



**FOR IMMEDIATE RELEASE**

**CONTACT: Peter Clerkin**  
202-945-4950  
[peter@aahoa.com](mailto:peter@aahoa.com)

## **AAHOA Statement on Brand USA Reauthorization**

WASHINGTON, D.C., Dec. 19 – AAHOA President and CEO Cecil Staton issued the following statement regarding Senate passage of a spending bill that includes the reauthorization of Brand USA:

“America’s hotel owners applaud the congressional reauthorization of Brand USA. This public-private partnership is vitally important to promoting America as a destination to the world. Brand USA helps attract international travelers to our shores by touting the best of what our country offers – and at no cost to taxpayers. Over the past two years, AAHOA’s members initiated thousands of meetings with their lawmakers to help them recognize this program’s importance to job creation and local economies – and we are grateful to our lawmakers for listening. We are also grateful to our partners at the Visit U.S. Coalition for their invaluable leadership in promoting this initiative. America has much to offer the world, and, thanks to Brand USA’s reauthorization, international travelers will continue to hear about the exceptionalism of American destinations.”

### **About AAHOA:**

*AAHOA is the largest hotel owners association in the world. The over 19,000 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.*

###