

UNITED STATES OF AMERICA

DEPARTMENT OF COMMERCE

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U.S. TRAVEL AND TOURISM ADVISORY BOARD

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MEETING

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THURSDAY

OCTOBER 11, 2018

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The Board met in the U.S. Department of Commerce, Room 3407, 1401 Constitution Avenue, N.W., Washington, D.C., at 2:00 p.m., John Sprouls, Chair, presiding.

PRESENT

JOHN SPROULS, Universal Parks and Resorts, Chair
 TODD DAVIDSON, Travel Oregon
 BRAD DEAN, Myrtle Beach Area Chamber of Commerce
 DEREK DECROSS, IHG
 JAMES HAGEN, South Dakota Department of Tourism
 RUSS HEDGE, Hosteling International USA
 PAM INMAN, National Tour Association
 DEBBIE JOHNSON, Arizona Office of Tourism
 THOMAS KLEIN, Canyon Ranch
 STEPHEN MORRISSEY, United Airlines
 MARY MOTSENBOCKER, International Tourism
 Marketing, Inc.
 SUSAN PRESBY, Mt. Washington Cog Railway
 TRICIA PRIMROSE, Marriott International
 STEPHEN REVETRIA, San Francisco Giants Baseball

Club

BRIAN ROTHERY, Enterprise Holdings
ADAM SACKS, Tourism Economics
BRYAN SALTZBURG, TripAdvisor
WILLIAM TALBERT, Greater Miami Convention &
Visitors Bureau
ROB TORRES, Google

ALSO PRESENT

WILBUR ROSS, Secretary of Commerce

NAZAK NIKAKHTAR, Assistant Secretary for
Industry and Analysis (I&A), U.S.
Department of Commerce

PHIL LOVAS, Deputy Assistant Secretary for
Travel and Tourism, U.S. Department of
Commerce

ISABEL HILL, Director, National Travel and
Tourism Office, U.S. Department of
Commerce

BRIAN BEALL, Designated Federal Officer

MATT HAYDEN, U.S. Department of Homeland
Security

ED RAMOTOWSKI, U.S. Department of State

HOWARD KASS, CLEAR

AARON WODIN-SCHWARTZ, Brand USA

C-O-N-T-E-N-T-S

| | |
|--|-----|
| Welcome Remarks. | 4 |
| Secretary of Commerce Wilbur Ross | |
| The Industry Perspective in 2018 | 9 |
| John Sprouls, TTAB Chair | |
| Guidance for the Board | .13 |
| Secretary of Commerce Wilbur Ross | |
| Trade Landscape. | .17 |
| Nazak Nikakhtar, Assistant Secretary for Industry & Analysis | |
| Updates from the National Travel and Tourism Office | .22 |
| Phil Lovas, Deputy Assistant Secretary for Travel and Tourism | |
| Discussion | .30 |
| John Sprouls, TTAB Chair Phil Lovas, Deputy Assistant Secretary for Travel and Tourism | |
| Public Comment | .48 |
| Brian Beall, Designated Federal Officer | |
| Next Steps for the Board | .51 |
| Phil Lovas, Deputy Assistant Secretary for Travel and Tourism | |
| John Sprouls, TTAB Chair | |
| Ethics Orientation | .59 |
| Brian Beall, Designated Federal Officer | |
| Adjourn. | .61 |

1 P-R-O-C-E-E-D-I-N-G-S

2 (2:09 p.m.)

3 MR. BEALL: Good afternoon, everybody.

4 Welcome to the Department of Commerce for the
5 Travel and Tourism Advisory Board Meeting. As a
6 designated federal officer for the TTAB, I'd like
7 to welcome you and officially call our meeting to
8 order. And with that, it is my honor to
9 introduce Secretary of Commerce Wilbur Ross.

10 SECRETARY ROSS: Thank you, Brian, for
11 that introduction, and thank you to all of you
12 for the work you do to make this advisory board a
13 big success. This is the first meeting of the
14 U.S. Travel and Tourism Advisory Board for the
15 two-year term ending in 2020.

16 And today is an auspicious day in and
17 in a lot of will help your businesses in that the
18 President signed this morning the Clean Oceans
19 Bill, which is going to have a major impact on
20 cleaning up the beaches and the waters in around
21 this country. And he's going to be starting to
22 put tremendous pressure on other countries for

1 the pollution that they do to the water, so
2 hopefully that's one the tourist attracts that
3 will get a good comeuppance.

4 And it's interesting it was passed
5 unanimously in both houses, so it's even possible
6 to do something on a consensual basis. And even
7 stranger today, we also -- he also signed the
8 Music Royalty Bill, which is not of that much use
9 to your fellas, but was also passed unanimously
10 in both houses. I wouldn't say that means it's a
11 precedent that'll be repeated a lot, but at least
12 we had a good day and now we have this good
13 session with you folks.

14 So, it's good to see some familiar
15 faces back and I welcome the contributions that
16 will be made by the new members of the board.
17 And thank you for your civic engagement and for
18 taking the time out of your busy schedules to
19 work together in this public/private partnership
20 aimed at making U.S. Travel and Tourism Industry
21 the strongest it can be.

22 This board represents a diverse

1 selection of industry's sub-sectors and travel
2 destinations from across our country. We
3 appreciate your expertise and we look forward to
4 your advice on improving the competitiveness of
5 the industry.

6 Your industry, as you know, supports
7 1.2 million jobs across the country, so it's
8 really important. National Travel and Tourism
9 Office just reported that there were nearly
10 77 million international visitors to the U.S. in
11 2017, up 1 percent from 2016. And I think given
12 all the business going on with border security,
13 that's quite an achievement to have had an up
14 year in physical volume.

15 The visitors, those 77 million, spent
16 a record \$251.4 billion in 2017. And the number
17 of foreign visitors to the U.S. this year remains
18 strong and they continue spending at a record-
19 setting pace, up by 3 percent for the seven
20 months ended July year-over-year, so it sounds
21 like we're having, if anything, some acceleration
22 of what went on in the prior year.

1 Spending by international visitors has
2 actually set records in eight out of the last ten
3 years and all of that in travel means that your
4 industry's generated a trade surplus of more than
5 \$77.4 billion last year. We need more industries
6 performing. And foreign visitors are a very
7 valuable component of the American economy.

8 As chair of the Federal Government's
9 Tourism Policy Council, I'm committed to working
10 with you to support and grow your industry. We
11 want to attract millions of more visitors to our
12 country, and boost the wages and job prospects
13 for thousands of American workers.

14 Everything is in place for more
15 growth. We have the most spectacular and diverse
16 geography of any country on the planet. We have
17 cultural attractions second to none and we have
18 an infrastructure to get people to where they
19 want to be. Still, we must be sure to press our
20 advantage to assure a new era of growth for your
21 workers and businesses.

22 We're pleased to have with us today

1 Nazak Nikakhtar, right here on my right, our
2 Assistant Secretary for Industry & Analysis in
3 the ITA. She's been instrumental in the Commerce
4 Department's work on trade issues. And later in
5 the meeting, Nazak will share her thoughts with
6 you on current trends and trade policy.

7 We're also pleased to have with us our
8 new Deputy Assistant Secretary for Travel and
9 Tourism, Phil Lovas, on my left. I hope you've
10 all had a chance to meet him. Phil's background,
11 as you know, includes something like 15 years in
12 the hotel business, so he's well acquainted with
13 the issues you will address and we're fortunate
14 to have someone with his expertise on our team.

15 So, without too much further ado, I'd
16 just like to say we want to do even better job of
17 communicating to the world that the U.S. is a
18 welcome and open destination for legitimate
19 visitors. And I look forward to working with you
20 and receiving your recommendations on how we can
21 help support the competitiveness of your
22 industry. Thank you.

1 CHAIR SPROULS: Thank you. Thank you,
2 Secretary Ross. Thank you for being here. Thank
3 you for welcoming everyone here to the next
4 version of the Tourism and Travel Advisory Board.
5 Also, thank you for your remarks about your
6 willingness and the willingness of Commerce to
7 listen to the industry and hear what we believe
8 are the significant issues and the solutions to
9 getting us to being even more competitive
10 internationally.

11 It is truly important for tourism, the
12 U.S. economy. I know you stated the statistics,
13 but not only do we significantly increase
14 exports, not only are we a positive force on the
15 trade deficits, but we also provide many
16 Americans with their first job and it's very
17 important to be that first rung on the ladder.
18 And so, we want to continue to do that.

19 I'm glad you confirmed -- because
20 there were some data issues earlier in the
21 year -- that actually 2017 was a good year for
22 tourism for the United States.

1 SECRETARY ROSS: Well, you would know
2 better if it was a good year.

3 CHAIR SPROULS: Well, it depends on
4 who you ask. I thought it was a very good year.
5 So, I want to thank everybody who worked on those
6 data issues and we got them to the point where
7 now we have full confidence in the number.

8 I'd like to thank the members of the
9 board here today, the folks that volunteered,
10 both the veterans and the rookies, for your
11 willingness to serve. I've been privileged to
12 serve on this board for the last several years.

13 I can assure you this experience will
14 probably be unlike any you have ever encountered
15 under similar circumstances. This board actually
16 works for a living. We're privileged to be in a
17 position to directly influence governmental
18 policy on travel and tourism in a profound way.

19 Secretary Ross and his predecessors
20 have not been shy to ask us to roll up our
21 sleeves, get to work and tell them what we
22 believe the solutions are for us to drive

1 forward. We're relied upon not only to identify
2 the issues facing the industry, but we need to
3 come up with solutions. They expect us to
4 deliver things that are realistic and actionable
5 and have a positive effect.

6 We've been fortunate to see many of
7 the recommendations over the last several years
8 put into place by Commerce, DHS, State
9 Department, and other executive departments that
10 have delivered positive results for our industry.

11 This board has been instrumental on
12 issues such as visa wait times, focus on more
13 visa waiver countries, the National Travel Goal,
14 staffing and training improvements in CBP and
15 TSA. And that's just a few of the issues that
16 we've dealt with over the last six to eight
17 years.

18 You'll find we also work very quickly
19 around here. The Secretary and the Commerce
20 staff expect a lot from us. They value our
21 opinion and they look for actionable work product
22 to be produced as quickly as we can. And for

1 those of us who were on the board in the last
2 round, you know of what I speak. My guess is
3 that that's not going to change.

4 SECRETARY ROSS: You're right.

5 CHAIR SPROULS: When I think about
6 International Tourism and Travel, I'm heartened
7 to know our visitors to the U.S. continue to
8 grow. But I also know that when you look at
9 statistics, despite those successes, there are
10 many countries and regions around the globe that
11 are growing their visitation faster than we are.

12 I want us to regain our fair share of
13 global tourism. In fact, I don't really mean
14 that statement. I want us to get an unfair share
15 the global tourism. That's how you compete.

16 We live in the greatest country in the
17 world. Everyone wants to visit the United
18 States. So we have to ensure that, while
19 recognizing that security is and always will be
20 the first priority, we do everything we can to
21 make the process and experience of visiting this
22 country as easy and as satisfying as possible.

1 I was fortunate to be part of a group
2 of industry executives who visited the White
3 House a few weeks ago. We met with the President
4 and White House staff to discuss issues and
5 opportunities for travel and tourism. I am very
6 pleased to report that the President and his
7 staff are not only well aware of the importance
8 and impact that our industry has on the U.S.
9 economy, they confirmed that they stand ready to
10 help us any way they can.

11 So, at this point, I would turn the
12 microphone back to Secretary Ross so you can tell
13 us what you expect from this board.

14 SECRETARY ROSS: Thank you, John and
15 members of the board, for sharing your views on
16 opportunities and challenges for the U.S. Travel
17 and Tourism industry and how we can work
18 together. I will ask the board to develop
19 specific recommendations around three main areas
20 related to the competitiveness of the industry.

21 As the first task, please review the
22 recommendations made by the previous board

1 concerning numerical goals for international
2 visitors and spending from now through 2027. We
3 should be able to do this now that we have newly
4 revised date from the National Travel and Tourism
5 Office.

