



UNITED STATES TRAVEL AND TOURISM ADVISORY BOARD

February 1, 2017

Secretary of Commerce
U.S. Department of Commerce
1401 Constitution Avenue, NW
Washington, DC 20230

Dear Secretary of Commerce:

On behalf of the U.S. Travel and Tourism Advisory Board (“TTAB”), we offer congratulations on your appointment to Secretary, U.S. Department of Commerce (“Commerce”). We look forward to working with you in your new role, and offer this letter to provide a brief history of the TTAB and to convey our eagerness to support you and the Department of Commerce in your mission. As representatives of the travel and tourism industry, we look forward to partnering with the Trump administration to grow our economy.

TTAB

Originally chartered in 2003 during the Bush administration, the TTAB was created to offer industry perspective and strategic guidance to Commerce on matters relating to the U.S. travel and tourism industry. The TTAB is an apolitical, nonpartisan body that has been active throughout the last 13 years during Democrat and Republican administrations alike. The TTAB is comprised of up to 32 senior executives representing diverse organizations throughout the U.S. travel and tourism industry, appointed by the Secretary of Commerce. Attached is a list of the current TTAB membership. Members serve a two-year term, with the most recent term having begun in August 2016.

The TTAB brings a private-sector perspective to current and emerging issues, and provides a public-private forum for discussing and proposing solutions to industry-related problems. Past TTABs have presented Commerce with advice on a wide range of issues including: travel facilitation, visa policy, infrastructure development, and aviation security to name a few. As a result of the dialogue and collaboration between the private sector and the federal agencies that participate in TTAB, significant federal policies have been enacted since the advent of the TTAB. For example: the establishment of a Model Ports Initiative to enhance the experience of a visitor arriving to the US; the expansion of trusted traveler programs to streamline the experience for frequent travelers and better allocate security resources to higher risk pools; significant reductions in wait times for US visa applicants; the establishment of

metric measurements at CBP checkpoints; and the establishment of a 10-year visa reciprocity agreement with China.

TRAVEL AND TOURISM INDUSTRY

President Trump understands the importance of American competitiveness and the opportunities that exist to improve our balance of trade. International inbound travel is the number two U.S. industry export, and it accounts for 10% of all U.S. export dollars. In 2015, international traveler spending in the U.S. totaled around \$133 billion; and U.S. resident travel spending abroad totaled \$110 billion, resulting in a nearly \$23 billion trade surplus in international travel spending. While the trade surplus is impressive, there remains a tremendous opportunity for improvement. The U.S. share of total worldwide international arrivals is 6.3%. - down from 7.5% in 2000. Imagine what the trade balance would be if we could get back to the arrivals level in 2000? Imagine what could happen if we exceed the high water mark in 2000? As it stands right now, international travel spending alone directly supports about 1.1 million U.S. jobs and \$28.4 billion in wages.

American competitiveness and balance of trade is fundamental to creating and retaining jobs throughout the nation. In the travel and tourism industry, 8.1 million U.S. jobs are directly supported by the travel industry. That number swells to 15.1 million jobs when you include the 6.9 million jobs supported indirectly. A total of \$231.6 billion in wages is shared by American workers as a result of the travel industry. But more importantly, you can't export travel and tourism jobs. Hotel staff, theme park attendants, car rental agents and waiters can't be outsourced. The travel and tourism industry directly and indirectly supports 1 out of 9 American jobs. Travel and tourism is among the top 10 industry employers in 49 states.

Removing unnecessary barriers and making the travel experience as safe and painless as possible is the most effective way to bolster the travel and tourism industry and related U.S. job growth. Making the necessary infrastructure investments in our airports, roads and bridges is a giant step in the right direction, and it was encouraging to hear President Trump speak to this issue. Anyone who has travelled internationally knows there is room for the U.S. to improve the infrastructure used by the travelling public.

