Travel and Tourism

THE WHITE HOUSE

WASHINGTON

February 1, 1994

Mike — Thanks! — PY

MEMORANDUM FOR PHIL LADER, ROBERT RUBIN, & CAROL RASCO

FROM: Peter Yu & Mike Schmidt

SUBJECT: White House Conference on Travel & Tourism

This memorandum outlines, for your consideration, several proposals concerning the planned White House Conference on Travel and Tourism.

1. *Purpose and Objective*--to develop a national travel and tourism promotion strategy, which addresses both interstate cooperation and coordination and federal policy. (While this overlaps with the charge of the Tourism Policy Council, we should avoid framing the purpose of the Conference as simply offering recommendations for the federal government.)

2. *Participants*--as large a group as manageable and as diverse a group as possible, including representatives of different components of the industry: *e.g.,* ecotourism, historic trusts, and the transportation industries. For comparison purposes, the White House Conference on Small Business will involve 1,800 delegates.

3. *Funding*--a redirection of funds from existing travel-promotion programs, with Commerce and Agriculture as the primary contributing agencies. Commerce hopes to secure in-kind support from the industry, although we must examine legal restrictions on such support. For comparison, the appropriation for the Conference on Small Business is $5 million.

4. *Management*--a small steering committee consisting of White House offices, Commerce, and Agriculture (with consultation with relevant Members of Congress). Unless we establish an advisory committee, FACA limits ongoing participation by state and local officials as well as industry representatives.

5. *Conference Structure*--rely on existing state conferences to draft the strategy and to select delegates for a National Conference. While the Conference on Small Business holds six regional conferences, given the limited purpose of the Conference on Travel and Tourism, regional conferences may be unnecessary.

6. *Timing of the National Conference*--a critical issue for decision. Assuming we allow one year for the cycle of state conferences and hold no regional conferences, the earliest date for the National Conference would be the summer of 1995.

THE WHITE HOUSE

WASHINGTON

December 15, 1993

DRAFT

MEMORANDUM FOR THE PRESIDENT

FROM: RONALD BROWN, CAROL RASCO, & ROBERT RUBIN

SUBJECT: PROPOSED WHITE HOUSE CONFERENCE ON TOURISM

This memorandum presents the issue of whether or not to hold a White House Conference on Tourism, as is being urged by many Members of Congress.

I. Action-Forcing Event

Over 80 Members of Congress, including several committee and subcommittee chairs, are supporting H. Con. Res. 110, a resolution calling for a White House Conference on Tourism.

II. Background

Tourism--both domestic and international--is a major sector of the U.S. economy in terms of overall magnitude, tax revenues generated, and job creation. In 1992, the tourism industry accounted for 6% of GNP, over $50 billion in tax revenues (including $28 billion in federal revenues), and an estimated 5.9 million jobs--with tourism as the first, second, or third largest employer in 37 states. International tourism is also one of our largest exports: last year, domestic and international travelers spent $361 billion in the United States, helping to create a $20 billion trade *surplus*. Like other service and amenity-based sectors, tourism has grown substantially over the past decade. This trend is likely to continue: by the year 2000, tourism is expected to be our leading export.

While federal policy toward tourism is centered in the Department of Commerce, more than twenty federal agencies are involved in tourism-related programs. There is little coordination among federal entities, in terms of both basic information and program administration. To redress this situation, the National Performance Review recommended--and Secretary Brown has initiated--the reinvigoration of the Tourism Policy Council (TPC), an interagency body charged with coordinating national tourism promotion activities. Secretary Brown recently directed the TPC to develop a comprehensive strategy for tourism promotion and development, to be submitted to the Vice President in May.

The Congressional Travel and Tourism Caucus envisions a White House Conference that begins with a series of state and regional meetings and culminates in a meeting in Washington, D.C. The Conference would be budget-neutral. Each TPC member would be asked to redirect discretionary funds to underwrite the cost of the Conference. In addition, the private sector has offered to contribute matching funds, providing a unique opportunity to emphasize the strength of the public-private partnerships throughout the tourism industry.

III. Options & Analysis

Option 1: Support a White House Conference on Tourism. The advantages of a White House Conference are several. First, a Conference would send a signal to the industry and the Nation that the White House recognizes the importance of this sector, and a signal to federal agencies to encourage their cooperation in the implementation of the TPC strategy. Second, a Conference's state and regional meetings would provide a point of contact between the Administration and the many small businesses that constitute a majority of the industry. Third, a Conference would provide an opportunity to showcase and encourage public-private partnerships. In addition, as the tourism sector will continue to create jobs, Presidential attention would put the Administration at the forefront of this trend. As the impact of the industry is felt in almost every congressional district, a White House Conference would be viewed positively by many Members of Congress. Finally, in addition to these political and symbolic gains, a White House Conference would generate, as its concrete product, a set of policy recommendations aimed at enhancing federal tourism policy.

The primary disadvantage of a White House Conference on Tourism is that it could set a poor precedent. We are scheduled to hold a White House Conference on Small Business in 1995, as well as a White House Conference on Aging; others have proposed a Conference on Crime and a Conference on Education. Second, a Conference tends to raise expectations that the Administration will act on the Conference's recommendations. Finally, a large forum such as a Conference could result in a less focused policy strategy, generating instead a collection of loosely related recommendations.

Option 2: Support a Commerce-hosted conference with Presidential participation. A second option would involve a high-visibility meeting, modeled after the Conference on the Future of the American Workplace, with limited Presidential participation. This option would send strong signals to the industry and to Capitol Hill, but do so without setting the precedent of a White House Conference.

IV. Recommendations

Ron Brown and Howard Paster strongly support holding a White House Conference, and note that the travel and tourism industry feels that it was a significant loser in reconciliation (due to the reduction in the deductibility of travel and entertainment expenses). Bob Rubin, Carol Rasco, and George Stephanopoulos also support a Conference. David Gergen and Chris Edley, concerned about setting a poor precedent, support Option 2, a Commerce-hosted conference with Presidential participation.

____ Option 1 (White House Conference) ____ Option 2 (Commerce-hosted Conference)

E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

18-Nov-1993 10:13am

TO: Michael T. Schmidt

FROM: Carol H. Rasco
Economic and Domestic Policy

SUBJECT: Tourism

I have reviewed the memo sent to Bob Rubin, legislative, OMB and me. I am VERY much for option two and cannot imagine that we should go with option one. I suggest that Gergen and George be consulted as they are working on overall strategies / plans for the new year as we approach this budget process which will drive the agenda to a great extent.

Thanks....well done memo I feel.

THE WHITE HOUSE

WASHINGTON

November 17, 1993

MEMORANDUM FOR BOB RUBIN & CAROL RASCO

CC: Howard Paster
Chris Edley

FROM: Peter Yu PY
Mike Schmidt MS

SUBJECT: Attached Draft Decision Memorandum
re: White House Conference on Tourism

Attached please find a brief decision memorandum concerning a proposed White House Conference on Tourism. Secretary Brown recommends Option 1 and, as you will see, we recommend Option 2.

We are forwarding copies of this to Legislative Affairs and OMB for their input as well.

Please let us know how you wish to proceed.

THE WHITE HOUSE

WASHINGTON

DRAFT

November 16, 1993

MEMORANDUM FOR THE PRESIDENT

FROM: RONALD BROWN, CAROL RASCO, & ROBERT RUBIN

SUBJECT: PROPOSED WHITE HOUSE CONFERENCE ON TOURISM

This memorandum presents the issue of whether or not to hold a White House Conference on Tourism, as is being urged by over 70 Members of Congress.

I. Action-Forcing Event

Over 70 Members of Congress, including many committee and subcommittee chairs, are supporting H. Con. Res. 110, a resolution calling for a White House Conference on Tourism.

II. Background

Tourism--both domestic and international--is a major sector of the U.S. economy in terms of overall magnitude, tax revenues generated, and job creation. In 1992, the tourism industry accounted for 6% of GNP, over $50 billion in tax revenues (including $28 billion in federal revenues), and an estimated 5.9 million jobs--with tourism as the first, second, or third largest employer in 37 states. International tourism is also one of our largest exports: last year, domestic and international travelers spent $361 billion in the United States, helping to create a $20 billion trade *surplus*. Like other service and amenity-based sectors, tourism has grown substantially over the past decade. This trend is likely to continue: by the year 2000, tourism is expected to be our leading export. In 1994, 6.2 million jobs will be supported by the tourism industry--a substantial increase.

While federal policy toward tourism is centered in the Department of Commerce, over twenty federal agencies are involved in tourism and tourism-related programs. There is very little coordination among federal entities, both in terms of basic information and program administration. To redress this situation, the National Performance Review recommended--and Secretary Brown has since initiated--the reinvigoration of the Tourism Policy Council (TPC), an interagency body charged with coordinating national tourism promotion activities. Secretary Brown recently charged the TPC with preparing an inventory of existing federal efforts and developing a comprehensive strategy for tourism promotion and development, to be submitted to the Vice President in May.

The Congressional Travel and Tourism Caucus envisions a White House Conference that begins with a series of state and regional meetings and culminates in a meeting in Washington, D.C. The Conference would likely produce a set of policy recommendations aimed at enhancing the effectiveness of federal activity in the sector. A smaller version of the Conference is also possible. The Conference would be budget-neutral. Each TPC member would be asked to redirect discretionary funds to underwrite the cost of the Conference. In addition, the private sector has offered to contribute matching funds, providing a unique opportunity to emphasize the strength of the public-private partnerships throughout the tourism industry.

III. Options & Analysis

Option 1: Support a White House Conference on Tourism. The advantages of a White House Conference are several. First, a Conference would send a signal to the industry and the Nation that the White House recognizes the importance of the sector. Second, a Conference would send a similar signal to agency officials, encouraging their cooperation in the implementation of the national strategy developed by the TPC. A Conference would give the TPC a mandate to pull together and streamline currently uncoordinated federal efforts. In addition, a Conference's state and regional meetings would provide a point of contact between the Administration and many small businesses, which constitute a majority of the industry.

A White House Conference would also bring together the many diverse groups involved in the tourism sector--including business, labor, state and local tourism organizations, as well as other governmental entities--to focus on the Administration's commitment to job creation and economic growth. Clearly, the tourism sector will continue to generate revenue and to create U.S. jobs. Presidential attention would put the Administration at the forefront of this economic trend. Finally, as tourism development and promotion is an issue that has virtually no opposition, a White House Conference would be viewed positively by many Members of Congress. Since the impact of the industry is felt in almost every congressional district, the resolution calling for a White House Conference has solid bipartisan support.

The primary disadvantage of a White House Conference on Tourism is that it could set a poor precedent. We are already scheduled to have a White House Conference on Small Business in 1995 or 1996, as well as a White House Conference on Aging; others have proposed a Conference on Crime and a Conference on Education. Second, a Conference tends to raise expectations that the Administration will act on the Conference's recommendations. Finally, as a substantive matter, a large forum such as a Conference could result in a less focused policy strategy, generating instead a collection of loosely related recommendations. However, in this case, the existence of the TPC reduces this risk.

Option 2: Support a Commerce-hosted conference with Presidential participation. A second option would involve a high-visibility meeting, modeled after the Conference on the Future of the American Workplace, with limited Presidential participation. This option would send strong signals to the industry and to Capitol Hill, but do so without setting the precedent of a White House Conference.

IV. RECOMMENDATIONS

[Secretary Brown recommends Option 1. NEC and DPC staff recommend Option 2.]

THE WHITE HOUSE

WASHINGTON

November 17, 1993

MEMORANDUM FOR CAROL RASCO
BOB RUBIN

FROM: HOWARD PASTER

SUBJECT: DRAFT MEMO ON WHITE HOUSE CONFERENCE ON TOURISM

I have looked at the memo from Peter Yu and Mike Schmidt and urge adoption of Option 1, i.e. the White House Conference preferred by Secretary Ron Brown. The travel and tourism industry feels it was a significant loser in reconciliation because of the drop in the deductibility of travel and entertainment expenses. The President can do a great deal to repair relations with the industry and its allies on Capitol Hill by holding the proposed White House Conference. Please make certain this basis for recommending Option 1 is brought to the President's attention. Thank you.

cc: Chris Edley
Peter Yu
•Mike Schmidt

UNITED STATES DEPARTMENT OF COMMERCE
United States Travel and Tourism Administration
Washington, D.C. 20230

Office of Research
Facsimile Transmittal Slip

DATE: 10/26/93

TO: Mike Schmidt

Company: White House – Domestic Policy Council

Telephone #: 456 · 7777

Fax #: 456-7028

FROM: **Ron Erdmann, Market Research Analyst**

Telephone #: 202-482-4028/4029

Fax #: 202-482-2887

SUBJECT: Information on Travel: International & Domestic

\# OF PAGES IN THIS TRANSMISSION, INCLUDING THIS PAGE 8

NOTE: *Due to a shortage of staff, delays in processing your request will occur. The Office of Research will not be fully staffed for the next several months. Therefore, your patience in accommodating any delay is greatly appreciated. Our customers are very important to us, and we hope you will help us work through this very difficult period.*

MESSAGE: Attached are a few tables & charts on world international tourism, U.S. international tourism, and domestic and international travel receipts & jobs in the U.S.

Any questions, please call.

