melissa Maxfield".

Melissa Maxfield
Senior VP, Federal Government Affairs
Comcast Corporation