



June 12, 2025

Dear Members of the United States Senate:

As representatives of travel destinations and hospitality businesses across the country, we write to share urgent priorities for our industry as you consider reconciliation legislation. The United States is preparing to host a series of major global events over the next decade, including the Ryder Cup, 2026 FIFA World Cup, America250, and the 2028 Olympic and Paralympic Games. With the right policies in place, these events present an economic opportunity that could attract 40 million visitors and drive nearly \$100 billion in international visitor spending, helping to rebalance our travel trade deficit while supporting jobs and small businesses in all 50 states. In that context, we urge you to support policies in reconciliation that will help us prepare for upcoming global events and make America's travel industry more competitive over the next decade.

That is why we are concerned about a provision in the Senate Commerce Committee's reconciliation bill that would undercut a key tool that helps drive international visitation to the United States. Brand USA is a highly successful public-private partnership formed under the bipartisan Travel Promotion Act of 2009 charged with promoting America as a travel destination and communicating official U.S. visa and entry policies. With a statutory mandate to drive international travel to all states and regions of the country, Brand USA provides access to visitors, tour operators and markets that many of our destinations and attractions otherwise could not afford to reach.

Brand USA delivers unmatched value—using no taxpayer dollars, only ESTA fees paid by international visitors from Visa Waiver Program countries plus matching contributions from the private sector and returning over \$24 in visitor spending for every \$1 invested. Unfortunately, the Commerce Committee provision would reduce the amount of ESTA fee collections provided to Brand USA from up to \$100 million annually to only \$20 million, undermining its ability to attract visitors and leading to a loss of nearly \$2 billion in visitor spending each year, \$538 million in federal and local taxes, and impacting more than 25,000 jobs. This is also inconsistent with the President's FY26 budget, which proposes maintaining \$100 million in annual funding for Brand USA.¹ We strongly urge you to restore funding for Brand USA in the Senate to ensure we remain competitive as a premier travel destination and can reap the economic benefits of international travel and these global events across the country.

¹ White House FY26 Budget Appendix, p. 1157-1158

This moment also provides an opportunity to modernize the air travel experience not only to increase our international competitiveness but to give Americans the infrastructure and experience they deserve. Current staffing shortages at airports hinder U.S. Customs and Border Protection's (CBP) ability to efficiently process travelers and cargo – creating potential security vulnerabilities, overcrowding at airports and missed or delayed connections. The \$4.1 billion investment in the House reconciliation bill to hire and train additional CBP personnel, including at least 5,000 CBP officers at ports of entry will strengthen national security, improve airport efficiency and support economic growth by ensuring the smooth flow of international travelers and goods. We also support the House's \$673 million for biometric entry-exit, including the deployment of biometric technology, which would strengthen protection against immigration overstays and allow a more secure, efficient and pleasant boarding experience for international outbound travelers without the need to show IDs or boarding passes. The House legislation also includes a much-needed \$12.5 billion down payment for Air Traffic Control modernization, which would fund critical investments in ATC technology, infrastructure and workforce. Travelers expect and deserve a first-class travel experience rooted in safety and security, and this funding is a necessary step in the right direction after years of underinvestment.

Lastly, we support provisions in the House legislation that will help local communities prepare to host major upcoming events. The bill provides \$625 million for the 2026 FIFA World Cup and \$1 billion for the 2028 LA Olympics under the State Homeland Security Grant Program for security, planning and other costs related to these events. Federal support is essential for state and local security services to mitigate risks effectively while simultaneously ensuring host cities and our law enforcement personnel can maintain services taxpayers expect in all parts of our communities throughout the duration of the events. Securing these events will showcase American exceptionalism, reinforce national security, and set the stage to host future major events with significant economic impact.

We appreciate the challenges associated with crafting such a significant legislative package. We urge you to support travel modernization policies and oppose provisions that will weaken our ability to drive international visitation during this peak opportunity of major events. Thank you for your consideration.

Sincerely,

Alaska

Alaska Travel Industry Association
Explore Fairbanks
Seward Tours LLC
Visit Anchorage

Alabama

Alabama Mountain Lakes Tourist Association
Davis, South, Barnette & Patrick
Greater Birmingham CVB
Gulf Shores & Orange Beach Tourism
Visit Alabama's Beaches

American Samoa

American Samoa Visitors Bureau

Arkansas

North Little Rock Tourism

VIPA Hospitality

Arizona

Experience Scottsdale

Across Arizona Tours

Arizona Biltmore

Generali Global Assistance

Madden Preprint Media, LLC

Retail Tourism Marketing

Sanctuary Camelback Mountain

Southwest Hospitality Management, LLC

Visit Mesa

Visit Phoenix

Visit Tucson

Visit Yuma

California

Aames-Warner Corporation California

ADP

All Pro Displays & Graphics, Inc.

