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America’s Hoteliers Laud Bipartisan Bill to Reauthorize Brand USA

ATLANTA, Ga., July 17 – America’s hoteliers applauded the introduction of a bipartisan measure to secure long-term, dedicated funding for Brand USA, an organization that encourages inbound tourism by promoting the United States as a destination for international travelers. The legislation, introduced by Senators Roy Blunt (R-MO), Amy Klobuchar (D-MN), Cory Gardner (R-CO), and Catherine Cortez Masto (D-NV), extends the current funding mechanism through 2027.

“The economic contributions of international travelers are without question. From the tens of thousands of jobs they support each year to the multi-billion dollar economic impact over the past several years, inbound tourism helps create and sustain good American jobs. Brand USA is a proven program that bolsters economic expansion at no cost to taxpayers. America’s hoteliers are heartened to see a concerted, bipartisan effort to help our nation claim its share of the global travel market. We call on the Senate and the House to pass this reauthorization and send it to President Trump’s desk,” said AAHOA Interim President and CEO Rachel Humphrey.

Brand USA is a public-private partnership that operates at no cost to American taxpayers. The private sector matches, dollar per dollar, federal funds collected through fees on travelers using the Visa Waiver Program. Without reauthorization, those fees would be directed into the general fund with no guarantee that they would support the organization.

“AAHOA will continue to work with our coalition partners and members of the House and Senate to help pass this bill and ensure Brand USA continues to be a success,” concluded Humphrey.

About AAHOA:

AAHOA is the largest hotel owners association in the world. The over 18,500 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.

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