

2025 Current Fiscal Year Report: United States Travel and Tourism Advisory Board

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1. Department or Agency

Department of Commerce

2. Fiscal Year

2025

3. Committee or Subcommittee

United States Travel and Tourism
Advisory Board

3b. GSA

Committee No.

25137

4. Is this New During Fiscal Year?

No

5. Current Charter

08/17/2023 08/17/2025

6. Expected Renewal Date

7. Expected Term Date

8a. Was Terminated During Fiscal Year?

No

8b. Specific Termination Authority

8c. Actual Term Date

9. Agency Recommendation for Next Fiscal Year

Continue

10a. Legislation Req to Terminate?

Not Applicable

10b. Legislation Pending?

Not Applicable

11. Establishment Authority

Statutory (Congress Created)

12. Specific Establishment Authority

15 U.S.C. 1512

13. Effective Date

12/29/2022

14. Committee Type

Continuing

14c. Presidential?

No

15. Description of Committee

Non Scientific Program Advisory Board

16a. Total Number of Reports

No Reports for
this Fiscal Year

17a. Open

0

17b. Closed

0

17c. Partially Closed

0

Other Activities

0

17d. Total

0

Meetings and Dates

No Meetings

Current Next
FY FY

18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$0.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Administrative Costs (FRNs, contractor support, In-person/hybrid/virtual meetings)	\$0.00	\$0.00
18d. Other (all other funds not captured by any other cost category)	\$0.00	\$0.00
18e. Total Costs	\$0.00	\$0.00
19. Federal Staff Support Years (FTE)	0.00	0.00

20a. How does the Committee accomplish its purpose?

The Board advises the Secretary of Commerce on government policies and programs that affect the U.S. travel and tourism industry, including ways to ensure the United States remains competitive in travel and tourism. To accomplish this purpose, the TTAB provides consensus letters of recommendation several times throughout the term on topics asked for by the Secretary. The TTAB meets regularly throughout the term, both in

working groups and as a whole, to determine these recommendations and ensure that industry input is accurately and appropriately reflected. In FY24, the TTAB provided three letters of recommendation to the Secretary to accomplish its purpose.

20b. How does the Committee balance its membership?

Members represent companies and organizations in the travel and tourism sector from a broad range of products and services, company sizes and geographic locations, and drew from large, medium and small travel and tourism companies, private-sector organizations involved in the export of travel and tourism-related products and services, and other tourism-related entities. The board in FY 24 included destinations from across the country (LA, Puerto Rico, Maryland); hotels; a labor union; online travel agencies; diverse and accessible organizations; attractions; a tour operator; and more. In this way, the TTAB in FY 24 was able to compile a variety of points of view that were balanced across the 32 members.

20c. How frequent and relevant are the Committee Meetings?

Per the TTAB charter, the TTAB meets at a minimum of two times per year. The TTAB did meet two times in FY24 - in December 2023 and June 2024. There were also two meetings on the margins of FY24 - one in September 2023 and one in October 2024; but these were not technically in FY24 and are therefore not reflected in the annual review.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

This Committee is essential to advise the

Secretary on promotion activities as directed by P.L. 108-7, Section 10 and to achieve the broader function of the charter of this discretionary committee. Although the Secretary can meet with individual travel and tourism companies, there is no other body which can provide this type of consensus advice on travel and tourism to the Secretary. This remained true in FY24.

20e. Why is it necessary to close and/or partially closed committee meetings?

All meetings are open to the public.

21. Remarks

Designated Federal Officer

Jennifer Aguinaga Deputy Director for Policy

Committee Members	Start	End	Occupation	Member Designation
Aggarwal, Reggie	01/10/2023	01/10/2025	CVent	Representative Member
Bheodari, Balram	01/10/2023	01/10/2025	Atlanta International Airport	Representative Member
Burke, Adam	01/10/2023	01/10/2025	Los Angeles Tourism & Convention Board	Representative Member
Chesky, Brian	07/01/2021	01/10/2025	Airbnb	Representative Member
Coker, Julie	01/10/2023	01/10/2025	San Diego Tourism Authority	Representative Member
Dean, Brad	03/25/2014	01/10/2025	Discover Puerto Rico	Representative Member
Duffy, Christine	07/01/2021	01/10/2025	Carnival Cruise Line	Representative Member
Felleman, Fred	01/10/2023	01/10/2025	Port of Seattle	Representative Member
Fitzsimmons, Liz	11/19/2020	01/10/2025	Maryland State Tourism Office	Representative Member
Goldberg, Matt	01/10/2023	01/10/2025	Tripadvisor	Representative Member
Hannemann, Mufi	01/10/2023	01/10/2025	Hawaii Lodging & Tourism Association	Representative Member

