



U.S. TRAVEL AND TOURISM ADVISORY BOARD

June 30, 2016 | 9:30 a.m. – 12:00 p.m. EST

U.S. Department of Commerce Research Library

I. Call to Order and Introductions

Chair John Sprouls

II. Opening Remarks

The Honorable Secretary Penny Pritzker, U.S. Department of Commerce

III. Reflections on Priorities

Chair John Sprouls and Vice Margaret McKeough

IV. Update on National Travel and Tourism Strategy Implementation

*Kelly Craighead, Executive Director, National Travel and Tourism Office,
U.S. Department of Commerce*

V. Overview of Subcommittees

*Chair John Sprouls and
Kelly Craighead, Executive Director, National Travel and Tourism Office, U.S.
Department of Commerce*

VI. Questions and Open Discussion

All

VII. Next Steps

Chair John Sprouls

VIII. Adjournment

Chair John Sprouls