



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

October 26, 1993

MEMORANDUM FOR Michael Schmidt  
Senior Policy Analyst  
Domestic Policy Council

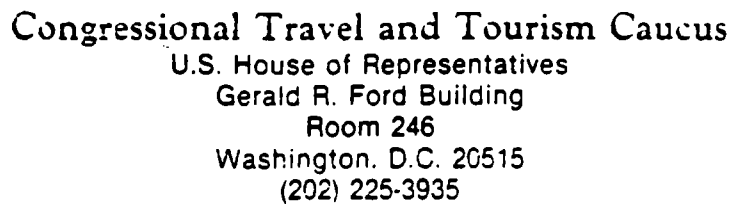
FROM: Leslie R. Doggett *A*  
Acting Under Secretary for  
Travel and Tourism

SUBJECT: Proposed Work Strategy for White House  
Conference Working Group

For your consideration, the following is a proposed work strategy for developing a position on the White House Conference on Tourism as proposed by H.Con. Res. 110.

1. Convene working group daily meetings (Week on November 1).
2. Draft a first round proposal outlining options for a White House Conference on Tourism.
3. USTTA, NEC and DPC staff to meet with Congressional Travel and Tourism Caucus to discuss/review options memo. (Week of November 22).
4. Principles meeting to discuss and finalize decision on White House Conference Mid-December).
5. Recommendation paper presented to the President (Late December).

*America.  
Yours to  
Discover.*



2. 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840.



## Congressional Travel and Tourism Caucus

U.S. House of Representatives

Gerald R. Ford Building

Room 246

Washington, D.C. 20515

(202) 225-3935

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## A Proposal for a White House Conference on Tourism

### A White Paper by the Congressional Travel and Tourism Caucus

February 9, 1993

The Congressional Travel and Tourism Caucus urges President Bill Clinton to convene a White House Conference on Tourism. The officers and members of the caucus feel such a conference would focus attention on the tourism industry's important role in the nation's economy, the potential of tourism as a catalyst for economic growth, and the problems and challenges facing this industry.

It is also apparent to the caucus that continued growth in the tourism industry is consistent with President Clinton's stated goals for the national economy, and can complement the economic growth stimuli, such as infrastructure investment and small business development, which he has proposed.

### Tourism's Contribution to the National Economy

Tourism is America's number-one export. In 1991, an estimated 42.7 million foreign visitors spent \$48.8 billion at U.S. travel destinations. Tourism is also the nation's second-largest employer, providing 5.9 million jobs. Tourism-related businesses have a combined annual payroll of \$91 billion and contribute \$344 billion in expenditures to the nation's economy each year. Tourism is among the top three employers in 40 of the 50 states.

Yet, tourism is an undervalued resource. The United States ranks 20th in the world in the amount of money spent on official programs to attract foreign visitors. In FY 1990, the United States Travel and Tourism Administration spent \$14.3 million for this purpose. In the same year, the government of Spain spent \$256.7 million, France spent \$196.1 million, Greece spent \$94.1 million, and Australia spent \$44.5 million.

### **Stimulating Economic Development**

Many of the very same values that determine a community's character, its quality of life and its potential for future growth also determine its potential for tourism promotion. These values include a desire on the part of the community and its leadership to create jobs, preserve local historic sites, develop its rural areas, address environmental concerns--such as clean air and clean water--create economic opportunities for women and minorities, and foster the wise use and preservation of natural resources, wetlands and National Parks and National Forests. The development of a strong tourism industry in a community can encompass many of these values and aid in the community's future growth and success.

The tourism industry already has an excellent record of creating new employment opportunities. Over the past ten years, this industry has grown at the rate of 43% -- twice the rate of any other U.S. industry. In the past five years, travel and tourism expenditures have increased by over 45 percent, and employment has grown 28 percent. Moreover, unlike many industries that must be rebuilt, restructured or created altogether to be of greater benefit to the U.S. economy, travel and tourism are already positioned to have immediate growth impact.

Many communities already have the tourism resources with potential to improve their economic conditions, but lack the leadership and organizational framework to organize, plan and implement programs to improve the economic health of their area. A White House Conference on Tourism will help develop an informed, active leadership to ensure the stable and rational continued growth of the industry. It would bring together people and ideas, create a channel of communication linking the tourism community and identify the many ways in which this industry could contribute to the revitalization of the U.S. economy. Most of all, it would help create the needed organizational framework to allow communities to develop their tourism resources.

### **Addressing Social Needs**

Many of the social concerns outlined in Putting People First are shared by the caucus and are issues caucus members believe could be addressed through a conference of this nature. As President Clinton's book points out, "Our nation cannot move forward until our cities become centers of expanding opportunity and engines of economic growth." The President's vision to create opportunities and new partnerships committed to community service, stimulate investment in communities, empower through economic opportunity, and rebuild our national infrastructure mirror the goals of tourism development:

--Jobs programs and infrastructure improvements enhance tourism's potential as a tool for economic growth, and thereby address the poverty and decay that have beset many cities, small towns and rural areas. Programs involving minority business development and minority placements in hospitality and tourism attractions, for example, must be a part of a national economic package.

--The travel and tourism industry is overwhelmingly comprised of small businesses, which will continue to be the nation's greatest source of economic opportunity and social mobility for many Americans.

--Finally, "preserving places of natural beauty and of ecological importance such as our National Parks, wilderness areas, and wetlands--so we can pass on America's natural splendor to our children," is a goal tourism shares. The tourism industry benefits from the promotion of scenic beauty and natural vacationing experiences. Moreover, tourism can encourage preservation by creating even more "green" businesses to promote the protection of our natural wonders.

### Problems and Challenges

A White House Conference would explore the problems and challenges facing the tourism industry as well as its potential for economic benefit. While tourism holds great promise, as with many other industries, it has been affected by the recession. This year, U.S. airlines will lose \$2 billion, bringing total losses for the past three years to \$8 billion. Three major airlines have gone out of business; another three are in bankruptcy; all are having difficulty raising the amount of money necessary to buy the updated equipment they will need in the future. Airlines have laid off 60,000 employees, and thousands more have lost their jobs in industries dependent on the airlines. Hundreds of aircraft orders have been canceled or postponed. For each of these canceled orders, it is estimated 5,000 jobs are lost.

Tourism also has a significant stake in the economic health of our nation's cities. After last year's riots in Los Angeles, for example, the cover story for USA TODAY May 4, 1992 demonstrates how immediately and drastically tourism can be hurt by urban violence. The headline read "Costly Riots Further Wound Battered City - Tourism Jobs will be Hit Hard". Pointing out that the image of the city portrayed on television during the riots discouraged potential visitors, Michael Collins of the Los Angeles Convention and Visitors Bureau noted, "In our business, image is reality."

There are other elements of President Clinton's vision for America that a tourism conference can address: improvements to our national transportation network, such as renovating our country's roads, bridges, railroads and the creation of a high speed rail network linking our major cities; investment in "smart" highway technology to expand the capacity, speed, and efficiency of our major roadways; and development of a network of scenic byways to enhance opportunities for pleasure driving and provide small communities in scenic rural areas to develop their tourism potential. Moreover, much of the cost of these improvements will be met by federal fuel tax revenues--much of it now sitting idle in the Highway Trust Fund--collected from a vast array of travelers and tourism-related businesses.

## **Format**

The Travel and Tourism Caucus envisions a conference that would involve participation from a broad spectrum of people with expertise in travel and tourism-related fields, including the transportation, hospitality, travel arrangements, amusements, recreation, and finance industries, as well as academia and federal, state and local government. In order to accomplish this, the caucus proposes that the White House Conference on Tourism incorporate a series of state and regional sessions to be held throughout the country.

As a model, the caucus cites the White House Conference on Small Business, held during the Reagan Administration, which allowed approximately 60 state and regional conferences to be held across the country over a period of two years. Each state hosted a conference (two conferences were held in states with 10 million or more in population). Following the state meetings, regional meetings were held in six cities.

The culmination of the program resulted in a national conference, where all participants voted on the issues developed at the regional meetings and made a report to the President.

Participants in the White House Conference on Tourism would be selected by the President and Members of Congress. The conference would be conducted under the auspices of the Department of Commerce, and an executive director and small support staff would be dedicated to its operation.

Authorizing legislation would not be needed for this purpose; funding would be provided through a line-item appropriation. (Although a budget for the White House Conference on Tourism has not yet been developed, the authorization for the Conference on Small Business was \$5 million.)

Of course, the format, agenda and budget for the conference would be open to discussion and revision.

In conclusion, the Congressional Travel and Tourism Caucus believes a White House Conference on Tourism could contribute substantially toward a better understanding of this vital industry's potential while realizing many of the economic and social goals President Clinton outlined in his vision of America's future.

This proposal has been greeted enthusiastically by Members of Congress of both political parties, and representatives of the tourism industry. The members of the Travel and Tourism Caucus stand ready to assist President Clinton in generating the political support necessary to bring about this important event.

BOB CLEMENT

5TH DISTRICT TENNESSEE

COMMITTEE ON  
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COMMITTEE ON  
VETERANS AFFAIRS

CONGRESSIONAL TRAVEL AND  
TOURISM CAUCUS  
STEERING COMMITTEE



Congress of the United States  
House of Representatives  
Washington, DC 20515-1205

February 9, 1993

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President Bill Clinton  
The White House  
1600 Pennsylvania Avenue  
Washington, DC 20050

Dear President Clinton:

I am writing in support of the proposal for a White House Conference on Tourism. As Secretary/Treasurer of the Congressional Travel and Tourism Caucus, I have seen the positive impact that a coordinated effort can have on economic development through the industry of tourism.

In 1991, for example, 40 million travelers spent \$6 billion while traveling through the state of Tennessee. The economic impact of these travelers created over 125,000 jobs and generated \$480 million in state and local taxes that year. Many of these local governments rely heavily on this industry, particularly in rural areas.

A White House Conference will draw attention to the multi-dimensional tourism industry. By addressing this issue in a unified manner, we can work together to build national policies which further strengthen local and statewide initiatives.

I look forward to working with you in support of economic development initiatives. If I can be of any assistance on this or any other matter, please do not hesitate to contact me.

Sincerely,

Bob Clement  
Member of Congress

BC/sd

TOM BEVILL  
6TH DISTRICT, ALABAMA

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Congress of the United States  
House of Representatives  
Washington, DC 20515-0104

February 8, 1993

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JASPER, AL 35501

TELEPHONE: 221-2310

The Honorable Bill Clinton  
The White House  
1600 Pennsylvania Avenue NW  
Washington, D.C. 20500

Dear Mr. President:

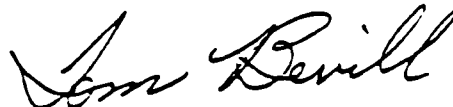
I am writing this letter in support of the proposal for a White House Conference on Tourism. I think it is very important to establish a leadership forum to focus attention on the role of Tourism in today's economy.

Tourism is America's number-one export, and is also the nation's second-largest employer. It is certainly a very important industry for my home state of Alabama. The proposed White House Conference on Tourism would be a vital stimulus in the development of this industry's potential. As a Member of Congress, I look forward to working with you in this effort. It is my hope that you will give this proposal your favorable consideration.

If I can be of any assistance please do not hesitate to contact me.

With kindest personal regards, I am

Sincerely yours,



Tom Bevill, M. C.

TB/sf

# Congress of the United States

House of Representatives

103rd Congress

Committee on Small Business

2501 Rayburn House Office Building

Washington, DC 20515-6315  
February 4, 1993

President Bill Clinton  
The White House  
Washington, D.C.

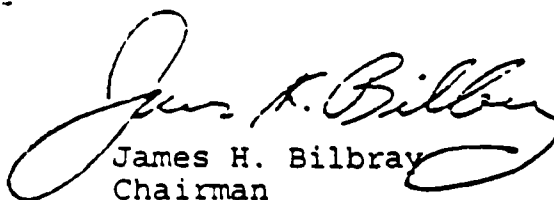
Dear President Clinton:

I am writing this letter in support of the proposal for a White House Conference on Tourism. As Chairman of the House Small Business Subcommittee on Procurement, Taxation, and Tourism I understand the importance of establishing a leadership forum to focus attention on the role of Tourism in today's economy.

Tourism is America's number-one export, and is also the nation's second-largest employer. The proposed White House conference on Tourism is vital in the development of a format to exploit this vital industry's potential. As a Member of Congress, I look forward to working with you in the effort to make the small business community more inclusive in the vast economic opportunity that is American Tourism. It is my hope that you will give this proposal your favorable consideration.

Once again, I look forward to working with you in support of small business. If I can be of any assistance please do not hesitate to contact me.

Sincerely,



James H. Bilbray  
Chairman  
Subcommittee on Procurement,  
Taxation, Tourism

JHB:fjs

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Congress of the United States  
House of Representatives  
Washington, DC 20515-3603

February 8, 1993

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The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C.

Dear President Clinton:

As a member of the steering committee of the House Tourism  
Caucus, I want to urge you to call a White House Conference  
on Tourism.

I know you understand the value of tourism to the economy of  
the State of Arkansas. In my own State of Oklahoma, tourism  
was an important factor of the revitalization of our economy  
after the oil industry failed.

