



The United States Conference of Mayors

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THE NATION'S MAYORS COMMEND HOUSE APPROVAL OF THE U.S. TRAVEL PROMOTION ACT

Washington, D.C. – The United States Conference of Mayors applauds the House of Representatives passage of the Travel Promotion Act. The Act was incorporated into the Morris K Udall Scholarship and Excellence in National Environmental Policy Amendments Act of 2009.

The Conference of Mayors passed its first resolution in support of the federal government establishing an international marketing program at its 74th Annual Conference in 2006.

“We applaud the House action today and hope that the Senate acts quickly to again pass this measure which it overwhelmingly did just last month,” stated Conference of Mayors President Seattle Mayor Greg Nickels. “We know that attracting more international visitors will create jobs and benefit many of our local economies.”

“Since 9/11, mayors have recognized the importance of travel and tourism to their communities,” said Conference of Mayors CEO and Executive Director Tom Cochran and former board member of the Travel Business Roundtable. “We’ve lost jobs and businesses in our cities as result of losing our share of the international visitors.

“We are very pleased that this important legislation is moving forward to boost the visitor industry and help improve our nation’s economy,” said Honolulu Mayor Mufi Hannemann, Chairman of the Conference’s Standing Committee on Tourism, Arts, Parks, Entertainment and Sports. “The U.S. Conference of Mayors has made this measure a priority and I am very pleased that the Senate has now approved this long-awaited and much-needed legislation.”

The Travel Promotion Act will create a public-private partnership to promote the United States as a premier international travel destination and communicate US security and entry policies. The travel promotion will be paid for by private sector contributions and a \$10 fee on foreign travelers. The US Travel Association, of which the US Conference of Mayors is a member, estimates that the bill would attract 1.6 million new international visitors, create nearly 40,000 new jobs in its first year, and would generate \$4 billion in new economic activity and contribute over \$320 million in new federal tax revenue each year.

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The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor.