

## LABTA pleased Travel Promotion Act signed into law

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LOS ANGELES, March 4, 2010 -- The U.S.'s largest business travel association chapter hailed the signing by President Obama of the Travel Promotion Act as a major step in reversing the decline in international visitors to the United States and Los Angeles.

"With the formation of the Corporation for Travel Promotion provided by the new law, the U.S. should become much more effective in competing for lucrative inbound business travelers, tourists and students" said Therese Jacobson, president of the Los Angeles Business Travel Association (LABTA). "Increased international travel will provide a much-needed boost to the U.S. economy while providing travelers with more choices of airlines and flights."

In 2009, 15.1 million international travelers arrived and departed at Los Angeles International Airport, down from 17.5 million in 2005, according statistics from Los Angeles World Airports.

"When you consider that the average international traveler spends \$4,500 per visit to the U.S., you can see how important it is that United States reinvigorates the travel and tourism industry," Jacobson said. "We expect the new high-level federal agency created by the Travel Promotion Act will provided the additional resources needed to make the U.S. much more competitive in promoting travel to the U.S."

**About LABTA:** The Los Angeles Business Travel Association (LABTA) is the largest chapter of the National Business Travel Association (NBTA), the world's premier business travel and corporate meetings organization. LABTA represents more than 250 business travel professions including corporate and government travel, meetings managers, and travel service providers in five counties in Southern California. They collectively manage and direct millions of dollars of global business travel and meetings expenditures annually on behalf of thousands of business travelers within their organizations. For more information, visit [www.labta.org](http://www.labta.org)