6 Believe it or not, we haven't updated
7 our international visitation and spending goals
8 since 2012, so we're kind of severely out of
9 date. I would like the board to recommend a
10 national goal on annual international visitor
11 spending and arrivals through 2027. Once we have
12 a common target, the public and private sectors
13 can work together on priorities to achieve those
14 goals.

15 As a second task for the board, please
16 explore how the Government can accelerate
17 progress on implementing the Biometric Entry and
18 Exit System for travelers. This effort as you
19 know is read by the Department of Homeland
20 Security.

21 It aims to improve security and create
22 an efficient, seamless and secure experience for

1 travelers entering and exiting the U.S. Please
2 provide us with recommendations on how the public
3 and private sectors can work together to
4 accelerate progress on implementing the system.

5 Third task for the board is to develop
6 a set of recommendations on issues associated
7 with the workforce and with skills development.
8 This past July, President Trump signed an
9 executive order creating the National Council for
10 the American Worker.

11 I co-chair this interagency council
12 with Ivanka Trump, Labor Secretary Costa and
13 White House Domestic Policy Council Director
14 Andrew Bremberg. We have been charged with
15 creating a national workforce strategy. I seek
16 your input in developing this strategy,
17 especially as it relates to education and
18 training programs.

19 The apprenticeships being introduced
20 by the lodging and restaurant industries seem to
21 me to offer a good example of ideas that can be
22 implemented nationally. The board can provide

1 recommendations on how technology will affect
2 your workforce and how workers can take advantage
3 of opportunities presented by the adoption of new
4 technologies.

5 Please also capture best practices in
6 state, local and private sector tourism workforce
7 development. These best practices will be used
8 in developing the administration's larger goals
9 of workforce development overhaul.

10 I look forward to receiving your
11 recommendations on the national goal for visitors
12 and spending by mid-December. The
13 recommendations on biometric and workforce
14 development can follow in February 2019.

15 Deputy Assistant Secretary Lovas and
16 the National Travel and Tourism Office are
17 available to facilitate your work. I look
18 forward to your recommendations and pledge to
19 help you grow our industry. I hope you continue
20 to have a productive session and that your two-
21 year term on this board will be extremely
22 successful. Thank you for your attention.

1 CHAIR SPROULS: Thank you.

2 SECRETARY ROSS: Now I'm afraid I have
3 to get to other work. Good to see you.

4 CHAIR SPROULS: Good to see and thank
5 you. Okay. So, I would turn this over to you,
6 Nazak, and to give us the current trade
7 landscape.

8 ASSISTANT SECRETARY NIKAKHTAR: Sure.
9 So, first I -- thank you again for the invitation
10 to be here. Jane here? Oh, hi. That's Jane
11 Sanders over there, our senior advisor in the
12 front office in addition to the wonderful team
13 that you guys work with. I just wanted you guys
14 to know Jane's here. We're here to help.

15 You know, I -- we wanted to underscore
16 the tremendous engine of growth that your
17 industry represents. Oh, and I should first
18 really thank you guys all, the season ones and
19 the rookies here, for your contributions to the
20 advisory board.

21 We utilize you guys in a really
22 important way and I really want to underscore the

1 importance of your time. You are an incredibly
2 useful way for us to collect data.

3 We're in this building all the time
4 and so, aside from sort of events we do, we rely
5 on you to help us put a finger on the pulse of
6 what's happening so we can shape policies and do
7 what's needed to make sure that your industries
8 grow and thrive. So, it's very important that
9 you guys understand how important we value -- we
10 review and value your contributions to the
11 advisory board.

12 Sort of the underscore the importance
13 of your industry, I mean, certainly, we talked
14 about the impact on the economy, but you are
15 helping us strengthen our bilateral relationships
16 with really key, important trading partners.

17 That's critically important for
18 alliances with trading partners or with our
19 allies, and certainly it's important for the
20 national security aspect of it. That
21 significance certainly isn't lost on us.

22 Your industry is helping us with our

1 allies and trading partners encourage shared
2 cultures and values. When we can mesh, sort of,
3 our values together, we become so much more
4 deeply integrated in the world landscape and it
5 promotes an understand of where we're all coming
6 from and, certainly, it promotes an understanding
7 of, kind of, an -- what's the word I'm looking
8 for? Just a recognition of the importance of
9 kind of being one team working in the same
10 direction in goals with our allies.

11 You help us share our experiences with
12 our trading partners, our values. The
13 proliferation of what is traditionally American,
14 how that's proliferated around other countries,
15 and people come here and they can't get enough.
16 And they come here to seek more of it. You are
17 facilitating that. You are driving that.

18 And so, when we see notions of America
19 that are transported abroad, it's because you've
20 encouraged those people to come here, experience
21 those values and take those abroad. And that's
22 critically important in terms of shaping our

1 relationship internationally.

2 What we'd like to really know from you
3 in terms of how we can do as Secretary Ross said
4 through workforce development. How can the
5 Commerce Department collaborate with you, hear
6 your ideas. We have advisory boards, too, and
7 they also have really good ideas that may be
8 useful to you.

9 So, what we'd like to do is
10 collaborate on that in terms of hearing your
11 needs and giving you our input on improvements to
12 workforce development, understanding the
13 direction that you see your industry needs to
14 take it.

15 Where in the United States are obvious
16 and non-obvious places to grow travel and
17 tourism? How do we utilize innovation, as the
18 Secretary said, to streamline and expedite
19 growth? What are the things that we're currently
20 working on? And where would kind of see -- like
21 to see the next generation of streamlining the
22 traveler's experience through the United States?

1 Things that we may not have thought of
2 but, maybe in terms of your work, you've kind of
3 batted around ideas. Think from our perspective,
4 nothing is impossible. And so, we can lay down
5 those markers for future work.

6 I think in terms of -- you know, we
7 all kind of know what trade policies are
8 happening and what's in the news, but we are
9 working on our end to really make America a
10 tremendous engine of growth and create economic
11 opportunities. Certainly, your industry would
12 benefit from that as well not just directly, but
13 in terms of visitors seeking to take part in that
14 engine of growth and really, truly just to
15 continue making America a magnificent place to
16 visit.

17 We have gems around this country that
18 are discovered and so many gems around this
19 country that have yet to be fully discovered.
20 And so, we're looking for you to help us find
21 creative ways to make, sort of, America
22 accessible to all and the number one tourist

1 destination around the world.

2 And again, just the point that you had
3 mentioned, Mr. Sprouls, about other countries
4 really promoting travel and tourism. Having had
5 the opportunity and privilege from working in
6 international trade for 20 years, to visit at all
7 sorts of places around the world, there's nothing
8 that beats what we've got here.

9 So, we're happy to do everything we
10 can to make sure that we stay the number one
11 travel destination and the center of gravity
12 where everybody wants to come travel to. So, we
13 look forward to working with you in the coming
14 weeks and months.

15 CHAIR SPROULS: Thank you. Great.
16 Thank you very much. I would now turn it over to
17 Phil to give us an update on the National Travel
18 and Tourism Office.

19 DEPUTY ASSISTANT SECRETARY LOVAS:
20 Well, thank you, Chairman Sprouls. I appreciate
21 it. And I appreciate everybody coming for the
22 meeting today. It's great to see so many

1 familiar faces and friends. Let me just add my
2 welcome to all of you for being here today.

3 As the Secretary mentioned, I'm Phil
4 Lovas, Deputy Assistant Secretary for Travel and
5 Tourism in the International Trade
6 Administration's Industry & Analysis Unit. The
7 administration appointed me to this role because
8 it understands the importance of travel and
9 tourism to the economy and creating jobs.

10 A little bit about my background, as
11 Debbie Johnson knows from Arizona, I was in
12 Arizona politics for a number of years. I served
13 in the Arizona legislature there as a state
14 representative for several years.

15 And in the private sector, my
16 background is in franchise development in the
17 hotel industry where I worked for about 15 years
18 developing properties throughout the western U.S.
19 So, I understand this industry. It means a lot
20 to me and I will certainly be doing everything I
21 can in this role to promote it, to increase
22 travel and tourism in our great country.

1 With the National Travel and Tourism
2 Office team, or the NTTO, I'll be working to
3 advance the policies and programs that foster the
4 competitiveness of the U.S. Travel and Tourism
5 industry in collaboration with the private sector
6 and other federal agencies. I really look
7 forward to working with the board to accomplish
8 this work.

9 And today, we also have with us a
10 number of representatives from other departments
11 and agencies within the Federal Government.
12 Travel and tourism, you know, is not just a
13 business unique to the Department of Commerce or
14 the NTTO.

15 It touches across the entire
16 government spectrum whether that be State
17 Department-issued visa, Homeland Security
18 ensuring our planes and our borders are secure,
19 Department of Interior manage National Parks, or
20 even everything that the Department of
21 Transportation does, just to give a few examples.

22 So, I want to take a few minutes now

1 just to give you an overview of what NTTO does,
2 especially for those members who are new to the
3 board. One of NTTO's primary functions is to
4 produce the Nation Travel and Tourism Statistics
5 to inform policy and private sector decision
6 making. These data are used for the following:

7 For the balance of trade calculation
8 by the Bureau of Economic Analysis; to measure
9 economic impacts of National Security policy; but
10 industry to assess export markets, develop
11 marketing strategies and measure performance; by
12 the Center for Disease Control to assess travel
13 flows for pandemic; and to measure customer
14 experience with the international arrivals
15 process.

16 As the Secretary stated, from this
17 data, we know that the U.S. welcomed 77 million
18 international visitors in 2017 and these visitors
19 collectively spent a record-setting \$251.4
20 billion, up 2 percent over 2016. Many of you are
21 also aware that in April of 2018, the NTTO
22 temporarily suspended publication of monthly

1 arrivals data.

2 The team worked closely with U.S.
3 Customs and Border Protection to resolve the data
4 coding issue. And as many of you know, the NTTO
5 began regularly -- regular publication of
6 international arrivals data in September and we
7 greatly appreciated the industry's support and
8 patience while we addressed the issue. This
9 recently-released data will be integral to the
10 board's work to recommend a new national goal for
11 international visitation and spending requested
12 by Secretary Ross.

13 On the policy side, the NTTO has
14 several functions, but a few of those are --
15 serves a single point of contact to which the
16 travel and tourism industry can bring its
17 concerns and priorities, improves
18 intergovernmental communications and coordination
19 on travel and tourism policy, and serves as the
20 conduit between the board and the U.S.
21 Government.

22 Specifically, the NTTO brings private

1 sector input into federal travel and tourism
2 policy deliberations through the advice received
3 from this board. The NTTO also manages the
4 federal interagency Tourism Policy Council, or
5 what we call the TPC. That TPC is chaired by
6 Secretary Ross and coordinates policies and
7 programs related to travel and tourism,
8 recreation and national heritage resources that
9 involve federal agencies.

10 Additionally, the NTTO is the federal
11 liaison to Brand USA under the Travel Promotion
12 Act. The NTTO advises the Secretary on Brand USA
13 board appointments, processes matching funds
14 requests and ensures communication of U.S. entry
15 requirements.

16 I recognize how important your time is
17 as industry leaders. I very much appreciate you
18 being here and I want to ensure you, as the
19 Secretary mentioned and as Nazak mentioned, that
20 your work plays a critical role in shaping the
21 Department of Commerce's work in travel and
22 tourism.

1 This has been an ongoing thing,
2 obviously, since the board was formed, the
3 importance of this. And believe me, in this
4 administration, under the Secretary and Nazak's
5 leadership and my role here, we absolutely want
6 to hear from you and we take your input very
7 seriously in putting it into action.

8 The board's recommendations help to
9 set the priorities for the NTTD as well as the
10 priorities for our work with our interagency
11 partners through the TPC and I want to share a
12 few recent examples of that.

13 At the request of the Secretary, the
14 previous board provided recommendations on how
15 the public and private sectors can work together
16 to accelerate economic recovery in destinations
17 affected by natural disasters. Following these
18 recommendations, the NTTD developed a framework
19 to accelerate the recovery of the visitor economy
20 in areas impacted by disasters.

