

WH Conf on Tourism

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PRESERVATION



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

WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM

July 1994

From Hungary and Poland, to China and Thailand, to Brazil and Chile, global competition continues to raise the living standards of nation after nation. As those standards of living rise, as basic needs are met, the desire to travel and see the world will continue to increase at unprecedented rates.

For the past ten years, travel throughout the world has increased at an annual rate of 9.6 percent. Each day in 1992, 1.3 million people travelled to a country outside of their own, and spent an average of \$764 million. And in 1993, the United States generated some impressive numbers of its own -- 45 million visitors and over \$74 billion in revenues.

This phenomenal growth is sure to continue as more countries liberalize their economies and as travel restrictions are lowered in emerging markets. The United States is expected to reap its fair share of that influx as people from these nations flock to America to see first hand the extraordinary country they have heard so much about. That increase can result in a sensational boost to America's travel and tourism industry.

In so many facets -- job creation, tax revenues, trade deficit reduction -- the travel and tourism industry is improving the quality of life for many Americans.

Job Creation - The travel industry is the nation's second largest employer, directly employing 6 million Americans.

Export Growth - Travel and tourism is our nation's single largest service export. In 1993, international revenues generated a \$22.2 billion trade surplus, as inbound travel to the U.S. surpassed spending by Americans travelling abroad.

Return on Investment - International visitors spent over \$56 billion in the U.S. in 1993. This spending generated a payroll of \$14.5 billion, and over \$7.5 billion in local, state and federal taxes -- with \$3.9 billion going towards federal taxes.

Too few people in the United States realize how important tourism is to our country. That is why President Bill Clinton has called for a White House Conference on Travel and Tourism, to focus America's attention on this vital industry and to blaze a trail for its future growth, and with it -- this nation's prosperity.

*America.
Yours to
Discover.*

I. BACKGROUND

On February 23, 1994, Secretary of Commerce Ronald H. Brown announced President Clinton's decision to hold a White House Conference on Travel and Tourism. The White House Conference will focus attention on the tourism industry's crucial impact on the nation's economy, the potential for tourism as a catalyst for economic growth, and the challenges facing this important sector of the U.S. economy as it moves into the 21st century.

Mission

The White House Conference on Travel and Tourism will significantly increase the understanding and appreciation of the importance of travel and tourism, and recommend strategies and programs that will best enable the industry to fulfill its economic potential into the 21st century.

Scope

The White House Conference on Travel and Tourism will address both domestic and international travel, with an emphasis on increasing the U.S. market share of international travelers. While it is true that international travel is experiencing phenomenal growth, it is also painfully evident that the U.S. has lost its market share in each of the past three years. As the economic impact of tourism is realized by other countries, the competition for these visitors and dollars has become fierce. The U.S. must develop a national tourism strategy to remain competitive for these tourism dollars in the global marketplace.

The federal government has already embarked upon a project to develop a federal tourism strategy through the reinvigoration of the Tourism Policy Council, an inter-agency body charged with the coordination of all federal tourism programs and policies. The White House Conference, with statewide meetings, industry meetings and a National Conference in November 1995, will address the federal tourism strategy and look at ways to expand existing public-private partnerships to develop a comprehensive national tourism strategy.

II. ORGANIZATION

A. White House Conference Federal Steering Committee

Under Secretary of Commerce Greg Farmer will chair a Federal Steering Committee consisting of White House officials, and representatives of the Departments of Commerce, Labor, Interior, Transportation, Justice, State, Treasury, and Agriculture, as well as the Environmental Protection Agency and the United States Trade Representative. This Committee will provide advice and administrative support for the White House Conference staff. The steering Committee, through Under Secretary Farmer, will consult regularly with senior White House officials.

B. Day to Day Operations

White House Conference day to day operations will be housed at AAA Headquarters on 15th Street in Washington. AAA will provide office space, computers and

telephones. Beginning August 1, 1994, the White House Conference Office should be operational with one "executive on loan" from American Express, one staff member donated by Travel South, and one employee detailed from within the Department of Commerce. Day to day operations will be managed by Loranne Ausley who will act as the liaison between USTTA Headquarters and the White House Conference Office. It is anticipated that additional staff will be detailed from the Commerce Department and from other federal agencies.

III. DELEGATE SELECTION

To ensure the success of the Conference, input will be sought from all sectors of the travel and tourism industry. Delegates to the National Conference will be selected by several methods to provide the broadest possible level of industry participation, with approximately 500 "Public Sector" delegates, 150 "Industry" delegates, 500 "Appointed" delegates and 500 "Selected" delegates.

A. Public Sector Delegates

Included among the "Public Sector" delegates to the White House Conference are all Members of the Senate and Congressional Travel and Tourism Caucuses, all Governors, all State Travel Directors, and selected mayors.

B. Industry Delegates

The White House will appoint 100 Industry leaders and approximately 54 CVB Directors to serve as "Industry" delegates to the White House Conference. The "Industry" delegates will include representation from all sectors of the travel and tourism industry.

C. Appointed Delegates

Each Member of the Senate and Congressional Travel and Tourism Caucuses, and each Governor will have the authority to appoint one delegate to the Conference. The Department of Commerce and other federal agencies will also appoint a certain number of delegates, as will the White House. The "Appointed" delegates will convene with all delegates at the National Conference in late 1995.

D. Selected Delegates

The selection of "Selected" delegates will take place at the state conferences in each state. The White House Conference will provide Delegate Selection Criteria to each state, but the delegate selection process will be handled exclusively by the State Travel Office in each state. The "Selected" delegates will convene with all delegates at the National Conference in late 1995.

E. International Delegates

Approximately 50 international representatives will be identified in selected international markets to serve as delegates to the National Conference. These representatives will be selected by VISIT USA Committees, and will convene with all delegates in late 1995.

IV. STATE CONFERENCES

Each U.S. state and territory will be given the opportunity to host a state conference. The White House Conference will provide each state with guidelines as to the planning and implementation of the state conference. However, the operational details of each state conference -- including the funding -- will be the responsibility of each state's Travel Office. The State Travel Office may choose to convene a state conference in conjunction with their existing Governor's Conference on Tourism, or they may opt to convene a separate event. The state conferences should be designed to accomplish two goals -- the selection of "Selected" delegates and the review of Travel and Tourism Issue Papers.

A. Selection of "Selected" delegates

The state conferences should be the forum for the selection of "Selected" delegates who will ultimately attend the National Conference. Each state will be responsible for selecting a predetermined number of delegates -- allocated by congressional representation. The decision as to how to select these delegates will be left up to each state, as long as each state stays within the suggested guidelines and maintains a diverse and balanced representation of the travel industry.

