

# U.S. TRAVEL ASSOCIATION®

August 22, 2022

The Honorable Steven Cliff  
Administrator  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, D.C. 20590

**RE: NHTSA-2022-0067**

Dear Administrator Cliff:

The U.S. Travel Association (U.S. Travel), which is a national nonprofit representing all sectors of America's travel and tourism industry, is proud to support the pending petition from General Motors and Cruise to enable the manufacturing and deployment of their groundbreaking Cruise Origin vehicle on American roads.

Prior to the pandemic, America's travel industry was a significant driver of U.S. employment and GDP. In 2019, travel spending in the U.S. totaled \$1.2 trillion, which directly supported more than 9 million American jobs. This made travel the seventh largest industry in terms of employment and a top-ten employer in all 50 States and the District of Columbia.

The COVID-19 pandemic devastated the small businesses, workers, and communities whose livelihoods depend on travel. From January 2020 through December 2021, the travel industry lost an estimated \$730 billion in spending and lost more jobs than any other sector of the economy.

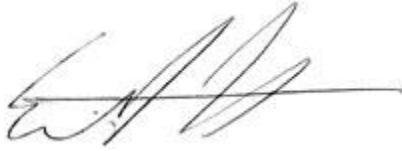
But there is a silver lining. We now have the opportunity to reinvest in, reinvent, and modernize America's travel industry to make it stronger, more vibrant, and globally competitive than it was before the pandemic. Central components of this effort will be innovations that make transportation safer, more sustainable, and more accessible, while continuing American technological leadership.

Responding specifically to NHTSA's questions 12 and 16 in the docket (NHTSA-2022-0067) on the GM and Cruise petition, at U.S. Travel, we strongly believe that the economic benefits of new technologies should be incorporated into the approval review process. The Origin, manufactured in the United States by American workers, can also lead to unique tourism opportunities, showcasing American technological leadership to the rest of the world, advancing our country's innovation and cutting-edge experiences, while supporting thousands of jobs both in manufacturing as well as in the tourism sectors across the communities Cruise will serve with Origin vehicles.

The Origin represents a unique opportunity for NHTSA to empower the American AV industry, while also furthering critical pathways for a wide range of industries beyond the transportation sector itself, including tourism.

I urge NHTSA to grant approval for this petition, and give GM and Cruise the ability to scale the manufacturing and deployment of the Origin. I look forward to the day when visitors to the United States can access this transformative vehicle, and hope NHTSA will allow it to come as quickly as possible.

Thank you,

A handwritten signature in black ink, appearing to read 'E. Hansen', with a long horizontal line extending to the right.

Erik Hansen  
Senior Vice President, Government Relations  
U.S. Travel Association