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CONTACT: Peter Clerkin
202-945-4950
peter@aahoa.com

AAHOA Helps Launch Visit U.S. Coalition as Founding Partner

WASHINGTON, D.C., January 16 – AAHOA president and CEO Chip Rogers announced AAHOA's role as a founding partner in the launch of the Visit U.S. Coalition, a collection of associations whose goal is to promote increased international travel to the United States. The coalition seeks to address declines in the U.S. share of the international travel market, which slipped from 13.6 percent in 2015 to 11.9 percent in 2017.

“Travel and tourism are a vital part of the hotel industry’s bottom line and a substantial driver of America’s economy. AAHOA looks forward to working with our coalition partners to advocate for increased international travel to the United States. The recent declines in international visitors since 2015 give us pause, but AAHOA members are optimistic that the Trump administration can be a proponent of promoting and revitalizing travel to the United States. We also remain confident in the work of Brand USA and promotions by destinations throughout the nation that let the world know the United States welcomes their visit.”

In addition to AAHOA, the Visit U.S. Coalition includes the American Gaming Association, the American Hotel & Lodging Association, the American Society of Association Executives, the International Association of Exhibitions and Events, the Society of Independent Show Organizers, the U.S. Chamber of Commerce, and U.S. Travel.

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AAHOA is the largest hotel owners’ association in the world. The more than 17,750 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.