



UNITED STATES TRAVEL AND TOURISM ADVISORY BOARD

October 13, 2016

The Honorable Penny Pritzker
Secretary of Commerce
U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, DC 20230

Dear Secretary Pritzker:

On behalf of the Key Market Engagement Subcommittee of the United States Travel and Tourism Advisory Board, we are pleased to submit this letter of recommendation for your consideration.

The Subcommittee has been working to determine immediate areas of opportunity that can be addressed prior to the end of calendar year 2016. In the course of our deliberations, we sought to build on the foundation that has already been laid by the Obama Administration in fostering government-to-government travel partnerships, which began with China and will shift to India next year, where private sector engagement is ongoing.

As you are aware, during Prime Minister Modi's June 2016 visit to Washington, he and President Obama agreed that 2017 would be the U.S.-India Travel and Tourism Partnership Year. In addition, we recognize that bilateral travel and tourism dialogue, led by the National Travel and Tourism Office and the Ministry of Tourism for the Government of India, was launched in August 2016 as part of the U.S.-India Strategic and Commercial Dialogue to provide the framework for the 2017 Partnership Year.

It is also important to note that unlike the U.S.-China Tourism Year, which built on 10 years of bilateral cooperation in travel and tourism, we are just beginning to establish a bilateral travel and tourism relationship with India. Consequently, the Subcommittee's recommendation for the U.S.-India Travel and Tourism Partnership Year is more foundational in nature.

Recognizing that the partnership is intended to drive further growth in travel and tourism between the United States and India, the Subcommittee on Key Market Engagement has identified the following opportunities for immediate consideration and implementation.

We understand that your staff is already developing a detailed calendar of events, specific deliverables and timelines to serve as the outline for a 2017 strategic plan for the U.S.-India Travel and Tourism Partnership Year. The Subcommittee would welcome the opportunity to

review the calendar in draft form so that we can complement your team's efforts based on our members' collective insights and expertise, including Brand USA's programs for this market. Once complete, our intent is to share the detailed calendar broadly with travel and tourism industry partners so that public and private sector organizations clearly understand the strategic direction, and can incorporate this information into their respective organizations' 2017 programming. We are requesting that the plan be completed and communicated to industry by December 31, 2016 and the Subcommittee and its members stand ready to assist in this process.

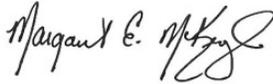
As the 2016 U.S.–China Tourism Year is coming to a close, we have an opportunity to reflect on the key learnings and identify best practices to inform future partnerships, particularly with India. In order to facilitate this effort, the Subcommittee will convene a workshop, bringing together stakeholders from government and industry to learn from our China Tourism Year experiences, as well as to identify key opportunities and/or barriers that are specific to either China or India. The output of this forum will be shared with your office to support the staff's efforts in developing the India plan.

India's international outbound travel is expected to reach fifty million by 2020. We are excited about the opportunity this presents for our industry and appreciate the work that is being done to secure the economic benefits of travel and tourism. We believe the Committee's recommendation is achievable within the next three months and we are grateful for the opportunity to serve as members of the U.S. Travel and Tourism Advisory Board.

Respectfully submitted,



John Sprouls
Chair



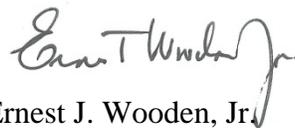
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