21 The goal of this framework is to help
22 connect travel and tourism industry stakeholders

1 with federal resources before, during and after
2 disasters to accelerate travel and tourism
3 recovery. The NTTD has also worked with the
4 Economic Development Administration and FEMA to
5 assist with the recovery of the visitor economy
6 in Puerto Rico. We are currently tracking the
7 latest storm and stand ready to put the framework
8 into effect in Florida and elsewhere if
9 necessary.

10 The previous board also recommended to
11 Secretary Ross that he support the implementation
12 of facial recognition biometric and U.S. airports
13 of entry. The NTTD has been collaborating with
14 the Department of Homeland Security at the staff
15 level to increase awareness of the benefits of
16 biometric to the travel process.

17 To further elevate this issue, the
18 Secretary has asked for this board to explore how
19 the Department of Commerce can work with the
20 public and private sectors to accelerate progress
21 on the implementation of the Biometric Entry/Exit
22 System.

1 Finally, the NTTO is working with the
2 Departments of State and Homeland Security at the
3 staff level to encourage welcoming language and
4 messaging by principles as recommended by the
5 board.

6 So, I want to say I look forward to
7 working closely with each of you on the charges
8 put forth by the Secretary to reach our common
9 goals of economic growth and job creation through
10 travel and tourism. We greatly appreciate the
11 work you do.

12 As Chairman Sprouls said, let's go get
13 more than our fair share. Let's get our unfair
14 share. And I want to thank you again, all, for
15 being here today.

16 ASSISTANT SECRETARY NIKAKHTAR:

17 Chairman Sprouls, with our permission and --
18 you're in wonderful hands with Deputy Assistant
19 Security Phil Lovas, Isabel and the entire team,
20 as you know. With your permission, my senior
21 advisor, Jane, and I --

22 (Simultaneous Speaking)

1 CHAIR SPROULS: Of course.

2 ASSISTANT SECRETARY NIKAKHTAR: --
3 make the economy strong so you guys can bring
4 more tourists here.

5 CHAIR SPROULS: So, at this point,
6 what we'd like to do is open the floor for
7 comments with respect to what we've heard from
8 Secretary Ross and the rest of the Commerce
9 Department about what they want us to do as a
10 board.

11 And I was not remiss, but I knew we
12 only had Secretary Ross for a few minutes.
13 Normally, we would've started by going around the
14 table and have everybody say who they are so
15 everyone else could know the faces that they
16 didn't recognize when they got here.

17 So, if we could do that very quickly
18 so we can reserve as much time as possible to
19 hear from the board with respect to the issues,
20 that would be great. I am John Sprouls from
21 Universal Parks and Resorts.

22 MR. BEALL: And I'm Brian. I'll be

1 working with you as a designated federal officer.

2 MEMBER TORRES: Good afternoon. I'm
3 Rob Torres. I'm with Google's travel group.

4 MEMBER TALBERT: Bill Talbert, Miami
5 CVB.

6 MEMBER SALTZBURG: Bryan Saltzburg,
7 TripAdvisor media group.

8 MEMBER SACKS: Adam Sacks with Tourism
9 Economics.

10 MEMBER ROTHERY: Brian Rothery,
11 Enterprise Holdings.

12 MEMBER REVETRIA: Stephen Revetria,
13 San Francisco Giants.

14 MEMBER PRIMROSE: Tricia Primrose,
15 Marriott International.

16 MEMBER PRESBY: Susan -- excuse me.
17 Susan Presby, Mount Washington Cog Railway.

18 MEMBER MOTSENBOCKER: Mary
19 Motsenbocker, International Tourism Marketing.

20 MEMBER MORRISSEY: Good afternoon.
21 Steve Morrissey, United Airlines.

22 MEMBER KLEIN: Tom Klein, Canyon

1 Ranch. Good afternoon.

2 MS. HILL: Oh, hello, everybody.

3 Isabel Hill. I'm the Director of the National
4 Travel and Tourism Office. I work with Phil and
5 the team here.

6 DEPUTY ASSISTANT SECRETARY HAYDEN:
7 Matt Hayden, Homeland Security, Deputy Secretary
8 of the Private Sector Office.

9 DEPUTY ASSISTANT SECRETARY
10 RAMOTOWSKI: Ed Ramotowski, Department of State.

11 MEMBER JOHNSON: Debbie Johnson,
12 Director of the Arizona Office of Tourism.

13 MEMBER INMAN: Pam Inman, National
14 Tour Association.

15 MEMBER HEDGE: Russ Hedge, Hosteling
16 International USA.

17 MEMBER HAGEN: Jim Hagen, South Dakota
18 Department of Tourism.

19 MEMBER DECROSS: Derek DeCross,
20 Intercontinental Hotels Group.

21 MEMBER DEAN: I'm Brad Dean, Discover
22 Puerto Rico.

1 MEMBER DAVIDSON: Good afternoon,
2 everyone. Todd Davidson with Travel Oregon.

3 CHAIR SPROULS: Great. Thank you.
4 And as I said earlier, thank you all for being
5 here. So, I would open the floor. We've already
6 got some assignments, several of which are due
7 before the end of the year. Thoughts? Comments?

8 MEMBER PRIMROSE: Mr. Chairman, first,
9 thanks so much. I'm not a rookie. I know I'm a
10 sophomore, that we can borrow from that analogy.

11 I was so glad to hear the
12 international arrivals be our top assignment. I
13 think what's going on, from my perspective, is
14 we're really building on the momentum of that
15 good White House meeting, which, Mr. Chairman,
16 you were at. And I didn't know if there was any
17 more color you'd want to share, but I think that
18 assignment is important.

19 What I'd love to know, maybe from a
20 process standpoint, is how much can we build on
21 the work that was done in terms of the goal? How
22 should we -- you know, we have to move quickly to

1 hit this December deadline.

2 And while we didn't get this guidance,
3 is there an opportunity, maybe, to showcase some
4 of the ways in which we're going to get there?
5 I'm thinking about Brand USA and its importance
6 in this process. So, just throw that out for
7 some discussion.

8 CHAIR SPROULS: No. I mean, I
9 absolutely agree with you. I think, clearly,
10 we've done a lot of work in that area, in that
11 space. And I think the sense I got from the
12 Secretary is build upon that work and actually
13 recommend what we think the update to the
14 National Travel Goal should be.

15 And I think that's probably -- and you
16 can correct me, Phil, if I'm incorrect. But I
17 think that's what he's looking for quickly. I
18 think beyond that, then this board can work on,
19 "And here's how we think we need to get there,"
20 to your point.

21 So, I would want to get through that
22 first process quickly and say, "This is what we

1 believe a legitimate goal by 2027 should be," and
2 whether it should be equally focused on visitors
3 and money or one or the other as a higher
4 priority. And then come back as a second task of
5 this board to talk about, "Okay, and here's how
6 we believe the best way to get there is." So,
7 that's what I would hope we would do.

8 MEMBER DEAN: Mr. Chairman?

9 CHAIR SPROULS: Yes?

10 MEMBER DEAN: Mr. Chairman, let me,
11 I'm sure on behalf of everybody, express our
12 appreciation for you and your leadership --

13 (Simultaneous Speaking)

14 CHAIR SPROULS: Oh, thank you.

15 MEMBER DEAN: Thank you. It's an
16 honor to serve this and it's an honor to serve
17 under you. Two quick comments.

18 I'm incredibly excited to hear the
19 direction from the Secretary and also the comment
20 from the Assistant Secretary with regard to
21 workforce. I suspect we could all go around this
22 room today and talk about the challenges therein.

1 And I know if we're feeling it and a
2 destination's been devastated, and yet all the
3 good work that's being done by the Federal
4 Government and the private sector there won't
5 amount to much if we can't get people to return
6 the island. And I'm sure we can all talk about
7 that.

8 And I would hope that part of the
9 scope of that is not just about touting the jobs
10 we create, but the careers that we launch. I
11 think sometimes as an industry, we cheapen our
12 impact a little bit when we talk about job
13 creation. It's important.

14 But we launch careers. This room is
15 a great example of people who probably started
16 off in an hourly position or level-up position.
17 And you look at the leadership and influence
18 here, and I think we could probably duplicate
19 that same kind of analysis in a Fortune 100 C
20 Suite or a Fortune 500 C Suite. So, hopefully,
21 part of the scope of what will be to also talk
22 about the careers we launch.

1 I also want to pick up on the comment
2 made by the Deputy Assistant Secretary. And on
3 behalf of your fellow American citizens in Puerto
4 Rico, I -- words just can articulate the impact
5 that I've seen in just the few months I've been
6 there by the work that's been done by the Federal
7 Government.

8 We all know the role FEMA plays, but
9 having seen firsthand the impact that NTTD and
10 EDA and Department of Commerce has had, it has
11 been amazing. Transformational would be the one
12 word that I would use.

13 I was sharing earlier, I was in a
14 meeting just a couple weeks ago and someone from
15 a remote part of the island, the small part of
16 the visitor economy was having this philosophical
17 discussion about infrastructure funds and how
18 they need to align synergistically with other
19 industries.

20 This person was quoting Isabel, but
21 had not been in the meeting with Isabel, so her
22 comments had been translated several times over

1 and this person was bringing that influence in to
2 try to shape government policy. And I thought
3 wasn't it great that NTTO's influence is being
4 felt outside of the normal sector, the visitor
5 economy, with the private sector leadership
6 trying to influence government policy?

7 And it just reminded me of the very,
8 very significant impact that you're having. We
9 often laugh or joke or smirk about the comment,
10 "I'm here from the Federal Government, I'm here
11 to help." But I can tell you in the last five
12 months, wearing a different hat now, I'm seeing
13 the impact that the leadership, the Federal
14 Government and particularly this agency, and it
15 is nothing short of transformational.

16 So, I appreciate your comments and I
17 just want to echo you're spot-on, and we thank
18 you for that support and impact that you and your
19 team are having.

20 MEMBER TALBERT: John?

21 CHAIR SPROULS: Yes. Go ahead.

22 MEMBER TALBERT: Congratulations.

1 Thank you for your leadership and going from a
2 golf community to a -- because I don't get to
3 play golf there anymore. But thank you, John,
4 for your leadership, again.

5 I guess I'm a semi-rookie here. But,
6 you know, just when you -- you know, you go
7 through cycles of being positive and negative.
8 When I come here and hear the Secretary speak
9 like this, talk about the value of this industry,
10 and his new team and the old team, I get
11 energized. We're in sales, so we're pretty
12 energized all the time.

13 CHAIR SPROULS: You tend to be pretty
14 energized.

15 MEMBER TALBERT: Yes. But we go
16 through cycles of we're up, we're down, you hear
17 stuff. But when I hear this stuff, you know, I'm
18 ready to rock and roll. And thank the Secretary
19 for us way down in Florida. But the new team,
20 we're workhorses. We'll make it all happen for
21 you. But thank you for your leadership. Thank
22 you.

1 CHAIR SPROULS: Thank you. Anyone
2 else?

3 MEMBER SACKS: Last year when we did
4 some initial work on those goals and we wound up
5 holding those back due to data issues, we thought
6 about the possibility of kind of baking in a
7 certain set of assumptions.

8 So, while not exploring and fully
9 recommending things, at least indicating that
10 certain things would be required in order to hit
11 that goal related to Brand USA or visa waiver or
12 other berms that might at least get earmarked in
13 those initial targets. But of course for fuller
14 exploration and development later on.

15 CHAIR SPROULS: No, I think that makes
16 sense. I wouldn't want to hold up trying to
17 deliver on the timeline that the Secretary wants
18 to get too in-depth, but I think we absolutely
19 should show those pillars and, to your point,
20 those berms that we think are going to be
21 critical and we're not going to get there. So,
22 sir, I see it as a two-step process for the

1 board.

2 MEMBER DAVIDSON: Mr. Chairman, if I
3 could? First of all, thank you again for your
4 leadership.

5 CHAIR SPROULS: Okay. You all have to
6 stop that. You're making me blush.

7 MEMBER DAVIDSON: Glad I got to go
8 last. And as somebody who started his career in
9 the travel and tourism industry at a theme park,
10 but not as a character and not running a ride,
11 but cleaning the bathrooms, I can tell you I --
12 you know, I get it. There are careers that can
13 be launched in this industry for sure.

