

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

Report Run Date: 04/20/2024 09:27:31 AM

### 1. Department or Agency

Department of Commerce

### 2. Fiscal Year

2005

### 3. Committee or Subcommittee

United States Travel and Tourism  
Promotion Advisory Board

### 3b. GSA

### Committee No.

16585

### 4. Is this New During Fiscal Year?

No

### 5. Current Charter

08/04/2003

### 6. Expected Renewal Date

08/04/2005

### 7. Expected Term Date

### 8a. Was Terminated During Fiscal Year?

Yes

### 8b. Specific Termination Authority

### 8c. Actual Term Date

08/04/2005

### 9. Agency Recommendation for Next Fiscal Year

Continue

### 10a. Legislation Req to Terminate?

No

### 10b. Legislation Pending?

Enacted

### 11. Establishment Authority

Statutory (Congress Created)

### 12. Specific Establishment Authority

Pub. L. 108-7, Section  
210(b)

### 13. Effective Date

02/20/2003

### 14. Committee Type

Continuing

### 14c. Presidential?

No

### 15. Description of Committee

Other Committee

### 16a. Total Number of Reports

1

### 16b. Report Date

09/29/2005

### Report Title

FY2005 Annual Report to the  
Secretary

### Number of Committee Reports Listed:

1

### 17a.

Open

4 17b. Closed0 17c. Partially Closed0 Other Activities0 17d. Total4

### 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**

	<b>Current FY</b>	<b>Next FY</b>
<b>18a(1). Personnel</b>		
<b>Pmts to Non-Federal Members</b>	\$0.00	\$0.00
<b>18a(2). Personnel</b>		
<b>Pmts to Federal Members</b>	\$0.00	\$0.00
<b>18a(3). Personnel</b>		
<b>Pmts to Federal Staff</b>	\$75,000.00	\$75,000.00
<b>18a(4). Personnel</b>		
<b>Pmts to Non-Member Consultants</b>	\$0.00	\$0.00
<b>18b(1). Travel and Per</b>		
<b>Diem to Non-Federal Members</b>	\$0.00	\$0.00
<b>18b(2). Travel and Per</b>		
<b>Diem to Federal Members</b>	\$0.00	\$0.00
<b>18b(3). Travel and Per</b>		
<b>Diem to Federal Staff</b>	\$22,828.00	\$20,000.00
<b>18b(4). Travel and Per</b>		
<b>Diem to Non-member Consultants</b>	\$0.00	\$0.00
<b>18c. Other(rents,user charges, graphics, printing, mail, etc.)</b>	\$2,988.00	\$12,000.00

<b>18d. Total</b>	\$100,816.00	\$107,000.00
<b>19. Federal Staff</b>	0.75	0.75
<b>Support Years (FTE)</b>		

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

### 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	<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**

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	<input type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

### 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	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input type="checkbox"/>
Online GSA FACA Web Site	<input type="checkbox"/>
Publications	<input type="checkbox"/>
Other	<input type="checkbox"/>

### Access Comments

NA