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AAHOA Statement on Brand USA Hearing

WASHINGTON, D.C., Oct. 29 – AAHOA Interim President and CEO Rachel Humphrey issued the following statement on today’s hearing by the Subcommittee on Consumer Protection and Commerce of the Committee on Energy and Commerce on Brand USA reauthorization:

“America’s hoteliers are proud to stand with US Travel and our Visit U.S. Coalition partners in supporting the reauthorization of Brand USA. This public-private partnership is vital to promoting the entire country as a destination for international travelers. Many of AAHOA’s over 18,500 members own hotels in communities that depend on international travel and tourism to drive their economies. From a roadside hotel on historic Route 66 to a full-service property in New York City, Brand USA’s marketing of America to the world benefits the entire travel and tourism industry.

“In less than a decade, Brand USA helped bring over 6.6 million travelers to the U.S. and generated \$47.7 billion for our economy, a \$25 to \$1 ROI. This program operates at no cost to taxpayers because it is funded by fees paid by international travelers and matched dollar for dollar by the travel industry. Without congressional reauthorization, its funding stream will revert to a general fund with no guarantee that this successful program will continue to enhance our reputation abroad and show the best that the America experience can offer.”

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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