The proposed White House Conference on Tourism is vital to  
the development of tourism as an economic tool. It would  
bring the nation's attention to the importance of this  
valuable, mostly under-developed industry.

Sincerely,

*Bill K. Brewster*

Bill K. Brewster  
Member of Congress

BB/jp

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CRIME AND CRIMINAL JUSTICE

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Congress of the United States  
House of Representatives  
Washington, DC 20515-5817

February 8, 1993

President Bill Clinton  
The White House  
Washington, D.C. 20500

Dear President Clinton:

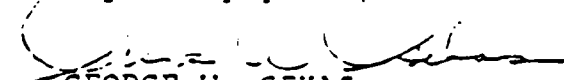
I represent a congressional district in Central Pennsylvania in which the tourism industry (featuring Hershey and the Dutch country) plays a major role in the regional economy. And that is why I urge your support for a White House Conference on Tourism.

It is not necessary to review the many facts of what enormous national impact the tourism industry has and how intense is the global competition for the tourist dollar. You know this already, and also that each state recognizes the importance of the domestic and foreign tourist. However, as a country, to become even more successful in an even more competitive world market, we need to heighten our focus on the needs of the travel and tourism industry. A White House Conference on Tourism would be an appropriate step in this direction.

As a member of the Congressional Travel and Tourism Caucus I encourage you to convene such a conference.

Thank you for your attention.

Very truly yours,

  
GEORGE W. GEKAS  
Member of Congress

GWG/wac

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Congress  
of the  
United States  
House of Representatives

February 5, 1993

H. MARTIN LANCASTER  
NORTH CAROLINA  
THIRD DISTRICT



President Bill Clinton  
The White House  
Washington, D.C.

Dear President Clinton:

I write to encourage your support of the proposed White House Conference on Tourism.

As a Member of the Small Business Committee, I have witnessed the significant impact of White House Small Business Conference. Modeled after this prototype, the White House Conference on Tourism would focus attention on the important role of tourism in job creation and how government may support its growth. As you may know, the tourism industry is America's second-largest employer and our country's number one export. It is my hope that you will recognize the great potential benefits of conducting a national conference and will lend your support.

I look forward to working with you to strengthen our economy, and create jobs, during the next four years.

With kindest regards, I am

Sincerely yours,

H. Martin Lancaster  
Member of Congress

HML:pab



Congress of the United States  
House of Representatives  
Washington, DC 20515-2507

February 9, 1993

The Honorable Bill Clinton  
The White House  
Washington, D.C. 20500

Dear Mr. President:

Knowing of your desire to maintain and strengthen our nation's economic recovery, I wish to draw your attention to the growing and dynamic tourism industry in this country. This industry provides millions of jobs to Americans and offers tremendous economic opportunities for our nation's future.

Any effort on your part to develop a national economic strategy would be incomplete if it does not address tourism and its potential for job creation and reduction of our trade deficit.

You may be familiar with the booming tourism industry in Branson, Missouri, just across the Arkansas border, in my Congressional district. Over four million visitors are now traveling to Branson each year to enjoy the country music and Ozark mountain country. There is no reason this economic success story cannot be repeated elsewhere.

As the former Ranking Republican on the House Small Business Subcommittee on Procurement, Tourism, and Rural Development and a member of the House Tourism Caucus, I urge you to consider sponsoring a White House Conference on Tourism. Such a forum would provide a valuable opportunity to evaluate the role of tourism in our nation's overall economic strategy.

If you are concerned about promoting those sectors of our economy with the most potential for growth and job creation, tourism definitely deserves your close attention.

Yours for BETTER - but LESS - GOVERNMENT,

Mel Hancock  
Member of Congress

MH:smc

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House of Representatives  
Washington, DC 20515-4001

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February 9, 1993

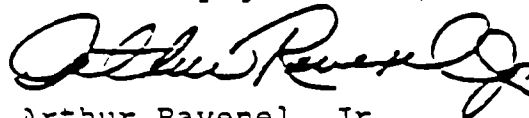
President Bill Clinton  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20500

Dear President Clinton,

Please know that I am writing in support of the White House Conference on Tourism. As a member of the Congressional Travel and Tourism Caucus I believe it is vital that we focus more attention on the impact that tourism plays in our economy. In 1991, tourism had an economic impact on South Carolina estimated at nearly five billion dollars.

As you know, the proposed conference would concentrate on how we could better utilize the tourism industry to its fullest potential. It is my hope that you will consider our proposal and work with us for this common goal.

With every good wish,



Arthur Ravenel, Jr.

ARJr/tgh

COMMITTEE  
INTERIOR AND INSULAR AFFAIRS  
SUBCOMMITTEE  
CHAIRMAN  
MINING AND NATURAL RESOURCES  
NATIONAL PARKS AND  
PUBLIC LANDS  
PUBLIC WORKS AND  
TRANSPORTATION  
SUBCOMMITTEE  
SURFACE TRANSPORTATION  
AVIATION  
WATER RESOURCES

Congress of the United States  
House of Representatives  
Washington, DC 20515

February 9, 1993

2104 RAYBURN BLDG.  
WASHINGTON, DC 20515  
(202) 225-7450  
515 FIFTH AVENUE  
HUNTINGTON, WV 25701  
(304) 522-NICK  
1100 MAIN STREET  
BECKLEY, WV 25801  
(304) 252-5000  
501 FEDERAL STREET  
ROOM 1005  
BLUEFIELD, WV 24701  
(304) 325-8222  
R K BUILDING  
LOGAN, WV 25601  
(304) 752-4904

The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C. 20500-0001

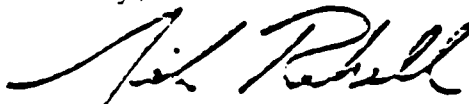
Dear Mr. President:

I am writing to express my support of the proposal for a White House Conference on Tourism. The enclosed proposal outlines many of the needs and benefits of such a forum.

America's largest export and second-largest employer, the tourism industry is vital to our nation's economic health. Although tourism holds great promise, it faces many problems and challenges. A forum, which draws in all the multifaceted interests involved in the tourism industry, can help us meet those challenges and capitalize on this vital industry's tremendous potential.

I hope that you will give this proposal your favorable consideration. With warm regard, I am

Sincerely,



Nick J. Rahall, II  
Member of Congress

NJR/jlm



Congress of the United States  
House of Representatives  
Washington, D.C. 20515

February 11, 1993

The Honorable Bill Clinton  
President of the United States  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

*Dear Mr. President*  
Dear Mr. President:

I am writing in strong support of the proposal for a White House Conference on Tourism. As a member of the Travel and Tourism Caucus and Representative of a State whose primary industry is tourism, I fully understand the need to call attention to the significant impact of Tourism on our country's economy.

In my home state of Hawaii, the tourism industry feeds over 227,000 workers and their families and generated over 10 billion dollars in economic activity in 1990 alone. Nationally, tourism is the second largest employer and is the third largest retail industry in the country.

It is my earnest hope that you will favorably consider the proposal for a White House Conference on Tourism and I look forward to working with you in this effort.

*Sincerely,*  
Sincerely,

*Neil Abercrombie*  
Neil Abercrombie  
Member of Congress

RON DE LUCC  
DELEGATE, VIRGIN ISLANDS

COMMITTEE ON INTERIOR AND  
INSULAR AFFAIRS

CHAIRMAN, SUBCOMMITTEE  
ON INSULAR  
AND INTERNATIONAL AFFAIRS

COMMITTEE ON PUBLIC WORKS  
AND TRANSPORTATION

COMMITTEE ON EDUCATION  
AND LABOR

SELECT COMMITTEE ON  
NARCOTICS ABUSE AND CONTROL

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

February 5, 1993

PLEASE RESPOND TO:

= WASHINGTON OFFICE:  
2038 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3500  
(202) 225-1790  
FAX (202) 225-8392

= DISTRICT OFFICES:  
U.S. FEDERAL BUILDING, SUITE 22  
ST. THOMAS, VI 00801  
(809) 774-4408  
FAX (809) 774-8033

= P.O. BOX 5988  
SUNNY ISLE SHOPPING CENTER  
ST. CROIX, VI 00820  
(809) 778-5900  
FAX (809) 778-5111

The Honorable William J. Clinton  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President:

I am writing as a member of the Congressional Travel and Tourism Caucus to express my strong support for a White House Conference on Tourism.

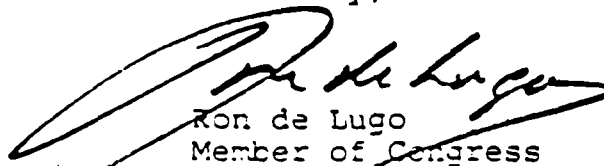
While tourism is the second largest industry in the United States, it is the largest industry in my district, the U.S. Virgin Islands. Each year, the U.S. Virgin Islands hosts some 2 million visitors from all over the world who are eager to partake of the Virgin Islands' unique combination of American, Caribbean and European cultures. These visitors generate approximately \$706 million in revenue which helps the local government and small businesses to create jobs and opportunities for local residents.

When the Virgin Islands was devastated by Hurricane Hugo more than three years ago, the entire tourism industry was nearly wiped out resulting in widespread unemployment and economic woes. Since that time, the Virgin Islands has launched an extensive campaign to promote the islands and I am pleased to say that the response is encouraging.

Despite these encouraging signs, the Virgin Islands tourism industry has not yet reached its pre-Hugo level of operation. I believe that the proposed conference will be very helpful to my district to reach this goal.

Thank you for your consideration of this matter. With warmest regards.

Sincerely,



Ron de Lugo  
Member of Congress

RDL:dbc

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-5001**  
**February 9, 1993**

The Honorable Bill Clinton  
President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

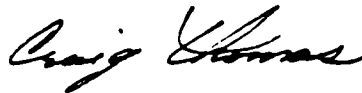
Dear President Clinton:

I am writing in support of the proposal for a White House Conference on Tourism. As a former Governor of a small rural state, I'm sure you can attest to the great economic benefits of tourism. There are many challenges facing this industry and we must work together to make sure that it continues to prosper.

As you focus on an economic stimulus for the economy, I hope you put tourism on your list of priorities. This industry is vital to many small businesses in my state since it greatly affects rural development and job creation.

I hope you will give this proposal your favorable consideration. If you have any questions, please feel free to call on me.

Best regards,



Craig Thomas  
Member of Congress



Congress of the United States  
House of Representatives  
Washington, DC 20515

February 8, 1993

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

I am writing to offer my support of the proposal for a White House Conference on Tourism.

As a member of the Congressional Travel and Tourism Caucus, I recognize the enormous economic benefits of the tourism industry. Along with other members of this Caucus, I am eager to help you call national attention to this vital industry as it relates to: small business, rural economic development, job creation, and international trade enhancement.

As the Representative for Idaho's first Congressional District, I am particularly interested in issues concerning natural resource tourism, and I am working to make this market an integral part of the American tourism agenda.

While tourism is America's number one export and its second-largest employer, there are many ways in which we can improve this important sector of our economy. A White House Conference on Tourism would offer an ideal forum for examining how we, as a nation, can maximize the potential of this industry.

I look forward to working with you on tourism issues in the future and thank you for your careful consideration of this proposal.

Sincerely,

Larry LaFocco  
Member of Congress

ALAN WHEAT  
5TH DISTRICT MISSOURI

MEMBER  
COMMITTEE ON  
RULES

SELECT COMMITTEE ON  
CHILDREN, YOUTH  
AND FAMILIES

SELECT COMMITTEE  
ON HUNGER



2034 PAYBURN BUILDING  
WASHINGTON, DC 20515-1100  
202/225-4535

911 GRAND AVENUE #905  
KANSAS CITY, MO 64106-1902  
842-4545

301 WEST LEXINGTON #201  
INDEPENDENCE, MO 64050-0701  
833-4545

# Congress of the United States

House of Representatives

Washington, DC 20515-2505

February 8, 1993

President Bill Clinton  
The White House  
Washington, D.C.

Dear President Clinton:

I am writing to ask your consideration of the enclosed proposal for a White House Conference on Tourism. As a member of the Travel and Tourism Caucus, and as a Representative of a district receiving substantial economic benefit from the travel and tourism industry, I am strongly in favor of holding such a conference.

As the statistics in the enclosed proposal point out, the travel and tourism industry makes significant contributions to the United States economy and its job base. In light of our mutual commitment to creating jobs for American workers, public policy towards this vital industry should be reexamined for opportunities to strengthen the economy. A White House Conference on Travel and Tourism would provide the forum for such a public policy debate.

I hope that you will take the time to carefully consider this proposal. Please feel free to contact me if you have any questions or concerns regarding this proposal.

Sincerely,

Alan Wheat  
Member of Congress

DISTRICT OFFICES:  
900 DIXON BOULEVARD  
COCOA, FLORIDA 32922  
(407) 832-1778



JIM BACCHUS  
15TH DISTRICT, FLORIDA

MEMBER:  
BANKING, FINANCE AND  
URBAN AFFAIRS COMMITTEE

SCIENCE, SPACE, AND  
TECHNOLOGY COMMITTEE

SELECT COMMITTEE ON  
CHILDREN, YOUTH, AND  
FAMILIES

# Congress of the United States

## House of Representatives

February 8, 1993

The Honorable Bill Clinton  
President of the United States  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20505

Dear Mr. President:

I am writing in support of the proposal for a White House Conference on Tourism. As a member of the Congressional Travel and Tourism Caucus and the representative of one of our nation's leading tourist destinations, I know full well the tremendous contribution that tourism makes to our economy.

