



FOR IMMEDIATE RELEASE

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President Obama Signs Travel Promotion Act Into Law

Enactment of historic travel legislation will boost inbound travel to STATE NAME and stimulate local economy

WASHINGTON, DC, March 8, 2010 – HEDNA welcomes the news that President Obama has signed the Travel Promotion Act into law. The new legislation will create economic growth and thousands of new American jobs by welcoming millions more international travelers to the United States.

“The United States is equipping itself to compete in the international travel market as so many other countries are successfully doing today by promoting our diverse destinations and travel policies abroad, all under a collective national brand,” says Melanie Ryan, HEDNA president and Orbitz Worldwide.

“This is a historic victory for the U.S. economy and the one in eight American workers whose jobs depend on travel,” says Roger Dow, president and CEO of the U.S. Travel Association. “The United States Congress has sent a clear message that travel is a high priority to our nation and that tangible steps must be taken to increase travel to and within the United States. We are extremely grateful to President Obama and to the bill’s champions: Senators Reid, Dorgan, Ensign and Klobuchar in the Senate and Representatives Delahunt, Blunt and Farr in the House.”

The Travel Promotion Act establishes a public-private partnership to promote the United States as a premier international travel destination and communicate U.S. security and entry policies. According to analysis by Oxford Economics, the bill is estimated to drive \$4 billion in new consumer spending annually, provide \$321 million in new federal tax revenue each year and create 40,000 U.S. jobs nationwide. Further, it is expected to reduce the federal budget deficit by \$425 million over the next 10 years, according to the Congressional Budget Office.

Overseas visitors spend an average of more than \$4,000 when they visit the United States.

The Travel Promotion Act is modeled after successful state-level initiatives and is funded through a matching program featuring up to \$100 million in private sector contributions and a

\$10 fee on foreign travelers who do not pay \$131 for a visa to enter the United States. The fee is collected once every two years in conjunction with the Department of Homeland Security's Electronic System for Travel Authorization. No money is provided by U.S. taxpayers.

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About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 202-204-8400 or by visiting <http://www.hedna.org/>

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.