AmericanTours International

Anaheim Majestic Garden Hotel

Augustine Agency California

AutoCamp

Best Western Plus Black California

Beverly Hills Conference & Visitors Bureau

Brachmann-House

City of Palm Springs

California Travel Association

Cannery Row Company

Carpenter Global Marketing

Catalina Express

Centennial REC

Citadel Outlets

City of Palm Springs

Cross Media Solutions, Inc.

Discover Coronado

Dragonfly Strategists

Eventis Destination Services

Extranomical Tours

Faultline Adventures Inc. dba Red Jeep Tours
by Desert Adventures

Future Partners

GOCAL Greater Ontario California

Gold Standard Events

Golden Gate Scenic Steamship Corporation

Hilton San Francisco Union Square

Hilton Universal

Historic Tours of America

Holiday Inn Express & Suites Atascadero

Holson Properties LLC

Hyatt Regency Huntington Beach Resort and
Spa

Incredible Adventures

International Tour Management Inst. (ITMI)

La Jolla Living LLC

Laguna Displays

Los Angeles Tourism & Convention Board

Mammoth Lakes Tourism

Marin Convention and Visitors Bureau

Marina del Rey Tourism Board

MGM Resorts International

Nippon Travel Agency America, Inc.

Northstar Meetings Group

Purple Orchid Wine Country Resort and Spa

Pyramid Global Hospitality / Sheraton

Gateway Los Angeles

Reneson Hotels

Roaring Camp Railroads

Riviera Resort & Spa

San Francisco Travel Association

Santa Monica Travel & Tourism

Sarah Diem Events

See Monterey

SFO Forecast, Inc.

SITE/Society for Incentive Travel Excellence

Sitton Hospitality Solutions

Society of Independent Show Organizers
Sojern
Sonoma County Tourism
Sports Leisure Vacations
Travelability
The Culturist Group
The Garland Hotel & The Front Yard
Restaurant
The Hoxton Downtown LA
The San Francisco Peninsula
The Stamoulis Group Destination & Tourism
Marketing
The Travel Image
Tour America, LLC
Travel Costa Mesa
Travel Santa Ana
Travelability
Tripadvisor
Universal Destinations and Experiences
UpStateCA
Verdin Marketing
Visit Anaheim
Visit Berkeley
Visit California
Visit Concord
Visit Greater Palm Springs
Visit Huntington Beach
Visit Lodi
Visit Newport Beach
Visit Oakland
Visit Pasadena
Visit Sacramento
Visit West Hollywood
Visit Santa Cruz County
Visit SLO CAL
Visit Temecula Valley
Visit Tuolumne County
Visit Tri-Valley
Visit West Hollywood
Visit Yosemite | Madera County

Colorado

Bowman and Associates, LLC
Buehler Communications, Inc.
Colorado Personal Tour Guide
Gateway to the West Consulting
Marriott International
Matador Network
RoadMap Consulting
Visit Colorado Springs
Colorado Tourism Office
International Tourism Marketing
Visit Fort Collins
Visit Glenwood Springs
Visit Leadville-Twin Lakes

Connecticut

Hyatt Hotels
Booking Holdings Inc.
Stage Naked, LLC

District of Columbia

American Bus Association
American Gaming Association
American Hotel & Lodging Association
American Resort Development Association
AAHOA (Asian American Hotel Owners
Association)
Destinations International
International Franchise Association
U.S. Travel Association
USA Guided Tours

Delaware

Greater Wilmington Convention and Visitors
Bureau

Florida

Adara
American Executive International Corp.
Ariel Business Group, Inc.
Bhula Group of Hotels

Disrupt for Change
Dohring Ahern
Excellent Vacation Homes
Experience Kissimmee
FKQ ADVERTISING + MARKETING
Florida's Space Coast Office of Tourism
Hickory Global Partners
Hilton Garden Inn West Palm Beach I95
Outlets
Hilton Grand Vacations
Hilton Naples
Hyatt Place Hyatt House Tampa Downtown
IGLTA
MediaOne Digital
Mercury Skyline Yacht Charters, Inc.
Miles Partnership
Preferred Travel & Co.
PSB Engineers LLC
SIBTMC
Skyscanner
Spotlight Marketing & PR, Inc.
TBO LLC
Vident Productions
Visit Florida Keys & Key West
Visit Orlando
Wert Marketing Group
West Volusia Tourism Advertising Authority
AlliedNewWorld a joint venture of AlliedTPro
and New World Travel
Easy Time Travel LLC
Honeymoons & Beyond
Ray Mathews, State Farm Insurance Agent
Sparks & Company LLC
The Golden Quill LLC
Trade Show Supply
Travalco
Visit Tampa Bay
Xpodigital

