

Travel Business Roundtable, Travel Industry Association And Discover America Partnership Announce Intent To Combine Forces, Become Single Organization In 2009

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During the past year, the travel industry has achieved unprecedented legislative success and raised its voice in Washington to a new level through a spirit of cooperation among the Travel Business Roundtable (TBR), the Travel Industry Association (TIA) and the Discover America Partnership.

Our efforts focused primarily on facilitating international travel to the U.S. through reform of U.S. visa and entry processes and the creation of a sustainable, nationally-coordinated promotion program.

Through this process, we have demonstrated what can be achieved for the industry when we work together to create a compelling vision for success, and a strategy to achieve it. It is in the highest interest of the travel industry to sustain this level of cooperation for the long term, in order to address the substantial challenges and opportunities of the future.

Therefore, the Travel Business Roundtable, Travel Industry Association and Discover America Partnership will begin on January 1, 2008 the process of becoming a single organization in 2009. Components of this process include:

TIA will absorb the staff of the Discover America Partnership,

TBR and TIA will jointly create a multi-faceted public affairs program,

TBR and TIA will strengthen their internal government relations capabilities, create an industry-wide grassroots program, establish a public policy research center and enhance their strategic communications, and

TBR and TIA will explore a new name for the combined organization, based on all appropriate market research and industry input.

This fully-coordinated effort will require active cooperation and participation with other travel industry associations to best represent the broad domestic and international issues that affect the entire \$1.2 trillion U.S. travel community.

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