14 I just wanted to dovetail on the
15 Secretary's comments and Adam's comments just now
16 about the goal and especially your comments, Mr.
17 Chair. Just clarification that the TTAB's not
18 being asked to put together a forecast, but
19 rather to put together a legitimate goal for
20 visitation and/or spending for the U.S. Travel
21 and Tourism industry as it relates to
22 international visitation and spending for 2027.

1 And that clarification is incredibly
2 helpful. I know the work that was done by the
3 previous board included some caveats, a couple of
4 levers that we thought needed to be pulled in
5 order to make that goal happen. And I think,
6 going forward, that could be seen as, maybe, some
7 foundational work, then, for subsequent work that
8 this board could then take on.

9 So, I appreciate your work here and
10 the Secretary's comments. And, Phil, it's just
11 great to meet you.

12 DEPUTY ASSISTANT SECRETARY LOVAS:

13 Thank you.

14 CHAIR SPROULS: Anyone else? Isabel,
15 do you have any comments?

16 MS. HILL: No. I just -- I'm thrilled
17 we're back in business and I'm very excited, I
18 think, about the opportunities to have that goal
19 and bring that work. You know, I think you're
20 absolutely correct that those key assumptions
21 need to be clarified because you can't just throw
22 a goal out there without those kinds of

1 assumptions.

2 So, very much looking forward to
3 working with all of you. Certainly, the team is
4 available. And I know that when we were talking
5 about this before, we knew there were some
6 challenges in the data. And I know, Adam, that
7 you were very clear about that.

8 And so, I think, in terms of the
9 timing, I know that there -- that some of that
10 was already baked into the work, moving forward,
11 so I think that that will help shorten time-to-
12 market on that. But so super excited to have you
13 all here. Thank you.

14 CHAIR SPROULS: Thank you.

15 MR. KASS: John?

16 CHAIR SPROULS: Yes?

17 MR. KASS: Can I speak from the back
18 for a moment?

19 CHAIR SPROULS: Sure.

20 MR. KASS: Thank you. I just want to
21 introduce myself. I'm Howard Kass with CLEAR.
22 Our CO, Caryn Seidman Becker, couldn't be here.

1 But you had six or seven people speak about the
2 goals -- the travel and tourism goal, and the
3 workforce, but I wanted to just bring up the
4 biometric goal for a minute.

5 We think it's a terrific goal to work
6 towards. We know that it's a mandated CVP and we
7 think it's terrific. And biometrics are the
8 future. They're here in that scale. And all of
9 the companies around the table in this room,
10 biometrics can be part of your solution to
11 improving your companies. And we're delighted at
12 CLEAR to be part of this and work on that project
13 and to be a part of this.

14 CHAIR SPROULS: Great. Thank you.

15 MR. KASS: Thanks.

16 CHAIR SPROULS: Yes? Yes, we don't
17 want to leave that one out. That one's important
18 as well. I don't know. Matt or Ed? If you guys
19 want to add -- anything you wanted to add?

20 DEPUTY ASSISTANT SECRETARY HAYDEN:
21 We're just here to make sure that the Homeland
22 Security assets are brought to bear to see where

1 we can assist in our partnerships with Commerce
2 and NTTO. And make sure that if it's a bit of
3 information as well as to make sure that we hear
4 from the industry the same sense of value point
5 of view, that we can trust it as well.

6 CHAIR SPROULS: Yes. And I can say
7 with respect to that, because I have been on this
8 board for a few years, we really appreciate that
9 because, early on in this process, both -- and I
10 realize I'm talking eight, nine, ten years ago.
11 Both from a DHS point of view and also from a
12 state point of view, it was kind of hard to find
13 people that wanted to listen and understand, and
14 understand that you could pair security with
15 welcome.

16 And it has changed completely. We
17 have had great working relationships. We have
18 had great opportunity to impact things that are
19 going on. Ed's my hero. Everyone else in the
20 State Department was saying that it couldn't be
21 done, that we could get down to single digits in
22 terms of the biggest countries, in terms of their

1 visa waits. And it happened.

2 So, I really appreciate you're here
3 and we're going to be calling upon you and
4 wanting to talk about a lot of different issues,
5 biometrics particularly, because I do think
6 there's a lot going on in biometrics throughout a
7 number of industries, especially travel and
8 tourism.

9 So, we'd love to see that happen
10 because it does make a big difference. So, Ed,
11 I'm sorry.

12 (Simultaneous Speaking)

13 DEPUTY ASSISTANT SECRETARY RAMOTOWSKI:

14 Yes. Let me just add that the State Department
15 is going to continue its productive partnership
16 with the board. As you pointed out, we've been
17 doing that for a number of years now and it's
18 been a real success story.

19 We believe in it. We've always said
20 that national security and legitimate travel are
21 not contradictory goals, and we remain committed
22 to that. So, you can count on us.

1 CHAIR SPROULS: Great. Did I miss
2 anybody, because I don't want to do that. Okay.
3 Then we need to see if there's any public
4 comment. I think we have one public comment
5 registered in advance. Aaron Wodin-Schwartz from
6 Brand USA. You're going to have to take a seat
7 at the table for your comment.

8 (Laughter)

9 MR. WODIN-SCHWARTZ: Well, thank you
10 for having us here. I'm also here with my
11 colleague, Chief Strategy Communications Officer,
12 Anne Madison, at Brand USA and our CEO, Chris
13 Thompson, of course, loves to come to this
14 meeting.

15 He wishes he could be here today.
16 He's actually in Tallahassee right now both for
17 personally reasons and also checking in on the
18 folks there. Of course, you know, all of our
19 thoughts and prayers go out to the people in
20 Florida, in Georgia, and in the Carolinas that
21 are being affected by this.

22 Obviously, the framework that's been

1 put in place by this board and by NTTU will, I'm
2 sure, be very useful. We, of course, reached out
3 to our counterparts with all of our offers of
4 help that we can, and look forward to amplifying
5 their messaging in particular when we get to the
6 open for business message, but anything we can do
7 in the meantime as well.

8 So, I am Aaron Wodin-Schwartz, our VP
9 of Public Policy, Public Affairs at Brand USA and
10 we've had a great partnership with this board for
11 the last couple of boards. Nice to see so many
12 familiar faces and some new faces, some of whom
13 we've been around the world with in the last
14 couple of months.

15 And I would just say in general, you
16 know, we're very pleased to see the productive
17 work of this board going forward and pleased to
18 see, of course, the new data we've had come out.
19 We're very happy and proud of that.

20 And, you know, you should consider us
21 a resource as you're putting the recommendations
22 together. You know, we are the -- for those that

1 don't know, we are the destination marketing
2 organization for the USA. And our job is really
3 to be signally focused on promoting USA as a
4 destination, all 50 states, five territories,
5 District of Columbia, to, through, and beyond the
6 gateways.

7 And we have a lot of resources and
8 marketing opportunities and communications on
9 policy that we have in place around the world.
10 And so, you know, whether it is our view on the
11 global travel and tourism landscape or whether
12 it's on market-specific issues or whether it's on
13 deploying messaging and marketing opportunities,
14 we hope this board will continue to consider us a
15 resource and build us into those recommendations.

16 And please call us on any time that
17 you would like to and we look forward to working
18 with everybody. So, thank you, Brian, and thank
19 you, everybody.

20 CHAIR SPROULS: Thank you. Are there
21 any other members of the public that wanted to
22 make a comment during the meeting? No? I think

1 we're good. Good. Great.

2 Well, the next item is next steps for
3 the board. And we have found great success for
4 those who have been around here by setting up
5 committees that go against each of the charges
6 that we've been given over the years. And that's
7 where a lot of the work gets done for the board
8 is within these committees.

9 And I would propose, unless somebody
10 has a better idea, that we continue that process.
11 What I would like to do is get a committee
12 against each of the three focus areas that
13 Secretary Ross asked us to focus on. And what
14 would be best for us is if there was something
15 that is really your passion and you want to be a
16 part of, if you could let us know -- I guess,
17 Brian, if they could let you know?

18 If you can send Brian an email and
19 say -- what I hope you would say is, "I will do
20 anything you want me to do, but I really want to
21 work on this one." And we will as much as
22 possible try to do that by balancing out the

1 resources and the companies you have and the
2 expertise as much as possible so that we have
3 three really strong teams to go against these
4 areas.

5 Now, once we go against these areas,
6 by February there will be more charges. I have
7 found with this Commerce Department that no good
8 deed goes unpunished, and so there will be more
9 work for us to do. But at least initially, I'd
10 like to get everybody working on -- because mid-
11 December is right around the corner.

12 The good thing is, with respect to
13 both of those, we're not starting from scratch.
14 So, if you could let us know the things that work
15 for you, we will have a meeting, my guess is,
16 probably next week by phone. We'll include Kurt
17 from Carlson who couldn't -- unfortunately
18 couldn't be here today because he is in
19 Singapore, who is the vice chair of the board,
20 and the folks from Commerce to decide how do we
21 align this.

22 We will ask some of you to serve as

1 chairman, again, trying to figure out our best
2 way forward to get the work done. We have been
3 very successful in doing that and I think we'll
4 be very successful again. And that would
5 culminate probably in -- we will probably end up
6 deliberating and approving our submissions
7 against the first two objectives before our next
8 meeting. So, the next meeting would probably be
9 sometime in the first quarter.

10 MR. BEALL: You know, we'd have a
11 meeting by phone.

12 CHAIR SPROULS: Right. We'd have a
13 meeting by phone in order to review what's been
14 proposed by the committees. And obviously, we'll
15 circulate everything around. We've got a very
16 efficient circulation process to get comments
17 from everyone with respect to the letters that we
18 would deliver. And we work as quickly as we can.

19 Any comments, questions, ideas with
20 respect to how we'll process our work going
21 forward? Great. Do you have something?

22 DEPUTY ASSISTANT SECRETARY LOVAS:

1 Yes. Just in the NTT0, we'll follow-up with
2 additional information. Glad to see Chairman
3 Sprouls is already setting dates for the next
4 call.

5 (Simultaneous Speaking)

6 DEPUTY ASSISTANT SECRETARY LOVAS:

7 He'll make my job very easy here, I think, which
8 is great. But we will certainly be holding some
9 teleconferences in the not-too-distance future.

10 Brian Beall and Jennifer Aguinaga will
11 be your points of contact here for the National
12 Travel and Tourism Office and the Travel and
13 Tourism Advisory Board, so they'll be able to
14 help you with anything that you need going
15 forward. And again, just want to thank you for
16 your willingness to serve and being here today.
17 It means a lot.

18 MS. HILL: Oh, thank you. Just a
19 couple of, sort of, housekeeping key points,
20 particularly for those of you who are new to the
21 board.

22 As I'm sure you are aware, but just to

1 reiterate, when recommendations come forward,
2 these are consensus recommendations, so it is
3 important that the deliberation happen in public,
4 which is why we have a telephone call and
5 everybody joints that call. But obviously, Brian
6 and the team will circulate all the paperwork and
7 facilitate that process moving forward.

8 Second is that, you know, as Brand USA
9 mentioned, there are resources throughout the
10 Federal Government and back, obviously, within
11 the private sector that the teams can bring
12 forward into the work.

13 Obviously, you all are representative,
14 but if you all need any assistance in reaching
15 into government to find anybody in the
16 departments to talk to, to inform your work, I
17 think that's one of the real values of the deep
18 dive that you all do, then please be sure that
19 you reach out to us. And we're here to help
20 facilitate that process.

