



May 1, 2013

The Honorable Lee Terry
Chairman
Subcommittee on Commerce,
Manufacturing and Trade
2125 Rayburn House Office Building
Washington, DC 20515

The Honorable Jan Schakowsky
Ranking Member
Subcommittee on Commerce,
Manufacturing and Trade
2322A Rayburn House Office Building
Washington, DC 20515

Dear Chairman Terry and Ranking Member Schakowsky:

The American Motorcyclist Association applauds the subcommittee for holding a hearing entitled "Vacation Nation: How Tourism Benefits our Economy." The passion of motorcycling is shared with millions within the United States and around the world and many wish to experience our culture and famous roads from the East to the West.

Founded in 1924, the AMA is a not-for-profit association and is the premier advocate of the motorcycling community, representing the interests of millions of on- and off-highway motorcyclists and all-terrain vehicle riders. Our mission is to promote the motorcycle lifestyle and protect the future of motorcycling.

For example, our official publication, *American Motorcyclist*, featured a cover story of a 10,000-mile journey across the United States embarked upon by two citizens of the United Kingdom (enclosed). The journey started in Los Angeles and ended in New York City, with many stops along the way. The article provides a remarkable first-hand account that will become a lifetime memory for the riders.

Motorcyclists not only enjoy riding on American roads, they also spend millions of dollars touring and attending rallies. For example, the United Kingdom rider featured in the magazine spent \$16,000 in the United States. The 2011 Daytona Beach Bike Week attracted 450,000 riders that spent an estimated \$450 million over the course of the 10-day rally. At the 2012 Sturgis rally in South Dakota, there were an estimated 445,700 riders. According to the City of Sturgis, the total economic impact annually for the city, region and the state of South Dakota was nearly \$817 million. Finally, Americade is the world's largest multi-brand motorcycle touring rally located in Lake George, N.Y. The rally attracts estimated 50,000-100,000 riders annually and, according to Americade, is the biggest week of business for the Lake George Region resort community, and the biggest single boost to the local economy.

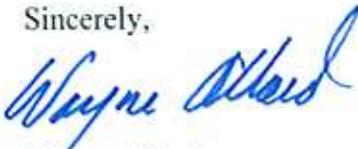
With 220,000 members nationwide, the AMA is the largest member-based, non-profit association in the world advocating for the rights of all motorcyclists. Additionally, the AMA is the only motorcycle association in the United States affiliated with the Fédération Internationale de Motocyclisme. The FIM is the world governing body of motorcycle racing and touring. In 2001, the FIM became an Affiliate Member of the World Tourism Organization.

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For the aforementioned reasons, the AMA and its members stand ready to work with the Subcommittee on Commerce, Manufacturing and Trade to help promote tourism in the United States.

Thank you for your time and consideration of our comments. If you have questions, please do not hesitate to contact me by phone, (202) 742-4301, or by email, wallard@ama-cycle.org.

Sincerely,



Wayne Allard
Vice President, Government Relations

Enclosure