2005 Current Fiscal Year Report: United States Travel and Tourism Promotion Advisory Board

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1. Department or Agency	2. Fiscal Year
Department of Commerce	2005

3. Committee or Subcommittee	3b. GSA Committee No.
United States Travel and Tourism Promotion Advisory Board	16585

4. Is this New During Fiscal Year?	5. Current Charter	6. Expected Renewal Date	7. Expected Term Date
No	08/04/2003	08/04/2005	

8a. Was Terminated During FiscalYear?	8b. Specific Termination Authority	8c. Actual Term Date
Yes		08/04/2005

9. Agency Recommendation for Next FiscalYear	10a. Legislation Req to Terminate?	10b. Legislation Pending?
Continue	No	Enacted

11. Establishment Authority Statutory (Congress Created)

12. Specific Establishment Authority	13. Effective Date	14. Commitee Type	14c. Presidential?
Pub. L. 108-7, Section 210(b)	02/20/2003	Continuing	No

15. Description of Committee Other Committee

16a. Total Number of Reports 1

16b. Report Date	Report Title
09/29/2005	FY2005 Annual Report to the Secretary

Number of Committee Reports Listed: 1

17a. Open 4 **17b. Closed** 0 **17c. Partially Closed** 0 **Other Activities** 0 **17d. Total** 4

Meetings and Dates

Purpose	Start	End

Get final plans for Year 1 of the Promotion Campaign	10/26/2004 - 10/26/2004
Deliberate about market selection for Year 2 of the Promotion Campaign	01/12/2005 - 01/12/2005
Scheduled Meeting - Review Results of Year 1 of the Promotion Campaign	06/10/2005 - 06/10/2005
Provide Travel and Tourism Promotion Advisory Board with a recap of Year 1 Campaign results, preliminary Year 2 Campaign information, and to provide an opportunity for Chairman James A. Rasulo to thank the TTPAB members, staffs, and the Department of Commerce for the solid work that was done the Board throughout the deveopment and implementation of the campaign.	08/01/2005 - 08/01/2005

Number of Committee Meetings Listed: 4

	Current FY	Next 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	$75,000.00	$75,000.00
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	$22,828.00	$20,000.00
18b(4). Travel and Per Diem to Non-member Consultants	$0.00	$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	$2,988.00	$12,000.00

18d. Total	$100,816.00	$107,000.00
19. Federal Staff Support Years (FTE)	0.75	0.75

20a. How does the Committee accomplish its purpose?

The Secretary of Commerce will award grants and make direct lump sum payments in support of an international advertising and promotional campaign developed in consultation with the private sector to encourage individuals to travel to the U.S., consisting of radio, television, and print advertising and marketing programs. The Board shall recommend appropriate coordinated activities to the Secretary for funding.

20b. How does the Committee balance its membership?

Members shall represent companies and organizations in the travel and tourism industry from a broad range of product/service sectors, company sizes and geographic locations, and shall be drawn from large, medium and small travel and tourism companies, and private-sector organizations involved in the export of travel and tourism related products and services.

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

Estimated Number of Meetings - the TTPAB met, according to charter, four times in FY2005. Each meeting provided the opportunity for Board members to advise and counsel the DOC in the development and implementation of Year 1 of the U.S. International Tourism Promotion Campaign. The final meeting of the year provided the opportunity for the Board to give advice and counsel regarding Year 2 of the Campaign, wherein the DOC will expand the program to

include both the United Kingdom and Japan.

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

Pub. L. No 108-7, Section 210, requires the Secretary of Commerce to establish an advisory board to recommend the appropriate coordinated activities for funding the United States Travel and Tourism Promotion Campaign. The functions of the Board cannot be performed by the Department of Commerce or any other federal agency.

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

21. Remarks

Designated Federal Officer

Julie P. Heizer Deputy Director, Industry Relations

Committee Members	Start	End	Occupation	Member Designation
Cortez, Manuel	08/05/2003	08/04/2005	President & CEO, Las Vegas Convention and Visitors Authority, retired	Representative Member
Gargano, Charles	08/04/2003	08/04/2005	Chairman & CEO, Empire State Development	Representative Member
Hyde, William	08/04/2003	08/04/2005	President & CEO, Ruth's Chris Steak House	Representative Member
Irwin Hentschel, Noel	08/04/2003	08/04/2005	Chairman & CEO, AmericanTours International	Representative Member
Jacobs, Jeremy	08/04/2003	08/04/2005	Chairman & CEO, Delaware North Companies	Representative Member
Linen, Jonathan	08/04/2003	08/04/2005	Vice Chairman, American Express	Representative Member
Marriott, J.W.	08/04/2003	08/04/2005	Chairman & CEO, Marriott International, Inc.	Representative Member