B. Review of Travel and Tourism Issue Papers

The White House Conference will provide each state conference with Travel and Tourism Issue Papers addressing the following nine issue areas: Product Development, Technology, Facilitation/Reduction of Barriers, Research, Promotion, Infrastructure Development, Education/Training, Environmental Concerns and Traveler Safety/Security. These issue areas are currently being addressed at the federal level by the Tourism Policy Council (TPC), the interagency body charged with the coordination of federal tourism policy. Members of the TPC have been working over the last eight months to develop a comprehensive federal tourism strategy as part of the "Reinventing Government" process. The TPC, which is chaired by Secretary Brown, and includes the Secretaries of Agriculture, Interior, Labor and Transportation among its members, will present its federal tourism strategy to the Vice President this summer. This final document will represent the cooperative work of the TPC member agencies, and include a thorough analysis of these issues from a federal perspective. This document will serve as the basis for the Travel and Tourism Issue Papers. Each state conference should address these Travel and Tourism Issue Papers through the broader themes of job creation, export growth and return on investment.

The White House Conference will provide Delegate Selection Criteria, Travel and Tourism Issue Papers, a suggested agenda, and a speaker for the state conferences where appropriate. Following the conference, each State Travel Office should provide the White House Conference with its slate of "Selected" delegates, and its general recommendations on the Travel and Tourism Issue Papers.

V. INDUSTRY INPUT

A. White House Conference Issues Task Force

To ensure industry input at every level, the White House will initially appoint 100 "Industry" delegates to serve as the White House Conference Issues Task Force. The Task Force will be divided into nine subgroups, representing each of the nine issue areas covered by the Travel and Tourism Issue Papers. Each of the subgroups will be chaired by a member of USTTA's advisory body, the Travel and Tourism Advisory Board (TTAB). The subgroups will address each of these nine issue areas from an industry perspective through the broader themes of job creation, export growth and return on investment. The subgroups of the White House Conference Issues Task Force will present their findings to the TTAB later this year.

B. Travel and Tourism Advisory Board (TTAB)

The Travel and Tourism Advisory Board serves as an advisory body to the Secretary of Commerce and to USTTA on matters relating to travel and tourism. Members of the TTAB will play a crucial role in the White House Conference. First, members of the TTAB will chair each of the nine sub-groups of the White House Conference Issues Task Force. Second, the TTAB will be asked to develop recommendations based on the findings of each of the subgroups of the Task Force. Finally, the TTAB will serve, on an ongoing basis, in an advisory capacity to the White House Conference on Travel and Tourism.

C. Industry Meetings and Conferences

Most travel industry associations and organizations hold conferences and meetings throughout the year. The White House Conference will provide Travel and Tourism Issue Papers to any association or organization wishing to participate in the process. The White House Conference will encourage participation of minority and Native American groups to reflect the broad diversity of the travel and tourism industry.

VI. NATIONAL WHITE HOUSE CONFERENCE

At the completion of the state conferences, the White House Conference Steering Committee and Staff will compile the recommendations from the state and industry conferences, the findings of the White House Conference Issues Task Force, and the TTAB recommendations. The White House Conference Staff will review and analyze these recommendations and refine the issues for discussion at the National Conference. Approximately 1,500 delegates, representing every facet of the travel and tourism industry, will attend the National Conference to address the challenges facing this important industry and to discuss and refine a long term U.S. strategy for tourism promotion.

For additional information please contact Lorraine Ausley at 202-501-8140.

**WHITE HOUSE CONFERENCE ON TRAVEL AND
TOURISM BRIEFING**

DEPARTMENT OF COMMERCE

JULY 15, 1994

2:00 P.M.

AGENDA

- I. Welcome** *Rob Stein*
- II. Introduce Greg Farmer** *Rob Stein*
- III. Brief Overview** *Greg Farmer*
 - A. Economic Significance of Travel Industry**
 - B. Tourism Policy Council**
 - C. White House Conference**
- IV. NEC Involvement in White House Conference** *Peter Yu*
- V. Open Floor for Questions/Discussion** *Greg Farmer*
- VI. Meeting Adjourned** *Rob Stein*

TOURISM POLICY COUNCIL

BACKGROUND

The Tourism Policy Council (TPC) was created by statute in 1981, and charged with the coordination of all federal policies, programs and issues that relate to tourism, recreation and national heritage. The TPC is chaired by Secretary of Commerce Ron Brown, and it includes the following members:

Secretary of Energy	Secretary of State
Secretary of the Interior	Secretary of Labor
Secretary of Transportation	Secretary of Agriculture
Commissioner, INS	Commissioner, U.S. Customs Service
Director, OMB	Administrator, SBA
Under Secretary for Travel and Tourism	Representative of ITA (Commerce)
Chairman, Tennessee Valley Authority	Comm.Gen., U.S. Army Corps of Engineers
CEO, Amtrak	

Although this Council was formed in 1981, and its mandate was reconfirmed in 1992, the principals of the Council have never met, and the Council has never achieved its full potential as a coordinating body. Last fall, as part of Vice President Gore's National Performance Review, Secretary Brown convened a meeting at the Deputy Secretary level, and challenged each of the member agencies to revitalize the Council by forming a TPC Committee to develop a federal tourism strategy.

TPC COMMITTEE

The TPC accepted Secretary Brown's challenge and agreed to create a TPC Committee, chaired by Deputy Secretary of Commerce David Barram, and Assistant Secretary of the Interior, Bonnie Cohen. Ten of the fourteen TPC member agencies designated representatives to serve on one of three working groups. One of the working groups developed an exhaustive inventory of all federal programs and activities that have an impact on tourism development. Another working group identified customers of federal tourism programs, and conducted a comprehensive customer survey to examine what customers need and what customers want with regards to federal tourism programs. The third working group looked at successful tourism strategies in other countries in an effort to develop the framework for a federal tourism strategy.

The final TPC report will be presented to Vice President Gore in August, but some of its most shocking results reveal over 160 programs within the federal government in 30 departments and agencies that in some way affect the travel and tourism industry. The TPC report is expected to recommend a more visitor friendly approach to international tourism, including improved airport signage, and more accessible currency exchange. The report is also expected to recommend that the Tourism Policy Council act as a clearinghouse for all federal policies and programs, ensuring that those providing the services realize that their actions affect the tourism industry, and helping to ensure that the services are not duplicative -- that they are being provided in a cost effective and responsive manner.

