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AAHOA Applauds Congress for Brand USA Reauthorization

WASHINGTON – Dec. 14, 2014 – The Asian American Hotel Owners Association (AAHOA) applauds Congress for reauthorizing Brand USA in the final weeks of the 113th Congress. As the largest association of hotel owners, AAHOA understands the travel and tourism industry is essential to the growth and sustainability of American communities and businesses.

Brand USA is a unique public-private partnership promoting the United States as a destination for foreign travelers at zero cost to taxpayers. In 2013 alone, Brand USA’s marketing efforts generated 1.1 million additional travelers to the United States. Those travelers spent \$3.4 billion while in the United States, including more than \$680 million on hotel and lodging fees.

“Brand USA strengthens the hotel industry by encouraging millions of international visitors to come to the United States,” AAHOA Chairman Pratik Patel said. “As hoteliers, our businesses rely on these visitors, and we look forward to welcoming them to our hotels.”

Congress has ensured the continued vitality of America’s travel and tourism industry by reauthorizing Brand USA. AAHOA looks forward to Congress’s continued support of the travel and tourism industry.

Founded in 1989, AAHOA is the largest hotel owners association in the world, with nearly 14,000 small business owner-members. AAHOA members own more than 20,000 properties amounting to more than 40 percent of all hotels in the United States and employ nearly 600,000 workers, accounting for nearly \$10 billion in payroll annually.

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