U.S. Department of Commerce
United States Travel and Tourism Administration
USTTA

America Yours to Discover

TABLE 1: TOTAL BUDGETS OF NTA'S[1]
(In US$ 000)

COUNTRY	1991	1992	1993	1992/1991	1993/1992
Africa					
Algeria	4 577	5 027	-	10%	-
Côte.Ivre	245	475	4 399	94%	826%
Lesotho	943	1 066	1 430	13%	34%
Mauritius	2 875	3 543	4 761	23%	34%
Morocco	-	-	-	-	-
Niger	429	489	-	26%	-
Sénégal	3 852	2 990	3 682	-22%	23%
Tunisie	-	-	-	-	-
Zambia	1 912	2 954	8 641	55%	192%
Americas					
Barbados	10 103	10 109	-	0.1%	-
Bermuda	27 714	28 763	28 700	4%	-0.2%
Brazil	57 195	37 142	17 535	-35%	-80%
Canada	23 741	20 907	-	-12%	-
Chile	2 124	2 494	2 493	17%	-0.04%
Dominica	303	549	-	81%	-
Ecuador	2 277	2 087	-	-8%	-
Guatemala	5 747	7 791	8 121	36%	4%
Honduras	313	318	372	2%	17%
Jamaica	20 081	15 289	-	-24%	-
Mexico	48 322	73 765	-	53%	-
Paraguay	1 517	3 165	1 697	109%	-46%
Pto. Rico	42 658	44 164	-	4%	-
Turks/Ca.	571	700	-	23%	-
USA	20 696	22 480	15 608	9%	-31%
Uruguay	7 687	8 237	4 667	7%	43%

[1] Using for the 1992 exchange rate, the average rate of the first three quarters, and for 1993 the September 1992 exchange rate.

Source: World Tourism Organization (WTO)

Country	1991	1992	1993	1992/ 1991	1993/ 1992
East Asia and the Pacific					
Australia	-	62 803	66 142	-	5%
Hong Kong	20 164	22 406	-	11%	-
Indonesia	12 289	14 781	21 720	20%	47%
Japan	21 149	24 681	-	17%	-
Korea	71 491	76 906	90 128	8%	17%
Malaysia	32 362	38 943	-	20%	-
Southern Asia					
Bangladesh	141	110	148	-22%	35%
Middle East					
Iraq	2 445	2 799	-	14%	-
Europe					
Austria	42 008	45 316	50 486	8%	11%
Belgium	8 551	9 028	-	6%	-
Cyprus	13 958	20 325	23 850	46%	17%
France	73 554	85 602	84 080	16%	-2%
Germany	29 432	31 606	35 845	7%	13%
Greece	115 938	134 086	173 067	16%	29%
Hungary	8 831	12 709	-	44%	-
Iceland	1 814	2 128	-	17%	-
Ireland	35 279	36 669	40 491	4%	10%
Italy	48 364	50 897	56 231	5%	10%
Liechte.	549	591	-	8%	-
Netherl.	38 562	42 990	-	11%	-
Poland	61 719	45 042	50 582	-27%	12%
Portugal	25 698	30 756	43 198	20%	41%
Romania	1 962	1 216	1 092	-38%	-10%
Spain	114 667	139 466	-	22%	-
Turkey	53 046	68 011	-	28%	-
UK	70 479	79 521	-	13%	-

Source: WTO

WORLD'S TOP TOURISM EARNERS

INTERNATIONAL TOURISM RECEIPTS

RANK 1991	COUNTRY	TOURISM RECEIPTS (US$ Million) 1991	1980	RANK 1980	AVERAGE ANNUAL GROWTH RATE (%) 1980/91	% SHARE OF RECEIPTS WORLDWIDE 1991	1980
1	UNITED STATES	45,551	10,058	1	14.72	17.45	9.86
2	FRANCE	21,300	8,235	2	9.02	8.16	8.07
3	ITALY	19,668	8,213	3	8.26	7.53	8.05
4	SPAIN	19,004	6,968	4	9.55	7.28	6.83
5	AUSTRIA	13,956	6,442	7	7.28	5.35	6.32
6	UNITED KINGDOM	12,635	6,893	5	5.66	4.84	6.76
7	GERMANY	10,947	6,566	6	4.76	4.19	6.44
8	SWITZERLAND	7,064	3,149	9	7.52	2.71	3.09
9	CANADA	5,537	2,284	10	8.38	2.12	2.24
10	HONG KONG	5,078	1,317	18	13.05	1.95	1.29
11	SINGAPORE	5,020	1,433	15	12.07	1.92	1.40
12	MEXICO	4,356	4,045	8	– (1)	1.67	3.97
13	AUSTRALIA	4,183	967	23	14.24	1.60	0.95
14	NETHERLANDS	4,074	1,668	14	8.46	1.56	1.64
15	THAILAND	3,923	867	26	14.71	1.50	0.85
16	PORTUGAL	3,700	1,147	20	11.23	1.42	1.12
17	DENMARK	3,475	1,337	17	9.07	1.33	1.31
18	BELGIUM	3,468	1,810	11	6.09	1.33	1.77
19	JAPAN	3,435	644	31	16.44	1.32	0.63
20	KOREA, REP.	3,426	369	39	22.46	1.31	0.36
21	CHINA	2,845	555	35	16.02	1.09	0.54
22	SWEDEN	2,720	962	24	9.93	1.04	0.94
23	TURKEY	2,654	327	44	20.97	1.02	0.32
24	GREECE	2,566	1,734	13	3.63	0.98	1.70
25	INDONESIA	2,518	246	50	23.55	0.96	0.24
26	ARGENTINA	2,336	345	41	18.99	0.89	0.34
27	EGYPT	2,029	808	27	8.73	0.78	0.79
28	TAIWAN	2,018	988	22	6.71	0.77	0.97
29	MACAU	1,643	–		–	0.63	–
30	NORWAY	1,574	751	28	6.96	0.60	0.74
31	BRAZIL	1,559	1,794	12	−1.27	0.60	1.76
32	MALAYSIA	1,530	265	47	17.28	0.59	0.26
33	IRELAND	1,495	472	37	11.05	0.57	0.46
34	PUERTO RICO	1,445	595	34	8.40	0.55	0.58
35	INDIA	1,351	1,150	19	1.48	0.52	1.13
36	ISRAEL	1,306	903	25	3.41	0.50	0.89
37	PHILIPPINES	1,281	320	45	13.44	0.49	0.31
38	BAHAMAS	1,222	596	33	6.75	0.47	0.58
39	FINLAND	1,191	677	29	5.27	0.46	0.56
40	GUAM	1,093	–		–	0.42	–
41	NEW ZEALAND	1,070	211	53	15.90	0.41	0.21
42	MOROCCO	1,052	397	38	9.26	0.40	0.39
43	SOUTH AFRICA	1,046	652	30	4.39	0.40	0.64
44	HUNGARY	1,037	504	36	6.78	0.40	0.49
45	CYPRUS	1,026	203	54	15.87	0.39	0.20
46	SAUDI ARABIA	1,000	1,344	16	−2.65	0.38	1.32
47	DOMINICAN REP.	877	160	55	16.21	0.34	0.16
48	CZECHOSL. (former)	825	338	42	8.45	0.32	0.33
49	JAMAICA	764	242	51	11.02	0.29	0.24
50	U.S.VIRGIN ISL.	708	304	46	7.99	0.27	0.30
51	CHILE	700	166	56	13.98	0.27	0.16
52	TUNISIA	685	601	32	1.20	0.26	0.59
53	MALTA	526	329	43	4.39	0.20	0.32
54	YUGOSLAVIA (former)	468	1,115	21	−7.59	0.18	1.09
55	BERMUDA	454	258	48	5.27	0.17	0.25
56	BARBADOS	453	252	49	5.48	0.17	0.25
57	NTH. MARIANA ISL.	450	–		–	0.17	–
58	CAYMAN ISL.	437	45	57	22.96	0.17	0.04
59	KENYA	424	220	52	6.15	0.16	0.22
60	COLOMBIA	410	357	40	1.27	0.16	0.35
	WORLD TOTAL	261,070	102,008		8.92	100.00	100.00

(1) Data for 1980 not comparable with data for 1991 due to change of series.

** REVISED, 10/21/93 **

RECEIPTS AND PAYMENTS TREND ANALYSIS
1984 – 1994p

	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993e	1994p
TRAVEL TRADE BALANCE ($Mil)	($7,405)	($8,829)	($6,450)	($6,027)	($1,434)	$5,197	$10,426	$18,904	$20,399	$25,120 *	$24,795 *
% Change		19.2%	−26.9%	−6.6%	−76.2%	—	100.6%	81.3%	7.9%	23.1%	−1.3%
RECEIPTS – TOTAL ($Mil)	$21,243	$22,173	$25,967	$30,566	$38,409	$46,863	$58,305	$64,237	$71,214	$74,205	$80,935
% Change		4.4%	17.1%	17.7%	25.7%	22.0%	24.4%	10.2%	10.9%	4.2%	9.1%
TRAVEL ($Mil)	$17,177	$17,762	$20,385	$23,563	$29,434	$36,250	$43,007	$48,384	$53,861	$56,205	$61,300
% Change		3.4%	14.8%	15.6%	24.9%	23.2%	18.6%	12.5%	11.3%	4.4%	9.1%
TRANSPORTATION ($Mil)	$4,067	$4,411	$5,582	$7,003	$8,976	$10,613	$15,298	$15,854	$17,353	$18,000	$19,635
% Change		8.5%	26.5%	25.5%	28.2%	18.2%	44.1%	3.6%	9.5%	3.7%	9.1%
PAYMENTS TOTAL ($Mil)	$28,648	$31,002	$32,418	$36,593	$39,843	$41,666	$47,879	$45,334	$50,815	$49,085 *	$56,140 *
% Change		8.2%	4.6%	12.9%	8.9%	4.6%	14.9%	−5.3%	12.1%	−3.4%	14.4%
TRAVEL ($Mil)	$22,913	$24,558	$25,913	$29,310	$32,114	$33,418	$37,349	$35,322	$39,872	$38,515 *	$44,050 *
% Change		7.2%	5.5%	13.1%	9.6%	4.1%	11.8%	−5.4%	12.9%	−3.4%	14.4%
TRANSPORTATION ($Mil)	$5,735	$6,444	$6,505	$7,283	$7,729	$8,248	$10,530	$10,012	$10,943	$10,570 *	$12,090 *
% Change		12.4%	0.9%	12.0%	6.1%	6.7%	27.7%	−4.9%	9.3%	−3.4%	14.4%

e = estimates (rounded)
p = projected (rounded)
Travel (Receipts) = Spending by international visitors in the U.S. on travel–related expenses, i.e., lodging, food, entertainment, etc.
Transportation (Receipts) = Spending by international visitors traveling to the U.S. on U.S. flag carriers, and other misc. transportation.
Travel (Payments) = Spending by U.S. citizens outside the U.S. on travel–related expenses, i.e., lodging, food, entertainment, etc.
Transportation (Payments) = Spending by U.S. citizens traveling outside the U.S. on foreign flag carriers, and other misc. transportation.

** U.S. travel payments are under–reported due to problems with the only source for U.S. resident departures data issued by the Deparment of Transportation. These problems have been corrected in our departures estimates, but the Bureau of Economic Analysis travel payments data were released before the corrections were made. When revised, USTTA estimates travel payments will increase and the surplus will decrease.*

Source: U.S. Travel and Tourism Administration, Office of Research, mlt, rwe, 10/21/93

** REVISED, 10/21/93 **

INTERNATIONAL ARRIVALS (Inbound) AND DEPARTURES (Outbound) TREND ANALYSIS 1984 – 1994p

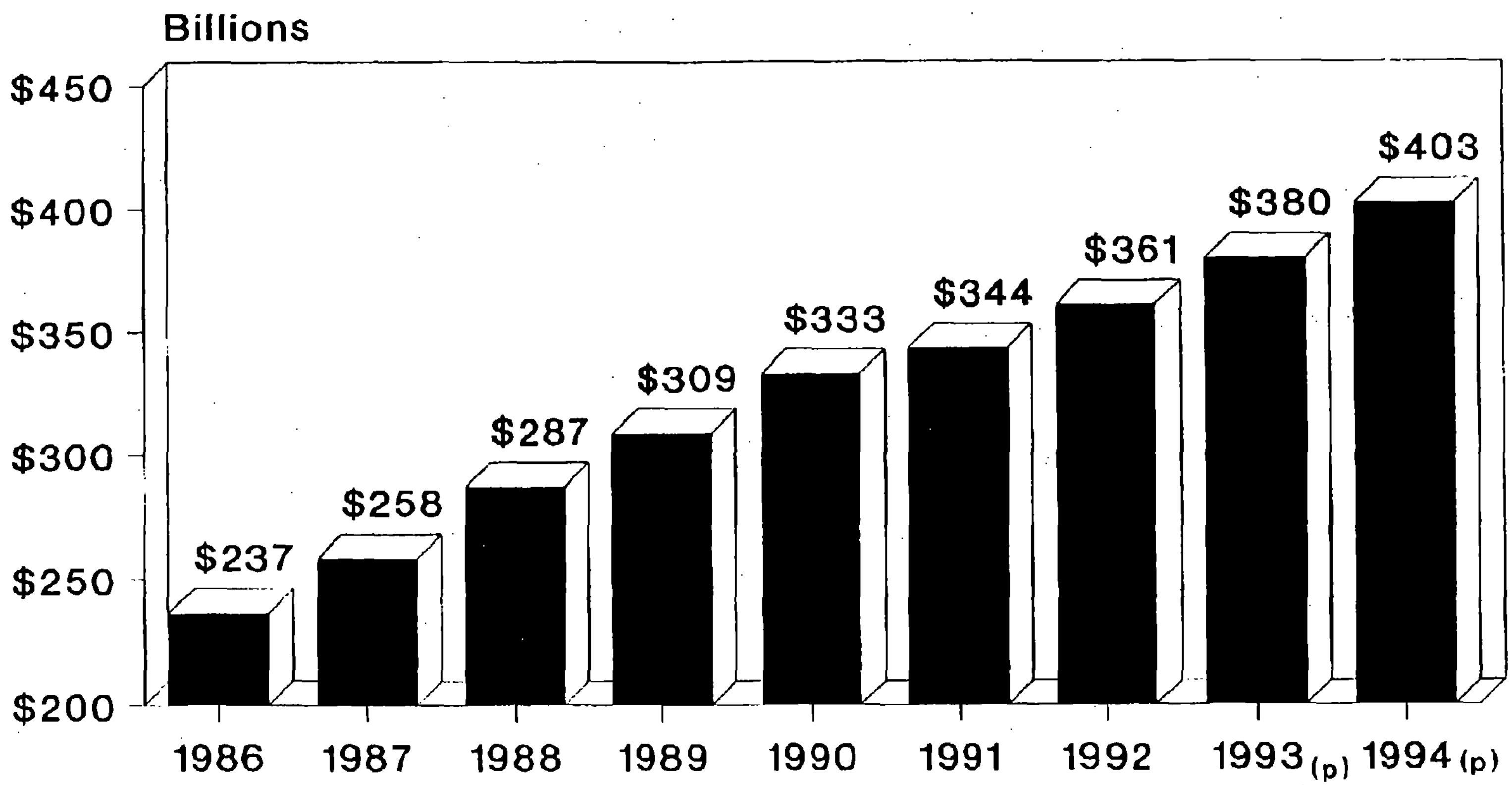
	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993e	1994p
INBOUND TOTALS (000)	26,934	25,399	26,008	29,500	34,095	36,564	39,539	42,986	44,647	45,650	48,175
% Change		−5.7%	2.4%	13.4%	15.6%	7.2%	8.1%	8.7%	3.9%	2.2%	5.5%
OVERSEAS (000)	7,528	7,537	8,860	10,534	12,512	13,999	15,059	16,155	17,791	18,880	20,505
% Change		0.1%	17.6%	18.9%	18.8%	11.9%	7.6%	7.3%	10.1%	6.1%	8.6%
CANADA (000)	10,891	10,721	10,793	12,253	13,700	15,325	17,263	19,113	18,598	17,520	17,430
% Change		−1.6%	0.7%	13.5%	11.8%	11.9%	12.6%	10.7%	−2.7%	−5.8%	−0.5%
MEXICO (000)	8,515	7,141	6,355	6,713	7,883	7,240	7,217	7,718	8,258 *	9,250	10,240
% Change		−16.1%	−11.0%	5.6%	17.4%	−8.2%	−0.3%	6.9%	7.0%	12.0%	10.7%