**TOURISM POLICY COUNCIL
WORKING GROUP REPRESENTATION**

Department of Agriculture

Tom Lennon	205-1423; 205-1145	Wayne Stansbery	690-4106; 690-3808
Benjamin Carter	690-4730; 690-4737	Donald Nelson	720-2602; 690-4869
Todd Landfried	720-2601; 690-4869	Gary Jann	720-4912; 720-1814

Department of the Interior/National Parks Service

Sandra Alley	619-7223	Nancy Woods	617-223-5166
Priscilla Baker	208-4917; 208-7520	Chris Soller	343-5267; 343-3682

U.S. Customs Service

Robert Jacksta	927-0530; 927-1435	<u>INS</u>	
		Ronald Hayes	514-0912; 514-8345
		Jake Achterberg	514-3996; 514-8345

Department of Transportation

Albert Baker 366-9531; 366-7417
Cliff Woodward

Small Business Administration

George Solomon	205-6665; 205-7416	Sal Lauricella	205-7384; 205-7727
Liz Taylor		Catherine Funkhouser	
David Strasburg	205-6657; 205-7230		

State

Robert Martin	647-5389; 647-5957	<u>USIA</u>	
		Lou Falino	619-5944; 205-0420

ITA

William Yarmy	482-4701; 482-1629	<u>TVA</u>	
		Gale Trussell	615-632-7410

USTTA

Don Wynegar	Ron Erdmann
Mary Tack	Peter Bohen
julie heizer rhodes	Karen Cardran
Linda Harbaugh	Terry Smith-Labat

Additional Working Group Members

Jule Franklin, ARC
Rocky Finseth, State of Hawaii
Si Dean, Representative Clement's Office
Tony Tighe, NEA
Halle Czechowski, Congressional Tourism Caucus
Patty North-Rudin, Travel and Tourism Government Affairs Council

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For additional information please contact Lorraine Ausley at 202-501-8140.



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

July 13, 1994

MEMORANDUM FOR BORMOLINI, ANN (DOT)
COLLIER, TOM (DOI)
FARMER, GREG (DOC)
HIGGINS, KITTY (DOL)
SILVERMAN, STEVE (Cabinet Affairs)
SLABACH, FRED (USDA)
WEBSTER, BILLY (DOEd)
YU, PETER (NEC)

FROM: Rob Stein 

SUBJECT: July 15, 1994 Tourism Briefing

I am forwarding briefing materials for the Friday, July 15, 2:00-3:00 pm, regarding the White House Conference on Travel and Tourism. The meeting will be held in the Secretary's Conference Room No. 5430. I look forward to seeing you.



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June 1994

From Hungary and Poland, to China and Thailand, to Brazil and Chile, global competition continues to raise the living standards of nation after nation. As those standards of living rise, as basic needs are met, the desire to travel and see the world will continue to increase at unprecedented rates.

For the past ten years, travel throughout the world has increased at an annual rate of 9.6 percent. Each day in 1992, 1.3 million people travelled to a country outside of their own, and spent an average of \$764 million. And in 1993, the United States generated some impressive numbers of its own — 45 million visitors and over \$74 billion in revenues.

This phenomenal growth is sure to continue as more countries liberalize their economies and as travel restrictions are lowered in emerging markets. The United States is expected to reap its fair share of that influx as people from these nations flock to America to see first hand the extraordinary country they have heard so much about. That increase can result in a sensational boost to America's travel and tourism industry.

In so many facets — job creation, tax revenues, trade deficit reduction — the travel and tourism industry is improving the quality of life for many Americans.

Job Creation - The travel industry is the nation's second largest employer, directly employing 6 million Americans.

Export Growth - Travel and tourism is our nation's single largest service export. In 1993, international revenues generated a \$20.8 billion trade surplus, as inbound travel to the U.S. surpassed spending by Americans travelling abroad.

Return on Investment - In 1992, the travel industry generated over \$51 billion in tax receipts for federal, state and local governments — with \$7.2 billion coming from international travelers.

Too few people in the United States realize how important tourism is to our country. That is why President Bill Clinton has called for a White House Conference on Travel and Tourism, to focus America's attention on this vital industry and to blaze a trail for its future growth, and with it — this nation's prosperity.

*America.
Yours to
Discover.*

I BACKGROUND

On February 23, 1994, Secretary of Commerce Ronald H. Brown announced President Clinton's decision to hold a White House Conference on Travel and Tourism. The White House Conference will focus attention on the tourism industry's crucial impact on the nation's economy, the potential for tourism as a catalyst for economic growth, and the challenges facing this important sector of the U.S. economy as it moves into the 21st century.

Mission

The White House Conference on Travel and Tourism will significantly increase the understanding and appreciation of the importance of travel and tourism, and recommend strategies and programs that will best enable the industry to fulfill its economic potential into the 21st century.

Scope

The White House Conference on Travel and Tourism will address both domestic and international travel, with an emphasis on increasing the U.S. market share of international travelers. While it is true that international travel is experiencing phenomenal growth, it is also painfully evident that the U.S. has lost its market share in each of the past three years. As the economic impact of tourism is realized by other countries, the competition for these visitors and dollars has become fierce. The U.S. must develop a national tourism strategy to remain competitive for these tourism dollars in the global marketplace.

The federal government has already embarked upon a project to develop a federal tourism strategy through the reinvigoration of the Tourism Policy Council, an inter-agency body charged with the coordination of all federal tourism programs and policies. The White House Conference, with statewide meetings, industry meetings and a National Conference in November 1995, will address the federal tourism strategy and look at ways to expand existing public-private partnerships to develop a comprehensive national tourism strategy.

II ORGANIZATION

A. White House Conference Federal Steering Committee

Under Secretary of Commerce Greg Farmer will chair a Federal Steering Committee consisting of White House officials, and representatives of the Departments of Commerce, Labor, Interior, Transportation, Justice, State, Treasury, and Agriculture, as well as the Environmental Protection Agency and the United States Trade Representative. This Committee will provide advice and administrative support for the White House Conference staff. The steering Committee, through Under Secretary Farmer, will consult regularly with senior White House officials.

B. Day to Day Operations

White House Conference day to day operations will be housed at AAA Headquarters on 15th Street in Washington. AAA will provide office space, computers and

telephones. Beginning July 5, 1994, the White House Conference Office should be operational with one "executive on loan" from American Express, one staff member donated by Travel South, and one employee detailed from within the Department of Commerce. Day to day operations will be managed by Lorraine Ausley who will act as the liaison between USTTA Headquarters and the White House Conference Office. It is anticipated that additional staff will be detailed from the Commerce Department and from other federal agencies.

III. DELEGATE SELECTION

To ensure the success of the Conference, input will be sought from all sectors of the travel and tourism industry. Delegates to the National Conference will be selected by several methods to provide the broadest possible level of industry participation, with approximately 500 "Public Sector" delegates, 150 "Industry" delegates, 500 "Appointed" delegates and 500 "Selected" delegates.

A. Public Sector Delegates

Included among the "Public Sector" delegates to the White House Conference are all Members of the Senate and Congressional Travel and Tourism Caucuses, all Governors, all State Travel Directors, and selected mayors.

B. Industry Delegates

The White House will appoint 100 Industry leaders and 54 CVB Directors to serve as "Industry" delegates to the White House Conference. The "Industry" delegates will include representation from all sectors of the travel and tourism industry.

C. Appointed Delegates

Each Member of the Senate and Congressional Travel and Tourism Caucuses, and each Governor will have the authority to appoint one delegate to the Conference. The Department of Commerce and other federal agencies will also appoint a certain number of delegates, as will the White House. The "Appointed" delegates will convene with all delegates at the National Conference in late 1995.

D. Selected Delegates

The selection of "Selected" delegates will take place at the state conferences in each state. The White House Conference will provide Delegate Selection Criteria to each state, but the delegate selection process will be handled exclusively by the State Travel Office in each state. The "Selected" delegates will convene with all delegates at the National Conference in late 1995.

