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Congress of the United States
House of Representatives
Washington, DC 20515-2803

March 7, 2019

Donald J. Trump
President of the United States
The White House
1600 Pennsylvania Ave, NW
Washington DC 20500

Dear President Trump,

I am writing to ask for your support in reauthorizing the Brand USA program within the Administration's Fiscal Year 2020 budget request. As you know, Brand USA is a highly successful public-private partnership that was created through the bipartisan Travel Promotion Act of 2009, with the purpose of promoting the United States as a preferred destination to global travelers at no cost to U.S. taxpayers. However, the current authorization of this critical program expires after Fiscal Year 2020.

Since Fiscal Year 2013, Brand USA's marketing initiatives have been responsible for over 5 million additional visitors to the U.S., contributing approximately \$38 billion in total economic impact and creating approximately 51,000 American jobs per year. With the U.S. experiencing strong competition for market share within the travel industry from other nations in Asia and Latin America, our nation needs an effective entity to promote the sites and attractions that make our nation an enjoyable location to visit. The Brand USA program accomplishes this goal by working with local partners to support regional tourism economies. As a center of art, culture, and entertainment, the state of Nevada benefits from Brand USA's strategic advertising campaigns which display everything my state has to offer to the world.

Most recently, Congress extended the Electronic System for Travel Authorization (ESTA) fee through 2027 to pay for general government programs, leaving Brand USA without a dedicated funding source after 2020. ESTA fees are crucial to Brand USA's success and enable the program to operate as an effective public-private partnership. Given its bipartisan support and its record of bolstering economic growth, it is imperative that we reauthorize Brand USA and ensure that ESTA fees remain as a funding source. When international travel to the United States thrives, so does the American economy. As the Administration evaluates different priorities for its Fiscal Year 2020 budget, I recommend preserving and funding this priority at a robust level to ensure our nation maintains a competitive share within the overall tourism and hospitality industry.

Sincerely,

Susie Lee
Member of Congress