	1984	1985	1986	1987	1988	1989	1990	1991	1992e	1993p	1994p
OUTBOUND TOTALS (000)	33,977	34,715	37,158	39,410	40,669	41,138	44,623	41,566	43,250	44,660	46,520
% Change		2.2%	7.0%	6.1%	3.2%	1.2%	8.5%	−6.9%	4.1%	3.3%	4.2%
OVERSEAS (000)	11,690	12,696	12,038	13,616	14,443	14,791	15,990	14,521	15,320	16,195	17,430
% Change		8.6%	−5.2%	13.1%	6.1%	2.4%	8.1%	−9.2%	5.5%	5.7%	7.6%
CANADA (000)	11,295	11,558	13,608	12,720	12,763	12,184	12,252	12,003	11,818	11,820	11,875
% Change		2.3%	17.7%	−6.5%	0.3%	−4.5%	0.6%	−2.0%	−1.5%	0.0%	0.5%
MEXICO (000)	10,992	10,461	11,512	13,074	13,463	14,163	16,381	15,042	16,112	16,645	17,215
% Change		−4.8%	10.0%	13.6%	3.0%	5.2%	15.7%	−8.2%	7.1%	3.3%	3.4%

e = estimates (rounded)
p = projected (rounded)
* preliminary estimate subject to revision.

Source: U.S. Travel and Tourism Administration, Office of Research, mlt, rwe, 10/21/93

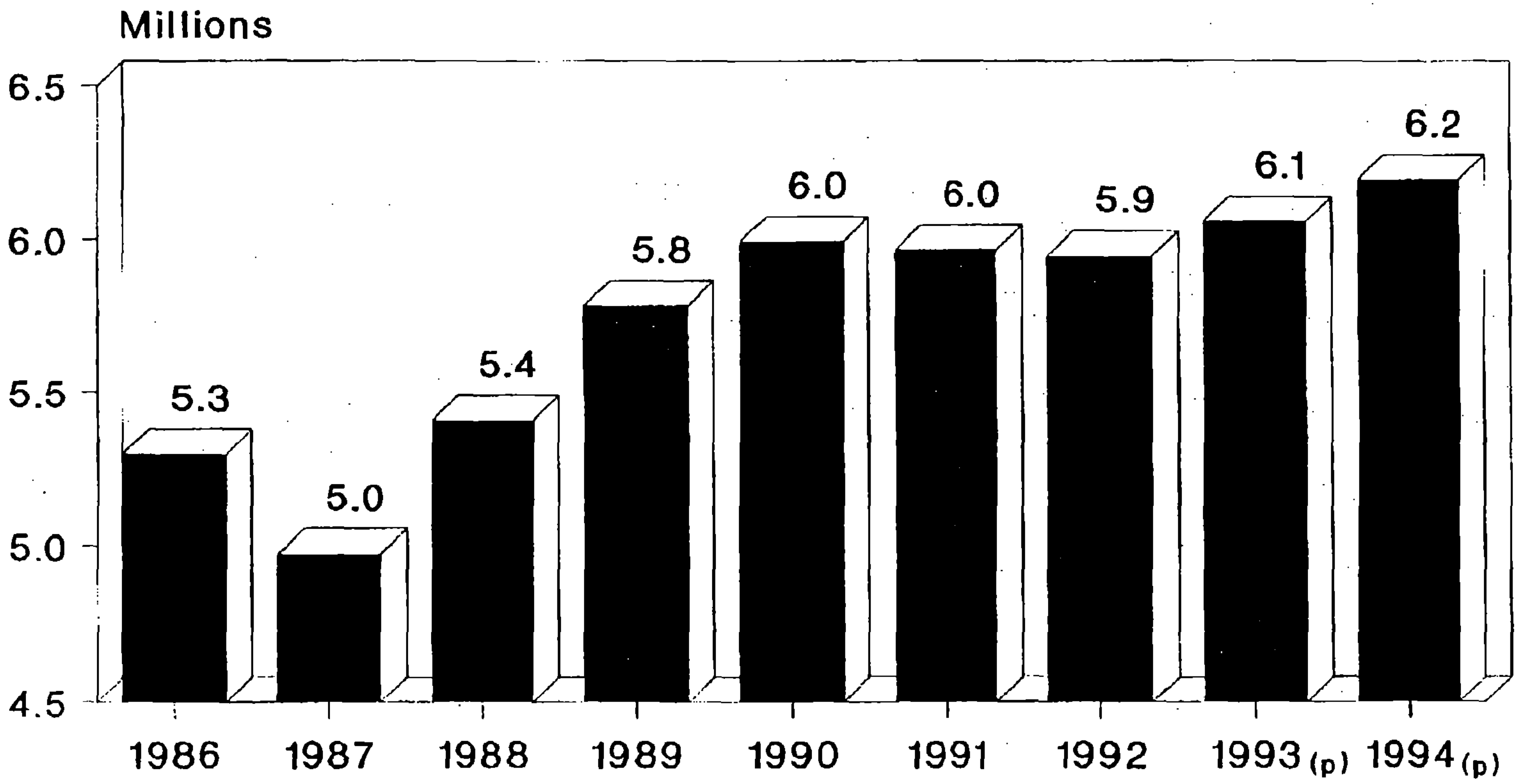
U.S. Receipts from Tourism Spending by International and Domestic Visitors 1986 - 1994p



Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) = projected

U.S. Jobs Created from Spending by International and Domestic Travelers 1986 - 1994(p)



Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) - projected

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                          Transportation and by the Subcommittee on Aviation.
          Jun 24, 93  Referred to Subcommittee on Aviation.
             Aug  4, 93  Joint Hearings Held by the Subcommittee on Aviation
                          and by the Subcommittee on Surface Transportation.
COS CO-SPONSORS....... 55 CURRENT COSPONSORS
   AS INTRODUCED..... Roth, Clement, Bacchus (FL), Bilbray, Brewster, de Lugo,
                      Gekas, Kopetski, Rahall, Romero-Barcelo, Lancaster,
                      Ravenel, Zeliff, Bevill, Abercrombie, LaRocco.
         Jun 15, 93   Faleomavaega, Sangmeister, Manton, Clyburn, Torkildsen.
         Jun 16, 93   Hughes, Wolf, Underwood.
         Jun 28, 93   Moran, Collins (MI), Norton, Upton, Payne (NJ), Hayes.
         Jul 15, 93   Vucanovich.
         Aug  6, 93   Barcía, Applegate, Collins (GA).
         Sep  9, 93   Hamilton.
         Sep 14, 93   Danner.
         Sep 15, 93   Murtha, Pallone, McDade, Waxman, Jacobs, Bateman.
         Sep 22, 93   Stump, Slattery, Pastor, Strickland.
         Sep 28, 93   Pickett, Browder.
         Oct  6, 93   Paxon, Gallo.
         Oct 27, 93   Callahan, Klein, Foglietta, Houghton, Slaughter.
BD  BILL DIGEST...... Jun 10, 93.    Urges the President to recognize
   the influential role rail, bus, air passenger service, highway, and
PRESS RETURN TO CONTINUE OR ENTER A REQUEST.
   byway investments and other transportation initiatives have in the
   development of tourism opportunities in the United States by
   convening a White House Conference on Tourism to address critical
   issues which highlight the interdependence of transportation and
   tourism. Declares that transportation infrastructure and the Scenic
   Byways Program are key components of economic development and
   should be addressed by the Conference.
PLEASE ENTER A REQUEST.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.

EXPECTING A NEW REQUEST.  PLEASE RE-ENTER.
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MEMORANDUM

TO: Michael Schmidt

FROM: Philip Jones

RE: White House Conference on Tourism

DATE: December 1, 1993

The tourism industry is a critical sector of the U.S. economy with substantial potential to create increasingly more jobs and more revenue. Every 100 international visitors to a typical American city results in \$1.5 million in retail and service industry sales, \$332,000 in wages, 29 travel industry jobs, and \$115,000 in state and local tax revenues. This is likely to continue in 1994. 6.2 million jobs will be supported by the tourism industry, and tourism is projected to be our leading export.

However, the jobs creation and revenue enhancement potential of the tourism industry cannot be realized without the recognition and support of this Administration. The U.S currently ranks 23rd in national tourism spending, and the total amount of money we are spending on tourism programs continues to decline significantly each year.

A streamlined, coordinated federal approach to tourism development will allow the U.S. to continue to attract the large numbers of international visitors that have supported over 5 million jobs and created over \$8 million dollars of revenue. While the Tourism Policy Council is being utilized to produce a comprehensive federal strategy for tourism development, it is only through a White House Conference that we can marshall the vast resources and weight of the federal agencies, the private sector, and Capitol Hill to truly create these jobs and increase export earnings. The TPC should be considered the first step, with the White House Conference second in realizing the potential of what will be the Nation's largest industry by the year 2000.

PHOTOCOPY
PRESERVATION

U.S. Department of Commerce
United States Travel and Tourism Administration

USTTA

Bernie Aaron — NIMH
— Ms. Gore

TPC Mtg 10-26

Terry
Phil

Fed-State Tourism Policy

- 20 agencies involved in tourism
- REGO

- TPC Mtg - How do we address issue?
- create WG on report

TPCC model

- Committee est
- all TPC memb part
- Chair

3 WGroups

- inventory of Fed Programs
- Customers needs
- Conceptualization - what strategy to be
- other countries models?
- recommend made in past

- avoid duplication
- coordination

- Draft reports => 15 march
USTTA Final Rept => TPC for approval
Submit to VP => End of May

- What is Fed Govt Role?
Should there be one?

PHOTOCOPY
PRESERVATION

- How does Domestic Tourism Fit in

- End Result - promote tourism export (with spillover effects)

(1) - What should Fed Govt be doing?
(2) - Who should do what

WH Conference

- This industry creates Jobs
- White House Conference

Con	Pro
(1) President	(1) Political
(2) Fed is	(2) Event - Publicize
(3) Expectations	(3) Business Rev

PHOTOCOPY PRESERVATION

DPC Mtg

- WH Conf Tourism
- Ind Gaming Nov 15
- Northwest Forest Plan

Insular Affairs

on hold House vs Senate

- Seattle APEC Mtg - who is coord. - NSC NEC

- 95 Budget - dollars

Agreement w Interior

Nancy

Crime Bill

Unfunded Mandates

Next Thurs - noon HC DPC Mtg

PHOTOCOPY
PRESERVATION

TPC Mtg 10-27-93

Greg Farmer
new sec
USTTA

- Tourism => Biggest influence of Balance of Trade
- Majority Growth in Tourism => International visitor spending
- Define Tourism as Economic growth issue
  - Income
  - Jobs
  - Tax revenue
- How do we plug in to Private Sector, States & Local Govts?

\ Working Group on Fed. Coordination
Dave Barram - Dep Sec DOC
Bonnie Cohen Asst Sec, DOI

- 5 days a week
- 3 hrs a day

Outside Sources — be careful of Pub. Concerns (like Health Care

FACA

Nov 8
10:00 am

USIA - SBA

PHOTOCOPY
PRESERVATION

MEMBERS OF THE TOURISM POLICY COUNCIL

Chairperson:
Mr. Ronald H. Brown
Secretary
Department of Commerce

Vice Chairperson:
Ms. Leslie Doggett
Acting Under Secretary
U.S. Travel and Tourism Administration
Department of Commerce

Mr. Bruce Babbitt
Secretary
Department of Interior

Mr. Warren M. Christopher
Secretary of State
Department of State

Mr. Mike Espy
Secretary of Agriculture
Department of Agriculture

Mr. Leon E. Panetta
Director
Office of Management and Budget

Mr. Federico F. Peña
Secretary of Transportation
Department of Transportation

Mr. Robert B. Reich
Secretary of Labor
Department of Labor

Ms. Hazel Rollins O'Leary
Secretary of Energy
Department of Energy

Mr. Erskine B. Bowles
Administrator
Small Business Administration

Mr. W. Graham Claytor, Jr.
President
National Railroad Passenger Corporation

Mr. Craven Crowell
Chairman of the Board
Tennessee Valley Authority

Mr. Ellis R. Mottur
Deputy Assistant Secretary for
Technology and Airspace Industries
International Trade Administration
U.S. Department of Commerce

Ms. Chris Sale
Acting Commissioner
Immigration and Naturalization Service

Mr. George Weise
Commissioner
U.S. Customs
Department of Treasury

LTG Arthur E. Williams
Commanding General
U.S. Army Corps of Engineers

§ 2124a. Tourism Policy Council

(a) Establishment

In order to assure that the national interest in tourism is fully considered in Federal decisionmaking, there is established an interagency coordinating council to be known as the Tourism Policy Council (hereinafter in this section referred to as the "Council").