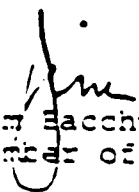
Tourism is Central Florida's largest industry. Our area each year hosts approximately 13.3 million visitors, who spend about \$4.6 billion. Central Florida is the sixth top destination for overseas visitors. The Orlando International Airport in 1992 reported an increase of 5.6 percent in passenger volume compared to its 1991 levels. This increase is attributed to a 45 percent rise in international traffic.

Tourism and travel generate much revenue and employment for Central Florida residents. In 1990, resort tax revenues alone totaled \$42.3 million. The tourism industry produces an excess of revenues over expenses of approximately \$87 million each year. One in every four jobs in the Central Florida area is tourism-related, representing about 26 percent of total employment.

I hope you will favorably consider this proposal for a White House Conference on Tourism. As we work to improve our economy, I believe tourism can play an important role in achieving our goals.

With warmest regards,

Sincerely,

  
Jim Bacchus  
Member of Congress

NEW HAMPSHIRE  
1ST DISTRICT NEW HAMPSHIRE  
510 JARVIS HOUSE JARVIS BUILDING  
WASHINGTON, DC 20515  
(202) 225-3456  
(202) 225-4070 (FAX)  
DISTRICT OFFICES:  
340 COMMERCIAL STREET  
MANCHESTER, NH 03101  
(603) 253-8000  
(603) 253-8046 (FAX)  
MCINTIRE FEDERAL BUILDING  
50 DANIELS STREET  
PORTSMOUTH, NH 03801  
(603) 400-1601  
(603) 400-1818 (FAX)  
TOLL FREE IN NEW HAMPSHIRE  
1-800-349-7220



Congress of the United States  
House of Representatives  
Washington, DC 20515

COMMITTEE ON PUBLIC WORKS  
AND TRANSPORTATION  
SUBCOMMITTEES:  
SURFACE TRANSPORTATION  
WATER RESOURCES  
COMMITTEE ON  
GOVERNMENT OPERATIONS  
SUBCOMMITTEES:  
CLIMATE, CONSUMER AND MONETARY AFFAIRS  
HUMAN RESOURCES AND INTERGOVERNMENTAL AFFAIRS  
COMMITTEE ON  
SMALL BUSINESS  
SUBCOMMITTEES:  
PROCUREMENT, POLICY AND  
RURAL DEVELOPMENT  
ENVIRONMENT AND EMPLOYMENT  
CO-CHAIRMAN, REPUBLICAN TASK FORCE ON  
TAX POLICY AND JOB CREATION

February 8, 1993

President William J. Clinton  
The White House  
Washington, DC 20500

Dear President Clinton,

I am writing in support of the proposal for a White House Conference on Tourism. The attached proposal outlines many of the needs and the benefits of such a forum.

My colleagues and I in the Congress stand ready to help you call national attention to many of the challenges facing tourism as it relates to: small businesses, rural development, job creation, environmental concerns, and international trade enhancement.

The tourism industry is comprised of many diverse businesses across our country and is vital to the economic well-being of communities both large and small. Yet, many of our government programs which affect tourism development can be confusing or even contradictory, preventing their full application to enhance economic activity. A conference that draws in all the multi-faceted interests can help determine many of the opportunities of this unique industry. By addressing these issues in a unified and cohesive manner, we can work together to build national policies that help accentuate local strengths.

It is my hope that you will give this proposal your favorable consideration. If I can be of any assistance, please do not hesitate to contact me.

Sincerely,

Bill Zeff  
Member of Congress

# Congress of the United States

House of Representatives

Washington, DC 20515-5001

February 9, 1993

The Honorable Bill Clinton  
President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

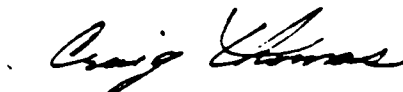
Dear President Clinton:

I am writing in support of the proposal for a White House Conference on Tourism. As a former Governor of a small rural state, I'm sure you can attest to the great economic benefits of tourism. There are many challenges facing this industry and we must work together to make sure that it continues to prosper.

As you focus on an economic stimulus for the economy, I hope you put tourism on your list of priorities. This industry is vital to many small businesses in my state since it greatly affects rural development and job creation.

I hope you will give this proposal your favorable consideration. If you have any questions, please feel free to call on me.

Best regards,



Craig Thomas  
Member of Congress

OCT 18 REC'D



Call these folks  
& tell them  
M. Schmidt will  
X2165  
represent DPC,  
+ then set all of  
this to Mike.  
1/6

Ms. Carol H. Rasco  
Assistant to the President  
for Domestic Policy  
The White House  
Washington, D.C. 20500

Dear Ms. Rasco:

I would like to invite you to work with me on an effort to develop a comprehensive and coordinated federal approach to U.S. tourism development. This topic will be the focus of the 43rd session of the TPC which will take place on Wednesday, October 27, 1993 from 9:30 to 10:30 a.m., in room 5430, at the Department of Commerce.

In the spirit of working toward a more responsive and coordinated government as outlined in Vice President Gore's National Performance Review (NPR), I would like to discuss a strategy to implement the recommendations, outlined in the NPR report, to revitalize the TPC and to broaden its authority to coordinate Federal tourism promotion efforts.

The Council is empowered by the National Tourism Policy Act of 1981 to develop areas of cooperative program activity, assist in resolving interagency policy conflicts, and coordinate policies and programs of member agencies that have a significant effect on tourism. The Council is also entrusted to seek the views of State and local governments and the Travel and Tourism Advisory Board on Federal tourism policies and programs.

In addition, this meeting will give us the opportunity to discuss the President's national export strategy as presented by the Trade Promotion Coordinating Committee (TPCC). The TPC provides a forum to implement the Presidential initiative, examine ways to streamline government, and develop a coordinated approach to tourism development strategies. I believe that it would be most productive to convene first at a Deputy level and schedule the 44th TPC session at a Secretary level in early December.

An active TPC will provide us the opportunity to coordinate tourism-related activities of more than 20 Federal agencies. The TPC also can help us avoid duplication of efforts through integrated planning of tourism promotion activities. By doing this, we can use Federal monies effectively and alleviate confusion surfacing in the industry about Federal tourism programs and policies.

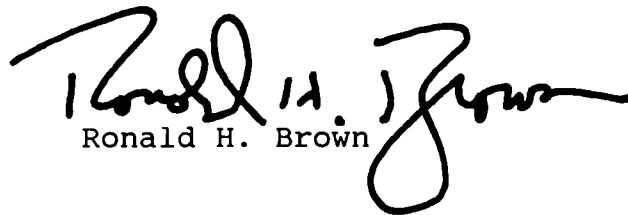
International tourism to the United States is one of the largest exports in terms of dollars brought into the U.S. economy. It is the largest business services export and the third largest export overall, ranking only behind Capital Goods and Industrial Supplies. In 1992, domestic and international tourism accounted for about 6 percent of our Gross National Product. Its contributions to jobs creation and tax revenues are vital to the health and vitality of our economy.

Since tourism is an integral sector of the U.S. economy, I have invited the Director of the Congressional Travel and Tourism Caucus, Ms. Halle Czechowski, to discuss Congressman James L. Oberstar's proposal for a White House Conference on Tourism. This conference is intended to focus national attention on the industry's important role in the nation's economy and as a catalyst for economic growth and jobs creation, as well as to examine the problems and challenges the industry faces.

The Wednesday, October 27th meeting will be convened at the deputies level. A principles meeting will be conducted at a later date. A package of background information on the Council will be sent to your office shortly.

Should you have questions concerning the meeting, please call me or have your staff person contact Ms. Sheila Williams at (202) 482-0136. I would appreciate confirmation of your deputy's attendance to Ms. Williams by Monday, October 18.

Sincerely,

  
Ronald H. Brown

10/27/92  
11/12/92  
11/12/92

AGENDA  
FORTY-THIRD SESSION OF THE TOURISM POLICY COUNCIL  
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. CALL TO ORDER AND ADOPTION OF AGENDA
  - o The Honorable Ronald H. Brown
- II. OPENING REMARKS
  - o The Honorable Ronald H. Brown
- III. OVERVIEW OF THE TOURISM SECTOR AND RECOMMENDATIONS FOR FUTURE FEDERAL ROLE
  - o Acting Under Secretary Leslie R. Doggett  
U.S. Travel and Tourism Administration  
Department of Commerce
- IV. 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
  - o The Honorable Ronald H. Brown
  - o Open Discussion
- V. PROPOSED WHITE HOUSE CONFERENCE ON TOURISM -- H. CON. RES. 110: A Congressional proposal to focus national attention on using tourism as an economic catalyst and improving the partnership among the Federal, state, local governments and private sector groups
  - o Ms. Halle Czechowski  
Director  
Congressional Travel and Tourism Caucus
  - o Open Discussion
- VI. DATE OF NEXT MEETING
- VII. ADJOURNMENT

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

TO: Mike  
FROM: Roz  
DATE: 10/21/93  
RE: Attached

Per CHR's request, I have spoken with the US Travel & Tourism Administration and told them that you are the individual on her staff that handles this issue. They don't have a problem with you being the contact, but did indicate that the second meeting scheduled is for principals only.

Please keep me posted on this issue and how you choose to handle it.

Thanks.

202 482 2887

USTTA OSPA

10/20/93 10:33 2003

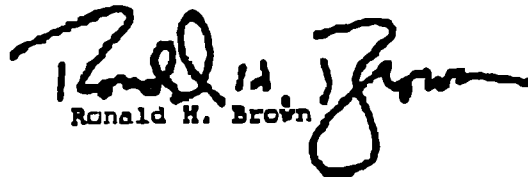
International tourism to the United States is one of the largest exports in terms of dollars brought into the U.S. economy. It is the largest business services export and the third largest export overall, ranking only behind Capital Goods and Industrial Supplies. In 1992, domestic and international tourism accounted for about 6 percent of our Gross National Product. Its contributions to jobs creation and tax revenues are vital to the health and vitality of our economy.

Since tourism is an integral sector of the U.S. economy, I have invited the Director of the Congressional Travel and Tourism Caucus, Mr. Halle Oschowski, to discuss Congressman James L. Oberstar's proposal for a White House Conference on Tourism. This conference is intended to focus national attention on the industry's important role in the nation's economy and as a catalyst for economic growth and jobs creation, as well as to examine the problems and challenges the industry faces.

The Wednesday, October 27th meeting will be convened at the deputies level. A principles meeting will be conducted at a later date. A package of background information on the Council will be sent to your office shortly.

Should you have questions concerning the meeting, please call me or have your staff person contact Ms. Sheila Williams at (202) 482-0136. I would appreciate confirmation of your deputy's attendance to Ms. Williams by Monday, October 18.

Sincerely,

  
Ronald H. Brown

202 452 2887

USTTA OSPA



10/20/83 10:33 2002

THE SECRETARY OF COMMERCE

Washington, D.C. 20230

October 14, 1993

Ms. Carol M. Rasco  
Assistant to the President  
for Domestic Policy  
The White House  
Washington, D.C. 20500

Dear Ms. Rasco:

I would like to invite you to work with me on an effort to develop a comprehensive and coordinated federal approach to U.S. tourism development. This topic will be the focus of the 43rd session of the TPC which will take place on Wednesday, October 27, 1993 from 9:30 to 10:30 a.m., in room 5430, at the Department of Commerce.

In the spirit of working toward a more responsive and coordinated government as outlined in Vice President Gore's National Performance Review (NPR), I would like to discuss a strategy to implement the recommendations, outlined in the NPR report, to revitalize the TPC and to broaden its authority to coordinate Federal tourism promotion efforts.

The Council is empowered by the National Tourism Policy Act of 1981 to develop areas of cooperative program activity, assist in resolving interagency policy conflicts, and coordinate policies and programs of member agencies that have a significant effect on tourism. The Council is also entrusted to seek the views of state and local governments and the Travel and Tourism Advisory Board on Federal tourism policies and programs.

In addition, this meeting will give us the opportunity to discuss the President's national export strategy as presented by the Trade Promotion Coordinating Committee (TPCC). The TPC provides a forum to implement the Presidential initiative, examine ways to streamline government, and develop a coordinated approach to tourism development strategies. I believe that it would be most productive to convene first at a Deputy level and schedule the 46th TPC session at a Secretary level in early December.

An active TPC will provide us the opportunity to coordinate tourism-related activities of more than 20 Federal agencies. The TPC also can help us avoid duplication of efforts through integrated planning of tourism promotion activities. By doing this, we can use Federal monies effectively and alleviate confusion surfacing in the industry about Federal tourism programs and policies.