Hedge, Russ	08/09/2018	01/10/2025	Hosteling International USA	Representative Member
Hornbuckle, Bill	07/01/2021	01/10/2025	MGM Resorts	Representative Member
Ingram, Peter	01/10/2023	01/10/2025	Hawaiian Airlines	Representative Member
Jones, Stephanie	11/19/2020	01/10/2025	Cultural Heritage Economic Alliance	Representative Member
Leary, Andrew	01/10/2023	01/10/2025	Leave no Trace	Representative Member
Lipp, Eric	01/10/2023	01/10/2025	Open Doors Organization	Representative Member
Matej, Casandra	01/10/2023	01/10/2025	Visit Orlando	Representative Member
Millones, Peter	01/10/2023	01/10/2025	Booking Holdings	Representative Member
Morey, Will	11/19/2020	01/10/2025	Morey's Piers	Representative Member
Primrose, Tricia	08/09/2019	01/10/2025	Marriott	Representative Member
Ramos, Lana	01/10/2023	01/10/2025	Locally Grown Restaurants	Representative Member
Rheem, Caroll	01/10/2023	01/10/2025	iolite group	Representative Member
Richards, Daniel	11/19/2020	01/10/2025	Global Rescue	Representative Member
Sacks, Adam	03/25/2014	01/10/2025	Tourism Economics	Representative Member
Sage, John	01/10/2023	01/10/2025	Accessible Travel Solutions	Representative Member
Scherr, Stephen	01/10/2023	01/10/2025	Hertz	Representative Member
Schulze, Greg	01/10/2023	01/10/2025	Expedia	Representative Member
Smith, Monica	11/19/2020	01/10/2025	Southeast Tourism Society	Representative Member
Tan, Jerry	01/10/2023	01/10/2025	Tan Holdings	Representative Member
Taylor, Donald	07/01/2021	01/10/2025	UNITE HERE	Representative Member
van Berkel, Peter	01/10/2023	01/10/2025	Travalco USA	Representative Member

Number of Committee Members Listed: 32

Narrative Description

The Board advises the Department of Commerce on matters relating to the travel and tourism industry in the United States. The Board facilitates the Department's outreach to the travel and

tourism sector. The Board gives a desired voice to the travel and tourism sector within the Department of Commerce, as the Department pursues policies to better the travel and tourism industry in America.

What are the most significant program outcomes associated with this committee?

Checked if
Applies

Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input type="checkbox"/>
Major policy changes	<input checked="" type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input checked="" type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input type="checkbox"/>
Other	<input type="checkbox"/>

Outcome Comments

None

What are the cost savings associated with this committee?

Checked if Applies

None	<input checked="" type="checkbox"/>
Unable to Determine	<input type="checkbox"/>
Under \$100,000	<input type="checkbox"/>
\$100,000 - \$500,000	<input type="checkbox"/>
\$500,001 - \$1,000,000	<input type="checkbox"/>
\$1,000,001 - \$5,000,000	<input type="checkbox"/>
\$5,000,001 - \$10,000,000	<input type="checkbox"/>
Over \$10,000,000	<input type="checkbox"/>
Cost Savings Other	<input type="checkbox"/>

Cost Savings Comments

None

What is the approximate Number of recommendations produced by this committee for the life of the committee?

136

Number of Recommendations Comments

In FY2024, there were 15 recommendations contained in three different letters.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

25%

% of Recommendations Fully Implemented Comments

The working groups of the Tourism Policy Council continue to actively review and incorporate the Board's recommendations, where appropriate and possible.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

25%

% of Recommendations Partially Implemented Comments

The working groups of the Tourism Policy Council continue to actively review and incorporate the Board's recommendations, where appropriate and possible.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

The agency provides feedback during public meetings of the board. The public can obtain information on this feedback by attending one of the open meetings or reviewing the transcripts from the meeting that are posted on the agency website.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>

Approved grants or other payments

☐

Other

☐

Action Comments

None

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

None

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO

☒

Online Agency Web Site

☒

Online Committee Web Site

☒

Online GSA FACA Web Site

☒

Publications

☐

Other

☐

Access Comments

None