E. International Delegates

Approximately 50 international representatives will be identified in selected international markets to serve as delegates to the National Conference. These representatives will be selected by VISIT USA Committees, and will convene with all delegates in late 1995.

IV. STATE CONFERENCES

Each U.S. state and territory will be given the opportunity to host a state conference. The White House Conference will provide each state with guidelines as to the planning and implementation of the state conference. However, the operational details of each state conference -- including the funding -- will be the responsibility of each state's Travel Office. The State Travel Office may choose to convene a state conference in conjunction with their existing Governor's Conference on Tourism, or they may opt to convene a separate event. The state conferences should be designed to accomplish two goals -- the selection of "Selected" delegates and the review of Travel and Tourism Issue Papers.

A. Selection of "Selected" delegates

The state conferences should be the forum for the selection of "Selected" delegates who will ultimately attend the National Conference. Each state will be responsible for selecting a predetermined number of delegates -- allocated by congressional representation. The decision as to how to select these delegates will be left up to each state, as long as each state stays within the suggested guidelines and maintains a diverse and balanced representation of the travel industry.

B. Review of Travel and Tourism Issue Papers

The White House Conference will provide each state conference with Travel and Tourism Issue Papers addressing the following nine issue areas: Product Development, Technology, Facilitation/Reduction of Barriers, Research, Promotion, Infrastructure Development, Education/Training, Environmental Concerns and Traveler Safety/Security. These issue areas are currently being addressed at the federal level by the Tourism Policy Council (TPC), the interagency body charged with the coordination of federal tourism policy. Members of the TPC have been working over the last eight months to develop a comprehensive federal tourism strategy as part of the "Reinventing Government" process. The TPC, which is chaired by Secretary Brown, and includes the Secretaries of Agriculture, Interior, Labor and Transportation among its members, will present its federal tourism strategy to the Vice President this summer. This final document will represent the cooperative work of the TPC member agencies, and include a thorough analysis of these issues from a federal perspective. This document will serve as the basis for the Travel and Tourism Issue Papers. Each state conference should address these Travel and Tourism Issue Papers through the broader themes of job creation, export growth and return on investment.

The White House Conference will provide Delegate Selection Criteria, Travel and Tourism Issue Papers, a suggested agenda, and a speaker for the state conferences where appropriate. Following the conference, each State Travel Office should provide the White House Conference with its slate of "Selected" delegates, and its general recommendations on the Travel and Tourism Issue Papers.

V. INDUSTRY INPUT

-FOIA?

A. White House Conference Issues Task Force

To ensure industry input at every level, the White House will initially appoint 100 "Industry" delegates to serve as the White House Conference Issues Task Force. The Task Force will be divided into nine subgroups, representing each of the nine issue areas covered by the Travel and Tourism Issue Papers. Each of the subgroups will be chaired by a member of USTTA's advisory body, the Travel and Tourism Advisory Board (TTAB). The subgroups will address each of these nine issue areas from an industry perspective through the broader themes of job creation, export growth and return on investment. The subgroups of the White House Conference Issues Task Force will present their findings to the TTAB later this year.

B. Travel and Tourism Advisory Board (TTAB)

The Travel and Tourism Advisory Board serves as an advisory body to the Secretary of Commerce and to USTTA on matters relating to travel and tourism. Members of the TTAB will play a crucial role in the White House Conference. First, members of the TTAB will chair each of the nine sub-groups of the White House Conference Issues Task Force. Second, the TTAB will be asked to develop recommendations based on the findings of each of the subgroups of the Task Force. Finally, the TTAB will serve, on an ongoing basis, in an advisory capacity to the White House Conference on Travel and Tourism.

C. Industry Meetings and Conferences

Most travel industry associations and organizations hold conferences and meetings throughout the year. The White House Conference will provide Travel and Tourism Issue Papers to any association or organization wishing to participate in the process. The White House Conference will encourage participation of minority and Native American groups to reflect the broad diversity of the travel and tourism industry.

VI. NATIONAL WHITE HOUSE CONFERENCE

At the completion of the state conferences, the White House Conference Steering Committee and Staff will compile the recommendations from the state and industry conferences, the findings of the White House Conference Issues Task Force, and the TTAB recommendations. The White House Conference Federal Steering Committee will review and analyze these recommendations and refine the issues for discussion at the National Conference. Approximately 1,500 delegates, representing every facet of the travel and tourism industry, will attend the National Conference to address the challenges facing this important industry and to discuss and refine a long term U.S. strategy for tourism promotion.

For additional information please contact Lorraine Ausley at 202-501-8140.

Ofc space AAA
Am ex - 15kfr
Travel South - 15kfr

- Need a real Budget
- In the end - Govt should 1 million

- Work w OMB to
make sure funding is secured.

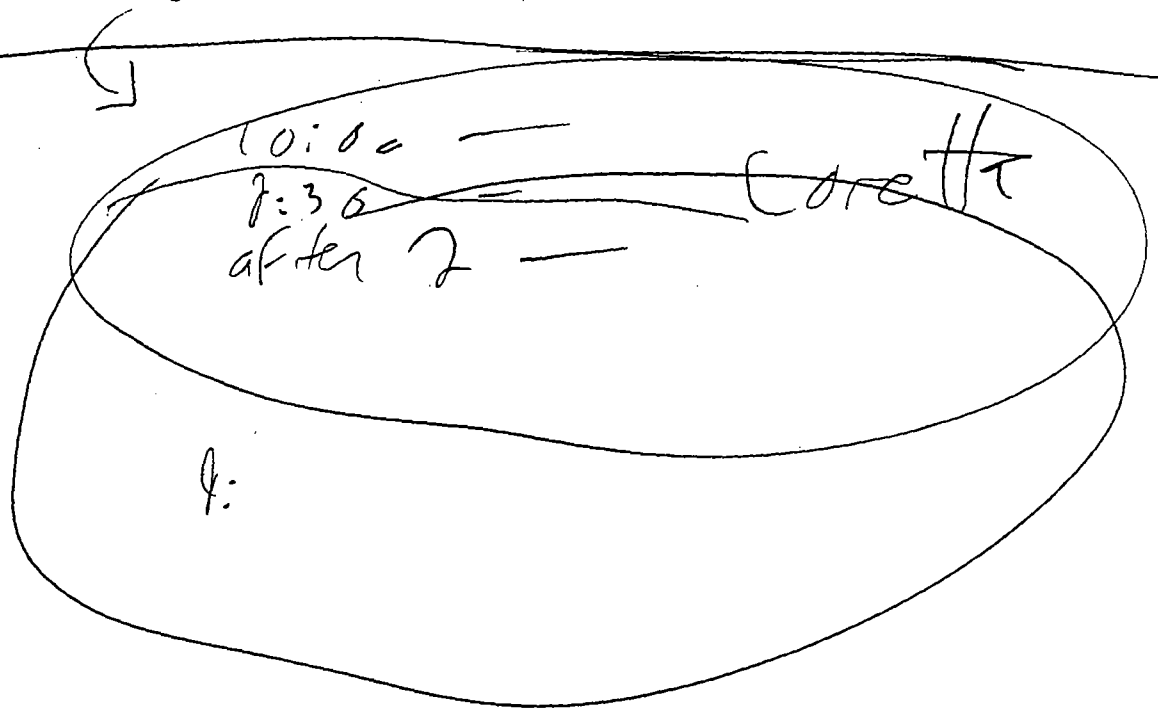
- Tribal Participation

- NEA conf
- NEA distribution
- Tribal representatives
among "Public Sector" Delegates