202 482 2887

USTTA OSPA

10/20/93 10:32 0001

UNITED STATES TRAVEL AND TOURISM ADMINISTRATION  
FACSIMILE TRANSMITTAL MEMOTO: Roslyn MillerCOMPANY: Assistant *Sheila*FROM: Sarah Dalton *482-0136*

U.S. DEPARTMENT OF COMMERCE  
UNITED STATES TRAVEL AND TOURISM ADMINISTRATION  
14TH & CONSTITUTION AVENUE N.W.  
ROOM 1520  
WASHINGTON, D.C. 20230

TELEPHONE: (202) 482-3811

FAX: (202) 482-2887

SUBJECT: TPCFAX NUMBER: 456 2878DATE: 10/20NUMBER OF PAGES INCLUDING THIS PAGE: 3

MESSAGE:

*Per our conversation.*

\*\*\*\*\*

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





BRISN/LM  
**THE SECRETARY OF COMMERCE**  
Washington, D.C. 20230

October 14, 1993

① Decision Memo / Cont

Mr. Robert E. Rubin  
Assistant to the President  
for Economic Policy  
The White House  
Washington, D.C. 20500

Dear Mr. Rubin:

I would like to invite you to work with me on an effort to develop a comprehensive and coordinated federal approach to U.S. tourism development. This topic will be the focus of the 43rd session of the TPC which will take place on Wednesday, October 27, 1993 from 9:30 to 10:30 a.m., in room 5430, at the Department of Commerce. >

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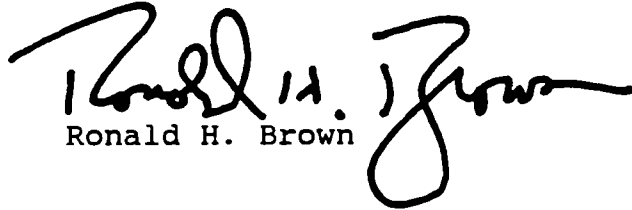
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Should you have questions concerning the meeting, please call me or have your staff person contact Ms. Sheila Williams at (202) 482-0136. I would appreciate confirmation of your deputy's attendance to Ms. Williams by Monday, October 18.

Sincerely,

  
Ronald H. Brown

*py m m  
BPR*

*Don J. ...*

AGENDA  
FORTY-THIRD SESSION OF THE TOURISM POLICY COUNCIL  
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. CALL TO ORDER AND ADOPTION OF AGENDA
  - o The Honorable Ronald H. Brown
- II. OPENING REMARKS
  - o The Honorable Ronald H. Brown
- III. OVERVIEW OF THE TOURISM SECTOR AND RECOMMENDATIONS FOR FUTURE FEDERAL ROLE
  - o Acting Under Secretary Leslie R. Doggett  
U.S. Travel and Tourism Administration  
Department of Commerce
- IV. 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
  - o The Honorable Ronald H. Brown
  - o Open Discussion
- V. PROPOSED WHITE HOUSE CONFERENCE ON TOURISM -- H. CON. RES. 110: A Congressional proposal to focus national attention on using tourism as an economic catalyst and improving the partnership among the Federal, state, local governments and private sector groups
  - o Ms. Halle Czechowski  
Director  
Congressional Travel and Tourism Caucus
  - o Open Discussion
- VI. DATE OF NEXT MEETING
- VII. ADJOURNMENT

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



## Congressional Travel and Tourism Caucus

U.S. House of Representatives  
Gerald R. Ford Building  
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Washington, D.C. 20515  
(202) 225-3935  
(202) 225-9293 Telefax

### MEMORANDUM

23 SEPTEMBER 1993

#### CHAIRMAN

James L. Oberstar (D-MN)

TO: SYLVIA MATTHEWS

#### VICE CHAIRMAN

Tuoy Roth (R-WV)

FR: HALLE CZECHOWSKI

RE: WHITE HOUSE CONFERENCE PURPOSE STATEMENT

#### SECRETARY/TREASURER

Bob Clement (D-TN)

This is the proposed mission statement for the White House Conference on Tourism. USTTA has signed off on the statement. I hope you find this useful. Please call me if you have any questions.

#### STEERING COMMITTEE

Nell Abercrombie (D-MI)  
Jim Bacchus (D-FL)  
Tom Bevill (D-AL)  
James Ellsbray (D-NV)  
Bill Browder (D-OK)  
Bob Carr (D-MI)  
Barbara Rose Collins (D-MI)  
Ron de Lugo (D-VI)  
Eni F. H. Faleomavaega (D-AS)  
George Gekas (R-PA)  
Ralph Hall (D-TX)  
Melton Hanscock (R-MO)  
Mike Kozlowski (D-OR)  
Martin Lancaster (D-NC)  
Larry LaRocco (D-ID)  
David Mann (D-CH)  
Eleanor Holmes Norton (D-DC)  
Nick J. Rahall (D-WV)  
Arthur Ravenel (R-SC)  
Carlos Romero-Barcelo (D-PR)  
George Sangmeister (D-IL)  
Craig Thomas (R-WY)  
Barbara Vucanovich (R-NV)  
Alan Weber (D-MO)  
William Zeitz (R-NH)

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.

#### EXECUTIVE DIRECTOR

Halle Czechowski

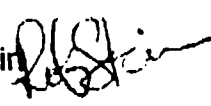
#### PRESS SECRETARY

Jim Berard



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Office of the Secretary**  
Washington, D.C. 20230

October 18, 1993

MEMORANDUM FOR Sylvia Mathews  
FROM: Rob Stein   
SUBJECT: National Tourism Policy

Tourism is our most successful export, and perhaps our best kept economic secret. Last year, domestic and international tourists spent \$361 billion in the United States. International visitors accounted for approximately \$71 billion of this total. Six million Americans are employed in tourism or related industries. We have a \$20 billion trade surplus in tourism.

Yet, in spite of tourism's central role in job creation and economic growth, federal government efforts in this area are seriously deficient. At least twenty agencies are involved. Funding is minimal, and a strategic plan for promotion of tourism has never been created.

We propose to change this. We would like to work with the NEC to dramatically re-shape the government's approach to tourism, just as we worked together to revolutionize our approach to promoting merchandise and services in the Trade Promotion Coordinating Committee (TPCC) report.

The TPCC effort has already achieved real change, and has been very well received, for several reasons.

First, it was truly an inter-agency effort, conducted in an inclusive fashion.

Second, we had a clear mandate to eliminate overlap and duplication, and rationalize the provision of United States Government services.

Third, we had an unambiguous commitment from the President and the Cabinet that exports create jobs, and that a national export strategy is vital to economic growth.

Tourism requires the same focus, and needs a similar mandate.

The Vice President, in the National Performance Review, recommended that the Tourism Policy Council (TPC) be reinvigorated, and given greater authority to coordinate federal programs and policy. We strongly support this recommendation, and the Secretary is prepared to apply the same leadership efforts to the TPC as he did to TPCC.

The TPC was statutorily created in 1981 as an interagency coordinating mechanism, chaired by the Secretary of Commerce, with 14 agencies represented (A list of the member agencies and the statutory language are attached).

We have scheduled a Deputies meeting of the TPC for October 27, and plan to convene a Principal's meeting in mid-November. Deputy Secretary Dave Barram will be co-chairing the TPC working groups. The TPC will focus on an inventory of existing federal and state tourism programs for the purpose of developing recommendations to create a streamlined, coordinated, strategic federal approach to tourism.

It would be extremely useful to that process, and would enhance our ability to improve coordination and rationalize resources among the various agencies, for the NEC to organize a small tourism working group.

This group should track the activities of the TPC and focus White House attention on key tourism issues, such as determining the appropriate federal role in tourism and tourism-related job creation, methods for allocating tourism resources, and whether/when to hold a White House Conference on Tourism to focus attention on the job creation potential of the tourism industry.

We suggest that the NEC convene a small organizing meeting of the working group to include Commerce, the Domestic Policy Council, OMB, Labor, Transportation, Agriculture and CEA (others, of course, can be added as we proceed). This group should meet in early November to develop an agenda and timeline.

The TPC and NEC working groups should aim to have a strategic plan and begin implementing a coordinated federal approach to tourism by late Spring, 1994.

We look forward to working with you on these important issues.

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**Ch. 31 INTERNATIONAL TRAVEL****46 8 4149a**

1964 Amendment. Pub.L. 88-426 repealed provisions which prescribed the compensation of the Director. See § 5312 et seq. of Title 5, Government Organization and Employees.

**Effective Dates**

1981 Act. Amendment by Pub.L. 97-63 effective Oct. 1, 1981; see section 6

of Pub.L. 97-63, set out as a note under section 2121 of this title.

1964 Act. Amendment by Pub.L. 88-426 effective the first day of the first pay period which begins on or after July 1, 1964, except to the extent provided in section 501(c) of Pub.L. 88-426; see section 501 of Pub.L. 88-426.

**LIBRARY REFERENCES****American Digest System**

Particular executive departments, see United States § 33.

**Encyclopedias**

Particular executive departments, see C.J.S. United States § 33.

**WESTLAW ELECTRONIC RESEARCH**

United States cases: 393k [add key number]

See, also WESTLAW guide following the Explanation pages of this volume.

**§ 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 inter-agency 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;

**22 § 2124a****FOREIGN RELATIONS Ch. 31****Ch. 31**

(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.

(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 Council 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.

**PUBLIC LAW 102-372-SEPT. 30. 1992**

**TOURISM POLICY AND EXPORT  
PROMOTION ACT OF 1992**

The Secretary may condition the receipt of such financial assistance on the agreement of the recipient to provide such information to the Secretary at such times and in such manner and form as the Secretary deems appropriate."

#### SEC. 12. ADMINISTRATION.

Section 301(a) (22 U.S.C. 2124(a)) is amended—

- (1) by striking the third and fourth sentences;
- (2) by inserting "(1)" immediately after "aF"; and
- (3) by adding at the end the following new paragraph:
 

"(2) The Secretary shall designate a Deputy Under Secretary for Tourism Trade Development who shall be drawn from, and serve as a member of, the career service. The Deputy Under Secretary shall have responsibility for—

  - "(A) facilitating the interaction between industry and government concerning tourism trade development;
  - "(B) directing and managing field operations;
  - "(C) directing program evaluation research and industry statistical research;
  - "(D) developing an outreach program to those communities with underutilized tourism potential to assist them in development of strategies for expansion of tourism trade;
  - "(E) implementing the program to provide financial assistance under section 303 in support of non-Federal tourism trade development activities; and
  - "(F) performing such other functions as the Under Secretary may assign."

#### SEC. 13. COORDINATION.

Section 301 (22 U.S.C. 2124) is amended by adding at the end the following new subsection:

"(c) The Under Secretary of Commerce for Travel and Tourism shall continue to seek the assistance of the United States and Foreign Commercial Service and shall continue to be available to assist the United States Travel and Tourism Administration at locations identified by the Under Secretary, in consultation with the Director General of the United States and Foreign Commercial Service, as necessary to assist the Administration's foreign offices in stimulating and encouraging travel to the United States by foreign residents and in carrying out other powers and duties of the Secretary specified in section 302."

#### SEC. 14. LIMITATION ON CERTAIN EXPENDITURES.

Section 301 (22 U.S.C. 2124), as amended by section 13, is further amended by adding at the end the following new subsection:

"(d) The expenditures for personnel compensation, rental payments, communications, utilities, miscellaneous charges, and equipment shall not exceed—

- "(1) in fiscal year 1993, 55 percent of the amount appropriated to the Secretary under section 304;
- "(2) in fiscal year 1994, 62.5 percent of the amount appropriated to the Secretary under section 304; and
- "(3) in fiscal year 1995 and in subsequent fiscal years, 50 percent of the amount appropriated to the Secretary under section 304."

#### 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."

#### SEC. 16. ADVISORY BOARD.

(a) MEMBERSHIP.—Section 303(a)(3) (22 U.S.C. 2124b(a)(3)) is amended—

- (1) in subparagraph (A), by striking "and";
- (2) in subparagraph (B), by striking "one shall be a representative of the States who is" and inserting in lieu thereof "two shall be representatives of the States who are" and by striking the period at the end and inserting in lieu thereof "; and"; and
- (3) by adding at the end the following new subparagraph:
 

"(C) at least one shall be a representative of a city who is knowledgeable of tourism promotion."

(b) TERMS.—The last sentence of section 303(b) (22 U.S.C. 2124b(b)) is amended by striking "two consecutive terms of three years each" and inserting in lieu thereof "six consecutive years or nine years in the aggregate".

(c) ADVICE.—The first sentence of section 303(f) (22 U.S.C. 2124b(f)) is amended by striking "and shall advise" and all that follows through "302(a)(15)".

#### SEC. 17. AUTHORIZATION OF APPROPRIATIONS.

Section 304 (22 U.S.C. 2125) is amended—

- (1) in the first sentence, by inserting immediately before the period the following: "not to exceed \$21,000,000 for fiscal

DEPARTMENT OF COMMERCE

OFFICE OF THE ASSISTANT SECRETARY  
FOR  
LEGISLATIVE AND  
INTERGOVERNMENTAL AFFAIRS

TO: Mike Schmitz PHONE: \_\_\_\_\_  
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FROM: Loretta Dunn PHONE: 482-3663  
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SUBJECT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NUMBER OF PAGES TO FOLLOW: 1

REMARKS: \_\_\_\_\_  
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FAXSHEET

9/20/93



**UNITED STATES DEPARTMENT OF COMMERCE**  
**The Assistant Secretary for Legislative**  
**and Intergovernmental Affairs**  
Washington, D.C. 20230

September 27, 1993

To: Mike Schmitz  
Domestic Policy Council

From: Loretta Dunn

It was nice to meet you on the Hill last week. As we discussed, one solution to the Congressional call for the White House Conference on Tourism might be a series of regional meetings/hearings to be conducted by the Tourism Policy Council (an interagency council) at the Secretarial level, in conjunction with the House and Senate Tourism Caucuses, with a report to the President presented at a meeting at the White House.

