



For Immediate Release
May 11, 2009

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NEW OFFICIAL WEBSITE MAKES SUMMER TRAVEL PLANNING EASIER FOR U.S. RESIDENT TRAVELERS

DiscoverAmerica.com brings together the leading sources of official travel planning information along with great deals and offers to help Americans plan summer vacations.

WASHINGTON, DC—As millions of Americans search for deals and discounts to build their summer travel plans, the U.S. Travel Association – together with all 50 state tourism offices and more than 100 convention and visitors bureaus – today launched DiscoverAmerica.com, the Official Travel and Tourism Website of the United States. This one-stop travel planning source features special deals and offers to help U.S. residents save time and money and get on the road this summer.

“This should be the first stop for anyone planning leisure travel today. We’ve brought together a wealth of information and made it easy for travelers to find great destinations, activities and deals,” said Roger Dow, President and CEO of the U.S. Travel Association. “It houses official content from all the states and the largest destinations and offers some great tools to help you plan where to go and what to do.”

The site’s 7,000 pages feature official content on all 50 states, the five U.S. territories, more than 100 cities and regional destinations, and more than 3,000 popular trip activities. It will continually evolve with the addition of new destination and attraction profiles.

DiscoverAmerica.com compiles the most-trusted and official sources in travel, from state tourism offices and convention and visitors bureaus to agencies such as the National Park Service and Scenic Byways. Other reliable brands in travel information such as American Express, Fodor’s, Google Maps and Weather.com are also represented.

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PAGE TWO/DISCOVERAMERICA.COM LAUNCHES FOR U.S. RESIDENT TRAVELERS

Beyond the destination overviews, DiscoverAmerica.com features an Activity Finder (in the “Activities” tab) loaded with trip activities in 24 categories that can be sorted by user interest. It further allows users to search activities by time of year or by nine different geographic regions. The “Places” tab features an Interactive Map where users may plot the approximate driving distances between two locales; just click and drag the map’s points to determine the mileage between any two places on the U.S. map.

DiscoverAmerica.com also hosts a community section of authentic anecdotes and trip photos from fellow travelers on the “Stories” tab.

“We worked closely with our travel industry partners to produce the greatest online user experience for U.S. resident travelers,” said Adam Vance, U.S. Travel’s senior vice president of marketing and product development. “The site is loaded with choice and provides thousands of links to connect users to more, detailed information from destinations and travel suppliers.”

Though no federal funds were used to develop the domestic site, the new U.S.-focused DiscoverAmerica.com joins six Discover America-branded sites that were born from a cooperative agreement awarded in 2007 by the U.S. Department of Commerce to the U.S. Travel Association to build and market official travel planning websites targeting the five leading inbound markets to the United States (Canada, Mexico, the United Kingdom, Japan and Germany).

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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.

About U.S. Travel Association

The U.S. Travel Association is the national, non-profit organization representing all components of the \$740 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.