↓ Work w Tribal Leaders
to hold "Tribal Conf"

Where/who should follow up
- Bob & Carol?
- Gene, Bill, Diamond? . to report

- Barbara Chan
- Steve Ricetti



WTT Conf on Tourism 7-15

(Present) Cabinet Affairs Ros Stern
① Peter Tan to I ~~will have been asked to~~
work with USITA and all the
agencies whose on this project
Keep WH focused

② work w OMB ~~to~~ to
figure out how resource support
for fed share will be determined

(Trial)

Job Creation, Export Growth

\$500,000 AMEX
\$100,000 Travel Ind Assn.

TPL Report - Aug 1
NOVEMBER 1995

April 19, 1994

MEMORANDUM FOR GREG FARMER & LORANNE AUSLEY

FROM: Peter Yu

SUBJECT: Follow-up

To confirm:

- Loranne will clarify the legal limitations on USTTA's receipt of in-kind assistance by Wednesday, April 27.
- Greg discuss arrange with industry for donated staffing (total = 4) beginning June 1, 1994.
- Greg will arrange with industry for donated space beginning June 1, 1994 (and running through December 31, 1995).
- Loranne will have industry personnel review the proposed budget and forward to Peter by April 30. Peter will share with OMB and then forward to Ag, Labor, and Interior. (Loranne should provide Peter with names and fax numbers for these contacts.)
- Greg will talk with Rob about quality, high-level participation in preparation for the materials. Materials should be final by June 30, 1994.
- Greg will talk with Kitty about DOL lead on preparation of the materials.
- Loranne will refine and expand planning document (i) to reflect industry's commitment of personnel and space, (ii) to articulate more fully the substantive themes of the conference, (iii) to include the revised budget, and (iv) to include a tentative schedule of state conferences.
- Peter will, when the calendar is drafted, inform Christine of the need for some Administration role in the state conferences.
- Peter will call interagency meeting in second week of May to discuss the revised planning document. The group (DOL, Ag, Int, USTTA) will amend and approve the planning document. We will brief Phil Lader at the end of that week.
- We will ask Phil to request a kick-off event involving CEOs and the President.

THE WHITE HOUSE

WASHINGTON

- ① to Bob and Carol?
- ② You and I ↗ if this is the case
- ③ Must check out ~~funding~~ ^{capacity} of
Private Sector Contribution
politically wise?
- ④ - what about interior?
- back service?
- FACA problems w/ state &
industry involvement
- ⑤ agreed
- ⑥ Timing
- political call here --
when to have via ⁸⁶ election --
probably Fall 95?

THE WHITE HOUSE
WASHINGTON

January 29, 1994

MEMORANDUM FOR ROBERT RUBIN

FROM: Peter Yu

SUBJECT: White House Conference on Travel & Tourism

As you know, the President agreed to have a White House Conference on Travel and Tourism. I am willing to commit a little time to the structuring of this event to ensure that the Conference does not present the same difficulties as the White House Conference on Small Business. Below are some thoughts for your consideration:

I. STRUCTURE & GOVERNANCE

1. **Conference Purpose:** To develop a national travel and tourism promotion strategy. I don't think it is advisable to frame the purpose as generating recommendations for federal policy.
2. **Participants:** As large as manageable, as diverse as possible. If this is largely a "feel-good" event, there is little downside to large participation. Commerce proposed 1,000 to 2,000 (about the size of the White House Conference on Small Business).
3. **Funding:** A redirection of funds from existing travel-promotion programs. Commerce hopes to secure in-kind support from the industry. Crude cost estimates of federal costs: up to \$2 million.
4. **Steering Committee Options:** Two options:
 - White House, Commerce, & Agriculture (two agencies with the largest travel-promotion budgets) **or**
 - White House, Commerce, Agriculture, Congress, States, & Industry.
5. **Conference Structure:** Use existing state conferences to identify delegates and draft national strategy. Commerce has suggested regional meetings (such as are part of the Small Business Conference). Given the limited purpose of the Conference, I think regionals are unnecessary.

II. TIMING

6. **Timing of White House Conference:** This is largely open, but at least one year off to allow time for a cycle of state conferences.



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

UNITED STATES TRAVEL AND TOURISM ADMINISTRATION
FACSIMILE TRANSMITTAL MEMO

TO: Mike Schmidt

FROM: Lorane Ausley

OFFICE OF THE UNDER SECRETARY FOR TRAVEL AND TOURISM

U.S. DEPARTMENT OF COMMERCE
UNITED STATES TRAVEL AND TOURISM ADMINISTRATION
14TH AND CONSTITUTION AVENUE, N.W.
ROOM 1863

WASHINGTON, D.C. 20230

TELEPHONE: (202) 482-0136 AND THE FAX NUMBER (202) 482-4279

FAX NUMBER: 482-7028

DATE:

MESSAGE: Let us know when you
guys want to meet again.

Number of Pages:

3

*America
Yours to
Discover.*



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

PROPOSAL FOR WHITE HOUSE CONFERENCE ON TOURISM

USTTA proposes a three tiered Conference with meetings held at the state and regional levels building up to a National Conference in Washington.

I. DELEGATE SELECTION/APPOINTMENT

Delegates would be selected and/or appointed by several methods.

Ex Officio Delegates

◆ Congressional Tourism Caucus	250
◆ State Travel Directors	54
◆ Governors	54
◆ Large City Mayors	50
◆ CEO/Industry Executives	100

Appointed Delegates

◆ White House	100
◆ Dept. of Commerce	100
◆ Congressional Tourism Caucus (One per Member)	250
◆ Governors (One per State)	54
◆ Large City Mayors (One per City)	50

At Large Delegates

◆ Each state would select a certain number of at large delegates apportioned according to Congressional Districts	441
---	-----

Total Conference Delegates 1,503

II. CONFERENCE FORMAT

A. 50 Statewide Meetings

Statewide meetings would be held in conjunction with the existing Governor's Conferences in each state, and would provide a forum for selection of at large delegates to attend the National Conference.

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Discover*

B. 5 Regional Meetings

Regional Meetings would be held in five strategic locations around the country. They would be attended solely by Ex Officio Delegates including CEOs and Industry Executives, Members of the House and Senate Caucuses, Governors and State Travel Directors as well as Large City Mayors from each region. These would be very high profile meetings designed to develop public awareness and increase media coverage building up to the National Conference. Suggested venues: Atlanta, New York, Chicago, Denver and Los Angeles.