But improving infrastructure only solves part of the problem. Gleaming, state of the art infrastructure must be combined with state of the art processes to welcome the travelling public in a safe, efficient and hospitable manner. Travel facilitation and strong security are complementary - not mutually exclusive. Whether thoroughly pre-vetting legitimate travelers with innovative visa programs in the case of international travelers, or supporting efforts to streamline domestic aviation security, the TTAB looks forward to the opportunity to share a dialogue on how to best strike the efficiency/security balance.

Please be assured that the TTAB stands ready to assist and support you in your efforts to bolster travel and tourism. We pledge our commitment to mustering the broad expertise of the TTAB in order to provide the best advice and counsel we can on all matters related to U.S. travel to tourism. Towards this end, we would like to invite you to join us at our next TTAB meeting to discuss how the Board can be

best engaged. Together, we are confident that the U.S. travel and tourism industry will grow and prosper in the coming years.

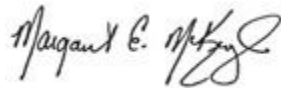
Respectfully submitted,



John Sprouls
Chair



Greg Stubblefield
Vice Chair



Margaret McKeough
Vice Chair



U.S. Travel and Tourism Advisory Board 2016-2018 Members

- ❖ **John Sprouls**, Executive Vice President and Chief Administrative Officer, Universal Parks and Resorts (*Chair*)
- ❖ **Margaret McKeough**, Executive Vice President and Chief Operating Officer, Metropolitan Washington Airports Authority (*Vice Chair*)
- ❖ **Greg Stubblefield**, Executive Vice President and Chief Strategy Officer, Enterprise Holdings (*Vice Chair*)
- ❖ **George Aguel**, President and CEO, Visit Orlando
- ❖ **Ted Balestreri**, President and CEO, Cannery Row Company
- ❖ **Helane Becker**, Managing Director, Cowen and Company
- ❖ **Thella F. Bowens**, President and CEO, San Diego International Airport
- ❖ **Bruce Charendoff**, Chief Public Policy Officer, Sabre
- ❖ **Henry Cruz**, Senior Partner, The CrossBrook Organization, LLC
- ❖ **Todd Davidson**, CEO, Travel Oregon
- ❖ **Brad Dean**, CEO, Myrtle Beach Area Chamber of Commerce
- ❖ **Fred Dixon**, Chief Operating Officer & General Counsel, NYC & Company
- ❖ **Kurt Ekert**, President and CEO, Carlson Wagonlit Travel
- ❖ **Elliott Ferguson**, President and CEO, Destination DC
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- ❖ **Adam Goldstein**, Co-founder and CEO, Hipmunk
- ❖ **James Hagen**, Secretary, South Dakota Department of Tourism
- ❖ **Nick Hentschel**, Vice President, AmericanTours International
- ❖ **Taylor Hoang**, Owner, Pho Cyclo
- ❖ **Adam Medros**, Senior Vice President for Global Product, TripAdvisor
- ❖ **Steve Morrissey**, Vice President, Regulatory and Policy, United Airlines
- ❖ **Mary Motsenbocker**, President, International Tourism Marketing, Inc.
- ❖ **Susan Presby**, Owner/Director of Sales, Mt. Washington Cog Railway
- ❖ **Tricia Primrose**, Global Chief Communications & Public Affairs Officer, Marriott International
- ❖ **Olga Ramudo**, President and CEO, Express Travel
- ❖ **Sherry Rupert**, President, American Indian Alaska Native Tourism Association
- ❖ **Adam Sacks**, President, Tourism Economics
- ❖ **Gary Schluter**, General Manager, Rocky Mountain Holiday Tours, LLC
- ❖ **Marty St. George**, Executive Vice President Commercial and Planning, JetBlue Airways Corporation
- ❖ **William Talbert**, President and CEO, Greater Miami Convention & Visitors Bureau
- ❖ **Denise Thevenot**, Executive Director, Louisiana Tax Free Shopping
- ❖ **Ernest Wooden Jr.**, President and CEO, Los Angeles Tourism and Convention Board