

**Travel Industry Association**

December 2, 2008

President-elect Barack Obama  
Transition Team  
Attention: The Honorable Clark Kent Ervin



Dear Clark:

Two of the greatest challenges facing the United States are the urgent need to reinvigorate its economy and strengthen its standing in the world. Travel – business, leisure, student, medical and other – is uniquely positioned both to provide bottom-up economic growth and to serve the public diplomacy interests of the United States. The Travel Industry Association (TIA), which represents the entire U.S. travel community, stands ready to work with you and the rest of President-elect Obama's transition team to leverage the resources of America's travel community to create jobs and economic growth, and strengthen America's image abroad.

To that end, please find enclosed a series of briefing documents on existing federal policies and programs that impact the \$1.8 trillion U.S. travel economy and its 15 million American workers along with a set of recommendations for the new Administration. TIA will also soon launch a Web site – [www.poweroftravel.org/transition](http://www.poweroftravel.org/transition) – that will be a one-stop shop for information on travel related federal policies and the presidential transition. In addition to our own policy resources, we have gathered together, in one place, information on travel policy issues from other influential organizations.

America's travel community has developed a positive agenda for change that will help to reinvigorate America's economy. We welcome the opportunity to meet with you to discuss our vision of how travel can better serve the economic and public diplomacy needs of the United States.

A member of my staff will be in touch with you shortly to request a meeting. In the meantime, please contact Geoff Freeman, Senior Vice President of Public Affairs, at 202-408-2124 or by email at [gfreeman@tia.org](mailto:gfreeman@tia.org) if you have questions or would like additional information.

Sincerely,

Roger Dow  
President and CEO  
Travel Industry Association