



UNITED STATES TRAVEL AND TOURISM ADVISORY BOARD
November 20, 2015 | 10:00am – 2:00pm

Meeting Agenda

- I. Welcome** (*Chair Sam Gilliland and Vice Chair John Sprouls*)
- II. Remarks by Ken Hyatt, Deputy Under Secretary for International Trade, International Trade Administration, U.S. Department of Commerce**
- III. Travel and Tourism Update** Kelly Craighead Executive Director, National Travel and Tourism Office, International Trade Administration US Department of Commerce
- IV. Presentations of Draft Recommendations**
 - a. BrandUSA (*Todd Davidson and BrandUSA Subcommittee*)
 - b. Culture and Natural Heritage: Domestic Travel (*Jerry Jacobs and CNH Subcommittee*)
 - c. Culture and Natural Heritage: Arts (*Bob Lynch and CNH Subcommittee*)
- V. Adjourn** (*Sam Gilliland and John Sprouls*)