DATE: September 21, 1993  
TO: Carol Rasco  
FROM: Mike Schmidt  
RE: Meeting Today with the Congressional Travel and Tourism Caucus

WH Conf on aging  
HHS - Fernando Torres-Gill  
401-4541

I thought I would give you a brief report on the meeting Bob Rubin and I attended this morning with the Congressional Travel and Tourism Caucus.

## TODAY'S MEETING

As you know, the Caucus is lobbying us hard for a White House Conference on Tourism. We met today with members of the Caucus, Chaired by Jim Oberstar (D-MN), and representatives from AAA and American Express to listen to their pitch for the Conference. The meeting went well, with no surprises or disasters.

Caucus members envision a White House Conference as a grassroots campaign to raise awareness about the importance of the tourism industry. It would be modeled after President Reagan's White House Conference on Small Business, with a series of smaller events taking place in every state, followed by a few regional meetings and culminating, finally, in a national conference and report to the President sometime in early 1995.

One of the questions that Bob Rubin posed repeatedly throughout the meeting was, "Why a White House Conference? Why not some other forum?" In answering this question, the strongest arguments put forward for a White House Conference included:

- **Strong bipartisan and industry support.** Apparently, there is broad industry and bipartisan Congressional support for such a Conference. Given the fact that every member of Congress has tourism interests in his or her district, the issue would likely be a winner for us politically. Industry reps at the meeting assured us that private sector groups could and are willing to provide almost all of the funding and staffing for the events.
- **A Conference could bring focus to the Administration's job creation theme.** Tourism is the second largest employer in the U.S. with 5.9 million employees, and the industry is still growing. Last year, foreign visitors spent \$48 billion at U.S. travel destinations, and tourism is among the top three employers in 40 states. The point is, the tourism industry is a job creator, and a White House Conference could focus attention on our commitment to job growth.

- **A Conference could also tangibly demonstrate our support for small businesses.** The tourism industry is made up 90% by small businesses. Additionally, minority-owned firms are a rapidly growing segment of this industry. The Administration could use a White House Conference to show that it is serious about helping small and minority-owned businesses.
- **Unlike other events, a White House Conference raises the profile of the issue to a national level.**
- **A White House Conference could generate suggestions on consolidating/reinventing the Federal Government's tourism programs.** Unfortunately, the Federal Government has scattered its tourism programs and resources across several agencies and departments, most prominently Commerce and Agriculture.

## **NEXT STEPS**

No promises were made at this meeting. However, Bob Rubin seems to have come away from the meeting with a more favorable opinion of the arguments for a White House Conference -- or at least some kind of high-visibility initiative on tourism. I agree with this sentiment. Unfortunately, Ron Brown did not walk into the meeting until after it had already broken up, so we did not get to hear his take on all of this. As I understand it, he may have been intending to announce a major tourism initiative at Commerce (a series of state and regional meetings sponsored by Commerce's Travel and Tourism Administration, followed by some sort of national meeting and report to the President), and pitch that initiative as an alternative to a White House Conference.

Caucus members realized that they need to give us more details on their proposal before we can make a decision. Therefore, they volunteered to write up a mission statement for the proposed Conference and get it over here sometime tomorrow. They also talked about at some point forming a Working Group, with Caucus staff members, Commerce reps, and DPC/NEC reps, but that issue will have to be worked out in more detail.

Bob Rubin will be calling Secretary Brown this afternoon to touch base with him. He will also be touching base with some other White House "politicals" (Gergen, Stephanopoulos, etc.) and asked me to brief you on the meeting. If it's OK with you, it sounds like I will be the staff contact for DPC/NEC on this if we do any kind of event or initiative.

What do you think? Give me a call on this if you need more information.

# Travel & Tourism

8-21

Monday Morning Travel & Tourism

- Now net gain for first time in many yrs
- How do we keep growth up
- Tourism jobs - not poor wage
- Streamline Fed & State Fed private efforts at job growth
- Focus on Crime
- Understanding of Role of TTA

→ What would you like to accomplish with Conf?

- Everyone re-invents wheel now - who should coordinate
  - create jobs
  - Training programs necessary?
  - Govt working w/ private sector
- Give Tourism emphasis it needs
  - small business - 80% of businesses in Tourism
  - minority business
  - Enviro issues (parks)
  - Transportation (roadways)
- Regulations that hurt industry
- ReGo aspect - center in one agency
  - done through executive order?

- Sourcing of Labor - Training partnerships w private sector
- Community development - Historical preservation
- Hamburger-flipper mentality
- Rural development aspect - Sustainable communities

TOT - "Town Lift" program (cayten)  
plan how they can change

- millions  
- Visitors comp to DC, NY -- silly not to exploit this & entice people to visit other areas of the country
- Fed - "These jobs cannot move offshore" - fed presence find out problems, exchange info

White House Conf:

- ① Jobs creating (X)(X)
- ② Profile
- ③ Make people pay to attend

- Mission Statement?
- Each State has conf.
- Regional conf
- National Conf. at end.

- IF w/ blessing, start in earnest this fall - planning 6 months

- State & Regional Conf begin in 94 - Conf in 1995

- Broad House Support

- Great potential for <sup>job</sup> growth & econ growth

- every ~~industry~~ community in country

- Small Business Conf every 6 yrs legislative

- Private Sector staff?

Working Group

- Scope

- Division of Labor

- Mission

- Agenda

-

- DBC or WH?

- Grassroots affect

*Monday Management Tourism Task Force*

**Attendees at Congressional Tourism Caucus meeting:**

**Members of Congress**

James Oberstar  
Bob Clement  
Tony Roth  
George Sangmeister  
Eleanor Holmes-Norton  
Jim Bacchus  
Bob Carr  
Jim Bilbray  
Bill Brewster  
Craig Thomas  
Martin Lancaster  
Michael Kopetski  
Larry LaRocco  
Neil Abercrombie

**Industry representatives**

Paul Verkuil, President of American Automobile Assn.  
Roger Ballow, President, Travelers Services Group, American Express  
Ned Book, President of Travel Industry Assn.

**Administration**

Bob Rubin, Assistant to the President for Economic Policy  
Secretary Brown of Commerce  
Secretary Babbitt of Interior (tentative)

**The Caucus' Six Principal Issues**

Respect for the industry  
Impact on the economy  
Need to streamline federal efforts (reinventing government)  
Jobs creation  
Economic development  
Crime

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TO

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## Congressional Travel and Tourism Caucus

U.S. House of Representatives

Gerald R. Ford Building

Room 248

Washington, D.C. 20515

(202) 225-3035

(202) 225-9293 Telefax

### A Proposal for a White House Conference on Tourism

#### CHAIRMAN

James L. Oberstar (D-MN)

#### VICE CHAIRMAN

Toby Roth (R-WI)

#### SECRETARY/TREASURER

Bob Clement (D-TN)

### A White Paper by the Congressional Travel and Tourism Caucus

February 9, 1993

The Congressional Travel and Tourism Caucus urges President Bill Clinton to convene a White House Conference on Tourism. The officers and members of the caucus feel such a conference would focus attention on the tourism industry's important role in the nation's economy, the potential of tourism as a catalyst for economic growth, and the problems and challenges facing this industry.

It is also apparent to the caucus that continued growth in the tourism industry is consistent with President Clinton's stated goals for the national economy, and can complement the economic growth stimuli, such as infrastructure investment and small business development, which he has proposed.

### Tourism's Contribution to the National Economy

Tourism is America's number-one export. In 1991, an estimated 42.7 million foreign visitors spent \$48.8 billion at U.S. travel destinations. Tourism is also the nation's second-largest employer, providing 5.9 million jobs. Tourism-related businesses have a combined annual payroll of \$91 billion and contribute \$344 billion in expenditures to the nation's economy each year. Tourism is among the top three employers in 40 of the 50 states.

Yet, tourism is an undervalued resource. The United States ranks 20th in the world in the amount of money spent on official programs to attract foreign visitors. In FY 1990, the United States Travel and Tourism Administration spent \$14.3 million for this purpose. In the same year, the government of Spain spent \$256.7 million, France spent \$196.1 million, Greece spent \$94.1 million, and Australia spent \$44.5 million.

#### EXECUTIVE DIRECTOR

Julie Franklin

#### DELEGATE SECRETARY

Jim Beard

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George Gales (R-PA)

Ralph Hall (D-TX)

Malton Hancock (R-MO)

Mike Ruppert (D-OR)

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Larry LaRocco (D-ID)

David Mann (D-CA)

Eleanor Holmes Norton (D-DC)

Nick J. Rahall (D-WV)

Arthur Ravens (R-SC)

Gaille Romero-Borens (D-PR)

George Rangel (D-L)

Craig Thomas (R-WY)

Barbara Vucanovich (R-NV)

Alan Wheat (D-MO)

William Zolte (R-NH)

SEP-15-1993 05:00 FROM

TO

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2

### Stimulating Economic Development

Many of the very same values that determine a community's character, its quality of life and its potential for future growth also determine its potential for tourism promotion. These values include a desire on the part of the community and its leadership to create jobs, preserve local historic sites, develop its rural areas, address environmental concerns--such as clean air and clean water--create economic opportunities for women and minorities, and foster the wise use and preservation of natural resources, wetlands and National Parks and National Forests. The development of a strong tourism industry in a community can encompass many of these values and aid in the community's future growth and success.

The tourism industry already has an excellent record of creating new employment opportunities. Over the past ten years, this industry has grown at the rate of 43% -- twice the rate of any other U.S. industry. In the past five years, travel and tourism expenditures have increased by over 45 percent, and employment has grown 28 percent. Moreover, unlike many industries that must be rebuilt, restructured or created altogether to be of greater benefit to the U.S. economy, travel and tourism are already positioned to have immediate growth impact.

Many communities already have the tourism resources with potential to improve their economic conditions, but lack the leadership and organizational framework to organize, plan and implement programs to improve the economic health of their area. A White House Conference on Tourism will help develop an informed, active leadership to ensure the stable and rational continued growth of the industry. It would bring together people and ideas, create a channel of communication linking the tourism community and identify the many ways in which this industry could contribute to the revitalization of the U.S. economy. Most of all, it would help create the needed organizational framework to allow communities to develop their tourism resources.

### Addressing Social Needs

Many of the social concerns outlined in Putting People First are shared by the caucus and are issues caucus members believe could be addressed through a conference of this nature. As President Clinton's book points out, "Our nation cannot move forward until our cities become centers of expanding opportunity and engines of economic growth." The President's vision to create opportunities and new partnerships committed to community service, stimulate investment in communities, empower through economic opportunity, and rebuild our national infrastructure mirror the goals of tourism development:

--Jobs programs and infrastructure improvements enhance tourism's potential as a tool for economic growth, and thereby address the poverty and decay that have beset many cities, small towns and rural areas. Programs involving minority business development and minority placements in hospitality and tourism attractions, for example, must be a part of a national economic package.

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3

The travel and tourism industry is overwhelmingly comprised of small businesses, which will continue to be the nation's greatest source of economic opportunity and social mobility for many Americans.

—Finally, "preserving places of natural beauty and of ecological importance such as our National Parks, wilderness areas, and wetlands—so we can pass on America's natural splendor to our children," is a goal tourism shares. The tourism industry benefits from the promotion of scenic beauty and natural vacationing experiences. Moreover, tourism can encourage preservation by creating even more "green" businesses to promote the protection of our natural wonders.

### Problems and Challenges

A White House Conference would explore the problems and challenges facing the tourism industry as well as its potential for economic benefit. While tourism holds great promise, as with many other industries, it has been affected by the recession. This year, U.S. airlines will lose \$2 billion, bringing total losses for the past three years to \$8 billion. Three major airlines have gone out of business; another three are in bankruptcy; all are having difficulty raising the amount of money necessary to buy the updated equipment they will need in the future. Airlines have laid off 60,000 employees, and thousands more have lost their jobs in industries dependent on the airlines. Hundreds of aircraft orders have been canceled or postponed. For each of these canceled orders, it is estimated 5,000 jobs are lost.

Tourism also has a significant stake in the economic health of our nation's cities. After last year's riots in Los Angeles, for example, the cover story for USA TODAY May 4, 1992 demonstrates how immediately and drastically tourism can be hurt by urban violence. The headline read "Costly Riots Further Wound Battered City - Tourism Jobs will be Hit Hard". Pointing out that the image of the city portrayed on television during the riots discouraged potential visitors, Michael Collins of the Los Angeles Convention and Visitors Bureau noted, "In our business, image is reality."