C. National Conference

The National Conference would be a culmination of the statewide and regional meetings with participation by the at-large delegates chosen at the statewide meetings, the appointed delegates and the ex officio delegates. The Conference should be held in Washington for not more than two days.

III. STAFFING

TWO
The initial decision making should be made by a Steering Committee consisting of ~~one~~ *two* representatives each from the White House, the Dept. of Commerce, Capitol Hill, State Travel Directors and Industry. We anticipate the need for additional conference planning staff down the road to assist in the preparation of the Regional and National Conferences.

IV. TIMELINE

February

State travel & Industry will be consulted.
Presidential Proclamation

March - June

Secure Conference Funding

September, 1994 - September, 1995

Statewide Conferences
Planning of Regional Conferences

November, 1995 - January, 1995

Regional Conferences

February, 1995

National Conference

V. ESTIMATED CONFERENCE BUDGET

◆ Statewide Meetings	50 at \$5,000	\$250,000
◆ Regional Meetings	5 at \$75,000	\$375,000
◆ Conference Staffing		\$200,000
◆ Staff Travel & Expenses		\$ 90,000
◆ Program Operations Expenses		\$200,000
◆ National Conference		\$500,000

TOTAL ESTIMATED EXPENSES**\$1,615,000**

I thought these already happened - why should we pay

WtT Tourism Conf. 1-26-94

TPC

Corraine Ashley

inventory of programs
customer/focus groups
framework - strategic plan

3 Tier Approach

- (1) Existing State Conf.
- (2) Regional Conf
- (3) WtT Conf

- Heart to Heart w/ Industry - don't embarrass us

TPC Big Players

- Commerce 3 \$350,000
- Ag
- Interior

- SBA, Labor, others 3 \$85,000 - \$100,000

Fed. Share - \$1.5 million
Private Sector - in-kind

Legality of private sector contribution
commerce to check out

Feb 23 - Travel & Tourism Dinner
- Pres to speak

by April - JPC Have recommendations
- Then focus on Conf

- We need to set Framework

- Funding (spend smartly)
- Immigration & Customs streamlining
- Safety
- Tourism as major econ player
 - community spirit, pride

↳ Strategic Vision for Industry?

↳ no recommendations?

(no asking for ~~hand~~ things from Govt^{govt})

steering committee
WH, Commerce, Hill, Industry, State rep
ad-hoc

agenda to shape
- who comes?
- how many

Peter & I

- Public Liaison involvement
- FACA issue
- when to have - Timing w/ '96 elections
- 1 page memo
- rough memo

Trikes involved

2 day conference

- meet next week.



UNITED STATES DEPARTMENT OF COMMERCE
Office of Public Affairs
Washington, D.C. 20230

January 18, 1994

MEMORANDUM FOR CHRISTINE VARNEY

FROM: Rob Stein *RS*
Chief of Staff; Department of Commerce

SUBJECT: Attached Scheduling Request: Travel & Tourism Unity Dinner @ Washington Hilton
& Keynote Address by the President

SUMMARY

Ned Book, President of the Tourism Industry Association of America, and Darryl Hartley-Leonard, Chairman of the Travel & Tourism Government Affairs Council sent the attached letter inviting the President to attend the Unity Dinner, the travel industry's annual event honoring Members of Congress. For the past twelve years, no President has participated in the dinner, despite annual requests from the industry. During the campaign, President Clinton acknowledged the industry's importance, and committed to do his part to support the vital role that travel and tourism plays in our nation's economy. (See Attached letter).

Due to recently enacted proposals supporting NAFTA fee increases and a decrease in the business meals deduction, the industry feels that the President has retreated on his commitment to travel and tourism issues. Presidential participation would reaffirm the Administration's strong support for the industry, and afford the President an opportunity to articulate his national export strategy, including his vision for tourism. Additionally, if the President intends to support a White House Conference on Tourism, as has been urged by over 80 members of Congress in HCR 110, the Unity Dinner would provide an excellent forum to announce his decision.

BACKGROUND

The U.S travel and tourism industry is our nation's single largest export, the second largest private employer, and the third largest retailer by dollar volume. In 1992, more than 46 million international visitors spent \$71.2 billion in the U.S. economy for a net trade surplus of \$20.4 billion. Also in 1992 the tourism industry generated more than \$50 billion in federal, state and local tax revenues, and over 6 million jobs with 900,000 generated by international tourism to the U.S. An additional 5.3 million jobs were supported by indirect and induced sales, resulting in a total of **11.3 million jobs** supported by the tourism industry. The travel industry also ranks as the 1st, 2nd or 3rd largest employer in 30 states, outperformed only by health care services. During the next 12 years, employment in major travel industry sectors is expected to grow more than 30% -- far outpacing other major industries within the economy.

The travel and tourism industry creates high-quality jobs -- many with entrepreneurial potential -- at a faster rate than other industries. According to a report released today by the Travel Industry Association of America, jobs in this industry are projected to be higher paying, with continued growth in the future. This industry has historically been characterized as providing low paying employment with little opportunity for growth and advancement -- this study clearly shows this is no longer the case. In fact, service sector earnings per hour have increased 52.5% over the past ten years and are now equal to the average for all private industry sectors. Additionally, more than 650,000 executive positions exist in all segments of the travel and tourism industry.

The President's participation in the Unity Dinner would offer a unique opportunity to express the Administration's strong support of the industry, by publicly recognizing their contribution to the Administration's goals of a national export strategy, economic growth and jobs creation. It would also ensure the representatives of this \$380 billion industry that the Administration is on their side, and therefore strengthen our ability to maintain a very valuable public-private partnership.

Schedule Proposal

DATE OF REQUEST 1/18/94

_____ **ACCEPT**

_____ **REGRET**

_____ **PENDING**

TO:

Ricki Seidman
Assistant to the President and Director of Scheduling

FROM:

Christine A. Varney
Secretary to the Cabinet

REQUEST:

Travel & Tourism Unity Dinner/Washington Hilton. The President would give a brief speech recognizing the importance of the tourism industry to the nation's economy.

PURPOSE:

Honor Members of Congress and to recognize the importance of this \$360 billion industry.

BACKGROUND:

The Travel Industry Association of America (TIA) is the umbrella organization representing all components of the U.S. travel and tourism industry, including over 2,000 trade groups and associations. They are a strong advocate and partner to the United States travel & Tourism Administration in the Department of Commerce. During the campaign, the President acknowledged the importance of the travel industry in the attached letter to Ned Book, TIA's president. Since the campaign, the industry feels that he has retreated on his commitment to the industry. TIA has invited the President to participate as a keynote speaker at the industry's annual Unity dinner in February. The Unity dinner is the industry's largest gathering in Washington with over 1200 participants, including over 100 Members of Congress and over 100 industry CEOs. It is an excellent opportunity for the President to articulate his national export strategy, including his vision for tourism.

