



For Immediate Release
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Contact: Greg Staley
United States: 1-202-408-2128

**Milestone Achieved for New Official U.S. Travel and Tourism Website:
Users Spend One Million Minutes Researching Travel to the USA;
Canadian Site Ranks Highest Use of All DiscoverAmerica.com Versions**

Washington, DC — The Travel Industry Association announced today a milestone for DiscoverAmerica.com: Within three months of completing its international launch, online users have viewed 1.1 million pages and spent one million minutes researching travel to the United States on the nation’s new official travel and tourism website.

“One million minutes of time spent by travelers familiarizing themselves with DiscoverAmerica.com is an indication of the website’s relevance and popularity,” said Roger J. Dow, president and CEO of the Travel Industry Association. “This site helps us extend a welcome to the United States and provide useful information on our destinations and travel policies.”

DiscoverAmerica.com — actually six sites tailored for English- and French-speaking Canada, Mexico, the U.K., Japan and Germany — includes rich content on dozens of popular U.S. cities, all 50 states and five U.S. territories, hundreds of attractions, activities and restaurants, and booking options in addition to official entry information and an online travel community.

The Canada-specific version is the most visited in the collection of DiscoverAmerica.com websites, accounting for 38 percent of overall traffic.

Beyond the home page, “Places”, “Entry”, “Activities” and “About USA” have proven to be the most popular pages for users. In total, about 15,000 pages of content exist across all sites.

DiscoverAmerica.com was launched in target countries between May and July 2008 following its development as a result of a cooperative agreement between the U.S. Department of Commerce and the Travel Industry Association. Launch markets are the five nations that generate roughly 75 percent of all inbound travel to the United States.

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The Travel Industry Association is the national, non-profit organization representing all components of the \$740 billion travel industry. TIA’s mission is to promote and facilitate increased travel to and within the United States. TIA is proud to be a partner in travel

with American Express. For more information, visit www.tia.org and for key travel facts and figures, visit www.poweroftravel.com.