There are other elements of President Clinton's vision for America that a tourism conference can address: improvements to our national transportation network, such as renovating our country's roads, bridges, railroads and the creation of a high speed rail network linking our major cities; investment in "smart" highway technology to expand the capacity, speed, and efficiency of our major roadways; and development of a network of scenic byways to enhance opportunities for pleasure driving and provide small communities in scenic rural areas to develop their tourism potential. Moreover, much of the cost of these improvements will be met by federal fuel tax revenues—much of it now sitting idle in the Highway Trust Fund—collected from a vast array of travelers and tourism-related businesses.

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**Format**

The Travel and Tourism Caucus envisions a conference that would involve participation from a broad spectrum of people with expertise in travel and tourism-related fields, including the transportation, hospitality, travel arrangements, amusements, recreation, and finance industries, as well as academia and federal, state and local government. In order to accomplish this, the caucus proposes that the White House Conference on Tourism incorporate a series of state and regional sessions to be held throughout the country.

As a model, the caucus cites the White House Conference on Small Business, held during the Reagan Administration, which allowed approximately 60 state and regional conferences to be held across the country over a period of two years. Each state hosted a conference (two conferences were held in states with 10 million or more in population). Following the state meetings, regional meetings were held in six cities.

The culmination of the program resulted in a national conference, where all participants voted on the issues developed at the regional meetings and made a report to the President.

Participants in the White House Conference on Tourism would be selected by the President and Members of Congress. The conference would be conducted under the auspices of the Department of Commerce, and an executive director and small support staff would be dedicated to its operation.

Authorizing legislation would not be needed for this purpose; funding would be provided through a line-item appropriation. (Although a budget for the White House Conference on Tourism has not yet been developed, the authorization for the Conference on Small Business was \$5 million.)

Of course, the format, agenda and budget for the conference would be open to discussion and revision.

In conclusion, the Congressional Travel and Tourism Caucus believes a White House Conference on Tourism could contribute substantially toward a better understanding of this vital industry's potential while realizing many of the economic and social goals President Clinton outlined in his vision of America's future.

This proposal has been greeted enthusiastically by Members of Congress of both political parties, and representatives of the tourism industry. The members of the Travel and Tourism Caucus stand ready to assist President Clinton in generating the political support necessary to bring about this important event.

# CONGRESSIONAL TRAVEL AND TOURISM CAUCUS

## FAX COVER SHEET

FAX NUMBER: 202-225-9293

TELEPHONE NUMBER: 202-225-3935

TO: Mike Schmitz

FROM: Nalle Giedraski

NUMBER OF PAGES: 2

MEMO: \_\_\_\_\_  
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**PHOTOCOPY  
PRESERVATION**



## 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

### MEMORANDUM

23 SEPTEMBER 1993

**CHAIRMAN**  
James L. Oberstar (D-MN)

TO: MIKE SCHMITZ

FR: HALLE CZECHOWSKI

**VICE CHAIRMAN**  
Toby Roth (R-WI)

RE: WHITE HOUSE CONFERENCE PURPOSE STATEMENT

**SECRETARY/TREASURER**  
Bob Clement (D-TN)

This is the proposed mission statement for the White House Conference on Tourism. USTTA has signed off on the statement. I hope you find this useful. Please call me if you have any questions.

#### STEERING COMMITTEE

Neil Abercrombie (D-MI)  
Jim Bacchus (D-FL)  
Tom Bevill (D-AL)  
James Bilbray (D-NV)  
Bill Brewster (D-OK)  
Bob Carr (D-MI)  
Barbara-Rose Collins (D-MI)  
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Ralph Hall (D-TX)  
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Eleanor Holmes Norton (D-DC)  
Nick J. Rahall (D-WV)  
Arthur Ravenel (R-SG)  
Carlos Romero-Barceló (D-PR)  
George Sangmeister (D-IL)  
Craig Thomas (R-WY)  
Barbara Vucanovich (R-NV)  
Alan Wheat (D-MO)  
William Zeliff (R-NH)

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.

**EXECUTIVE DIRECTOR**  
Halle Czechowski

**PRESS SECRETARY**  
Jim Berard

PHOTOCOPY  
PRESERVATION

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-5001**  
**February 9, 1993**

The Honorable Bill Clinton  
President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

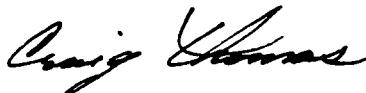
Dear President Clinton:

I am writing in support of the proposal for a White House Conference on Tourism. As a former Governor of a small rural state, I'm sure you can attest to the great economic benefits of tourism. There are many challenges facing this industry and we must work together to make sure that it continues to prosper.

As you focus on an economic stimulus for the economy, I hope you put tourism on your list of priorities. This industry is vital to many small businesses in my state since it greatly affects rural development and job creation.

I hope you will give this proposal your favorable consideration. If you have any questions, please feel free to call on me.

Best regards,



Craig Thomas  
Member of Congress



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Gerald R. Ford Building  
Room 246  
Washington, D.C. 20515  
(202) 225-3935

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### EXECUTIVE DIRECTOR

Julie Franklin

### PRESS SECRETARY

Jim Berard

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Yet, tourism is an undervalued resource. The United States ranks 20th in the world in the amount of money spent on official programs to attract foreign visitors. In FY 1990, the United States Travel and Tourism Administration spent \$14.3 million for this purpose. In the same year, the government of Spain spent \$256.7 million, France spent \$196.1 million, Greece spent \$94.1 million, and Australia spent \$44.5 million.

### **Stimulating Economic Development**

Many of the very same values that determine a community's character, its quality of life and its potential for future growth also determine its potential for tourism promotion. These values include a desire on the part of the community and its leadership to create jobs, preserve local historic sites, develop its rural areas, address environmental concerns--such as clean air and clean water--create economic opportunities for women and minorities, and foster the wise use and preservation of natural resources, wetlands and National Parks and National Forests. The development of a strong tourism industry in a community can encompass many of these values and aid in the community's future growth and success.

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005148



## Congressional Travel and Tourism Caucus

U.S. House of Representatives  
Gerald R. Ford Building  
Room 246  
Washington, D.C. 20515  
(202) 225-3935

February 9, 1993

### CHAIRMAN

James L. Oberstar (D-MN)

### VICE CHAIRMAN

Toby Roth (R-WI)

### SECRETARY/TREASURER

Bob Clement (D-TN)

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Barbara Vucanovich (R-NV)  
Alan Wheat (D-MO)  
William Zeliff (R-NH)

### EXECUTIVE DIRECTOR

Julie Franklin

### PRESS SECRETARY

Jim Berard

The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President:

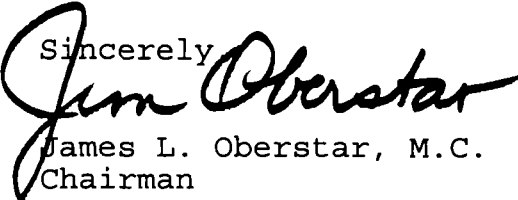
It is my pleasure to submit for your consideration a bipartisan proposal requesting you to consider convening a White House Conference on Tourism. My colleagues and I in the Congress, stand ready to help you call attention to many of the challenges facing tourism as it relates to our nation's overall economic strategy.

As you know, the tourism industry is comprised of many diverse businesses across our country and is vital to the economic well-being of communities both large and small. We believe a conference which draws in all these multi-faceted interests can help determine many of the opportunities of this unique industry. By addressing these issues in a unified and cohesive manner, we can work together to build national policies that help accentuate local strengths.

Attached are letters of endorsements from many other Members of our Caucus who also are interested in assisting in this endeavor. It is our hope you will give this proposal your favorable consideration. If I can be of any assistance, please do not hesitate to contact me.

With warmest regards,

Sincerely,

  
James L. Oberstar, M.C.  
Chairman

**TOM BEVILL**

**4TH DISTRICT, ALABAMA**

**DEPUTY WHIP**

**COMMITTEE:**

**APPROPRIATIONS**

**SUBCOMMITTEES:**

**CHAIRMAN,**

**ENERGY AND WATER DEVELOPMENT**

**MILITARY CONSTRUCTION; INTERIOR**

**WASHINGTON ADDRESS:**

**2302 RAYBURN HOUSE OFFICE BUILDING**

**WASHINGTON, DC 20515-0104**

**AREA CODE 202, TELEPHONE: 225-4878**

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-0104**

**February 8, 1993**

**DISTRICT OFFICES:**

**ROOMS 102-104**

**THE FEDERAL BUILDING**

**CULLMAN, AL 35055**

**TELEPHONE: 734-6043**

**ROOM 107**

**THE FEDERAL BUILDING**

**GADSDEN, AL 35901**

**TELEPHONE: 546-0201**

**ROOM 247—FEDERAL BUILDING**

**1710 ALABAMA AVENUE**

**JASPER, AL 35501**

**TELEPHONE: 221-2310**

The Honorable Bill Clinton  
The White House  
1600 Pennsylvania Avenue NW  
Washington, D.C. 20500

Dear Mr. President:

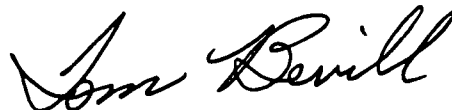
I am writing this letter in support of the proposal for a White House Conference on Tourism. I think it is very important to establish a leadership forum to focus attention on the role of Tourism in today's economy.

Tourism is America's number-one export, and is also the nation's second-largest employer. It is certainly a very important industry for my home state of Alabama. The proposed White House Conference on Tourism would be a vital stimulus in the development of this industry's potential. As a Member of Congress, I look forward to working with you in this effort. It is my hope that you will give this proposal your favorable consideration.

If I can be of any assistance please do not hesitate to contact me.

With kindest personal regards, I am

Sincerely yours,



Tom Bevill, M. C.

TB/sf

BOB CLEMENT  
5TH DISTRICT, TENNESSEE

COMMITTEE ON  
PUBLIC WORKS AND TRANSPORTATION

COMMITTEE ON  
VETERANS' AFFAIRS

CONGRESSIONAL TRAVEL AND  
TOURISM CAUCUS  
STEERING COMMITTEE



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-4205**

February 9, 1993

DISTRICT OFFICES:  
552 U.S. COURTHOUSE  
NASHVILLE, TN 37203  
615-738-5295

101 5TH AVENUE EAST  
SUITE 201  
SPRINGFIELD, TN 37172  
615-384-6600

2701 JEFFERSON STREET  
SUITE 103  
NASHVILLE, TN 37208  
615-320-1363

WASHINGTON OFFICE:  
ROOM 325  
CANNON HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-4205  
202-225-4311

President Bill Clinton  
The White House  
1600 Pennsylvania Avenue  
Washington, DC 20050

Dear President Clinton:

I am writing in support of the proposal for a White House Conference on Tourism. As Secretary/Treasurer of the Congressional Travel and Tourism Caucus, I have seen the positive impact that a coordinated effort can have on economic development through the industry of tourism.

In 1991, for example, 40 million travelers spent \$6 billion while traveling through the state of Tennessee. The economic impact of these travelers created over 125,000 jobs and generated \$450 million in state and local taxes that year. Many of these local governments rely heavily on this industry, particularly in rural areas.

A White House Conference will draw attention to the multi-dimensional tourism industry. By addressing this issue in a unified manner, we can work together to build national policies which further strengthen local and statewide initiatives.

I look forward to working with you in support of economic development initiatives. If I can be of any assistance on this or any other matter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Clement", with a stylized flourish at the end.

Bob Clement  
Member of Congress

BC/sd

# Congress of the United States

House of Representatives

103d Congress

Committee on Small Business

2361 Rayburn House Office Building

Washington, DC 20515-6315  
February 4, 1993

President Bill Clinton  
The White House  
Washington, D.C.

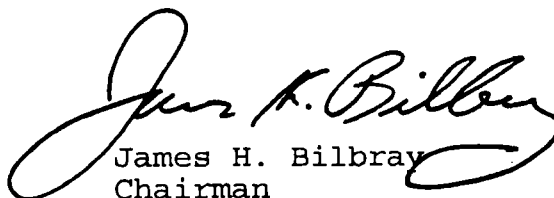
Dear President Clinton:

I am writing this letter in support of the proposal for a White House Conference on Tourism. As Chairman of the House Small Business Subcommittee on Procurement, Taxation, and Tourism I understand the importance of establishing a leadership forum to focus attention on the role of Tourism in today's economy.

Tourism is America's number-one export, and is also the nation's second-largest employer. The proposed White House conference on Tourism is vital in the development of a format to exploit this vital industry's potential. As a Member of Congress, I look forward to working with you in the effort to make the small business community more inclusive in the vast economic opportunity that is American Tourism. It is my hope that you will give this proposal your favorable consideration.

Once again, I look forward to working with you in support of small business. If I can be of any assistance please do not hesitate to contact me.

