

Yesterday, President Bush signed the economic stimulus plan, which gives Americans a rebate of \$600 to \$1,200. As the second largest employer in the United States, travel can help spread economic gains to our country's exceptional destinations. NTA would like to assist you in promoting travel in your area by taking advantage of this major news story. We have prepared a generic news release you can use to encourage travelers to contact your tour company to plan a vacation. By doing so, they will be doing their part to spur the economy.

NTA encourages you to use this sample news release to send to your local news outlets. NTA is happy to assist you in generating a list of your local media. For help in using this news release, please contact NTA Public Relations Manager Sara Morton at sara.morton@NTAstaff.com or 800.682.8886, ext. 4418.

Contact:

(Your name)

(Your phone number)

(Date)

**(Your Company) Encourages Americans to
Use Government Rebate to Travel**

(YOUR CITY, Your State/Province) - In response to President Bush signing the economic stimulus package, which gives Americans a rebate of \$600 to \$1,200, (Your city/area)-based (Company name) and the National Tour Association, an organization of tourism professionals from across the globe, are encouraging Americans to put the money toward travel.

“(Your company) is eager to assist Americans in planning a trip to many destinations across the United States,” said (Company Spokesperson's name). “Americans can do their part to stimulate the economy at U.S. hotels, restaurants and attractions and have an enjoyable travel experience by using the rebate to travel.”

(You may want to include examples of your tour product such as weekend trips.)

“(Your company) can arrange vacation packages that include transportation accommodations, meals, sightseeing, admission to attractions and a professional escort — all for one price,” said (Company Spokesperson's name). “This hassle-free way of taking a vacation can help spur the U.S. economy.”

In 2006, domestic and international travelers spent \$700 billion in the U.S, according to the Travel Industry Association. This generated 7.5 million jobs, \$178.1 billion in payroll income and \$109.9 billion in tax revenues for federal, state and local governments.

(You may want to include a brief description of tours your company is currently marketing this summer.)

(Your company name) is a member of the National Tour Association. The National Tour Association is a trade organization for thousands of tourism professionals involved in the growth and development of the packaged travel industry. NTA members represent the

most reliable and creative in the industry, with companies spanning 33 countries. Additionally, NTA's Government Affairs works closely with Congress and the Administration to create a more positive travel experience for travelers around the globe. For customized and affordable travel packages, travelers turn to NTA. To learn more, please visit www.NTAonline.com.