



MARLOWE & COMPANY

GOVERNMENT AFFAIRS CONSULTANTS

Memo

To: Marlowe & Company Clients
From: Mallory Grauer
Re: Travel Promotion Act
Date: March 5, 2010

Marlowe & Company is pleased to report that the United States Congress recently passed the Travel Promotion Act, and President Obama signed this much needed tourism travel promotion legislation into Public Law on March 5, 2010.

The Travel Promotion Act, which is also referred to as a “Jobs Bill,” is crafted to boost international travel and create economic growth and thousands of new jobs by welcoming millions more international travelers to the United States. This measure also establishes a public-private partnership to promote the United States as a premier international travel destination.

In addition, the Travel Promotion Act is estimated to drive \$4 billion in new consumer spending annually, provide \$321 million in new federal tax revenue each year and create 40,000 U.S. jobs nationwide. Further, it is expected to reduce the federal budget deficit by \$425 million over the next 10 years.

According to the U.S. Travel Association, increasing the international travel market by 1% would create \$3.9 billion in additional payroll receipts. Since 9/11 there has been a 17% decline in international travelers to the United States, This decrease has resulted in the loss of over 200,000 jobs and nearly \$100 billion in revenue. The Travel Promotion act is intended to reverse this downward trend, and increase the U.S. share of the international travel market that will have an impact on communities all across the nation.

If you have questions about this legislation and its potential impact on your local or regional economy, please contact your Marlowe & Company team leader or email legislation@marloweco.com

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