Georgia

Esra Calvert Consulting

Explore Gwinnett
Explore Newnan-Coweta Inc.
Westin Peachtree Plaza Hotel
Atlanta Convention & Visitors Bureau
Discover DeKalb
Marriott Savannah Riverfront
RPMXpo
Southeast Tourism Society

Guam

Guam Visitors Bureau

Hawaii

Palms Travel Express
Hawai'i Visitors & Convention Bureau

Idaho

CityPASS
International Festivals & Events Association

Illinois

Aries Charter Transportation, Inc.
Aurora Area Convention & Visitors Bureau
Chicago Southland CVB
Chicagoland Chamber of Commerce
DuPage Convention & Visitors Bureau
Experience Champaign-Urbana
GPS Destinations
Greater Metropolis CVB
Illinois Office of Tourism
Jacksonville Area Convention and Visitors
Bureau
Mount Carroll Chamber of Commerce
North American Association of Food
Equipment Manufacturers (NAFEM)
Professional Convention Management
Society of incentive travel excellence
Visit Kankakee County
Nativo
Visit Chicago Southland
Visit Quad Cities

Indiana

Indiana Tourism Association
Total Hospitality Solutions (THS)
Visit Lafayette-West Lafayette
MCI USA

Iowa

Iowa Travel Industry Partners

Kansas

Henderson
MMGY Global
Travel Association of Kansas
Visit Overland Park
Visit Wichita

Kentucky

IITA
Kentucky Lake CVB
National Tour Association
Ohio County Tourism Commission
Oldham County Tourism & Conventions –
Kentucky Louisville Tourism
The City of Corbin Tourist and Convention
Commission

Louisiana

Lafayette Convention & Visitors Commission
Louisiana Travel Association
New Orleans & Company
River Parishes Tourist Commission
Travel Concepts Limited Inc.
Visit Baton Rouge
Visit Lake Charles
Wyndham New Orleans French Quarter
Highgate Hotels
Visit Shreveport-Bossier

Massachusetts

Eventful Connections LLC
Health & Fitness Association
Meet Boston
Sonesta Hotels International

Maine

Maine Tourism Association, Maine

Maryland

Maryland Offices of Tourism & Film
Visit Annapolis & Anne Arundel County
Fairbrook Hotels
Marriott International
Maryland Tourism Coalition
National Aquarium
Visit Frederick

Michigan

Explore Monroe
George P Johnson
LK Travels Inc-DBA Travel Leaders
OSCODA AREA CVB
Traverse City Tourism
UP Travel & Recreation Association
Visit Lenawee / Explore Monroe
Choose Lansing
Educational Tours, Inc.
Southwest Michigan Tourist Council
Visit Detroit

Minnesota

Bloomington Minnesota Travel & Tourism
Explore Minnesota
Hermantown Area Chamber
Hilton Minneapolis
Hotel 8
Meet Minneapolis
Search Wide Global

Mississippi

Columbus-Lowndes Convention and Visitors Bureau
Mississippi Tourism Association
Visit Mississippi

Missouri

Enterprise Mobility
Show-Me Missouri Magazine
Visit Springfield
Explore St. Louis
Madden Media
Maritz
RD Travel Limited

Montana

Montana Chamber of Commerce
Yellowstone Country Montana, Inc.

Nevada

Visit Carson City
Caesars Entertainment
CMA
Lake Tahoe Visitors Authority
Las Vegas Convention and Visitors Authority
Travel North Tahoe Nevada

New Jersey

Bonotel Exclusive Travel
Harrah's Resort Atlantic City
Kalibri, New Jersey
New Jersey Tourism Industry Association
Northstar Meeting Group / SportsTravel
Visit Somerset
Visit South Jersey
Wyndham Hotels & Resorts

New York

Adirondack Barrel Cooperage, NY
Alon Tourism Solutions, NY

Bonjour USA

Broadway Inbound
Cadent
Delaware North
Destination Dutchess
Destination Niagara USA
Development Counsellors International
GANYC - Guides Association of New York City
Go City
Guides Association of New York City
HospitableMe Incorporated
Like a Local Tours
Loews Hotels & Co.
Mainland Media LLC, From The Bronx & The Bronx Beer Hall
MPI Greater New York
New York City Tourism + Conventions
New York State Tourism Industry Association
Rupal Hospitality 5A INCENTIVE PLANNERS, NY
Orange County Tourism
Rainbow Air Helicopter Tours
SISO
Skal International Albany,
Starbright Floral Design. Inc.
SUMMIT ONE Vanderbilt
The Shubert Organization
Thompson Central Park Hotel
Tourism Exchange USA
Visit Buffalo Niagara
Westchester County Tourism & Film

New Hampshire

Discover Sugar River Region

New Mexico

DataPath Systems
Uniglobe Above & Beyond Travel

North Carolina

Alamance County Visitors Bureau

Brevard Travel Agency, Inc.
Charlotte Regional Visitor Authority
Explore Asheville
Explore Boone / Watauga County TDA
Homewood Suites by Hilton Asheville /
Tunnel Road
Mount Airy Tourism
Outer Banks Visitors Bureau
S.H.I.F.T. Event Rentals
Rail Source International, Inc.
Visit NC
Visit Raleigh
Wilmington Area Hospitality Association

North Dakota

Bismarck-Mandan Convention & Visitors
Bureau
Visit Fargo-Moorhead

Ohio

Fahlgren Mortine
Hocking Hills Canopy Tours
Invigorate Hospitality
Keystone Hotel Group
Longwoods International
Pappadakes Consulting
Grove City Area Convention and Visitors'
Bureau
Ohio Society of Association Professionals
Tuscarawas County Convention & Visitors
Bureau
Wayne County Convention and Visitor Bureau

Oklahoma

Oklahoma Travel Industry Association
Visit Oklahoma City

Oregon

Coos Bay-North Bend-Charleston Visitor &
Convention Bureau
Explore Sisters

Visit Newberg
Port of Portland
Travel Oregon
Travel Portland
Travel Salem

Pennsylvania

ATTRACTOUR, LLC
Discover Lancaster
OExplora
Penn State University
Philadelphia Convention and Visitors Bureau
Valley Forge Tourism & Convention Board
Visit Delco
Visit Hershey & Harrisburg
Visit Erie
Visit PITTSBURGH
Chester County Tourism
Visit Bucks County
Visit Lawrence County
Visit Philadelphia

Rhode Island

Discover Newport

South Carolina

Destination North Myrtle Beach
Charleston Convention & Group Services,
Inc.
Fahlgren Mortine
Hilton Head Island-Bluffton Chamber
NGCOA
Visit Aiken

South Dakota

Experience Sioux Falls
Huron Chamber & Visitors Bureau
The Mammoth Site of Hot Springs, SD Inc.
Travel South Dakota
Tourism Coalition of South Dakota

Tennessee

2Synergize, a Granicus Consulting Firm
Country Music Hall of Fame and Museum
Full House LLC/ Spirit of Nashville
Grand Hyatt Nashville
Nashville Convention & Visitors Corp
Pigeon Forge Department of Tourism
Sigma Management LLC
Visit Clarksville

Texas

AJR Media Group
Dallas Arboretum and botanical Gardens
Hotel Association of Tarrant County
Houston Airports
Houston Film Commission
RED VELVET | Strong Events
Texas Commercial Airports Association
Texas Travel Alliance
City of Greenville, Texas
Fertitta Hospitality
Fredericksburg CVB
Houston First Corporation
Irving Convention and Visitors Bureau
Kennected Marketing
Meeting Professionals International
Moore Food Now
TransNational ATM Corporation
Ultimate Ventures
Visit Austin
Visit Dallas
Visit Plano
Visit San Antonio

Utah

Park City Chamber of Commerce & Visitors
Bureau
Visit Salt Lake

Virginia

AMC Institute

American Society of Travel Advisors
B-FOR International
Global Business Travel Association
Grayson County
Hopewell/Prince George Chamber of
Commerce
HSMAI
International Housewares Association
Richmond Region Tourism
Travel Technology Association
Visit Fairfax
Hilton
IDEMIA
Rove

Washington

360 Hotel Group
Greenlake Guest House
Hyatt Regency Lake Washington
Martinez & Martinez Winery
Mayflower Park Hotel
San Juan Islands Visitors Bureau
Seattle Convention Center
State of Washington Tourism
Visit Bellingham
Visit Seattle
Visit Spokane
Visit Tri-Cities
Yakima Valley Tourism
National Nordic Museum
Visit Vancouver Washington

Wisconsin

Destination Madison
Fox Cities Convention & Visitors Bureau
Sports Milwaukee
Wisconsin Rapids Area Convention & Visitors
Bureau
Destinations Wisconsin
Wisconsin's Elkhart Lake

West Virginia

Alisa Bailey Consulting, Inc.

Wyoming

RMI

Boots on the Ground Productions, LLC