(b) Membership; expenses; alternates

(1) The Council shall consist of—

(A) the Secretary of Commerce who shall serve as Chairman of the Council;

(B) the Under Secretary for Travel and Tourism who shall serve as the Vice Chairman of the Council and who shall act as Chairman of the Council in the absence of the Chairman;

(C) the Director of the Office of Management and Budget or the individual designated by the Director from the Office;

(D) an individual designated by the Secretary of Commerce from the International Trade Administration of the Department of Commerce;

(E) the Secretary of Energy or the individual designated by such Secretary from the Department of Energy;

(F) the Secretary of State or the individual designated by such Secretary from the Department of State;

(G) the Secretary of the Interior or the individual designated by such Secretary from the National Park Service or the Heritage Conservation and Recreation Service of the Department of the Interior;

(H) the Secretary of Labor or the individual designated by such Secretary from the Department of Labor; and

(I) the Secretary of Transportation or the individual designated by such Secretary from the Department of Transportation.

See amendment w/ additional members, infra.

(2) Members of the Council shall serve without additional compensation, but shall be reimbursed for actual and necessary expenses, including travel expenses, incurred by them in carrying out the duties of the Council.

(3) Each member of the Council, other than the Vice Chairman, may designate an alternate, who shall serve as a member of the Council whenever the regular member is unable to attend a meeting of the Council or any committee of the Council. The designation by a member of the Council of an alternate under the preceding sentence shall be made for the duration of the member's term on the Council. Any such designated alternate shall be selected from individuals who exercise significant decisionmaking authority in the Federal agency involved and shall be authorized to make decisions on behalf of the member for whom he or she is serving.

(c) Outside participation; meetings

(1) Whenever the Council, or a committee of the Council, considers matters that affect the interests of Federal agencies that are not represented on the Council or the committee, the Chairman may invite the heads of such agencies, or their alternates, to participate in the deliberations of the Council or committee.

(2) The Council shall conduct its first meeting not later than ninety days after October 16, 1981. Thereafter the Ccuncil shall meet not less than four times each year.

(d) Powers and duties; administrative support

(1) The Council shall coordinate policies, programs, and issues relating to tourism, recreation, or national heritage resources involving Federal departments, agencies, or other entities. Among other things, the Council shall—

(A) coordinate the policies and programs of member agencies that have a significant effect on tourism, recreation, and national heritage preservation;

(B) develop areas of cooperative program activity;

(C) assist in resolving interagency program and policy conflicts; and

(D) seek and receive concerns and views of State and local governments and the Travel and Tourism Advisory Board with respect to Federal programs and policies deemed to conflict with the orderly growth and development of tourism.

(2) To enable the Council to carry out its functions—

(A) the Council may request directly from any Federal department or agency such personnel, information, services, or facilities, on a compensated or uncompensated basis, as he determines necessary to carry out the functions of the Council;

(B) each Federal department or agency shall furnish the Council with such information, services, and facilities as it may request to the extent permitted by law and within the limits of available funds; and

(C) Federal agencies and departments may, in their discretion, detail to temporary duty with the Council, such personnel as the Council may request for carrying out the functions of the Council, each such detail to be without loss of seniority, pay, or other employee status.

(3) The Administrator of the General Services Administration shall provide administrative support services for the Council on a reimbursable basis. See amendment, supra.

(e) Policy committees

The Council shall establish such policy committees as it considers necessary and appropriate, each of which shall be comprised of any or all of the members of the Council and representatives from Federal departments, agencies, and instrumentalities not represented on the Council. Each such policy committee shall be designed—

(1) to monitor a specific area of Federal Government activity, such as transportation, energy and natural resources, economic development, or other such activities related to tourism; and

(2) to review and evaluate the relation of the policies and activities of the Federal Government in that specific area to tourism, recreation, and national heritage conservation in the United States

(f) Annual report to President and Congress

The Council shall submit an annual report for the preceding fiscal year to the President for transmittal to Congress on or before the thirty-first day of December of each year. The report shall include—

(1) a comprehensive and detailed report of the activities and accomplishments of the Council and its policy committees;

(2) the results of Council efforts to coordinate the policies and programs of member agencies that have a significant effect on tourism, recreation, and national heritage preservation, resolve interagency conflicts, and develop areas of cooperative program activity;

(3) an analysis of problems referred to the Council by State and local governments, the tourism industry, the Secretary of Commerce, or any of the Council's policy committees along with a detailed statement of any actions taken or anticipated to be taken to resolve such problems; and

(4) such recommendations as the Council deems appropriate.

(Pub. L. 87–63, Title III, § 302; as added Pub. L. 97–63, § 4(c)(2), Oct. 16, 1981, 95 Stat. 1015.)

AMENDMENTS FROM THE TOURISM POLICY AND EXPORT PROMOTION ACT OF 1992

SEC. 15. TOURISM POLICY COUNCIL.

(a) MEMBERSHIP.—Section 302(b)(1) (22 U.S.C. 2124a(b)(1)) is amended—

(1) by redesignating subparagraphs (H) and (I) as subparagraphs (O) and (P); and

(2) by inserting immediately after subparagraph (G) the following new subparagraphs:

"(H) the Secretary of Agriculture;

"(I) the Chairman of the Tennessee Valley Authority;

"(J) the Commanding General of the Corps of Engineers of the Army, within the Department of Defense;

"(K) the Administrator of the Small Business Administration;

"(L) the Commissioner of the Immigration and Naturalization Service;

"(M) the Chief Executive Officer of the National Railroad Passenger Corporation;

"(N) the Commissioner of Customs;".

(b) DETAILS.—Section 302(d) (22 U.S.C. 2124a(d)) is amended by adding at the end the following new paragraph:

"(4)(A) Every year, upon designation by the Secretary in accordance with subparagraph (B), up to three Federal departments and agencies represented on the Council shall each detail to the Council for that year one staff person and associated resources.

"(B) In making the designation referred to in subparagraph (A), the Secretary shall designate a different group of agencies and departments each year and shall not redesignate any agency or department until all the other agencies and departments represented on the Council have been designated the same number of years.".

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USTTA UNITED STATES DEPARTMENT OF COMMMERCE
United States Travel and Tourism Administration

ANNUAL REPORT OF

The Tourism Policy Council for FISCAL YEARS 1991 and 1992

Congressional Travel and Tourism Caucus
U.S. House of Representatives
Gerald R. Ford Building
Room 246
Washington, D.C. 20515
(202) 225-3935
(202) 225-9293 Telefax

The purpose of the White House Conference on Tourism is to:

* Identify ways to enhance tourism's potential to create jobs, stimulate growth and generate tax revenue;

* Focus attention on a critical undervalued sector of our nation's economy;

* Identify a means for coordinating regulations and programs among the various federal agencies involved in travel and tourism;

* Identify problems unique to the tourism sector and explore ways to address those problems; and

* To do the above through a broad-based process, involving grass-roots, state, and regional participation from government, academia, and industry, culminating in a national conference to make recommendations to the President and Congress.

UNITED STATES DEPARTMENT OF COMMERCE
The Under Secretary for Travel and Tourism
Washington, D.C. 20230

October 25, 1993

Mr. Michael Schmidt
Senior Policy Analyst
Domestic Policy Council
The White House
Old Executive Office Building
Room 220
Washington, D.C. 20500

Dear Mr. Schmidt:

Thank you for agreeing to attend next week's meeting of the Tourism Policy Council. I have enclosed a revised meeting agenda, as well as a briefing paper and other background material.

I will contact you today to discuss the meeting, and to answer any preliminary questions you may have.

I look forward to speaking with you on Monday.

Sincerely,

Leslie

Leslie R. Doggett

Enclosures

America. Yours to Discover.

AGENDA

TOURISM POLICY COUNCIL MEETING

WEDNESDAY, OCTOBER 27, 1993
U.S. DEPARTMENT OF COMMERCE
ROOM 5430 - 9:30-10:30 A.M.

CHAIRMAN: RONALD H. BROWN, SECRETARY OF COMMERCE

I. OPENING REMARKS AND INTRODUCTION

- The Honorable Ronald H. Brown

II. OVERVIEW OF THE TOURISM SECTOR

- Acting Under Secretary Leslie R. Doggett
  U.S. Travel and Tourism Administration
  Department of Commerce

III. THE TOURISM POLICY COUNCIL AND THE COORDINATION OF FEDERAL TOURISM PROGRAMS AND POLICIES: How to better coordinate Federal tourism development on the national and international levels

- The Honorable Ronald H. Brown
- Deputy Secretary David Barram
  Department of Commerce
- Department of Interior's Designate

IV. DISCUSSION AND CONSENSUS

- Open Discussion led by Deputy Secretary Barram

V. CONCLUSION OF MEETING

TOURISM POLICY COUNCIL AND FEDERAL COORDINATION OF TOURISM DEVELOPMENT POLICY

I. BACKGROUND

Prior to the 1960's, the United States was relatively uninvolved in the promotion of tourism to or within the United States. Between 1949 to 1960, the U.S. travel deficit -- the difference between America's payments from travel abroad and U.S. receipts from international visitors -- roughly tripled, rising from $360 million to $1.2 billion. In 1961, the United States Travel Service (USTS), predecessor to today's U.S. Travel and Tourism Administration (USTTA), was created in response to the growing travel deficit. Today, the travel deficit has been reversed and USTTA has become an aggressive catalyst for U.S. tourism interests.

As tourism continued its spiraling growth into the 80s, recognition at the Federal level became more intense, and in 1981, the United States established a National Policy on Tourism which recognizes USTTA as the lead agency to "...harmonize, to the maximum extent possible, all Federal activities in support of tourism and recreation with the needs of the general public and the States, territories, local governments and the tourism and recreation industry, and to give leadership to all concerned with tourism, recreation, and national heritage preservation in the United States."

A. Global Tourism

Recent data released by the World Travel and Tourism Council (WTTC) documents the contribution tourism has made to global and U.S. international and domestic economic growth and competitiveness:

- According to a recent WTTC survey, travel and tourism is the world's largest composite industry and a major contributor to global economic development.

- In 1993, tourism (that is, worldwide domestic and international travel expenditures) is expected to generate more than $3.5 trillion or 6.1% in gross annual output revenues, which is over 5.5% of the world's Gross National Product. In 1993, the industry will employ 127 million workers, representing 1 in every 15 jobs, about 7% of the world's labor force. Globally, the industry's capital base is nearly $4 trillion, which is close to 13% of all consumer spending.

- Worldwide tourism generates approximately $300 billion in direct, indirect, and personal taxes each year, more than 6% of total tax payments.

- Tourism is growing faster than the world economy in terms of output, value added, capital investment, and employment.

B. U.S. Tourism Industry

Probably no country in the world has a greater comparative advantage in tourism than the United States. Tourism -- both domestic and international combined -- is an important source of income, foreign exchange receipts, and employment for the United States.

- Domestic and international travelers spent $361 billion in 1992 in the United States on air, bus, taxi, cruise ship, and rail travel; hotel and motel accommodations; camping; food and drink; retail purchases; and amusement and recreation services. That amounted to an estimated 6% of our Gross National Product. The impact of tourism has grown over 50% since 1986 when travel generated $237 billion in expenditures.

- In 1992, employment in the travel industry generated over $97 billion in payroll, up 59% from 1986.

- In 1992, nearly $51 billion in taxes were paid by domestic and international travelers as compared to $32 billion in 1986.

- In 1992, Federal Taxes paid by domestic and international travelers amounted to approximately $28 billion, which is an increase of 59% since 1986.

- Specifically, in 1992, spending by domestic and international travelers supported 5.9 million U.S. jobs, making the travel industry the second largest employer in the United States, behind health care.

- Travel and tourism ranks as the first, second or third largest employer in 37 states; it is the number one employer in 13 states. The industry leads the nation in terms of employment of women and minorities. In the last decade, the travel industry created jobs at twice the average of all U.S. industries.

International tourism to the United States is one of the largest exports in terms of dollars brought into the U.S. economy. It is the largest business services export and the third largest export overall, ranking only behind capital goods and industrial supplies. International tourism is a considerably larger export than both agricultural exports and automotive vehicle exports.

International tourism is especially important to the U.S. balance of payments, resulting in a surplus of over $20 billion in 1992. This represents an 8% gain over 1991's $19 billion surplus. Since turning its first surplus in 1989, international tourism has grown over 290%.

Clearly, tourism is an integral sector of the U.S. economy. Its contributions to job creation and tax revenue generation are vital to the health and vitality of the national economy. Although international tourism marketing is an important part of tourism development, tourism development is a much broader discipline.

As we chart the course for the future, an effective national tourism federal policy should include a comprehensive international development program, as well as a domestic tourism development strategy. The strategy for development of domestic tourism should include a long term commitment to the development and support of product and infrastructure, and it should be implemented by employing a coordinated Federal approach.