PREVIOUS PARTICIPATION: None

DATE AND TIME:

February 23; 7:00 pm
RSVP requested by January 30, 1994)

DURATION:

One Hour

LOCATION:

Washington Hilton

PARTICIPANTS:

Approximately 1200 participants, including over 100 Members of Congress, and over 100 industry CEOs.

**OUTLINE OF
EVENTS:**

The President would keynote the dinner following remarks and acknowledgements of industry representatives.

REMARKS REQUIRED:

Speech and/or talking points to be prepared by USTTA.

MEDIA COVERAGE: Major press coverage with trade press as well as major media markets.

1st LADY'S ATTENDANCE: Not required, but her attendance is welcome.

VICE PRES. ATTENDANCE: Not required, but his attendance is welcome.

2nd LADY'S ATTENDANCE: Not required, but her attendance is welcome.

RECOMMENDED BY: Greg Farmer, Under Secretary, USTTA

CONTACTS: Leslie Doggett, Deputy Under Secretary, USTTA
482-0136



Travel and Tourism Government Affairs Council

Two Lafayette Centre
1131 21st Street, NW
Washington, DC 20036-3390
202-293-5407
Fax 202-293-3155

Air Transport Association
Airports Council International N.A.
American Automobile Association
American Bus Association
American Car Rental Association
American Council of Highway
Advertisers
American Hotel and Motel
Association
American Recreation Coalition
American Sightseeing
International
American Society of Travel Agents
Association of Retail Travel Agents
Gray Line Worldwide
Highway Users Federation
Hospitality Sales and Marketing
Association International
International Association of
Amusement Parks &
Attractions
International Association of
Convention & Visitor Bureaus
International Council of
Cruise Lines
Meeting Planners International
National Air Carrier Association
National Association of RV Parks
& Campgrounds
National Business Travel
Association
National Council of Area and
Regional Tourism Organizations
National Council of State
Travel Directors
National Council of Travel
Attractions
National Council of Urban
Tourism Organizations
National Park Hospitality
Association
National Restaurant Association
National Tour Association
Passenger Vessel Association
Recreation Vehicle Industry
Association
Society of American Travel Writers
Society of Travel Agents and
Government
Travel Industry Association
of America
United States Tour Operators
Association
U.S. Travel Data Center

At Large Members
Edwin I. Goldwyn, Retired
Chairman, USAir Group
Allen M. Stern
Vice President,
Real Estate and Governmental
Affairs
Universal Studios Florida
Edward P. Fohrman
Vice President,
Government Affairs
American Airlines
Gregory Fisher
Executive Vice President
Alleg Travel
Charles Olien
Immediate Past President
and Consultant
New York Convention &
Visitors Bureau
Darryl Hartley Leonard
President
Hyatt Hotels Corporation
Robert E. Julliano, Legislative
Representative, Hotel, Foodservice
and Restaurant Employees
International Union
Richard M. Moore
Senior Vice President
American Express Company
William S. Norman
Executive Vice President
Amtrak

Joe Shapiro
Executive Vice President
The Walt Disney Company
Peggy Robert Tiers, President
Lodewig Corporation
Scott D. Taylor
Vice President, Government Affairs
Delta Airlines
Executive Director
Audrey D. King, CAE
Senior Vice President
Travel Industry Association
of America

An Affiliate of



Travel Industry
Association of America

December 13, 1993

Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mr. President:

As chairman of the Travel and Tourism Government Affairs Council, it is my great honor to invite you to speak at the Twelfth Annual Travel and Tourism Industry Unity Dinner here in our nation's capital on February 23, 1994, at the Washington Hilton Hotel and Towers. The Dinner will be at 7:00 p.m., following a reception at 6:00 p.m.

The 5.9 million workers in the \$380 billion travel and tourism industry are proud that their industry is one of the nation's best generators of new jobs and has become the country's largest export earner, producing more than \$71 billion in foreign exchange for our balance of payments.

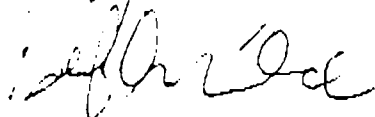
The Unity Dinner is our industry's premier social event in Washington. The last Dinner had a record attendance of nearly 1100, including more than a hundred of our top corporate CEOs from airlines, hotel companies, tour operators, attractions and every other segment of the industry. We were honored to have Secretary of Commerce Brown address the Dinner that evening.

During the past year, our entire industry has followed closely your new administration's dramatic policy initiatives, and many of them have received strong support from travel and tourism, including your economic stimulus proposal, the "Reinventing Government" proposals, NAFTA, and your anti-crime program, including the Brady Bill. Now as you are about to begin the second year of your term, and as such issues as health care reform and welfare reform lie before us, our industry would benefit greatly from hearing directly from you about your vision and your plans for our nation.

Honorable William Jefferson Clinton
December 13, 1993
Page 2

Aubrey King, executive director of the Government Affairs Council, or I will be happy to provide any additional information needed.

Sincerely,

A handwritten signature in dark ink, appearing to read "Darryl Hartley-Leonard". The signature is fluid and cursive, with the first name "Darryl" being more prominent.

Darryl Hartley-Leonard
Chairman, Government Affairs Council
President and CEO, Hyatt Hotels Corporation



October 28, 1992

Mr. Edward R. Book, President
Travel Industry Association of America
Two Lafayette Centre, 1133 21st Street, NW
Washington, DC 20036

Dear Ned,

The American travel and tourism industry employs nearly 6 million Americans, generates over \$300 billion in receipts and is the nation's largest source of export earnings in the business services category. In the last decade, travel industry jobs were created at a rate twice that of the average rate for all U.S. industries. The industry's importance to the national economy is clear.

Yet despite a recent pledge by George Bush to "continue to work to forge innovative private/public partnerships to promote the United States abroad," no funding of the United States Travel and Tourism Administration was included in the nine Reagan-Bush budgets from 1981 through 1990. Only Congressional support for the industry resulted in USTTA funding during those years. A Clinton-Gore Administration will support a level of USTTA funding which ensures that the United States international marketing effort is competitive with that of other countries.

A modern, integrated transportation infrastructure is a critical component of the nation's travel industry. The deterioration of our highway, airway and rail transport systems will not continue during a Clinton-Gore Administration. Our Rebuild America Fund will provide an additional \$20 billion of federal investment in our nation's infrastructure each year for the next four years. These funds will be leveraged with state, local and private sector funds. The needs of the travel and tourism industry will be fully considered as we develop a comprehensive plan for the Fund.

I wish the Travel Industry Association of America well with its conference. I know from first-hand experience what a strong travel and tourism industry can contribute to economic development and prosperity. The Arkansas tourism industry achieved a record-breaking year in 1991. Over 16.3 million travelers visited the state, spending \$2.5 billion. Travel and tourism in the state provided employment for 47,650 Arkansans with a payroll amounting to \$445 million. I assure you that a Clinton-Gore Administration will do its part to support the vital role that travel and tourism plays in our nation's economy.

