



July 21, 2014

Dear Members of the U.S. House of Representatives:

The National Restaurant Association strongly supports the Travel Promotion, Enhancement and Modernization Act of 2014 (H.R. 4450). We ask that you vote for H.R. 4450 when it is considered on the House floor.

The National Restaurant Association is the leading trade association for the restaurant and foodservice industry. The success of our member companies is closely tied to travel and tourism. Roughly one in four industry sales dollars come from travel and tourism. Our research indicates that the full service restaurant segment derives roughly one-quarter of annual sales from travelers and tourists. When restaurants do well, the benefits are felt across the economy, in sectors from agriculture to transportation. Every dollar spent at restaurants generates \$2.05 for the rest of the economy. We expect restaurants this year to generate \$683 billion in sales, which results in a total impact of more than \$1.8 trillion for the economy at large.

H.R. 4450 is bipartisan legislation that reauthorizes Brand USA, the nation's first global marketing campaign to promote the United States as a destination for international travelers, which the National Restaurant Association has supported since its inception. Brand USA must continue its critical work promoting the U.S. abroad and attracting international travelers to our shores. Its efforts translate into more seats booked at restaurants, more rooms booked at hotels, more airline seats filled, more cars rented, and more retail goods sold.

We thank Congressmen Gus Bilirakis (R-FL) and Peter Welch (D-VT) for their leadership on this critical issue and all members for their support of H.R. 4450.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott DeFife".

Scott DeFife
Executive Vice President, Policy & Government Affairs
National Restaurant Association