

Travel Industry Launches First-of-Its-Kind Web Site to Detail the Economic Power of Travel

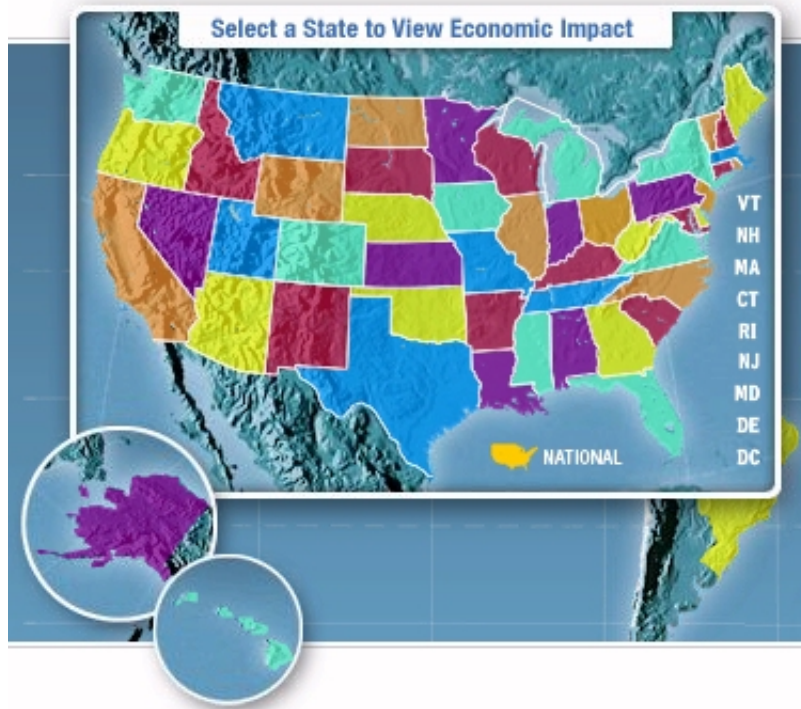
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PowerofTravel.org Features State- and National-Level Economic Impact Data in an Easy-to-Use Format

The Travel Industry Association (TIA) has launched PowerofTravel.org, a new, interactive Web site that, for the first time, presents all of the available economic impact data on travel in an easy-to-navigate format that enables the user to see the benefits of travel from the international level down to individual congressional districts.

'It is surprising to find how many policymakers are not fully aware of the power of travel in their own districts,' said Roger Dow, President and CEO of TIA. 'It is our responsibility to help America's leaders understand that travel is a vital economic engine that powers job creation and growth.'

Screen Shot



Travel is one of America's largest exports and is one of the largest employers in every state and congressional district - it is among the top 10 industries in 49 of the 50 United States. Travel and related services account for one out of every eight non-farm U.S. jobs, \$1.6 trillion in economic activity or nearly three percent of U.S. gross domestic product (GDP).

To find the economic impact of travel on a congressional district or state or to learn national or international statistics, visit PowerofTravel.org.

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.

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