Sincerely,



James H. Bilbray  
Chairman  
Subcommittee on Procurement,  
Taxation, Tourism

JHB:fjs

BILL K. BREWSTER  
3D DISTRICT  
OKLAHOMA

PUBLIC WORKS AND TRANSPORTATION  
COMMITTEE

SUBCOMMITTEES:  
SURFACE TRANSPORTATION  
WATER RESOURCES  
INVESTIGATIONS AND  
OVERSIGHT

VETERANS' AFFAIRS COMMITTEE

SUBCOMMITTEES:  
HOSPITALS AND HEALTH CARE  
HOUSING AND MEMORIAL AFFAIRS



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-3603**

February 8, 1993

WASHINGTON OFFICE:  
1404 LONGWORTH HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3603  
(202) 225-4565

DISTRICT OFFICES:  
900 N. MISSISSIPPI, SUITE B  
ADA, OK 74820  
(405) 436-1980

118 CARL ALBERT FEDERAL BUILDING  
MCALISTER, OK 74501  
(918) 423-5951

123 W. 7TH AVENUE, SUITE 206  
STILLWATER, OK 74074  
(405) 743-1400

The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C.

Dear President Clinton:

As a member of the steering committee of the House Tourism Caucus, I want to urge you to call a White House Conference on Tourism.

I know you understand the value of tourism to the economy of the State of Arkansas. In my own State of Oklahoma, tourism was an important factor of the revitalization of our economy after the oil industry failed.

The proposed White House Conference on Tourism is vital to the development of tourism as an economic tool. It would bring the nation's attention to the importance of this valuable, mostly under-developed industry.  
Sincerely,

A handwritten signature in cursive script that reads "Bill K. Brewster".

Bill K. Brewster  
Member of Congress

BB/jp

GEORGE W. GEKAS  
17TH DISTRICT, PENNSYLVANIA

COMMITTEE ON THE JUDICIARY

SUBCOMMITTEES:

ADMINISTRATIVE LAW AND GOVERNMENTAL  
RELATIONS—RANKING MEMBER

CRIME AND CRIMINAL JUSTICE

SELECT COMMITTEE ON INTELLIGENCE



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-3817**

February 8, 1993

President Bill Clinton  
The White House  
Washington, D.C. 20500

Dear President Clinton:

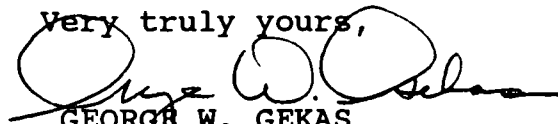
I represent a congressional district in Central Pennsylvania in which the tourism industry (featuring Hershey and the Dutch country) plays a major role in the regional economy. And that is why I urge your support for a White House Conference on Tourism.

It is not necessary to review the many facts of what enormous national impact the tourism industry has and how intense is the global competition for the tourist dollar. You know this already, and also that each state recognizes the importance of the domestic and foreign tourist. However, as a country, to become even more successful in an even more competitive world market, we need to heighten our focus on the needs of the travel and tourism industry. A White House Conference on Tourism would be an appropriate step in this direction.

As a member of the Congressional Travel and Tourism Caucus I encourage you to convene such a conference.

Thank you for your attention.

Very truly yours,

  
GEORGE W. GEKAS  
Member of Congress

GWG/wac

REPLY, IF ANY, TO:

- ☐ 2410 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3817  
(202) 225-4315  
FAX (202) 225-8440
- ☐ GOVERNOR'S PLAZA NORTH  
BUILDING # 1, SUITE 302  
2101 NORTH FRONT STREET  
HARRISBURG, PA 17110  
(717) 232-5123  
FAX (717) 232-2928
- ☐ ELIZABETHTOWN DISTRICT OFFICE  
SUITE 102-A  
222 SOUTH MARKET STREET  
ELIZABETHTOWN, PA 17022  
(717) 367-6669  
FAX (717) 367-6602
- ☐ LEBANON DISTRICT OFFICE:  
108 B MUNICIPAL BUILDING  
400 SOUTH 8TH STREET  
LEBANON, PA 17042-6794  
(717) 273-1451  
FAX (717) 273-1673

**Congress  
of the  
United States  
House of Representatives**

February 5, 1993

H. MARTIN LANCASTER  
NORTH CAROLINA  
THIRD DISTRICT



President Bill Clinton  
The White House  
Washington, D.C.

Dear President Clinton:

I write to encourage your support of the proposed White House Conference on Tourism.

As a Member of the Small Business Committee, I have witnessed the significant impact of White House Small Business Conference. Modeled after this prototype, the White House Conference on Tourism would focus attention on the important role of tourism in job creation and how government may support its growth. As you may know, the tourism industry is America's second-largest employer and our country's number one export. It is my hope that you will recognize the great potential benefits of conducting a national conference and will lend your support.

I look forward to working with you to strengthen our economy, and create jobs, during the next four years.

With kindest regards, I am

Sincerely yours,

A handwritten signature in black ink, appearing to read "H. Martin Lancaster".

H. Martin Lancaster  
Member of Congress

HML:pab



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-2507**

February 9, 1993

The Honorable Bill Clinton  
The White House  
Washington, D.C. 20500

Dear Mr. President:

Knowing of your desire to maintain and strengthen our nation's economic recovery, I wish to draw your attention to the growing and dynamic tourism industry in this country. This industry provides millions of jobs to Americans and offers tremendous economic opportunities for our nation's future.

Any effort on your part to develop a national economic strategy would be incomplete if it does not address tourism and its potential for job creation and reduction of our trade deficit.

You may be familiar with the booming tourism industry in Branson, Missouri, just across the Arkansas border, in my Congressional district. Over four million visitors are now traveling to Branson each year to enjoy the country music and Ozark mountain country. There is no reason this economic success story cannot be repeated elsewhere.

As the former Ranking Republican on the House Small Business Subcommittee on Procurement, Tourism, and Rural Development and a member of the House Tourism Caucus, I urge you to consider sponsoring a White House Conference on Tourism. Such a forum would provide a valuable opportunity to evaluate the role of tourism in our nation's overall economic strategy.

If you are concerned about promoting those sectors of our economy with the most potential for growth and job creation, tourism definitely deserves your close attention.

Yours for BETTER - but LESS - GOVERNMENT,

A handwritten signature in cursive script that reads "Mel Hancock".

Mel Hancock  
Member of Congress

MH:smc

ARTHUR RAVENEL, JR.  
1ST DISTRICT, SOUTH CAROLINA

COMMITTEE ON  
ARMED SERVICES  
  
SUBCOMMITTEES:  
MILITARY INSTALLATIONS  
AND FACILITIES  
MILITARY PERSONNEL  
AND COMPENSATION  
  
COMMITTEE ON  
MERCHANT MARINE  
AND FISHERIES  
  
SUBCOMMITTEES:  
ENVIRONMENT AND NATURAL  
RESOURCES  
FISHERIES MANAGEMENT

Congress of the United States  
House of Representatives  
Washington, DC 20515-4001

WASHINGTON OFFICE:  
Room 231  
Cannon Building  
202-225-3176  
  
DISTRICT OFFICE:  
640 FEDERAL BUILDING  
CHARLESTON, SC 29403  
803-727-4176

February 9, 1993

President Bill Clinton  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20500

Dear President Clinton,

Please know that I am writing in support of the White House Conference on Tourism. As a member of the Congressional Travel and Tourism Caucus I believe it is vital that we focus more attention on the impact that tourism plays in our economy. In 1991, tourism had an economic impact on South Carolina estimated at nearly **five** billion dollars.

As you know, the proposed conference would concentrate on how we could better utilize the tourism industry to its fullest potential. It is my hope that you will consider our proposal and work with us for this common goal.

With every good wish,



Arthur Ravenel, Jr.

ARJr/tgh

NICK J. RAHALL II  
4TH DISTRICT, WEST VIRGINIA

COMMITTEES:

INTERIOR AND INSULAR AFFAIRS

SUBCOMMITTEES:

CHAIRMAN:

MINING AND NATURAL RESOURCES

NATIONAL PARKS AND  
PUBLIC LANDS

PUBLIC WORKS AND  
TRANSPORTATION

SUBCOMMITTEES:

SURFACE TRANSPORTATION

AVIATION

WATER RESOURCES

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

February 9, 1993

2104 RAYBURN BUILDING  
WASHINGTON, DC 20515  
(202) 225-3452

815 FIFTH AVENUE  
HUNTINGTON, WV 25701  
(304) 522-NICK

110½ MAIN STREET  
BECKLEY, WV 25801  
(304) 252-5000

601 FEDERAL STREET  
ROOM 1005  
BLUEFIELD, WV 24701  
(304) 325-6222

R K BUILDING  
LOGAN, WV 25601  
(304) 752-4934

The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C. 20500-0001

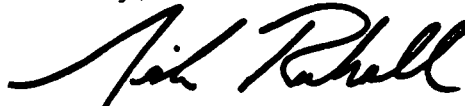
Dear Mr. President:

I am writing to express my support of the proposal for a White House Conference on Tourism. The enclosed proposal outlines many of the needs and benefits of such a forum.

America's largest export and second-largest employer, the tourism industry is vital to our nation's economic health. Although tourism holds great promise, it faces many problems and challenges. A forum, which draws in all the multifaceted interests involved in the tourism industry, can help us meet those challenges and capitalize on this vital industry's tremendous potential.

I hope that you will give this proposal your favorable consideration. With warm regard, I am

Sincerely,



Nick J. Rahall, II  
Member of Congress

NJR/jlm

RON DE LUGO  
DELEGATE, VIRGIN ISLANDS  
COMMITTEE ON INTERIOR AND  
INSULAR AFFAIRS  
CHAIRMAN, SUBCOMMITTEE  
ON INSULAR  
AND INTERNATIONAL AFFAIRS  
COMMITTEE ON PUBLIC WORKS  
AND TRANSPORTATION  
COMMITTEE ON EDUCATION  
AND LABOR  
SELECT COMMITTEE ON  
NARCOTICS ABUSE AND CONTROL

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

February 5, 1993

PLEASE RESPOND TO:  
☐ WASHINGTON OFFICE:  
2238 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-5501  
(202) 225-1790  
FAX (202) 225-9392  
☐ DISTRICT OFFICES:  
U.S. FEDERAL BUILDING, SUITE 258  
ST. THOMAS, VI 00801  
(809) 774-4408  
FAX (809) 774-8033  
☐ P.O. BOX 5998  
SUNNY ISLE SHOPPING CENTER  
ST. CROIX, VI 00820  
(809) 778-5900  
FAX (809) 778-5111

The Honorable William J. Clinton  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President:

I am writing as a member of the Congressional Travel and Tourism Caucus to express my strong support for a White House Conference on Tourism.

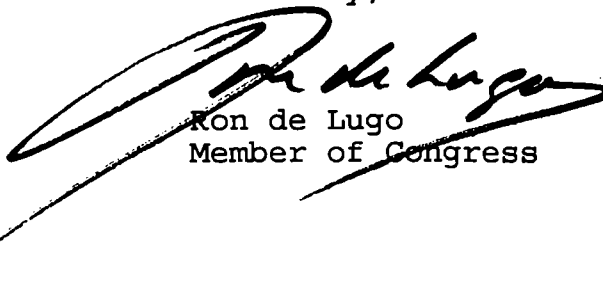
While tourism is the second largest industry in the United States, it is the largest industry in my district, the U.S. Virgin Islands. Each year, the U.S. Virgin Islands hosts some 2 million visitors from all over the world who are eager to partake of the Virgin Islands' unique combination of American, Caribbean and European cultures. These visitors generate approximately \$706 million in revenue which helps the local government and small businesses to create jobs and opportunities for local residents.

When the Virgin Islands was devastated by Hurricane Hugo more than three years ago, the entire tourism industry was nearly wiped out resulting in widespread unemployment and economic woes. Since that time, the Virgin Islands has launched an extensive campaign to promote the islands and I am pleased to say that the response is encouraging.

Despite these encouraging signs, the Virgin Islands tourism industry has not yet reached its pre-Hugo level of operation. I believe that the proposed conference will be very helpful to my district to reach this goal.

Thank you for your consideration of this matter. With warmest regards.

Sincerely,



Ron de Lugo  
Member of Congress

RDL:dbc

LARRY LAROCCO  
1ST DISTRICT, IDAHO

COMMITTEE ON INTERIOR  
COMMITTEE ON BANKING



1117 LONGWORTH BUILDING  
WASHINGTON, DC 20515-1201  
(202) 225-6611

DISTRICT OFFICES:  
304 NO. 8TH STREET  
BOISE, IDAHO 83702  
(208) 343-4211

109 SO. KIMBALL AVENUE  
CALDWELL, IDAHO 83605  
(208) 459-2362

621 MAIN STREET  
LEWISTON, IDAHO 83501  
(208) 746-6694

408 SHERMAN AVENUE  
COEUR D'ALENE, IDAHO 83814  
(208) 667-2110

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

February 8, 1993

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

I am writing to offer my support of the proposal for a White House Conference on Tourism.

As a member of the Congressional Travel and Tourism Caucus, I recognize the enormous economic benefits of the tourism industry. Along with other members of this Caucus, I am eager to help you call national attention to this vital industry as it relates to: small business, rural economic development, job creation, and international trade enhancement.

As the Representative for Idaho's first Congressional District, I am particularly interested in issues concerning natural resource tourism, and I am working to make this market an integral part of the American tourism agenda.

While tourism is America's number one export and its second-largest employer, there are many ways in which we can improve this important sector of our economy. A White House Conference on Tourism would offer an ideal forum for examining how we, as a nation, can maximize the potential of this industry.

I look forward to working with you on tourism issues in the future and thank you for your careful consideration of this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Larocco", written over a horizontal line.