21 CHAIR SPROULS: Great.

22 MEMBER KLEIN: Chairman, can I -- Tom

1 Klein, Canyon Ranch. I'm a freshman, so I can
2 ask any question --

3 (Simultaneous Speaking)

4 MEMBER KLEIN: How are new initiatives
5 introduced into this committee or how -- what's
6 the process for that?

7 CHAIR SPROULS: New initiatives other
8 than the focus areas we've been given by --

9 (Simultaneous Speaking)

10 MEMBER KLEIN: -- focus two, three
11 areas that we --

12 (Simultaneous Speaking)

13 CHAIR SPROULS: We would surface it
14 within our meetings and --

15 (Simultaneous Speaking)

16 MEMBER KLEIN: And is this is the
17 format to do --

18 CHAIR SPROULS: This is the format,
19 sure.

20 MEMBER KLEIN: And may I raise an
21 issue, then?

22 CHAIR SPROULS: Absolutely.

1 MEMBER KLEIN: Look. I just returned
2 from the Global Wellness Summit, which took place
3 in Bologna, Italy, this past week. And most of
4 us in this room know wellness is huge and it's at
5 the forefront. It's a \$4.2 trillion business
6 globally in 2017.

7 For North America alone in 2017, the
8 same year, \$241.7 billion were spent in the
9 wellness space, which represents about 204
10 million trips in North America. That's a
11 significant and material number.

12 And I think with the high cost of
13 health care in this country, if we as -- and I'm
14 only putting it out there for discussion, you
15 know, and maybe we can do something with it. But
16 if we could take wellness to the forefront of --
17 within this committee or this group and start to
18 promote wellness into the U.S.

19 And wellness tourism is something that
20 is not a buzzword anymore. It's really letting
21 people live younger longer. And as a consequence
22 of that or a positive byproduct I think one will

1 see a significant drop in the health care costs
2 in this country and we'll get people living
3 better lives.

4 How would -- I guess the question is,
5 how do we -- how could I table this and bring it
6 to chair, and support the committee in whatever
7 way possible to see how we can make that a way of
8 life in, you know, sort of, for this
9 organization.

10 CHAIR SPROULS: Well, I think you
11 tabled it. And what I would ask is -- I'm
12 assuming that -- I'm sure you have more in-depth
13 information.

14 MEMBER KLEIN: I have all the
15 statistics.

16 CHAIR SPROULS: Yes. Could you --
17 yes. So, if you could share that with the
18 members of the board, and then we can then come
19 back and figure out what we think is the best way
20 forward for the board to be able to approach
21 that.

22 MEMBER KLEIN: That's right. Thank

1 you. And I will make sure you get that
2 information.

3 CHAIR SPROULS: That'd be great.
4 Thank you.

5 MEMBER KLEIN: Thank you.

6 CHAIR SPROULS: Then I will turn it
7 over to you, Brian, for ethics information.

8 MR. BEALL: Sure. This is a very
9 brief orientation, really. In your folder, there
10 is a handout from our general council's ethics
11 teams. Just wanted to provide that for you, if
12 you want to take a look --

13 MEMBER TALBERT: This something new?
14 Did we do this before?

15 MR. BEALL: No ethics.

16 MEMBER TALBERT: Did we do this
17 before?

18 MR. BEALL: It normally happens at the
19 beginning.

20 (Simultaneous Speaking)

21 MS. HILL: -- you should say I'm
22 deeply familiar.

1 MEMBER TALBERT: I guess I won't get
2 reappointed again.

3 (Simultaneous Speaking)

4 MR. BEALL: Yes. This happens at the
5 beginning of every board.

6 MEMBER TALBERT: Yes, I do remember
7 rit.

8 MR. BEALL: Yes, of course.

9 (Laughter)

10 MR. BEALL: So, just take a look when
11 you have a chance. If you have any questions, as
12 member of the board, you serve in a
13 representative capacity, which is different than
14 another version, which is a special government
15 employee, which is subject to different ethics
16 rules.

17 So, this is specifically to you as
18 representatives on the Travel and Tourism
19 Advisory Board. If you have any questions,
20 please let me know. Our ethics team can help you
21 with any questions --

22 MEMBER TALBERT: Do we sign something?

1 MR. BEALL: No, there's nothing to
2 sign. It's just for you to be aware and to --

3 MEMBER TALBERT: I'll sign it now.

4 (Laughter)

5 MR. BEALL: No pressure.

6 CHAIR SPROULS: In your case, Bill.

7 (Laughter)

8 MR. BEALL: And please let us know if
9 you do have any questions. We appreciate it.
10 Thank you.

11 CHAIR SPROULS: Great. Anything else
12 that needs to come before us today? If not,
13 then, Brian?

14 MR. BEALL: Well, if nothing further,
15 as the Designated Federal Officer, we'll call the
16 meeting adjourned. Thank you all so much for
17 coming to D.C. today.

18 (Whereupon, the above-entitled matter
19 was concluded at 3:03 p.m.)
20
21
22

| A | | B | |
|-------------------------------|--------------------------------|--------------------------------|---------------------------------|
| Aaron 2:22 48:5 49:8 | align 52:21 | Association 1:17 33:14 | 57:8 |
| able 14:3 54:13 58:20 | aligned 38:18 | assuming 58:12 | biometric 14:17 16:13 |
| above-entitled 61:18 | alliances 18:18 | assumptions 41:7 | 29:12,16,21 45:4 |
| abroad 19:19,21 | allies 18:19 19:1,10 | 43:20 44:1 | biometrics 45:7,10 47:5 |
| absolutely 28:5 35:9 | amazing 38:11 | assure 7:20 10:13 | 47:6 |
| 41:18 43:20 56:22 | America 1:1 19:18 21:9 | attention 16:22 | bit 23:10 37:12 46:2 |
| accelerate 14:16 15:4 | 21:15,21 57:7,10 | attract 7:11 | blush 42:6 |
| 28:16,19 29:2,20 | American 7:7,13 15:10 | attractions 7:17 | board 1:4,10 3:5,15 4:5 |
| acceleration 6:21 | 19:13 38:3 | attracts 5:2 | 4:12,14 5:16,22 9:4 |
| accessible 21:22 | Americans 9:16 | auspicious 4:16 | 10:9,12,15 11:11 12:1 |
| accomplish 24:7 | amount 37:5 | available 16:17 44:4 | 13:13,15,18,22 14:9 |
| achieve 14:13 | amplifying 49:4 | Avenue 1:11 | 14:15 15:5,22 16:21 |
| achievement 6:13 | analogy 34:10 | aware 13:7 25:21 54:22 | 17:20 18:11 24:7 25:3 |
| acquainted 8:12 | analysis 2:9 3:7 8:2 | 61:2 | 26:20 27:3,13 28:2,14 |
| Act 27:12 | 23:6 25:8 37:19 | awareness 29:15 | 29:10,18 30:5 31:10 |
| action 28:7 | and/or 42:20 | | 31:19 35:18 36:5 42:1 |
| actionable 11:4,21 | Andrew 15:14 | | 43:3,8 46:8 47:16 |
| Adam 2:1 32:8 44:6 | Anne 48:12 | back 5:15 13:12 36:4 | 49:1,10,17 50:14 51:3 |
| Adam's 42:15 | annual 14:10 | 41:5 43:17 44:17 | 51:7 52:19 54:13,21 |
| add 23:1 45:19,19 | anybody 48:2 55:15 | 55:10 58:19 | 58:18,20 60:5,12,19 |
| 47:14 | anymore 40:3 57:20 | background 8:10 23:10 | board's 26:10 28:8 |
| addition 17:12 | appointed 23:7 | 23:16 | boards 20:6 49:11 |
| additional 54:2 | appointments 27:13 | baked 44:10 | Bologna 57:3 |
| Additionally 27:10 | appreciate 6:3 22:20,21 | baking 41:6 | boost 7:12 |
| address 8:13 | 27:17 30:10 39:16 | balance 25:7 | border 6:12 26:3 |
| addressed 26:8 | 43:9 46:8 47:2 61:9 | balancing 51:22 | borders 24:18 |
| Adjourn 3:22 | appreciated 26:7 | Baseball 1:21 | borrow 34:10 |
| adjourned 61:16 | appreciation 36:12 | basis 5:6 | Brad 1:15 33:21 |
| administration 23:7 | apprenticeships 15:19 | bathrooms 42:11 | Brand 2:22 27:11,12 |
| 28:4 29:4 | approach 58:20 | batted 21:3 | 35:5 41:11 48:6,12 |
| administration's 16:8 | approving 53:6 | Beach 1:15 | 49:9 55:8 |
| 23:6 | April 25:21 | beaches 4:20 | Bremberg 15:14 |
| ado 8:15 | area 1:15 35:10 | Beall 2:17 3:14,20 4:3 | Brian 2:1,17 3:14,20 |
| adoption 16:3 | areas 13:19 28:20 | 31:22 53:10 54:10 | 4:10 31:22 32:10 |
| advance 24:3 48:5 | 51:12 52:4,5 56:8,11 | 59:8,15,18 60:4,8,10 | 50:18 51:17,18 54:10 |
| advantage 7:20 16:2 | Arizona 1:17 23:11,12 | 61:1,5,8,14 | 55:5 59:7 61:13 |
| advice 6:4 27:2 | 23:13 33:12 | bear 45:22 | brief 59:9 |
| advises 27:12 | arrivals 14:11 25:14 | beats 22:8 | bring 26:16 31:3 43:19 |
| advisor 17:11 30:21 | 26:1,6 34:12 | Becker 44:22 | 45:3 55:11 58:5 |
| advisory 1:4 4:5,12,14 | articulate 38:4 | began 26:5 | bringing 39:1 |
| 9:4 17:20 18:11 20:6 | aside 18:4 | beginning 59:19 60:5 | brings 26:22 |
| 54:13 60:19 | asked 29:18 42:18 | behalf 36:11 38:3 | brought 45:22 |
| Affairs 49:9 | 51:13 | believe 9:7 10:22 14:6 | Bryan 2:2 32:6 |
| affect 16:1 | aspect 18:20 | 28:3 36:1,6 47:19 | build 34:20 35:12 50:15 |
| afraid 17:2 | assess 25:10,12 | bene 38:11 56:8 | building 18:3 34:14 |
| afternoon 4:3 32:2,20 | assets 45:22 | benefit 21:12 | Bureau 2:3 25:8 |
| 33:1 34:1 | assignment 34:12,18 | benefits 29:15 | business 6:12 8:12 |
| agencies 24:6,11 27:9 | assignments 34:6 | berms 41:12,20 | 24:13 43:17 49:6 57:5 |
| agency 39:14 | assist 29:5 46:1 | best 16:5,7 36:6 51:14 | businesses 4:17 7:21 |
| ago 13:3 38:14 46:10 | assistance 55:14 | 53:1 58:19 | busy 5:18 |
| agree 35:9 | Assistant 2:8,11 3:7,9 | better 8:16 10:2 51:10 | buzzword 57:20 |
| Aguinaga 54:10 | 3:12,15 8:2,8 16:15 | 58:3 | byproduct 57:22 |
| ahead 39:21 | 17:8 22:19 23:4 30:16 | beyond 35:18 50:5 | |
| aimed 5:20 | 30:18 31:2 33:6,9 | big 4:13 47:10 | C |
| aims 14:21 | 36:20 38:2 43:12 | biggest 46:22 | C 37:19,20 |
| Airlines 1:18 32:21 | 45:20 47:13 53:22 | bilateral 18:15 | C-O-N-T-E-N-T-S 3:1 |
| airports 29:12 | 54:6 | Bill 4:19 5:8 32:4 61:6 | calculation 25:7 |
| | associated 15:6 | billion 6:16 7:5 25:20 | call 4:7 27:5 50:16 54:4 |