Now is the time to chart a new course for the future by reinventing the way in which the Federal Government addresses tourism development.

II. COORDINATION OF FEDERAL EFFORTS

A. Federal Agencies Involved in Tourism

The severe demands of the Federal budget make it imperative that we maximize the impact of every dollar. Coordination of the current fragmented Federal approach to tourism development makes sense in terms of both maximizing the impact of the Federal effort and avoiding duplication of products and services. A partial inventory of key Federal tourism programs which exist are as follows:

1. Agriculture (TPC member)

Extension Service -- Provides tourism information and development opportunities to communities; pilot-testing Our-TOWN, a computerized bulletin board of rural travel opportunities.

U.S. Forest Service -- Works with local, state and regional tourism organizations to create jobs in National Forests; works mostly through rural economic development.

2. Commerce (TPC Chairman)

Economic Development Administration -- Supports tourism-related projects that promote economic development.

International Trade Administration (TPC member) -- Informs U.S. travel-related businesses about investment opportunities abroad; conducts visit-USA programs in those countries where USTTA has no commercial presence; works to reduce trade and investment barriers.

National Oceanic and Atmospheric Administration

External Affairs -- Makes predictions about the environment; warns of dangerous weather.

National Marine Sanctuary Program -- Provides long-term protection to Marine Sanctuaries.

Minority Business Development Agency -- Provides technical assistance through MBDCs to assist minority firms to enter the tourism industry.

U.S. Travel and Tourism Administration -- Responsible for optimizing tourism's contribution to the nation's economic goals of growth, stability, and job creation. It stimulates and encourages travel to the United States by residents of foreign countries. Assistance to the tourism sector includes assessing tourism potential of destinations, strategic planning, product development, and marketing.

3. Education

College Work Study -- Port receptionists program offers language assistance to international visitors at airport inspection areas on arrival in the United States.

4. Energy (TPC member)

5. Defense

U.S. Army Corps of Engineers (TPC member) -- Responsible for the stewardship of small percentage of federal land (2%), most of which is located near major metropolitan areas and account for a large percentage (39%) of recreational visitation to federal land (i.e. developed parks).

6. Interior (TPC member)

Bureau of Indian Affairs -- Involved with multicultural and rural tourism; ex officio member of the Rural Tourism Development Foundation Board of Directors.

Bureau of Land Management -- Manages nearly one-eighth of land in U.S.; host to 2 million visitors annually; implements "Recreation 2000," a recreation growth and development plan which includes Back Country Byways, Adventures in the Past, and Watchable Wildlife. Based usually in rural communities, BLM's tourism policy promotes relationships with local, state, national and international tourism entities.

Bureau of Reclamation -- Manages more than 300 recreational areas in West (nine are designated National Recreation Areas); works with public/private agencies to increase and diversify outdoor recreation opportunities.

U.S. Fish and Wildlife Service -- Possesses world's largest set of lands reserved for wildlife; preserves endangered and threatened species; offers recreational opportunities through their visitor centers, and environmental education programs.

National Park Service -- Operates tourism program to: offer technical assistance for the development of new tourism infrastructure and marketing planning; attempts to change park visitation patterns through public relations; holds tourism training conferences that affect public use of national parks; and acts as a point of contact for public/private tourism organizations.

Outdoor Recreation Initiative -- Provides outdoor recreation experiences for Americans; provides better information about Interior lands; builds partnerships with other organizations.

7. Justice

U.S. Immigration and Naturalization Service (TPC member) -- Controls the entry of international travelers (94% are tourists and students) through the following 5 programs: Pre-Inspection and Pre-Clearance; Interagency Border Inspection System; Advance Passenger Information System; Accelerated Citizen Examination Program; and the INS Pass.

8. Labor (TPC member)

Bureau of International Labor Affairs -- Works with economic, trade, and immigration issues affecting U.S. workers.

9. State (TPC member)

Bureau of Consular Affairs -- Assists American travelers abroad; administers, with Justice, the Waiver Pilot Program; issues visas.

Office of Aviation -- Works with Transportation to negotiate multilateral and bilateral aviation agreements that determine international aviation rights which affect airlines and communities; instrumental in developing domestic and international aviation policy.

10. Transportation (TPC member)

Federal Highway Administration -- Administers the interim National Scenic Byways Program which seeks to increase tourism while preserving the natural environment; recognizes scenic qualities surrounding various highways; provides grants to assist states with project activities along existing state-designated scenic byways; also provides grants for tourism-related activities.

Office of Policy and International Affairs -- Develops programs that contribute to providing better transportation; facilitates the flow of passengers through international gateways as chair of National Transportation Facilitation Committee; and serves on Passenger Facilitation Committee which is part of DOC's Tourism Policy Council.

Office of Aviation Negotiations: Works with State to ensure fair and liberal civil aviation regimes with foreign countries.

11. Treasury

U.S. Customs Service (TPC member) -- Controls passenger processing; uses Master Plan for Air Passenger Processing for the 1990's; uses same programs as INS at Justice.

12. Others

Appalachian Regional Commission -- Works to promote travel and tourism to the Appalachian Region through promotion of region to foreign and domestic travel professionals; provides small grants for conducting educational workshops; produces brochures; and provides grants for revolving loan funds.

Environmental Protection Agency -- Regulates environmental and conservation measures which greatly affect tourism development.

National Trust for Historic Preservation -- Works to preserve and revitalize communities and save America's historic environments by providing grass-roots assistance through its seven regional offices; assistance includes assessing heritage tourism potential, strategic planning, product development, and marketing.

Small Business Administration (TPC member) -- Assists small businesses in getting started and helping them grow.

Tennessee Valley Authority (TPC member) -- Delivers technical assistance in the Tennessee Valley; cooperates with other agencies; is currently developing the Tennessee River for maximum economic development through tourism; has been a leader in rural tourism development outreach.

III. ACTIVITIES OF THE TOURISM POLICY COUNCIL (TPC)

, one-stop shop

A. <u>TPC Members and Activities</u>

This proliferation of Federal agencies involved in tourism trade development has caused great concern and confusion among state and local tourism officials. This consternation ranges from not knowing which agency to approach for which type of support, to actual duplication of effort. It is clear that coordination of federal efforts, and in some instances consolidation, is warranted.

The Tourism Policy Council (TPC) was created by statute in 1981 "to assure that the national interest in tourism is fully considered in Federal decisionmaking..." In recent years, the Council has not met this challenge and should be revitalized in a manner that allows for effective cooperation and integration of Federal efforts in tourism development. The Council has the specific responsibility to coordinate Federal policies, programs, and issues that relate to tourism, recreation and national heritage. It has the additional responsibilities to develop areas of cooperative program activity, to assist in resolving interagency program and policy conflicts, and to seek and review policy concerns of the state and local governments and the private sector.

The TPC, chaired by the Secretary of Commerce, includes the following members: Under Secretary for Travel and Tourism (Department of Commerce); Director of the Office of Management and Budget; a representative of the International Trade Administration designated by the Secretary of Commerce; the Secretaries of Energy, State, Interior, Labor, Transportation, and Agriculture; Chairman of the Tennessee Valley Authority; Commanding General of the Corps of Engineers of the Army; Administrator of the Small Business Administration; Commissioner of the Immigration and Naturalization Service; Chief Executive Officer of the National Railroad Passenger Corporation (Amtrak); and the Commissioner of Customs.

B. Reinvigoration of TPC

The Council needs to be reinvigorated so that it will reach its potential and fulfill the vision set for it in the 1981 statute, and reconfirmed and expanded in the Tourism Policy and Export Promotion Act of 1992. The Vice President's National Performance Review (NPR) has given the TPC a clear mandate to eliminate overlap and duplication. In order to achieve this goal, the Council will ensure that this inter-agency effort is conducted in an inclusive fashion. The workplan for the next six months will focus on three tiers:

♦ Inventory The Congressional Tourism Caucus estimates tourism-related spending at the federal level to be approximately 1 billion dollars, with 1,000 employees working on tourism-related programs and policy. The first task of the TPC will be to identify and inventory all of the existing federal programs and activities, and to determine the basis for each program, the current need for each program as well as the funding and resources which are currently allocated to each program.

♦ Customer Needs/Assessment The customers who are served by current federal tourism efforts range from hotels, restaurants, airlines and bus companies, to tour operators, travel agents, and car rental agencies. State and local governments, and non-profit organizations are also important customers of federal tourism programs. In order to properly service this extremely diverse constituency, the TPC should focus on the identification of these customers and an assessment of their needs within the parameters of the federal tourism policy.

♦ Analysis and Recommendations The final step in this process should be an analysis of the findings regarding current inventory and customer needs, and recommendations toward a more cooperative and more effective federal tourism approach.

IV. CONCLUSION

The state of the nation's travel and tourism industries is of vital importance to the health of the U.S. economy. Unfortunately, the current federal approach to tourism, through many different agencies and entities, is fragmented and sometimes duplicative. The Tourism Policy Council should use the Vice President's directive, as stated in the National Performance Review, to revitalize itself and to more effectively coordinate federal tourism promotion efforts. The active participation of its members is the first step in ensuring the revitalization of the Tourism Policy Council.

TOURISM POLICY COUNCIL

CREATING A FEDERAL TOURISM DEVELOPMENT STRATEGY

In order to work toward a more responsive and coordinated government as outlined in Vice President Gore's National Performance Review (NPR), it is proposed that the Tourism Policy Council (TPC) establish a Committee that will create a Federal Tourism Development Strategy.[1] The Committee would develop a report for the Council to review and make recommendations to the Vice President by late Spring 1994. The proposed structure and process for the Committee is as follows:

Mission of the Committee

To create a coordinated Federal strategy for tourism development

Objectives for the Committee

- To develop an inventory of Federal programs, activities, budgets and other resources currently devoted to tourism development

- To identify tourism development customers (current and potential) and their needs

- To create and recommend a strategy for a coordinated, streamlined Federal tourism development approach

Overall Committee Structure

The Committee would consist of representatives from each TPC member and would be co-chaired by DOC Deputy Secretary Barram and a Department of the Interior representative. The Committee would be divided into three working groups. Representatives from each TPC member would work on one or more of the groups.

Each working group would gather information, provide analysis, explore options, and make recommendations where appropriate.

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[1] Tourism development is considered to include all activities that are needed to create, maintain, and expand tourism destinations, products, services, and employment from conception of a project through financing to implementation. Examples of these activities include research, product development, infrastructure development, promotion, facilitation, barrier reduction, and training.

Periodic TPC meetings at the deputy level would be held to discuss progress made. Working group reports would be reviewed and merged into a draft TPC report by the Committee Co-chairs with the assistance of the TPC Secretariat. The draft TPC report would be submitted to the Council for approval. The approved report would be presented to the Vice President for his review and approval.

Working Groups Structure and Responsibilities

The three working groups would be established in the following manner.

Federal Programs Inventory Working Group: This Working Group would develop an inventory of all Federal programs and activities that have an impact on tourism development. The Working Group would fully describe the basis for those programs and activities, the current need for them, and the funding and resources necessary.

State & Private input

Customer Needs Assessment Working Group: This Working Group would identify both current and potential customers and their needs for tourism development assistance and support. The Working Group would also suggest the priority of those needs within the context of the economic goals of achieving growth, stability, and job creation.

Conceptualization Working Group: This Working Group would begin to craft ideas and a conceptual basis for a Federal tourism development strategy. It would also review past reports or plans developed on Federal tourism activities, but which were never implemented. The Working Group would ascertain the types of problems and issues which must be addressed in formulating such a strategy and would propose roles for the Federal, state, and local governments and for the industry. The Working Group would take into account the experiences of other countries with similar economic backgrounds, draw upon the findings of the other working groups as they progressed, and consider the proposal for a White House Conference on Tourism and its role in establishing a Federal tourism development strategy.

Each working group would examine its areas of responsibility in the framework of seven issues: product development, facilitation,[2] research, promotion, reduction of barriers,[3] infrastructure development,[4] and training.

Reports of the working groups would be given to the Committee Co-chairs who, with the assistance of the TPC Secretariat, would develop a final draft for full TPC approval.

<u>Committee/Working Group Members and Time/Resource Requirements</u>

Each TPC member would designate representatives to work on the Committee and its working groups. These designees would be at the senior staff level or higher and would be conversant with the tourism-related programs, policies, activities, and funding/resource allocations of their departments and agencies, as well as the bases and current perceived needs for such. Designees would also need to be able to spend the time required to accomplish the Committee's objectives. (An estimated timeline follows.)

TPC members would designate one or more senior staff members, depending on the number needed to represent the members programs, policies, and views. These designees would serve on any or all working groups and would be a contact point within their department or agency for obtaining information.

An initial or organizational meeting of the Committee would be held to establish the working groups and discuss overall operation. Working Groups would meet five days a week, three hours a day at the Department of Commerce. Additional time might also be needed for gathering and providing information and research.

USTTA serves as the TPC Secretariat and would assist the Co-chairs in assembling the final Committee draft report to be submitted to the full Council.

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[2] This issue includes programs, policies, and activities that support international travel, <u>e.g.</u>, visa waiver pilot program, pre-clearance.

[3] This issue includes government policies and processes that impede or prohibit tourism businesses from investing or operating in other countries and that impede or prohibit travelers and tourists from leaving or entering countries or purchasing tourism services abroad.

[4] This issue includes Federal programs, policies, and activities that support or prevent development of infrastructure in the United States on which travel and tourism depends, <u>e.g.</u>, roads.

Throughout the work process, advice from other groups should be sought. These groups include the industry, consumer groups, appropriate Congressional staff, and state and local governments.

This concentration of labor and time was used by the Trade Promotion Coordinating Committee (TPCC). Within six months the TPCC successfully completed a comprehensive review of trade promotion resources within the Federal government and provided recommendations for a more coordinated and effective approach to trade promotion.

Timeline

Designees for the Committee and its working groups should be appointed by their department or agency by November 8.