Larry Larocco  
Member of Congress

ALAN WHEAT  
5TH DISTRICT, MISSOURI

2334 RAYBURN BUILDING  
WASHINGTON, DC 20515-2505  
(202) 225-4535

811 GRAND AVENUE, #935  
KANSAS CITY, MO 64106-1997  
842-4545

301 WEST LEXINGTON, #221  
INDEPENDENCE, MO 64050-3724  
833-4545



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-2505**

February 8, 1993

MEMBER:  
COMMITTEE ON  
RULES  
  
SELECT COMMITTEE ON  
CHILDREN, YOUTH  
AND FAMILIES  
  
SELECT COMMITTEE  
ON HUNGER

President Bill Clinton  
The White House  
Washington, D.C.

Dear President Clinton:

I am writing to ask your consideration of the enclosed proposal for a White House Conference on Tourism. As a member of the Travel and Tourism Caucus, and as a Representative of a district receiving substantial economic benefit from the travel and tourism industry, I am strongly in favor of holding such a conference.

As the statistics in the enclosed proposal point out, the travel and tourism industry makes significant contributions to the United States economy and its job base. In light of our mutual commitment to creating jobs for American workers, public policy towards this vital industry should be reexamined for opportunities to strengthen the economy. A White House Conference on Travel and Tourism would provide the forum for such a public policy debate.

I hope that you will take the time to carefully consider this proposal. Please feel free to contact me if you have any questions or concerns regarding this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Wheat".

Alan Wheat  
Member of Congress

432 CANNON BUILDING  
WASHINGTON, DC 20515-0915  
(202) 225-3671

DISTRICT OFFICES:  
900 DIXON BOULEVARD  
COCOA, FLORIDA 32922  
(407) 632-1776



JIM BACCHUS  
15TH DISTRICT, FLORIDA

MEMBER:  
BANKING, FINANCE AND  
URBAN AFFAIRS COMMITTEE

SCIENCE, SPACE, AND  
TECHNOLOGY COMMITTEE

SELECT COMMITTEE ON  
CHILDREN, YOUTH, AND  
FAMILIES

## Congress of the United States House of Representatives

February 8, 1993

The Honorable Bill Clinton  
President of the United States  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20505

Dear Mr. President:

I am writing in support of the proposal for a White House Conference on Tourism. As a member of the Congressional Travel and Tourism Caucus and the representative of one of our nation's leading tourist destinations, I know full well the tremendous contribution that tourism makes to our economy.

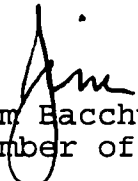
Tourism is Central Florida's largest industry. Our area each year hosts approximately 13.3 million visitors, who spend about \$4.6 billion. Central Florida is the sixth top destination for overseas visitors. The Orlando International Airport in 1992 reported an increase of 5.6 percent in passenger volume compared to its 1991 levels. This increase is attributed to a 45 percent rise in international traffic.

Tourism and travel generate much revenue and employment for Central Florida residents. In 1990, resort tax revenues alone totaled \$42.3 million. The tourism industry produces an excess of revenues over expenses of approximately \$87 million each year. One in every four jobs in the Central Florida area is tourism-related, representing about 26 percent of total employment.

I hope you will favorably consider this proposal for a White House Conference on Tourism. As we work to improve our economy, I believe tourism can play an important role in achieving our goals.

With warmest regards,

Sincerely,

  
Jim Bacchus  
Member of Congress

WILLIAM H. ZELIFF, JR.  
1ST DISTRICT, NEW HAMPSHIRE

512 CANNON HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515  
(202) 225-5456  
(202) 225-4370 (FAX)

DISTRICT OFFICES:

340 COMMERCIAL STREET  
MANCHESTER, NH 03101  
(603) 669-6330  
(603) 669-6446 (FAX)

MCINTYRE FEDERAL BUILDING  
80 DANIELS STREET  
PORTSMOUTH, NH 03801  
(603) 433-1601  
(603) 433-1848 (FAX)

TOLL FREE IN NEW HAMPSHIRE  
1-800-649-7290



**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

COMMITTEE ON PUBLIC WORKS  
AND TRANSPORTATION  
SUBCOMMITTEES:  
SURFACE TRANSPORTATION  
WATER RESOURCES

COMMITTEE ON  
GOVERNMENT OPERATIONS  
SUBCOMMITTEES:  
COMMERCE, CONSUMER AND MONETARY AFFAIRS  
HUMAN RESOURCES AND INTERGOVERNMENTAL AFFAIRS

COMMITTEE ON  
SMALL BUSINESS  
SUBCOMMITTEES:  
PROCUREMENT, TOURISM AND  
RURAL DEVELOPMENT  
ENVIRONMENT AND EMPLOYMENT

CO-CHAIRMAN, REPUBLICAN TASK FORCE ON  
TAX POLICY AND JOB CREATION

February 8, 1993

President William J. Clinton  
The White House  
Washington, DC 20500

Dear President Clinton,

I am writing in support of the proposal for a White House Conference on Tourism. The attached proposal outlines many of the needs and the benefits of such a forum.

My colleagues and I in the Congress stand ready to help you call national attention to many of the challenges facing tourism as it relates to: small businesses, rural development, job creation, environmental concerns, and international trade enhancement.

The tourism industry is comprised of many diverse businesses across our country and is vital to the economic well-being of communities both large and small. Yet, many of our government programs which affect tourism development can be confusing or even contradictory, preventing their full application to enhance economic activity. A conference that draws in all the multi-faceted interests can help determine many of the opportunities of this unique industry. By addressing these issues in a unified and cohesive manner, we can work together to build national policies that help accentuate local strengths.

It is my hope that you will give this proposal your favorable consideration. If I can be of any assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill Zeff".

Bill Zeff  
Member of Congress



Congress of the United States  
House of Representatives  
Washington, D.C. 20515

February 11, 1993

The Honorable Bill Clinton  
President of the United States  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

*Dear Mr. President*  
Dear Mr. President

I am writing in strong support of the proposal for a White House Conference on Tourism. As a member of the Travel and Tourism Caucus and Representative of a State whose primary industry is tourism, I fully understand the need to call attention to the significant impact of Tourism on our country's economy.

In my home state of Hawaii, the tourism industry feeds over 227,000 workers and their families and generated over 10 billion dollars in economic activity in 1990 alone. Nationally, tourism is the second largest employer and is the third largest retail industry in the country.

It is my earnest hope that you will favorably consider the proposal for a White House Conference on Tourism and I look forward to working with you in this effort.

*Sincerely,*  
Sincerely,

*Neil Abercrombie*  
Neil Abercrombie  
Member of Congress

**RJ** MICHAEL J. KOPETSKI  
5TH DISTRICT, OREGON

218 CANNON HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3705  
202-225-5711  
FAX: 202-225-9477

COMMITTEE  
WAYS & MEANS

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-3705**  
February 16, 1993

00485Z  
HOME OFFICE:  
THE EQUITABLE CENTER BUILDING  
530 CENTER STREET, NE  
SUITE 340  
SALEM, OREGON 97301  
503-588-9100  
FAX: 503-588-0963

CLACKAMAS COUNTY OFFICE:  
815 HIGH STREET  
OREGON CITY, OREGON 97045  
503-650-1273

OREGON TOLL FREE: 1-800-548-7179

The Honorable Bill Clinton  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President:

As a member of the Congressional Travel and Tourism Caucus, I am writing to express my strong support for the proposed White House Conference on Tourism. The tourism industry will benefit greatly from a broad forum coordinating the efforts of the many diverse interests involved.

In the last 4 years, the tourism industry has grown in Oregon by 53%, all without the benefit of national coordination. This conference, under the leadership and recognition of your high office, would be the first step in acknowledging the impact and growth potential of this industry. I am excited about the opportunities and growth we might see as these issues receive the attention they deserve.

Statistics indicate the importance of tourism to our economy, an industry that generated over \$48.8 billion in 1991. Indeed, tourism is a \$3 billion industry in Oregon, employing over 46,000 Oregonians. Tourism is important throughout my district, particularly along the beautiful Oregon Coast. I would like to invite you, upon a future visit to Oregon, to enjoy the new Oregon Coast Aquarium, to visit one of the many fine beaches surrounding Lincoln City, and to sample the world-famous cheese produced at the Tillamook Cheese Factory.

Your commitment to the needs of small businesses and their pivotal role in the recovery of our economy is well known. With 73% of all Oregon businesses having direct involvement with tourism, this is certainly an important component to be addressed. I hope this proposal receives your favorable consideration. If there is any way I may be able to assist you, please do not hesitate to contact me.

Sincerely,



Mike Kopetski  
Member of Congress

MJK:tl

WILLIAM J. HUGHES  
2ND DISTRICT, NEW JERSEY

COMMITTEE ON THE JUDICIARY  
SUBCOMMITTEE ON INTELLECTUAL  
PROPERTY AND JUDICIAL  
ADMINISTRATION (CHAIRMAN)  
COMMITTEE ON MERCHANT  
MARINE AND FISHERIES  
SELECT COMMITTEE ON AGING  
SUBCOMMITTEE ON RETIREMENT  
INCOME AND EMPLOYMENT (CHAIRMAN)  
SELECT COMMITTEE ON  
NARCOTICS ABUSE AND CONTROL

013657

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-3002**

April 15, 1993

WASHINGTON OFFICE:  
341 CANNON HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3002  
(202) 225-8572

DISTRICT OFFICES:  
CENTRAL PARK EAST  
BUILDING 4, SUITE 5  
222 NEW ROAD  
LINWOOD, NJ 08221  
(809) 927-9063

151 NORTH BROADWAY  
P.O. Box 248  
PENNSVILLE, NJ 08070  
(609) 678-3333

The Honorable Bill Clinton  
The White House  
1600 Pennsylvania Ave.  
Washington, DC 20500

Dear President Clinton:

I am writing on behalf of the Atlantic City Convention & Visitors Bureau concerning the proposal for a White House Conference on Tourism.

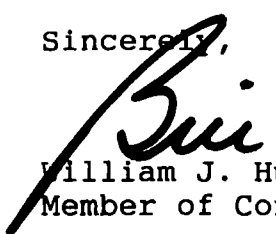
The Atlantic City Bureau is working in conjunction with myself and my colleagues on the Congressional Travel and Tourism Caucus to develop the outline for a comprehensive meeting addressing a national tourism strategy. The innumerable benefits of coordinating our efforts in this work will bring new emphasis to this undervalued national resource.

I understand that you have received the Caucus' White Paper on the proposed conference and are working together with the Commerce Department to respond to this request. I appreciate your attention to this matter and I encourage your continued commitment to America's number-one export and the millions of employees in the tourism industry.

If you are in need of assistance in the planning of this important event from myself or the tourism representatives in my district, please feel free to contact me.

With kind personal regards, I am,

Sincerely,

  
William J. Hughes  
Member of Congress

WJH:cm



**USTTA**  
**THE SECRETARY OF COMMERCE**  
Washington, D.C. 20230

March 8, 1993

The Honorable James L. Oberstar  
Chairman, Congressional Travel and Tourism Caucus  
House of Representatives  
Washington, D.C. 20515

Dear Mr. Chairman: *Jim*

Thank you for your letter regarding a Proposal for a White House Conference on Tourism. Tourism, as you point out, is America's greatest export, and we are very interested in continuing to develop the potential of this industry.

We will be happy to work with you to develop policies which will strengthen economic development utilizing tourism development as a catalyst in areas where this is appropriate. Further, as decisions are made regarding the possibility of convening a White House Conference on Tourism, we look forward to learning more about the specific details of such an event.

The U.S. Travel and Tourism Administration (USTTA), the agency within the Department responsible for tourism, co-chairs the Monday Management Group Tourism Task Force. USTTA participated in the recent meeting on rural tourism with the Congressional Travel and Tourism Caucus. The first of a series of "success stories" relating to the National Initiative on Rural America have just recently been published. (Copies enclosed.)

Sincerely,

A handwritten signature in dark ink, appearing to read "Ron", is written over the typed name.

Ronald H. Brown

Enclosures

cc: Congressional Travel and Tourism Caucus Members

# Congressional Travel and Tourism Caucus

U.S. House of Representatives  
Gerald R. Ford Building  
Room 246  
Washington, D.C. 20515  
(202) 225-0935

February 11, 1993

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The Honorable Ron Brown  
Secretary of Commerce  
Department of Commerce  
14th Street and Constitution Ave., N.W.  
Washington, DC 20230

Dear Mr. Secretary:

As the chief advisor to President Clinton on international trade, commercial growth, and technological advancement, I thought you would be especially interested in seeing the attached proposal which has been submitted to the President. My colleagues and I in the Congress are requesting that he consider convening a White House Conference on Tourism.

We believe that, with your guidance, this conference will both identify and provide solutions to many of the challenges facing this diverse industry. As you have recognized, travel and tourism is crucial to providing job growth and stimulating the economy. By working together, we can increase this awareness and help to develop policies which will strengthen national, state, and local economies.

I will be contacting you soon to further discuss this exciting proposal.

With warm regards.

Sincerely,

*James L. Oberstar*  
James L. Oberstar, M.C.  
Chairman

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