55:4,5 61:15
calling 47:3
Canyon 1:18 32:22 56:1
capacity 60:13
capture 16:5
care 57:13 58:1
career 42:8
careers 37:10,14,22
 42:12
Carlson 52:17
Carolinas 48:20
Caryn 44:22
case 61:6
caveats 43:3
CBP 11:14
center 22:11 25:12
CEO 48:12
certain 41:7,10
certainly 18:13,19,21
 19:6 21:11 23:20 44:3
 54:8
chair 1:12,14 3:4,11,17
 7:8 9:1 10:3 12:5 17:1
 17:4 22:15 31:1,5
 34:3 35:8 36:9,14
 39:21 40:13 41:1,15
 42:5,17 43:14 44:14
 44:16,19 45:14,16
 46:6 48:1 50:20 52:19
 53:12 55:21 56:7,13
 56:18,22 58:6,10,16
 59:3,6 61:6,11
chaired 27:5
chairman 22:20 30:12
 30:17 34:8,15 36:8,10
 42:2 53:1 54:2 55:22
challenges 13:16 36:22
 44:6
Chamber 1:15
chance 8:10 60:11
change 12:3
changed 46:16
character 42:10
charged 15:14
charges 30:7 51:5 52:6
cheapen 37:11
checking 48:17
Chief 48:11
Chris 48:12
circulate 53:15 55:6
circulation 53:16
circumstances 10:15
citizens 38:3
civic 5:17
clarification 42:17 43:1
clarified 43:21
Clean 4:18
cleaning 4:20 42:11

clear 2:21 44:7,21
 45:12
clearly 35:9
closely 26:2 30:7
Club 1:22
co-chair 15:11
coding 26:4
Cog 1:20 32:17
collaborate 20:5,10
collaborating 29:13
collaboration 24:5
colleague 48:11
collect 18:2
collectively 25:19
color 34:17
Columbia 50:5
come 11:3 19:15,16,20
 22:12 36:4 40:8 48:13
 49:18 55:1 58:18
 61:12
comeuppance 5:3
coming 19:5 22:13,21
 61:17
comment 3:13 36:19
 38:1 39:9 48:4,4,7
 50:22
comments 31:7 34:7
 36:17 38:22 39:16
 42:15,15,16 43:10,15
 53:16,19
Commerce 1:2,11,15
 2:7,10,13,16 3:2,5 4:4
 4:9 8:3 9:6 11:8,19
 20:5 24:13 29:19 31:8
 38:10 46:1 52:7,20
Commerce's 27:21
committed 7:9 47:21
committee 51:11 56:5
 57:17 58:6
committees 51:5,8
 53:14
common 14:12 30:8
communicating 8:17
communication 27:14
communications 26:18
 48:11 50:8
community 40:2
companies 45:9,11
 52:1
compete 12:15
competitive 9:9
competitiveness 6:4
 8:21 13:20 24:4
completely 46:16
component 7:7
concerning 14:1
concerns 26:17
concluded 61:19

conduit 26:20
confidence 10:7
confirmed 9:19 13:9
Congratulations 39:22
connect 28:22
consensual 5:6
consensus 55:2
consequence 57:21
consider 49:20 50:14
Constitution 1:11
contact 26:15 54:11
continue 6:18 9:18 12:7
 16:19 21:15 47:15
 50:14 51:10
contradictory 47:21
contributions 5:15
 17:19 18:10
Control 25:12
Convention 2:2
coordinates 27:6
coordination 26:18
corner 52:11
correct 35:16 43:20
cost 57:12
Costa 15:12
costs 58:1
council 7:9 15:9,11,13
 27:4
council's 59:10
count 47:22
counterparts 49:3
countries 4:22 11:13
 12:10 19:14 22:3
 46:22
country 4:21 6:2,7 7:12
 7:16 12:16,22 21:17
 21:19 23:22 57:13
 58:2
couple 38:14 43:3
 49:11,14 54:19
course 31:1 41:13
 48:13,18 49:2,18 60:8
create 14:21 21:10
 37:10
creating 15:9,15 23:9
creation 30:9 37:13
creative 21:21
critical 27:20 41:21
critically 18:17 19:22
culminate 53:5
cultural 7:17
cultures 19:2
current 8:6 17:6
currently 20:19 29:6
customer 25:13
Customs 26:3
CVB 32:5
CVP 45:6

cycles 40:7,16

D

D.C 1:11 61:17
Dakota 1:16 33:17
data 9:20 10:6 18:2
 25:6,17 26:1,3,6,9
 41:5 44:6 49:18
date 14:4,9
dates 54:3
Davidson 1:14 34:1,2
 42:2,7
day 4:16 5:12
deadline 35:1
dealt 11:16
Dean 1:15 33:21,21
 36:8,10,15
Debbie 1:17 23:11
 33:11
December 35:1 52:11
decide 52:20
decision 25:5
DeCross 1:15 33:19,19
deed 52:8
deep 55:17
deeply 19:4 59:22
deficits 9:15
deliberating 53:6
deliberation 55:3
deliberations 27:2
delighted 45:11
deliver 11:4 41:17
 53:18
delivered 11:10
Department 1:2,10,16
 2:10,12,15,18,20 4:4
 11:9 14:19 20:5 24:13
 24:19,20 27:21 29:14
 29:19 31:9 33:10,18
 38:10 46:20 47:14
 52:7
Department's 8:4
Department-issued
 24:17
departments 11:9
 24:10 30:2 55:16
depends 10:3
deploying 50:13
Deputy 2:11 3:9,12,15
 8:8 16:15 22:19 23:4
 30:18 33:6,7,9 38:2
 43:12 45:20 47:13
 53:22 54:6
Derek 1:15 33:19
designated 2:17 3:14
 3:20 4:6 32:1 61:15
despite 12:9
destination 8:18 22:1

22:11 50:1,4
destination's 37:2
destinations 6:2 28:16
devastated 37:2
develop 13:18 15:5
 25:10
developed 28:18
developing 15:16 16:8
 23:18
development 15:7 16:7
 16:9,14 20:4,12 23:16
 29:4 41:14
DHS 11:8 46:11
difference 47:10
different 39:12 47:4
 60:13,15
digits 46:21
direction 19:10 20:13
 36:19
directly 10:17 21:12
Director 2:14 15:13
 33:3,12
disasters 28:17,20 29:2
Discover 33:21
discovered 21:18,19
discuss 13:4
discussion 3:11 35:7
 38:17 57:14
Disease 25:12
District 50:5
dive 55:18
diverse 5:22 7:15
doing 23:20 47:17 53:3
Domestic 15:13
dovetail 42:14
drive 10:22
driving 19:17
drop 58:1
due 34:6 41:5
duplicate 37:18

E

earlier 9:20 34:4 38:13
early 46:9
earmarked 41:12
easy 12:22 54:7
echo 39:17
economic 21:10 25:8,9
 28:16 29:4 30:9
Economics 2:1 32:9
economy 7:7 9:12 13:9
 18:14 23:9 28:19 29:5
 31:3 38:16 39:5
Ed 2:20 33:10 45:18
 47:10
Ed's 46:19
EDA 38:10
education 15:17

effect 11:5 29:8
efficient 14:22 53:16
effort 14:18
eight 7:2 11:16 46:10
elevate 29:17
email 51:18
employee 60:15
encountered 10:14
encourage 19:1 30:3
encouraged 19:20
ended 6:20
energized 40:11,12,14
engagement 5:17
engine 17:16 21:10,14
ensure 12:18 27:18
ensures 27:14
ensuring 24:18
entering 15:1
Enterprise 2:1 32:11
entire 24:15 30:19
entry 14:17 27:14 29:13
Entry/Exit 29:21
equally 36:2
era 7:20
especially 15:17 25:2
 42:16 47:7
ethics 3:19 59:7,10,15
 60:15,20
events 18:4
everybody 4:3 10:5
 22:12,21 31:14 33:2
 36:11 50:18,19 52:10
 55:5
example 15:21 37:15
examples 24:21 28:12
excited 36:18 43:17
 44:12
excuse 32:16
executive 11:9 15:9
executives 13:2
Exit 14:18
exiting 15:1
expect 11:3,20 13:13
expedite 20:18
experience 10:13 12:21
 14:22 19:20 20:22
 25:14
experiences 19:11
expertise 6:3 8:14 52:2
exploration 41:14
explore 14:16 29:18
exploring 41:8
export 25:10
exports 9:14
express 36:11
extremely 16:21

F

faces 5:15 23:1 31:15
 49:12,12
facial 29:12
facilitate 16:17 55:7,20
facilitating 19:17
facing 11:2
fact 12:13
fair 12:12 30:13
familiar 5:14 23:1 49:12
 59:22
faster 12:11
February 16:14 52:6
federal 2:17 3:14,20 4:6
 7:8 24:6,11 27:1,4,9
 27:10 29:1 32:1 37:3
 38:6 39:10,13 55:10
 61:15
feeling 37:1
fellas 5:9
fellow 38:3
felt 39:4
FEMA 29:4 38:8
figure 53:1 58:19
Finally 30:1
find 11:18 21:20 46:12
 55:15
finger 18:5
first 4:13 9:16,17 12:20
 13:21 17:9,17 34:8
 35:22 42:3 53:7,9
firsthand 38:9
five 39:11 50:4
floor 31:6 34:5
Florida 29:8 40:19
 48:20
flows 25:13
focus 11:12 51:12,13
 56:8,10
focused 36:2 50:3
folder 59:9
folks 5:13 10:9 48:18
 52:20
follow 16:14
follow-up 54:1
following 25:6 28:17
force 9:14
forecast 42:18
forefront 57:5,16
foreign 6:17 7:6
format 56:17,18
formed 28:2
forth 30:8
fortunate 8:13 11:6
 13:1
Fortune 37:19,20
forward 6:3 8:19 11:1
 16:10,18 22:13 24:7
 30:6 43:6 44:2,10

49:4,17 50:17 53:2,21
 54:15 55:1,7,12 58:20
foster 24:3
found 51:3 52:7
foundational 43:7
framework 28:18,21
 29:7 48:22
franchise 23:16
Francisco 1:21 32:13
freshman 56:1
friends 23:1
front 17:12
full 10:7
fuller 41:13
fully 21:19 41:8
functions 25:3 26:14
funds 27:13 38:17
further 8:15 29:17
 61:14
future 21:5 45:8 54:9

G

gateways 50:6
gems 21:17,18
general 49:15 59:10
generated 7:4
generation 20:21
geography 7:16
Georgia 48:20
getting 9:9
Giants 1:21 32:13
give 17:6 22:17 24:21
 25:1
given 6:11 51:6 56:8
giving 20:11
glad 9:19 34:11 42:7
 54:2
global 12:13,15 50:11
 57:2
globally 57:6
globe 12:10
goal 11:13 14:10 16:11
 26:10 28:21 34:21
 35:14 36:1 41:11
 42:16,19 43:5,18,22
 45:2,4,5
goals 14:1,7,14 16:8
 19:10 30:9 41:4 45:2
 47:21
golf 40:2,3
Google 2:3
Google's 32:3
government 14:16
 24:11,16 26:21 37:4
 38:7 39:2,6,10,14
 55:10,15 60:14
Government's 7:8
governmental 10:17

gravity 22:11
Greater 2:2
greatest 12:16
greatly 26:7 30:10
group 13:1 32:3,7 33:20
 57:17
grow 7:10 12:8 16:19
 18:8 20:16
growing 12:11
growth 7:15,20 17:16
 20:19 21:10,14 30:9
guess 12:2 40:5 51:16
 52:15 58:4 60:1
guidance 3:5 35:2

H

Hagen 1:16 33:17,17
handout 59:10
hands 30:18
happen 40:20 43:5 47:9
 55:3
happened 47:1
happening 18:6 21:8
happens 59:18 60:4
happy 22:9 49:19
hard 46:12
hat 39:12
Hayden 2:18 33:6,7
 45:20
He'll 54:7
health 57:13 58:1
hear 9:7 20:5 28:6
 31:19 34:11 36:18
 40:8,16,17 46:3
heard 31:7
hearing 20:10
heartened 12:6
Hedge 1:16 33:15,15
hello 33:2
help 4:17 8:21 13:10
 16:19 17:14 18:5
 19:11 21:20 28:8,21
 39:11 44:11 49:4
 54:14 55:19 60:20
helpful 43:2
helping 18:15,22
heritage 27:8
hero 46:19
hi 17:10
high 57:12
higher 36:3
Hill 2:14 33:2,3 43:16
 54:18 59:21
hit 35:1 41:10
hold 41:16
holding 41:5 54:8
Holdings 2:1 32:11
Homeland 2:18 14:19