The Committee would hold its organizational meeting on November 9 at the Department of Commerce. Working groups would begin work on November 10 with a target completion date of March 15.

It is anticipated that a TPC meeting of principals (Secretary and agency heads) would be held in mid-December to hear preliminary reports on the direction and progress of the working groups. Periodic TPC meetings of deputies would be held to review in more detail the work of the groups.

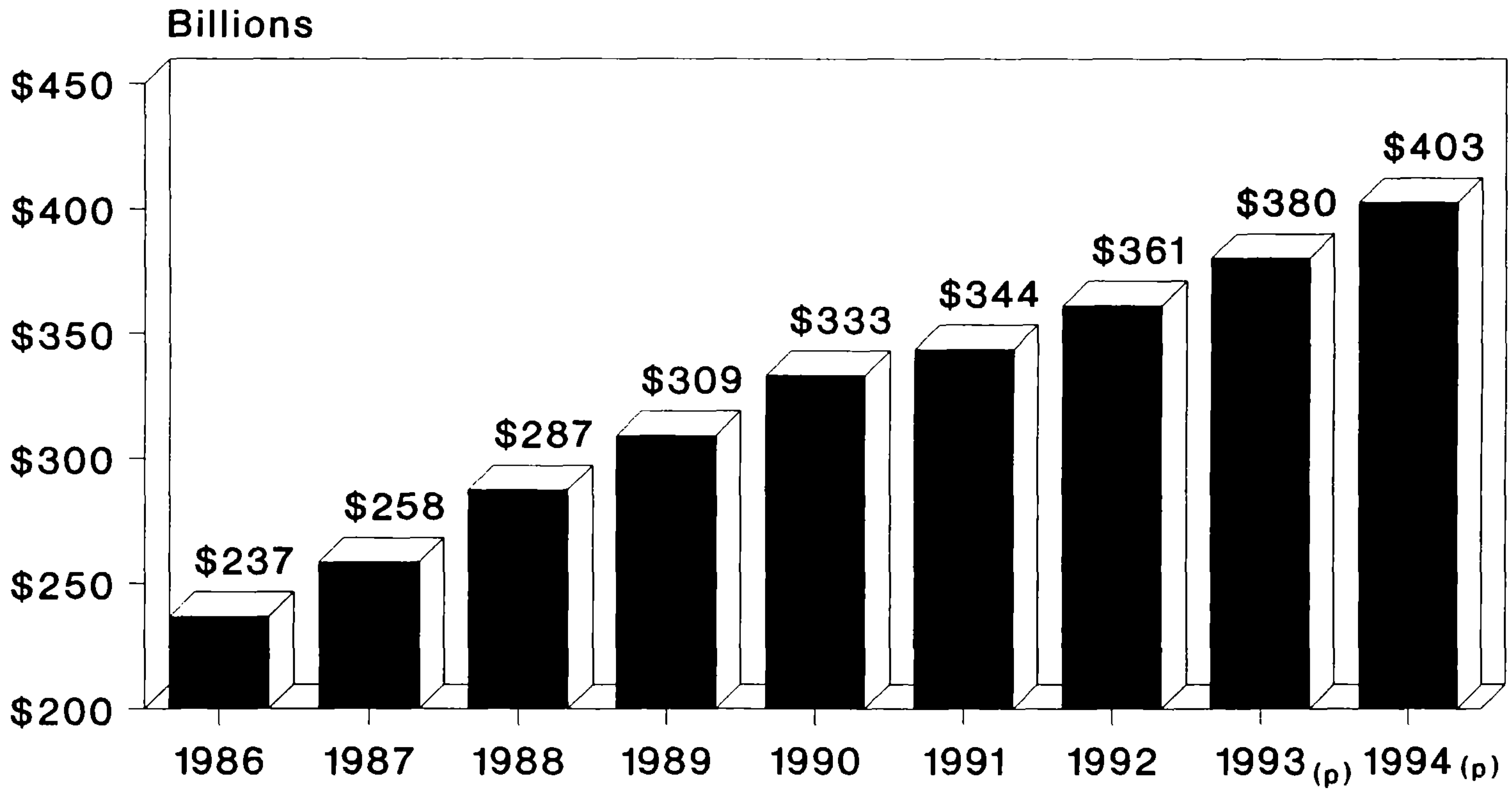
Working group reports would be due to the Co-chairs by March 15. The Co-chairs, with assistance from the Secretariat, would prepare a final draft report based on the reports of the working groups by April 22. The Co-chairs would submit the final draft report to the TPC for its approval by May 20. The final TPC report would be presented to the Vice President by May 31.

Top Down ok -- what about Bottom-up process?

Tourism Policy Council

U.S. Department of Commerce
United States Travel and Tourism Administration
USTTA

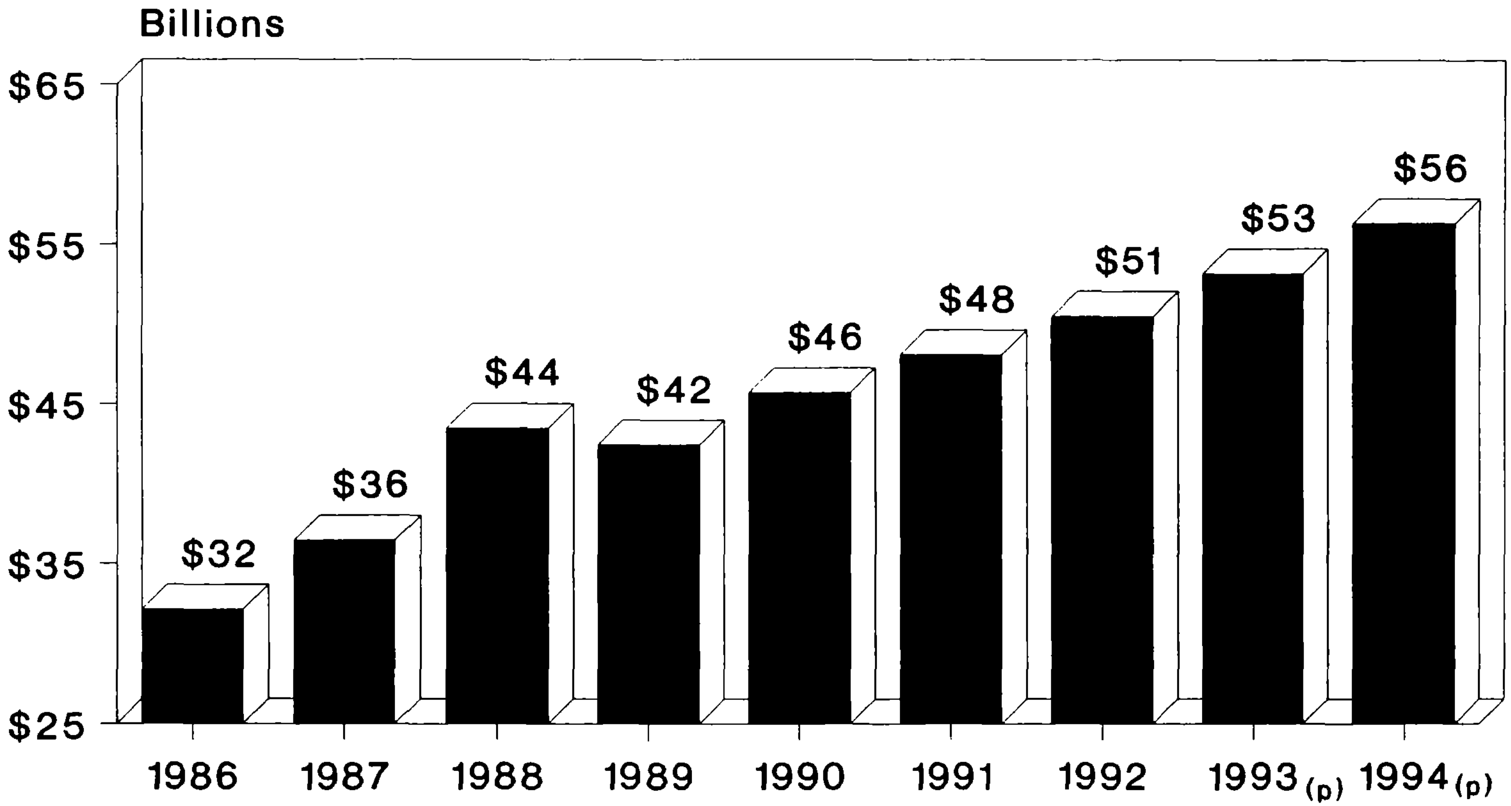
U.S. Receipts from Tourism Spending by International and Domestic Visitors 1986 - 1994p



Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) = projected

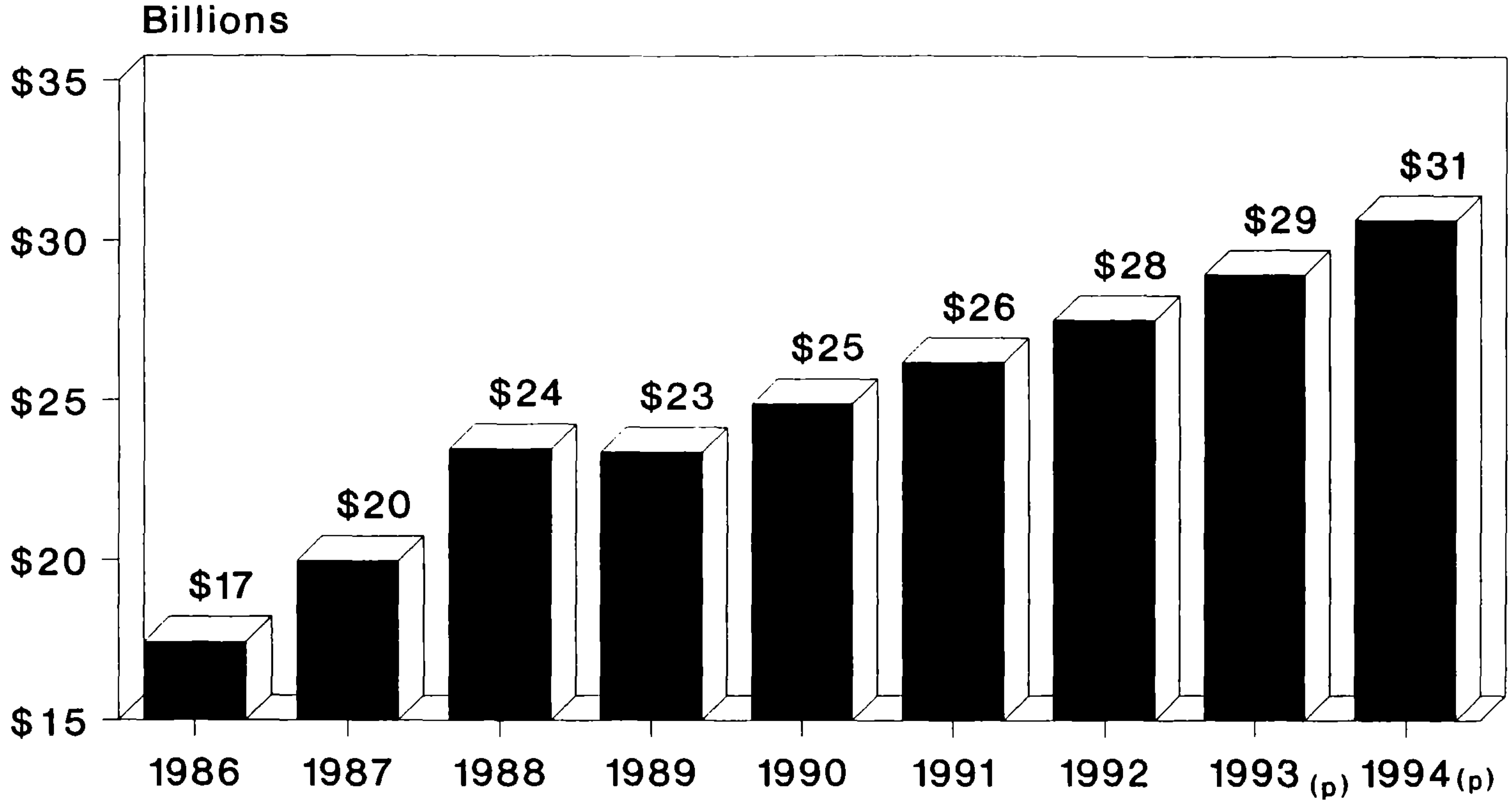
U.S. Tax Revenue Generated from Spending by International and Domestic Travelers 1986 - 1994(p)



Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) = projected

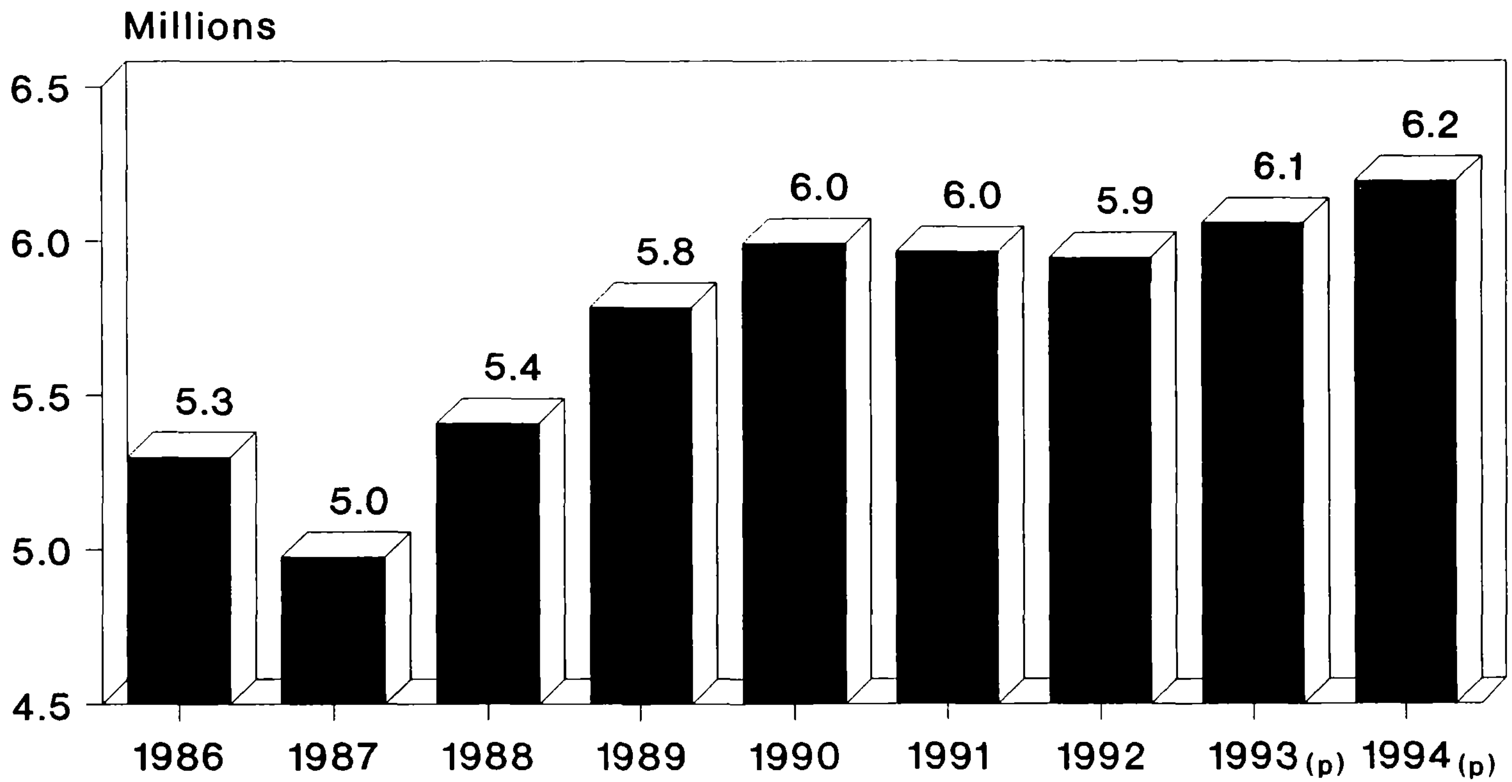
U.S. Federal Tax Revenue Generated by
International & Domestic Visitor Spending
1986 - 1994(p)



Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) = projected

U.S. Jobs Created from Spending by International and Domestic Travelers 1986 - 1994(p)

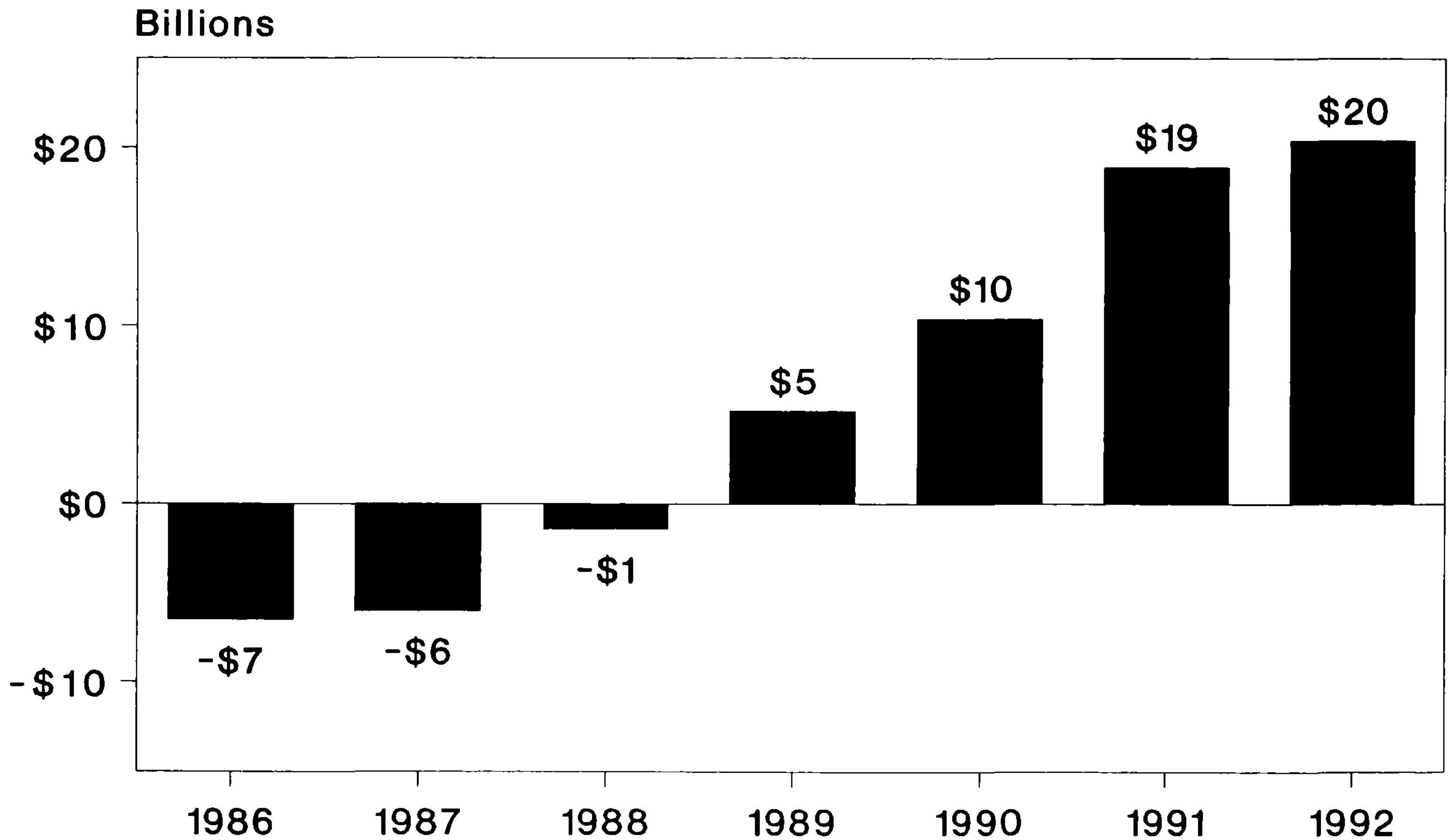


how do you differentiate a 'Domestic Traveler' statistically?

Source: USTTA, USTDC
October 1993
Data for 1991-1992 are estimates

(p) = projected

U.S. Travel Trade Balance
1986 - 1992



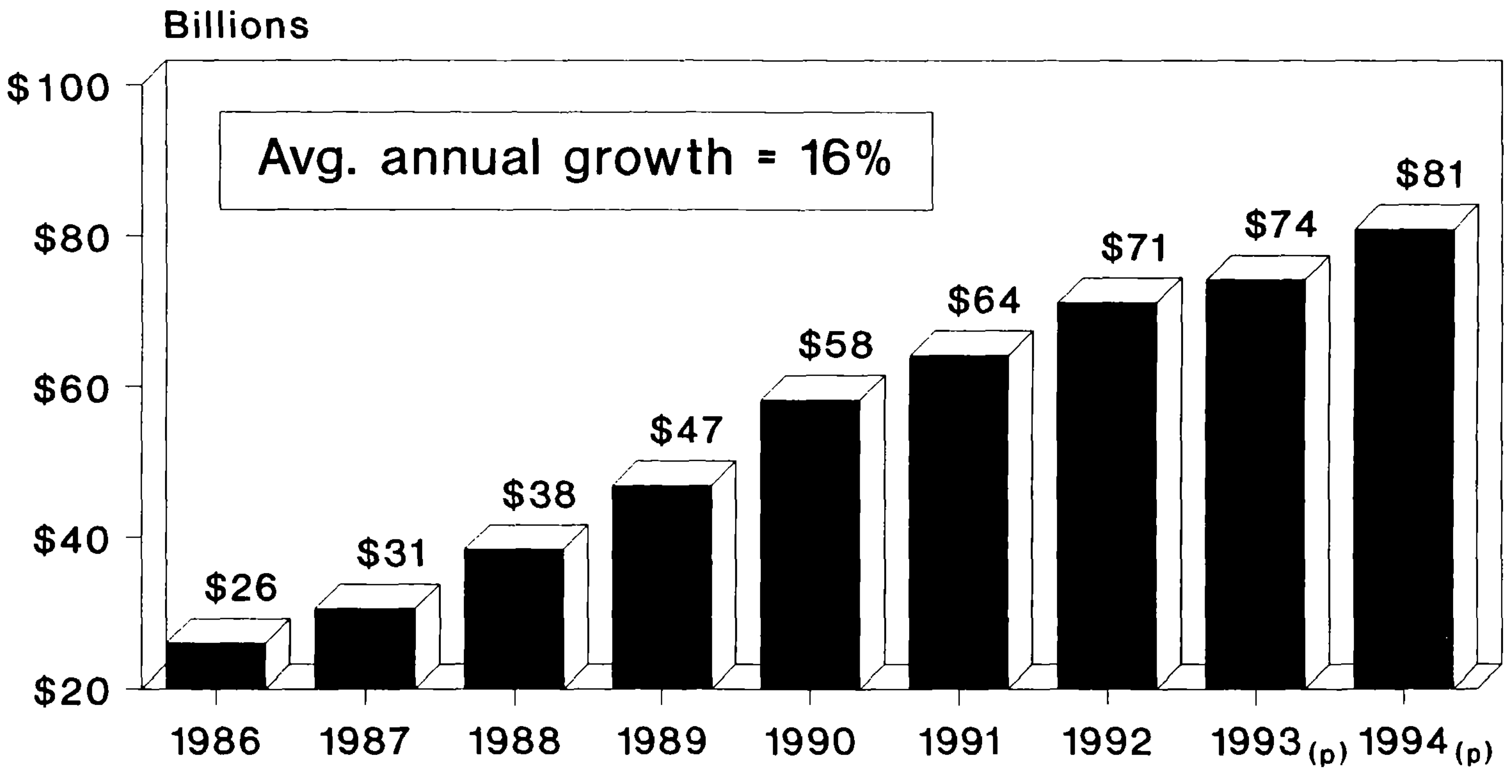
Source: USTTA, BEA
October 1993

Top U.S. Service Exports Trade Balance by Major Categories - 1992

Type of Export	Billions
International Travel	*$20*
Private Services	$26
Other Transportation	($1)
Royalties & Fees	$15
SERVICE EXPORTS	$56

Source: Bureau of Economic Analysis, October 1993

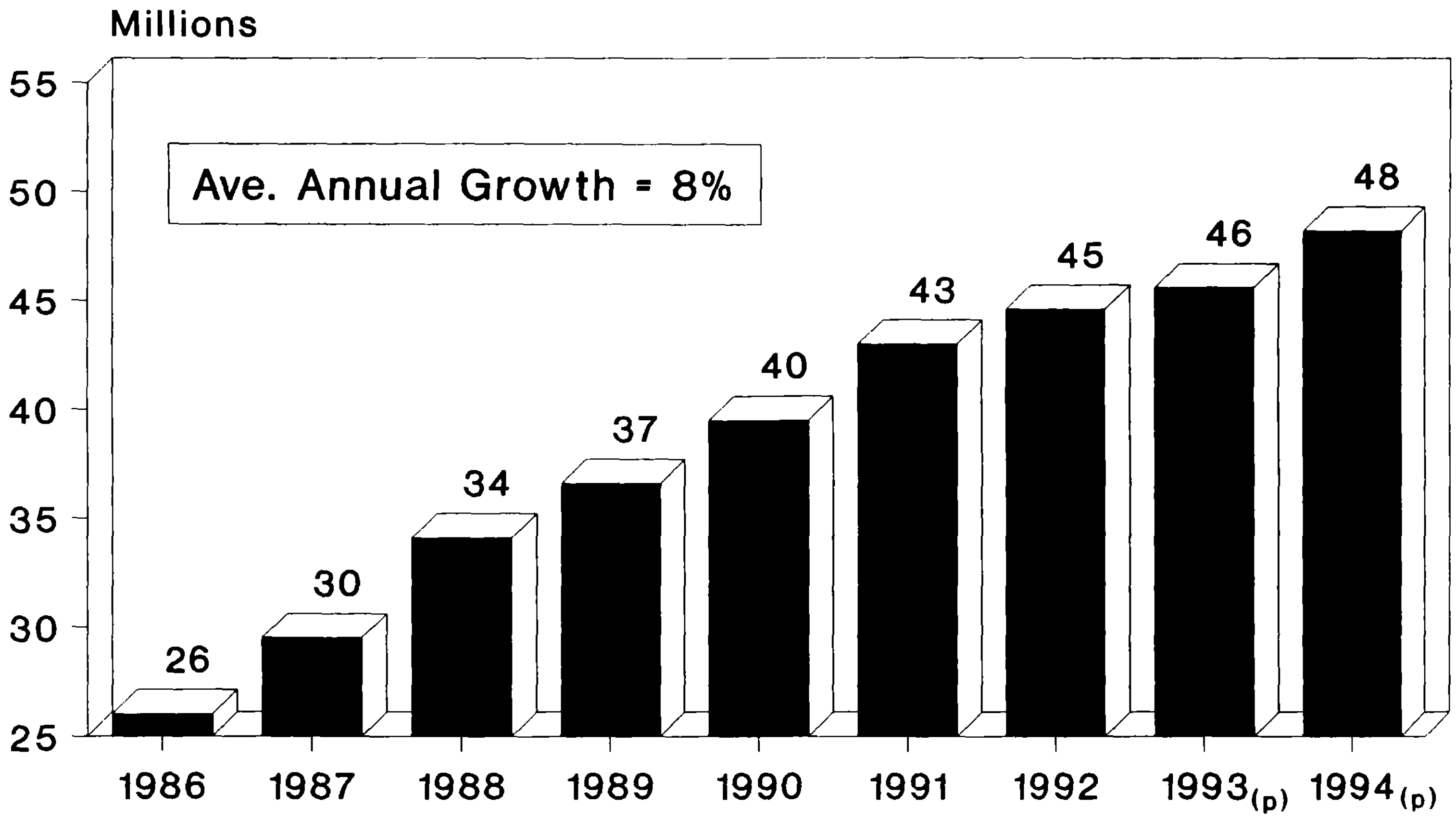
U.S. Receipts from Tourism Spending by International Visitors 1986 - 1994(p)



Note: Includes Passenger Fares
Source: USTTA, BEA, Canada/Mexico Govts.
October 1993

(p) = projected

International Arrivals to the U.S.
1986 - 1994(p)



Source: USTTA, INS,
Statistics Canada, Banco de Mexico
October 1993

(p) = projected

TOURISM POLICY COUNCIL AND FEDERAL COORDINATION OF TOURISM DEVELOPMENT POLICY

I. BACKGROUND

Prior to the 1960's, the United States was relatively uninvolved in the promotion of tourism to or within the United States. Between 1949 to 1960, the U.S. travel deficit -- the difference between America's payments from travel abroad and U.S. receipts from international visitors -- roughly tripled, rising from $360 million to $1.2 billion. In 1961, the United States Travel Service (USTS), predecessor to today's U.S. Travel and Tourism Administration (USTTA), was created in response to the growing travel deficit. Today, the travel deficit has been reversed and USTTA has become an aggressive catalyst for U.S. tourism interests.

