

## Travel Industry Commends Disney's 'Portraits of America' Film

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'Portraits of America' Film to be Featured in International Arrivals Areas, U.S. Embassies and Other Venues to Welcome Visitors to the United States

Travel industry leaders lauded a new partnership between Walt Disney Parks and Resorts and the U.S. Government to welcome international visitors, calling it 'a major contribution to improve America's image.' Disney has commissioned and donated a multi-media initiative for use in international arrivals areas at U.S. airports and other ports-of-entry, embassies and other venues.

'This extraordinary initiative provides a snapshot of the faces and fabric of our nation, and highlights our greatest asset for public diplomacy - our people,' said Roger Dow, President and Chief Executive Officer of the Travel Industry Association. 'Through the film and images that Disney has donated, visitors will receive a first impression of our country's diversity and beauty, and get a clear message that we want them to visit.'

'Since one of the main causes of the 17 percent decline in overseas travel to the U.S. is the fear of the U.S. entry process, delivering a welcoming message upon travelers' arrival is long overdue,' said Jonathan M. Tisch, Chairman of the Travel Business Roundtable and Chairman and CEO of Loews Hotels. 'This will provide a priceless diplomatic opportunity to win hearts and minds from around the world. It will help change negative perceptions and lead to increased visitation to the U.S., which translates into millions of American jobs and billions of dollars for our nation's economy.'

Welcome: Portraits of America features film and still portraits showcasing the friendliness and optimism of the American people. The film will be shown in the Federal Inspection Services (FIS) areas of U.S. airports, and in U.S. embassies and consulates overseas, while the still portraits will be incorporated in posters, banners and other imagery welcoming visitors to the U.S. The video and images will not feature or promote any commercial entities.

The first airports to feature the images will be Washington Dulles International Airport and Bush Intercontinental Airport in Houston, Texas, to be followed by the nation's other international airports.

To view the film, visit [www.DiscoverAmerica.com](http://www.DiscoverAmerica.com).

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