24:17 29:14 30:2 33:7
 45:21
honor 4:8 36:16,16
hope 8:9 16:19 36:7
 37:8 50:14 51:19
hopefully 5:2 37:20
Hosteling 1:16 33:15
hotel 8:12 23:17
Hotels 33:20
hourly 37:16
House 13:3,4 15:13
 34:15
housekeeping 54:19
houses 5:5,10
Howard 2:21 44:21
huge 57:4

I

I&A 2:9
idea 51:10
ideas 15:21 20:6,7 21:3
 53:19
identify 11:1
IHG 1:15
impact 4:19 13:8 18:14
 37:12 38:4,9 39:8,13
 39:18 46:18
impacted 28:20
impacts 25:9
implementation 29:11
 29:21
implemented 15:22
implementing 14:17
 15:4
importance 13:7 18:1
 18:12 19:8 23:8 28:3
 35:5
important 6:8 9:11,17
 17:22 18:8,9,16,17,19
 19:22 27:16 34:18
 37:13 45:17 55:3
impossible 21:4
improve 14:21
improvements 11:14
 20:11
improves 26:17
improving 6:4 45:11
in-depth 41:18 58:12
include 52:16
included 43:3
includes 8:11
incorrect 35:16
increase 9:13 23:21
 29:15
incredibly 18:1 36:18
 43:1
indicating 41:9
industries 7:5 15:20

18:7 38:19 47:7
industry 2:9 3:3,7 5:20
 6:5,6 7:10 8:2,22 9:7
 11:2,10 13:2,8,17,20
 16:19 17:17 18:13,22
 20:13 21:11 23:6,17
 23:19 24:5 25:10
 26:16 27:17 28:22
 37:11 40:9 42:9,13,21
 46:4
industry's 6:1 7:4 26:7
influence 10:17 37:17
 39:1,3,6
inform 25:5 55:16
information 46:3 54:2
 58:13 59:2,7
infrastructure 7:18
 38:17
initial 41:4,13
initially 52:9
initiatives 56:4,7
Inman 1:17 33:13,13
innovation 20:17
input 15:16 20:11 27:1
 28:6
instrumental 8:3 11:11
integral 26:9
integrated 19:4
interagency 15:11 27:4
 28:10
Intercontinental 33:20
interesting 5:4
intergovernmental
 26:18
Interior 24:19
international 1:16,19
 1:20 6:10 7:1 12:6
 14:1,7,10 22:6 23:5
 25:14,18 26:6,11
 32:15,19 33:16 34:12
 42:22
internationally 9:10
 20:1
introduce 4:9 44:21
introduced 15:19 56:5
introduction 4:11
invitation 17:9
involve 27:9
Isabel 2:14 30:19 33:3
 38:20,21 43:14
island 37:6 38:15
issue 26:4,8 29:17
 56:21
issues 8:4,13 9:8,20
 10:6 11:2,12,15 13:4
 15:6 31:19 41:5 47:4
 50:12
ITA 8:3

Italy 57:3
item 51:2
Ivanka 15:12

J

JAMES 1:16
Jane 17:10,10 30:21
Jane's 17:14
Jennifer 54:10
Jim 33:17
job 7:12 8:16 9:16 30:9
 37:12 50:2 54:7
jobs 6:7 23:9 37:9
John 1:11,14 3:4,11,17
 13:14 31:20 39:20
 40:3 44:15
Johnson 1:17 23:11
 33:11,11
joints 55:5
joke 39:9
July 6:20 15:8

K

Kass 2:21 44:15,17,20
 44:21 45:15
key 18:16 43:20 54:19
kinds 43:22
Klein 1:18 32:22,22
 55:22 56:1,4,10,16,20
 57:1 58:14,22 59:5
knew 31:11 44:5
knows 23:11
Kurt 52:16

L

Labor 15:12
ladder 9:17
landscape 3:6 17:7
 19:4 50:11
language 30:3
larger 16:8
latest 29:7
laugh 39:9
Laughter 48:8 60:9
 61:4,7
launch 37:10,14,22
launched 42:13
lay 21:4
leaders 27:17
leadership 28:5 36:12
 37:17 39:5,13 40:1,4
 40:21 42:4
leave 45:17
left 8:9
legislature 23:13
legitimate 8:18 36:1
 42:19 47:20
let's 30:12,13

letters 53:17
letting 57:20
level 29:15 30:3
level-up 37:16
levers 43:4
liaison 27:11
life 58:8
listen 9:7 46:13
little 23:10 37:12
live 12:16 57:21
lives 58:3
living 10:16 58:2
local 16:6
lodging 15:20
longer 57:21
look 6:3 8:19 11:21
 12:8 16:10,17 22:13
 24:6 30:6 37:17 49:4
 50:17 57:1 59:12
 60:10
looking 19:7 21:20
 35:17 44:2
lost 18:21
lot 4:17 5:11 11:20
 23:19 35:10 47:4,6
 50:7 51:7 54:17
Lovas 2:11 3:9,12,15
 8:9 16:15 22:19 23:4
 30:19 43:12 53:22
 54:6
love 34:19 47:9
loves 48:13

M

Madison 48:12
magnificent 21:15
main 13:19
major 4:19
making 5:20 21:15 25:6
 42:6
manage 24:19
manages 27:3
mandated 45:6
markers 21:5
market 44:12
market-specific 50:12
marketing 1:19 25:11
 32:19 50:1,8,13
markets 25:10
Marriott 1:20 32:15
Mary 1:19 32:18
matching 27:13
material 57:11
Matt 2:18 33:7 45:18
matter 61:18
mean 12:13 18:13 35:8
means 5:10 7:3 23:19
 54:17

measure 25:8,11,13
media 32:7
meet 8:10 43:11
meeting 1:6 4:5,7,13
 8:5 22:22 34:15 38:14
 38:21 48:14 50:22
 52:15 53:8,8,11,13
 61:16
meetings 56:14
member 32:2,4,6,8,10
 32:12,14,16,18,20,22
 33:11,13,15,17,19,21
 34:1,8 36:8,10,15
 39:20,22 40:15 41:3
 42:2,7 55:22 56:4,10
 56:16,20 57:1 58:14
 58:22 59:5,13,16 60:1
 60:6,12,22 61:3
members 5:16 10:8
 13:15 25:2 50:21
 58:18
mentioned 22:3 23:3
 27:19,19 55:9
mesh 19:2
message 49:6
messaging 30:4 49:5
 50:13
met 1:10 13:3
Miami 2:2 32:4
microphone 13:12
mid- 52:10
mid-December 16:12
million 6:7,10,15 25:17
 57:10
millions 7:11
minute 45:4
minutes 24:22 31:12
moment 44:18
momentum 34:14
money 36:3
monthly 25:22
months 6:20 22:14 38:5
 39:12 49:14
morning 4:18
Morrissey 1:18 32:20
 32:21
Motsenbocker 1:19
 32:18,19
Mount 32:17
move 34:22
moving 44:10 55:7
Mt 1:20
Music 5:8
Myrtle 1:15

N

N.W 1:11
Nation 25:4

national 1:17 2:14 3:8
 6:8 11:13 14:4,10
 15:9,15 16:11,16
 18:20 22:17 24:1,19
 25:9 26:10 27:8 33:3
 33:13 35:14 47:20
 54:11
nationally 15:22
natural 28:17
Nazak 2:8 3:7 8:1,5
 17:6 27:19
Nazak's 28:4
nearly 6:9
necessary 29:9
need 7:5 11:2 35:19
 38:18 43:21 48:3
 54:14 55:14
needed 18:7 43:4
needs 20:11,13 61:12
negative 40:7
new 5:16 7:20 8:8 16:3
 25:2 26:10 40:10,19
 49:12,18 54:20 56:4,7
 59:13
newly 14:3
news 21:8
Nice 49:11
Nikakhtar 2:8 3:7 8:1
 17:8 30:16 31:2
nine 46:10
non-obvious 20:16
normal 39:4
normally 31:13 59:18
North 57:7,10
not-too-distance 54:9
notions 19:18
NTTO 24:2,14 25:1,21
 26:4,13,22 27:3,10,12
 28:9,18 29:3,13 30:1
 38:9 46:2 49:1 54:1
NTTO's 25:3 39:3
number 6:16 10:7 21:22
 22:10 23:12 24:10
 47:7,17 57:11
numerical 14:1

O

objectives 53:7
obvious 20:15
obviously 28:2 48:22
 53:14 55:5,10,13
Oceans 4:18
OCTOBER 1:8
offer 15:21
offers 49:3
office 1:17 2:15 3:9 6:9
 14:5 16:16 17:12
 22:18 24:2 33:4,8,12

 54:12
officer 2:17 3:14,20 4:6
 32:1 48:11 61:15
officially 4:7
old 40:10
once 14:11 52:5
one's 45:17
ones 17:18
ongoing 28:1
open 8:18 31:6 34:5
 49:6
opinion 11:21
opportunities 13:5,16
 16:3 21:11 43:18 50:8
 50:13
opportunity 22:5 35:3
 46:18
order 4:8 15:9 41:10
 43:5 53:13
Oregon 1:14 34:2
organization 50:2 58:9
orientation 3:19 59:9
outside 39:4
overhaul 16:9
overview 25:1

P

P-R-O-C-E-E-D-I-N-G-S
 4:1
p.m 1:11 4:2 61:19
pace 6:19
pair 46:14
Pam 1:17 33:13
pandemic 25:13
paperwork 55:6
park 42:9
Parks 1:14 24:19 31:21
part 13:1 21:13 37:8,21
 38:15,15 45:10,12,13
 51:16
particular 49:5
particularly 39:14 47:5
 54:20
partners 18:16,18 19:1
 19:12 28:11
partnership 5:19 47:15
 49:10
partnerships 46:1
passed 5:4,9
passion 51:15
patience 26:8
people 7:18 19:15,20
 37:5,15 45:1 46:13
 48:19 57:21 58:2
percent 6:11,19 25:20
performance 25:11
performing 7:6
permission 30:17,20

person 38:20 39:1
personally 48:17
perspective 3:3 21:3
 34:13
Phil 2:11 3:9,12,15 8:9
 22:17 23:3 30:19 33:4
 35:16 43:10
Phil's 8:10
philosophical 38:16
phone 52:16 53:11,13
physical 6:14
pick 38:1
pillars 41:19
place 7:14 11:8 21:15
 49:1 50:9 57:2
places 20:16 22:7
planes 24:18
planet 7:16
play 40:3
plays 27:20 38:8
please 13:21 14:15 15:1
 16:5 50:16 55:18
 60:20 61:8
pleased 7:22 8:7 13:6
 49:16,17
pledge 16:18
point 10:6 13:11 22:2
 26:15 31:5 35:20
 41:19 46:4,11,12
pointed 47:16
points 54:11,19
policies 18:6 21:7 24:3
 27:6
policy 7:9 8:6 10:18
 15:13 25:5,9 26:13,19
 27:2,4 39:2,6 49:9
 50:9
politics 23:12
pollution 5:1
position 10:17 37:16,16
positive 9:14 11:5,10
 40:7 57:22
possibility 41:6
possible 5:5 12:22
 31:18 51:22 52:2 58:7
practices 16:5,7
prayers 48:19
precedent 5:11
predecessors 10:19
Presby 1:20 32:16,17
PRESENT 1:13 2:5
presented 16:3
President 4:18 13:3,6
 15:8
presiding 1:12
press 7:19
pressure 4:22 61:5
pretty 40:11,13

previous 13:22 28:14
 29:10 43:3
primary 25:3
Primrose 1:20 32:14,14
 34:8
principles 30:4
prior 6:22
priorities 14:13 26:17
 28:9,10
priority 12:20 36:4
private 14:12 15:3 16:6
 23:15 24:5 25:5 26:22
 28:15 29:20 33:8 37:4
 39:5 55:11
privilege 22:5
privileged 10:11,16
probably 10:14 35:15
 37:15,18 52:16 53:5,5
 53:8
process 12:21 25:15
 29:16 34:20 35:6,22
 41:22 46:9 51:10
 53:16,20 55:7,20 56:6
processes 27:13
produce 25:4
produced 11:22
product 11:21
productive 16:20 47:15
 49:16
profound 10:18
programs 15:18 24:3
 27:7
progress 14:17 15:4
 29:20
project 45:12
proliferated 19:14
proliferation 19:13
promote 23:21 57:18
promotes 19:5,6
promoting 22:4 50:3
Promotion 27:11
properties 23:18
propose 51:9
proposed 53:14
prospects 7:12
Protection 26:3
proud 49:19
provide 9:15 15:2,22
 59:11
provided 28:14
public 3:13 14:12 15:2
 28:15 29:20 48:3,4
 49:9,9 50:21 55:3
public/private 5:19
publication 25:22 26:5
Puerto 29:6 33:22 38:3
pulled 43:4
pulse 18:5

put 4:22 11:8 18:5 29:7
 30:8 42:18,19 49:1
putting 28:7 49:21
 57:14

Q

quarter 53:9
question 56:2 58:4
questions 53:19 60:11
 60:19,21 61:9
quick 36:17
quickly 11:18,22 31:17
 34:22 35:17,22 53:18
quite 6:13
quoting 38:20

