



U.S. TRAVEL AND TOURISM ADVISORY BOARD

November 18, 2016 | 9:30 – 11:30 AM EST

Dulles International Airport

I. Opening and Introductions

Chair John Sprouls

II. Welcome Remarks

Ken Hyatt, Acting Under Secretary for International Trade, U.S. Department of Commerce

*Kelly Craighead, Executive Director, National Travel and Tourism Office,
U.S. Department of Commerce*

III. Discussion on the National Travel and Tourism Strategy

*Kelly Craighead, Executive Director, National Travel and Tourism Office,
U.S. Department of Commerce*

- Closing the Gap to 100 Million International Visitors Annually
Chris Thompson, President and CEO, Brand USA

IV. Preparing for the FY 2017 Travel Season

- *Sarah Morgenthau, Deputy Assistant Secretary for the Private Sector Office and
Executive Director, Homeland Security Advisory Council, U.S. Department of
Homeland Security*
- *David Lim, Executive Marketing Officer, Office of the Chief Risk Officer,
Transportation Security Administration, U.S. Department of Homeland Security*
- *Edward Ramotowski, Deputy Assistant Secretary for Visa Services, Bureau of Consular
Affairs, U.S. Department of State*

V. U.S. Government Next Steps

Ken Hyatt, Acting Under Secretary for International Trade, U.S. Department of Commerce

VI. Next Steps and Adjournment

Chair John Sprouls