Sincerely,


Bill Clinton

Mike Schmidt - fgj
FEB 15

THE WHITE HOUSE
WASHINGTON

February 15, 1994

MEMORANDUM FOR DAVID GERGEN

GEORGE STEPHANOPOULOS

PHIL LADER

MARK GEARAN

RICKI SEIDMAN

THROUGH:

ROBERT RUBIN & CAROL RASCO

FROM:

PETER YU & MIKE SCHMIDT

SUBJECT:

WHITE HOUSE CONFERENCE ON TRAVEL & TOURISM

Several weeks ago, the President decided to hold a White House Conference on Travel and Tourism. This memorandum outlines a proposal for the Conference and highlights one issue--concerning timing of the National Conference--that requires your decision.

PURPOSE AND OBJECTIVE

Proposal: The purpose of the Conference would be to develop a national strategy for travel and tourism promotion. The strategy would address issues of interstate cooperation and coordination, and issues of federal tourism-promotion policy.

Discussion: A singular focus on generating recommendations for federal policy could raise unrealistic expectations of federal action.

PARTICIPATION

Proposal: The Conference would involve as large a group as manageable and as diverse a group as possible, including representatives of different components of the industry: e.g., ecotourism, historic trusts, and the transportation and amenity industries. Some delegates would be selected at state conferences; others by the White House, Governors, and Members of Congress.

Discussion: For comparison purposes, the White House Conference on Small Business will involve 1,800 delegates.

FUNDING

Proposal: The Conference would be funded through a redirection of funds from existing tourism-promotion programs, with Commerce and Agriculture as the primary contributors. To the extent permitted by law, Commerce would secure in-kind support from the industry.

Discussion: For comparison purposes, the appropriation for the White House Conference on Small Business is \$5 million.

MANAGEMENT

Proposal: The Conference would be managed by a small Steering Committee consisting of White House offices, Commerce, and Agriculture, and chaired by NEC and DPC. The Committee would, as appropriate, consult with Members of Congress.

Discussion: Unless we charter a formal advisory committee, the Federal Advisory Committee Act limits ongoing participation by state and local officials or industry representatives.

CONFERENCE STRUCTURE

Proposal: The Conference would build on the work of existing state-level conferences, asking those conferences to draft portions of the strategy and to select delegates for a National Conference.

Discussion: While the Conference on Small Business will hold six *regional* conferences, given the limited purpose of the Conference on Travel and Tourism, regional conferences seem unnecessary.

TIMING OF THE NATIONAL CONFERENCE--DECISION REQUIRED

Proposal:

- The Conference would be announced this spring (perhaps at the industry's national convention later this month).
- Between now and June 1994, the Steering Committee would develop a workplan for the Conference (including the role of the state conferences, rules for delegate selection, and an outline of the national strategy).
- Beginning June 1994, state conferences (already planned by state tourism boards) would elect delegates and contribute issue papers and recommendations for the national strategy.
- A National Conference would be held in Washington, DC, in **autumn 1995**.

Discussion: The timing of the National Conference is open. Autumn 1995 would appear to be a politically quiet time, but may be a logistically difficult time: The White House Conference on Small Business will hold its National Conference in June 1995, and the White House Conference on Aging is also tentatively scheduled for 1995. Proximity to the elections are, of course, a consideration as well. At this point, we seek guidance on your general preference for the timing of the National Conference.

_____ Before autumn 1995

_____ Autumn 1995

_____ After autumn 1995

With resolution of this timing issue and with your approval in principle to this proposal, we will establish the Steering Committee and provide the Committee with general guidance.

Please feel free to call if you have any questions.

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PROPOSED NATIONAL TOURISM STRATEGY



WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM

OCTOBER 30-31, 1995



WASHINGTON, DC



WHITE HOUSE CONFERENCE
ON TRAVEL AND TOURISM
1440 NEW YORK AVENUE, NW
SUITE NUMBER 203
WASHINGTON, DC 20005
202-637-1230 TELEPHONE
202-637-9354 FACSIMILE

TO: Invited Guests of White House Conference on Travel and Tourism
FROM: Greg Farmer, Undersecretary for Travel and Tourism, USDOC
Loranne Ausley Ellis, Executive Director, White House Conference

In two weeks, the first ever White House Conference on Travel and Tourism will be held in Washington, D.C. 1700 delegates from around the country will discuss and prioritize the recommendations proposed in the enclosed White House Conference on Travel and Tourism Strategic Plan. These recommendations are the result of a year-long effort that involved more than 15,000 people, 55 states and territories and, over 25 industry associations.

The challenge of the delegates will be to understand and translate these recommendations into a plan of action that will move the travel and tourism industry forward into the 21st century.

An exciting two day program that includes multi-media presentations, high profile speakers from the Clinton Administration, the Congress, and the private sector is being finalized. President Clinton has confirmed his attendance on Monday morning and the Cultural Heritage Working Group is sponsoring a special guest speaker on Monday afternoon, Garrison Keillor. House Speaker Newt Gingrich has been asked to deliver the technology presentation, and we are working to confirm several other Members of Congress and private sector industry leaders as presenters or champions of selected issues.

Delegates will use an electronic voting system to reaffirm the goals and prioritize recommended actions to accomplish these goals. In addition, delegates will be asked to take responsibility for specific action steps to ensure implementation.

After the formal program ends Tuesday afternoon, delegates and guests from each state are encouraged to meet and further discuss their commitment and plan of action for implementation. At 5:30 P.M., a final reception will be held at the Library of Congress with members of the Travel and Tourism Caucuses in both the House and Senate and, hopefully, your own Senator and Congressman will be in attendance. Please plan to stay for this final opportunity to demonstrate our commitment to the success and growth of this important industry.

As you read the Strategic Plan in preparation for the Conference, feel free to write, fax or e-mail comments, changes or additions by October 22, to the White House Conference Headquarters at 202/637-6787. These comments will help shape the Conference agenda.

Thank you for your hard work in preparing for this Conference. It is truly an historic event; one that recognizes the significant contribution this industry makes to our economy and our quality of life. We look forward to seeing you in Washington.

Enclosure

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

15-Jul-1994 08:21am

TO: Michael T. Schmidt

FROM: Peter M. Yu
 National Economic Council

SUBJECT: RE: WH Conference on Tourism

The mtg is 2-3. The chiefs of staff of the relevant agencies are going and Rob Stein (CoS of Commerce) will brief them on the WHConf. Can you go?

I just got word that I have to go the Hill at 2:15 to brief Chairman Brown on Reg Flex.

Rob wants one of us to say (i) the WH is interested and supportive and (ii), working with OMB, we will seek modest resource support from the other agencies. (Details on this to follow a final budget).

Other than that, it shld be a straightforward and brief mtg.

Pls let me know if you can go.

Also, I stopped by to catch Joel, but he wasn't in. Do you have the name of the cases that were decided by the appeals courts (IGRA)??

Thx.