Rasulo, James	08/04/2003	08/04/2005	President, Walt Disney Parks & Resorts	Representative Member
Silverman, Henry	08/04/2003	08/04/2005	President, Chairman & CEO, Cendant Corporation	Representative Member
Stamatakis, Manny	08/04/2003	08/04/2005	Board Member, Philadelphia Convention & Visitors Bureau	Representative Member
Sternlicht, Barry	08/04/2003	08/04/2005	Chairman & CEO, Starwood Hotels & Resorts	Representative Member
Taubman, Robert	08/04/2003	08/04/2005	Chairman & CEO, The Taubman Company	Representative Member
Tilton, Glenn	08/04/2003	08/04/2005	Chairman & CEO, United Airlines	Representative Member
Tisch, Jonathan	08/04/2003	08/04/2005	Chairman & CEO, Loews Hotels	Representative Member
von Imhof, Chris	08/04/2003	08/04/2005	President, Alaska International Airport Tourism Marketing Council	Representative Member

Number of Committee Members Listed: 15

Narrative Description

On February 20, 2003, President Bush signed the Omnibus Appropriation Act for FY 2003 into law. Included in this appropriation was Sec. 210, which authorized the Secretary of Commerce to establish an international advertising and promotional campaign to encourage individuals to travel to the United States. The Act required the Secretary to appoint the U.S. Travel and Tourism Promotion Advisory Board (TTPAB). The Board was chaired by James A. Rasulo, President and CEO of Walt Disney Parks and Resorts, and was comprised of 14 other CEOs of tourism-related entities. The Board was consulted and apprised on the development of the international tourism promotion campaign and the correlated disbursement of funds.

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

Checked if Applies

Improvements to health or safety	☐
Trust in government	☐
Major policy changes	☐
Advance in scientific research	☐
Effective grant making	☐
Improved service delivery	☐
Increased customer satisfaction	✓
Implementation of laws or regulatory requirements	☐
Other	✓

Outcome Comments

The U.S. International Promotion Campaign, which ran from mid-December 2004 through mid-March 2005, utilized television advertisements, large format posters in both London Underground stations and on street-level billboards and public relations tactics to get the campaign's message to British consumers. The program included a cooperative marketing component that generated an additional $2 million in cash and in-kind to leverage the government's investment.The campaign successfully achieved the three goals of increasing awareness of the United States as a travel destination, developing a positive perception of the United States as a travel destination, and influencing the intent of British travelers to visit the United States. Research from Longwood's International indicated that 54 percent of the people within the identified advertising market were aware of the campaign, having seen at least one advertisement. The advertising increased spontaneous mention of the United States among long-haul destinations as a place they want to visit by ten percentage points among those who saw the ads versus those who did not. The campaign was effective in increasing intent to visit the United States on a pleasure trip by 16 percentage points among those who were aware of the ads versus those who were not. The research also concluded that, as a result of the campaign, the demand for travel to the United States was increased by nearly 2 million travelers, reportedly intending to visit within the next 24 months. Future research will be undertaken in this market to determine how effective the private sector was in converting this demand into actual trips.

What are the cost savings associated with this committee?

	Checked if Applies
None	✓
Unable to Determine	☐
Under $100,000	☐

$100,000 - $500,000 ☐
$500,001 - $1,000,000 ☐
$1,000,001 - $5,000,000 ☐
$5,000,001 - $10,000,000 ☐
Over $10,000,000 ☐
Cost Savings Other ☐

Cost Savings Comments
NA

What is the approximate Number of recommendations produced by this committee for the life of the committee?
5

Number of Recommendations Comments
During the tenure of this Board, they provided recommendations on the following areas: market selection, development of industry partnerships, composition of media mix, development of special events/promotions to extend media mix, and development of a cooperative marketing campaign.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?
100%

% of Recommendations Fully Implemented Comments
The Board worked in close concert with DOC staff and the contractor selected to design, develop and implement the US International Promotion Campaign. Having worked together, Board, DOC staff and contractor were able to take on all of the Board's recommendations to help ensure the success of the Year 1 Campaign.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?
0%

% of Recommendations Partially Implemented Comments
see explanation above of fully-implemented recommendations.

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

Yes ☐ No ☐ Not Applicable ☑

Agency Feedback Comments

NA

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

	Checked if Applies
Reorganized Priorities	☐
Reallocated resources	☐
Issued new regulation	☐
Proposed legislation	☐
Approved grants or other payments	☐
Other	☐

Action Comments

No other actions were taken as a result of the Board's advice/counsel.

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

No

Grant Review Comments

NA

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

NA