As tourism continued its spiraling growth into the 80s, recognition at the Federal level became more intense, and in 1981, the United States established a National Policy on Tourism which recognizes USTTA as the lead agency to "...harmonize, to the maximum extent possible, all Federal activities in support of tourism and recreation with the needs of the general public and the States, territories, local governments and the tourism and recreation industry, and to give leadership to all concerned with tourism, recreation, and national heritage preservation in the United States."

A. Global Tourism

Recent data released by the World Travel and Tourism Council (WTTC) documents the contribution tourism has made to global and U.S. international and domestic economic growth and competitiveness:

- According to a recent WTTC survey, travel and tourism is the world's largest composite industry and a major contributor to global economic development.
- In 1993, tourism (that is, worldwide domestic and international travel expenditures) is expected to generate more than $3.5 trillion or 6.1% in gross annual output revenues, which is over 5.5% of the world's Gross National Product. In 1993, the industry will employ 127 million workers, representing 1 in every 15 jobs, about 7% of the world's labor force. Globally, the industry's capital base is nearly $4 trillion, which is close to 13% of all consumer spending.

- Worldwide tourism generates approximately $300 billion in direct, indirect, and personal taxes each year, more than 6% of total tax payments.

- Tourism is growing faster than the world economy in terms of output, value added, capital investment, and employment.

B. U.S. Tourism Industry

Probably no country in the world has a greater comparative advantage in tourism than the United States. Tourism -- both domestic and international combined -- is an important source of income, foreign exchange receipts, and employment for the United States.

- Domestic and international travelers spent $361 billion in 1992 in the United States on air, bus, taxi, cruise ship, and rail travel; hotel and motel accommodations; camping; food and drink; retail purchases; and amusement and recreation services. That amounted to an estimated 6% of our Gross National Product. The impact of tourism has grown over 50% since 1986 when travel generated $237 billion in expenditures.

- In 1992, employment in the travel industry generated over $97 billion in payroll, up 59% from 1986.

- In 1992, nearly $51 billion in taxes were paid by domestic and international travelers as compared to $32 billion in 1986.

- In 1992, Federal Taxes paid by domestic and international travelers amounted to approximately $28 billion, which is an increase of 59% since 1986.

- Specifically, in 1992, spending by domestic and international travelers supported 5.9 million U.S. jobs, making the travel industry the second largest employer in the United States, behind health care.

- Travel and tourism ranks as the first, second or third largest employer in 37 states; it is the number one employer in 13 states. The industry leads the nation in terms of employment of women and minorities. In the last decade, the travel industry created jobs at twice the average of all U.S. industries.

International tourism to the United States is one of the largest exports in terms of dollars brought into the U.S. economy. It is the largest business services export and the third largest export overall, ranking only behind capital goods and industrial supplies. International tourism is a considerably larger export than both agricultural exports and automotive vehicle exports.

International tourism is especially important to the U.S. balance of payments, resulting in a surplus of over $20 billion in 1992. This represents an 8% gain over 1991's $19 billion surplus. Since turning its first surplus in 1989, international tourism has grown over 290%.

Clearly, tourism is an integral sector of the U.S. economy. Its contributions to job creation and tax revenue generation are vital to the health and vitality of the national economy. Although international tourism marketing is an important part of tourism development, tourism development is a much broader discipline.

As we chart the course for the future, an effective national tourism federal policy should include a comprehensive international development program, as well as a domestic tourism development strategy. The strategy for development of domestic tourism should include a long term commitment to the development and support of product and infrastructure, and it should be implemented by employing a coordinated Federal approach.

Now is the time to chart a new course for the future by reinventing the way in which the Federal Government addresses tourism development.

II. COORDINATION OF FEDERAL EFFORTS

A. <u>Federal Agencies Involved in Tourism</u>

The severe demands of the Federal budget make it imperative that we maximize the impact of every dollar. Coordination of the current fragmented Federal approach to tourism development makes sense in terms of both maximizing the impact of the Federal effort and avoiding duplication of products and services. A partial inventory of key Federal tourism programs which exist are as follows:

1. Agriculture (TPC member)

Extension Service -- Provides tourism information and development opportunities to communities; pilot-testing Our-TOWN, a computerized bulletin board of rural travel opportunities.

U.S. Forest Service -- Works with local, state and regional tourism organizations to create jobs in National Forests; works mostly through rural economic development.

2. Commerce (TPC Chairman)

Economic Development Administration -- Supports tourism-related projects that promote economic development.

International Trade Administration (TPC member) -- Informs U.S. travel-related businesses about investment opportunities abroad; conducts visit-USA programs in those countries where USTTA has no commercial presence; works to reduce trade and investment barriers.

National Oceanic and Atmospheric Administration

External Affairs -- Makes predictions about the environment; warns of dangerous weather.

National Marine Sanctuary Program -- Provides long-term protection to Marine Sanctuaries.

Minority Business Development Agency -- Provides technical assistance through MBDCs to assist minority firms to enter the tourism industry.

U.S. Travel and Tourism Administration -- Responsible for optimizing tourism's contribution to the nation's economic goals of growth, stability, and job creation. It stimulates and encourages travel to the United States by residents of foreign countries. Assistance to the tourism sector includes assessing tourism potential of destinations, strategic planning, product development, and marketing.

3. Education

College Work Study -- Port receptionists program offers language assistance to international visitors at airport inspection areas on arrival in the United States.

4. Energy (TPC member)

5. Defense

U.S. Army Corps of Engineers (TPC member) -- Responsible for the stewardship of small percentage of federal land (2%), most of which is located near major metropolitan areas and account for a large percentage (39%) of recreational visitation to federal land (i.e. developed parks).

6. Interior (TPC member)

Bureau of Indian Affairs -- Involved with multicultural and rural tourism; ex officio member of the Rural Tourism Development Foundation Board of Directors.

Bureau of Land Management -- Manages nearly one-eighth of land in U.S.; host to 2 million visitors annually; implements "Recreation 2000," a recreation growth and development plan which includes Back Country Byways, Adventures in the Past, and Watchable Wildlife. Based usually in rural communities, BLM's tourism policy promotes relationships with local, state, national and international tourism entities.

Bureau of Reclamation -- Manages more than 300 recreational areas in West (nine are designated National Recreation Areas); works with public/private agencies to increase and diversify outdoor recreation opportunities.

U.S. Fish and Wildlife Service -- Possesses world's largest set of lands reserved for wildlife; preserves endangered and threatened species; offers recreational opportunities through their visitor centers, and environmental education programs.

National Park Service -- Operates tourism program to: offer technical assistance for the development of new tourism infrastructure and marketing planning; attempts to change park visitation patterns through public relations; holds tourism training conferences that affect public use of national parks; and acts as a point of contact for public/private tourism organizations.

Outdoor Recreation Initiative -- Provides outdoor recreation experiences for Americans; provides better information about Interior lands; builds partnerships with other organizations.

7. Justice

U.S. Immigration and Naturalization Service (TPC member) -- Controls the entry of international travelers (94% are tourists and students) through the following 5 programs: Pre-Inspection and Pre-Clearance; Interagency Border Inspection System; Advance Passenger Information System; Accelerated Citizen Examination Program; and the INS Pass.

8. Labor (TPC member)

Bureau of International Labor Affairs -- Works with economic, trade, and immigration issues affecting U.S. workers.

9. State (TPC member)

Bureau of Consular Affairs -- Assists American travelers abroad; administers, with Justice, the Waiver Pilot Program; issues visas.

Office of Aviation -- Works with Transportation to negotiate multilateral and bilateral aviation agreements that determine international aviation rights which affect airlines and communities; instrumental in developing domestic and international aviation policy.

10. Transportation (TPC member)

Federal Highway Administration -- Administers the interim National Scenic Byways Program which seeks to increase tourism while preserving the natural environment; recognizes scenic qualities surrounding various highways; provides grants to assist states with project activities along existing state-designated scenic byways; also provides grants for tourism-related activities.

Office of Policy and International Affairs -- Develops programs that contribute to providing better transportation; facilitates the flow of passengers through international gateways as chair of National Transportation Facilitation Committee; and serves on Passenger Facilitation Committee which is part of DOC's Tourism Policy Council.

Office of Aviation Negotiations: Works with State to ensure fair and liberal civil aviation regimes with foreign countries.

11. Treasury

U.S. Customs Service (TPC member) -- Controls passenger processing; uses Master Plan for Air Passenger Processing for the 1990's; uses same programs as INS at Justice.

12. Others

Appalachian Regional Commission -- Works to promote travel and tourism to the Appalachian Region through promotion of region to foreign and domestic travel professionals; provides small grants for conducting educational workshops; produces brochures; and provides grants for revolving loan funds.

Environmental Protection Agency -- Regulates environmental and conservation measures which greatly affect tourism development.

National Trust for Historic Preservation -- Works to preserve and revitalize communities and save America's historic environments by providing grass-roots assistance through its seven regional offices; assistance includes assessing heritage tourism potential, strategic planning, product development, and marketing.

Small Business Administration (TPC member) -- Assists small businesses in getting started and helping them grow.

Tennessee Valley Authority (TPC member) -- Delivers technical assistance in the Tennessee Valley; cooperates with other agencies; is currently developing the Tennessee River for maximum economic development through tourism; has been a leader in rural tourism development outreach.

III. ACTIVITIES OF THE TOURISM POLICY COUNCIL (TPC)

A. TPC Members and Activities

This proliferation of Federal agencies involved in tourism trade development has caused great concern and confusion among state and local tourism officials. This consternation ranges from not knowing which agency to approach for which type of support, to actual duplication of effort. It is clear that coordination of federal efforts, and in some instances consolidation, is warranted.

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Tourism Policy Council
October 27, 1993

List of Attendees

NAME & TITLE	AGENCY
Ronald H. Brown Secretary of Commerce	Department of Commerce
David Barram Deputy Secretary	Department of Commerce
Bonnie Cohen Assistant Secretary for Policy, Management & Budget	Department of Interior
Samuel Banks Acting Deputy Commissioner	U.S. Customs
Amb. Paul M. Cleveland Coordinator for Business Affairs	Department of State
Leslie R. Doggett Acting Under Secretary for Travel & Tourism	Department of Commerce
Christopher S. Edley, Jr. Associate Director for Economics & Government	Office of Management & Budget
Rick Hernandez Counselor to the Administrator	Small Business Administration
Michael P. Huerta Associate Deputy Secretary	Department of Transportation
Hubert H. Humphrey IV Confidential Assistant for Congressional Relations	Department of Agriculture

Ellis Mottur Deputy Assistant Secretary for Technology & Airspace Industries International Trade Administration	Department of Commerce
Michael Schmidt Senior Policy Analyst Domestic Policy Council	The White House
Major General John F. Sobke Deputy Chief of Engineers	U.S. Army Corps of Engineers
Gale Trussell Tourism Program Manager	Tennessee Valley Authority
Lawrence Weinig Acting Associate Commissioner for Examinations	Immigration and Naturalization Service
Peter Yu Director, National Economic Council	The White House

AGENDA

TOURISM POLICY COUNCIL MEETING

WEDNESDAY, OCTOBER 27, 1993
U.S. DEPARTMENT OF COMMERCE
ROOM 5430 - 9:30-10:30 A.M.

CHAIRMAN: RONALD H. BROWN, SECRETARY OF COMMERCE

I. OPENING REMARKS AND INTRODUCTION

- The Honorable Ronald H. Brown

II. OVERVIEW OF THE TOURISM SECTOR

- Acting Under Secretary Leslie R. Doggett
  U.S. Travel and Tourism Administration
  Department of Commerce

III. THE TOURISM POLICY COUNCIL AND THE COORDINATION OF FEDERAL TOURISM PROGRAMS AND POLICIES: How to better coordinate Federal tourism development on the national and international levels

- The Honorable Ronald H. Brown
- Deputy Secretary David Barram
  Department of Commerce
- Department of Interior's Designate

IV. DISCUSSION AND CONSENSUS

- Open Discussion led by Deputy Secretary Barram

V. CONCLUSION OF MEETING