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## **DiscoverAmerica.com Marks 1-Year Online With Enhanced Content, More U.S. Destinations and Money-Saving Travel Deals**

*Daily site traffic grows more than 250 percent since launch, logs three million minutes of use*

WASHINGTON, DC – DiscoverAmerica.com is celebrating its first year as the Official Travel and Tourism Website of the United States by announcing a slate of content upgrades, site enhancements and money-saving deals to help travelers plan trips to the USA.

Now, 108 destinations are featured on DiscoverAmerica.com in addition to information on all 50 states and the five U.S. territories. The site also includes expanded trip-planning content to help Canadian travelers learn more about the variety of experiences and activities available here. All content is presented in English and French.

“Before you visit the United States, you should go to DiscoverAmerica.com,” said Roger Dow, president and CEO of the U.S. Travel Association. “This dynamic website is evolving with new offerings and has filled a much-needed gap to welcome and inform international visitors about the United States during a challenging period for cross-border travel.”

DiscoverAmerica.com provides an overview that travelers can use to discover the United States, along with entry requirements from official U.S. sources and booking options with local market travel specialists. Users will also find special travel deals posted by participating agencies and businesses on the site.

Traffic to the site and time spent viewing its content has been very favorable in its first year. Daily site traffic increased 254 percent overall since last summer’s initial launch period. Users have spent more than three million minutes researching U.S. trips and have viewed four million pages of travel content.

Unique features of the website include the Activity Finder, which houses information on thousands of activities in 24 popular trip categories, such as art galleries and museums, shopping, food and wine, and beaches and coasts. The Interactive Map tool located on the Places page helps users identify approximate distances between U.S. locales.

Created one year ago under a cooperative agreement between the U.S. Travel Association and the U.S. Department of Commerce-Office of Travel and Tourism Industries,

DiscoverAmerica.com is actually a suite of international sites designed for travelers from Canada, Mexico, the U.K., Japan and Germany, the top five markets representing about 75 percent of all inbound visitation to the United States.

Strategic content partners on DiscoverAmerica.com include official sources such as state tourism offices, convention and visitors bureaus, the U.S. Department of State, the U.S. Department of Homeland Security, American Express, Fodor's, Google Maps and Weather.com.

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#### About DiscoverAmerica.com

Discover America, LLC is a wholly owned entity of the U.S. Travel Association and operates DiscoverAmerica.com, the Official Travel and Tourism Website of the United States, for U.S. resident travelers and for international travelers under a cooperative agreement with the U.S. Department of Commerce in the five leading inbound markets to the United States. The website's content is presently available in five languages: English, French, Spanish, German and Japanese. For more information, visit [www.DiscoverAmerica.com](http://www.DiscoverAmerica.com).

#### About U.S. Travel Association

The U.S. Travel Association is the national, non-profit organization representing all components of the \$770 billion travel industry. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit [www.ustravel.org](http://www.ustravel.org).