R

Railway 1:20 32:17
raise 56:20
Ramotowski 2:20 33:10
 33:10 47:13
Ranch 1:18 33:1 56:1
reach 30:8 55:19
reached 49:2
reaching 55:14
read 14:19
ready 13:9 29:7 40:18
real 47:18 55:17
realistic 11:4
realize 46:10
reappointed 60:2
reasons 48:17
received 27:2
receiving 8:20 16:10
recently-released 26:9
recognition 19:8 29:12
recognize 27:16 31:16
recognizing 12:19
recommend 14:9 26:10
 35:13
recommendations 8:20
 11:7 13:19,22 15:2,6
 16:1,11,13,18 28:8,14
 28:18 49:21 50:15
 55:1,2
recommended 29:10
 30:4
recommending 41:9
record 6:16
record- 6:18
record-setting 25:19
records 7:2
recovery 28:16,19 29:3
 29:5
recreation 27:8
regain 12:12
regard 36:20
regions 12:10

registered 48:5
regular 26:5
regularly 26:5
reiterate 55:1
related 13:20 27:7
 41:11
relates 15:17 42:21
relationship 20:1
relationships 18:15
 46:17
relied 11:1
rely 18:4
remain 47:21
remains 6:17
remarks 3:2 9:5
remember 60:6
reminded 39:7
remiss 31:11
remote 38:15
repeated 5:11
report 13:6
reported 6:9
representative 23:14
 55:13 60:13
representatives 24:10
 60:18
represents 5:22 17:17
 57:9
request 28:13
requested 26:11
requests 27:14
required 41:10
requirements 27:15
reserve 31:18
resolve 26:3
Resorts 1:14 31:21
resource 49:21 50:15
resources 27:8 29:1
 50:7 52:1 55:9
respect 31:7,19 46:7
 52:12 53:17,20
rest 31:8
restaurant 15:20
results 11:10
return 37:5
returned 57:1
Revetria 1:21 32:12,12
review 13:21 18:10
 53:13
revised 14:4
Rico 29:6 33:22 38:4
ride 42:10
rit 60:7
Rob 2:3 32:3
rock 40:18
role 23:7,21 27:20 28:5
 38:8
roll 10:20 40:18

rookie 34:9
 rookies 10:10 17:19
 room 1:11 36:22 37:14
 45:9 57:4
 Ross 2:7 3:2,5 4:9,10
 9:2 10:1,19 12:4
 13:12,14 17:2 20:3
 26:12 27:6 29:11 31:8
 31:12 51:13
 Rothery 2:1 32:10,10
 round 12:2
 Royalty 5:8
 rules 60:16
 rung 9:17
 running 42:10
 Russ 1:16 33:15

S

Sacks 2:1 32:8,8 41:3
 sales 40:11
 Saltzburg 2:2 32:6,6
 San 1:21 32:13
 Sanders 17:11
 satisfying 12:22
 saying 46:20
 scale 45:8
 schedules 5:18
 scope 37:9,21
 scratch 52:13
 seamless 14:22
 season 17:18
 seat 48:6
 second 7:17 14:15 36:4
 55:8
 Secretary 2:7,8,11 3:2
 3:5,7,9,12,15 4:9,10
 8:2,8 9:2 10:1,19
 11:19 12:4 13:12,14
 15:12 16:15 17:2,8
 20:3,18 22:19 23:3,4
 25:16 26:12 27:6,12
 27:19 28:4,13 29:11
 29:18 30:8,16 31:2,8
 31:12 33:6,7,9 35:12
 36:19,20 38:2 40:8,18
 41:17 43:12 45:20
 47:13 51:13 53:22
 54:6
 Secretary's 42:15 43:10
 sector 16:6 23:15 24:5
 25:5 27:1 33:8 37:4
 39:4,5 55:11
 sectors 14:12 15:3
 28:15 29:20
 secure 14:22 24:18
 security 2:19 6:12
 12:19 14:20,21 18:20
 24:17 25:9 29:14 30:2

30:19 33:7 45:22
 46:14 47:20
 seeing 39:12
 seek 15:15 19:16
 seeking 21:13
 seen 38:5,9 43:6
 Seidman 44:22
 selection 6:1
 semi-rookie 40:5
 send 51:18
 senior 17:11 30:20
 sense 35:11 41:16 46:4
 September 26:6
 seriously 28:7
 serve 10:11,12 36:16
 36:16 52:22 54:16
 60:12
 served 23:12
 serves 26:15,19
 session 5:13 16:20
 set 7:2 15:6 28:9 41:7
 setting 6:19 51:4 54:3
 seven 6:19 45:1
 severely 14:8
 shape 18:6 39:2
 shaping 19:22 27:20
 share 8:5 12:12,14
 19:11 28:11 30:13,14
 34:17 58:17
 shared 19:1
 sharing 13:15 38:13
 short 39:15
 shorten 44:11
 show 41:19
 showcase 35:3
 shy 10:20
 side 26:13
 sign 60:22 61:2,3
 signally 50:3
 signed 4:18 5:7 15:8
 significance 18:21
 significant 9:8 39:8
 57:11 58:1
 significantly 9:13
 similar 10:15
 Simultaneous 30:22
 36:13 47:12 54:5 56:3
 56:9,12,15 59:20 60:3
 Singapore 52:19
 single 26:15 46:21
 sir 41:22
 six 11:16 45:1
 skills 15:7
 sleeves 10:21
 small 38:15
 smirk 39:9
 solution 45:10
 solutions 9:8 10:22

11:3
 somebody 42:8 51:9
 sophomore 34:10
 sorry 47:11
 sort 18:4,12 19:2 21:21
 54:19 58:8
 sorts 22:7
 sounds 6:20
 South 1:16 33:17
 space 35:11 57:9
 speak 12:2 40:8 44:17
 45:1
 Speaking 30:22 36:13
 47:12 54:5 56:3,9,12
 56:15 59:20 60:3
 special 60:14
 specific 13:19
 specifically 26:22
 60:17
 spectacular 7:15
 spectrum 24:16
 spending 6:18 7:1 14:2
 14:7,11 16:12 26:11
 42:20,22
 spent 6:15 25:19 57:8
 spot-on 39:17
 Sprouls 1:12,14 3:4,11
 3:17 9:1 10:3 12:5
 17:1,4 22:3,15,20
 30:12,17 31:1,5,20
 34:3 35:8 36:9,14
 39:21 40:13 41:1,15
 42:5 43:14 44:14,16
 44:19 45:14,16 46:6
 48:1 50:20 53:12 54:3
 55:21 56:7,13,18,22
 58:10,16 59:3,6 61:6
 61:11
 staff 11:20 13:4,7 29:14
 30:3
 staffing 11:14
 stakeholders 28:22
 stand 13:9 29:7
 standpoint 34:20
 start 57:17
 started 31:13 37:15
 42:8
 starting 4:21 52:13
 state 2:20 11:8 16:6
 23:13 24:16 30:2
 33:10 46:12,20 47:14
 stated 9:12 25:16
 statement 12:14
 states 1:1 9:22 12:18
 20:15,22 50:4
 statistics 9:12 12:9
 25:4 58:15
 stay 22:10

Stephen 1:18,21 32:12
 steps 3:15 51:2
 Steve 32:21
 stop 42:6
 storm 29:7
 story 47:18
 stranger 5:7
 strategies 25:11
 strategy 15:15,16 48:11
 streamline 20:18
 streamlining 20:21
 strengthen 18:15
 strong 6:18 31:3 52:3
 strongest 5:21
 stuff 40:17,17
 sub-sectors 6:1
 subject 60:15
 submissions 53:6
 subsequent 43:7
 success 4:13 47:18
 51:3
 successes 12:9
 successful 16:22 53:3
 53:4
 Suite 37:20,20
 Summit 57:2
 super 44:12
 support 7:10 8:21 26:7
 29:11 39:18 58:6
 supports 6:6
 surface 56:13
 surplus 7:4
 Susan 1:20 32:16,17
 suspect 36:21
 suspended 25:22
 synergistically 38:18
 system 14:18 15:4
 29:22

T

table 31:14 45:9 48:7
 58:5
 tabled 58:11
 Talbert 2:2 32:4,4 39:20
 39:22 40:15 59:13,16
 60:1,6,22 61:3
 talk 36:5,22 37:6,12,21
 40:9 47:4 55:16
 talked 18:13
 talking 44:4 46:10
 Tallahassee 48:16
 target 14:12
 targets 41:13
 task 13:21 14:15 15:5
 36:4
 team 8:14 17:12 19:9
 24:2 26:2 30:19 33:5
 39:19 40:10,10,19

44:3 55:6 60:20
teams 52:3 55:11 59:11
technologies 16:4
technology 16:1
teleconferences 54:9
telephone 55:4
tell 10:21 13:12 39:11 42:11
temporarily 25:22
ten 7:2 46:10
tend 40:13
term 4:15 16:21
terms 19:22 20:3,10 21:2,6,13 34:21 44:8 46:22,22
terrific 45:5,7
territories 50:4
thank 4:10,11 5:17 8:22 9:1,1,2,2,5 10:5,8 13:14 16:22 17:1,4,9 17:18 22:15,16,20 30:14 34:3,4 36:14,15 39:17 40:1,3,18,21,21 41:1 42:3 43:13 44:13 44:14,20 45:14 48:9 50:18,18,20 54:15,18 58:22 59:4,5 61:10,16
thanks 34:9 45:15
That'd 59:3
theme 42:9
things 11:4 20:19 21:1 41:9,10 46:18 52:14
Third 15:5
THOMAS 1:18
Thompson 48:13
thought 10:4 21:1 39:2 41:5 43:4
thoughts 8:5 34:7 48:19
thousands 7:13
three 13:19 51:12 52:3 56:10
thrilled 43:16
thrive 18:8
throw 35:6 43:21
THURSDAY 1:8
time-to- 44:11
timeline 41:17
times 11:12 38:22
timing 44:9
today 4:16 5:7 7:22 10:9 22:22 23:2 24:9 30:15 36:22 48:15 52:18 54:16 61:12,17
Todd 1:14 34:2
Tom 32:22 55:22
top 34:12
Torres 2:3 32:2,3

touches 24:15
Tour 1:17 33:14
tourism 1:4,16,17,19 2:1,12,15 3:9,10,12 3:16 4:5,14 5:20 6:8 7:9 8:9 9:4,11,22 10:18 12:6,13,15 13:5 13:17 14:4 16:6,16 20:17 22:4,18 23:5,9 23:22 24:1,4,12 25:4 26:16,19 27:1,4,7,22 28:22 29:2 30:10 32:8 32:19 33:4,12,18 42:9 42:21 45:2 47:8 50:11 54:12,13 57:19 60:18
tourist 5:2 21:22
tourists 31:4
touting 37:9
TPC 27:5,5 28:11
tracking 29:6
trade 3:6 7:4 8:4,6 9:15 17:6 21:7 22:6 23:5 25:7
trading 18:16,18 19:1 19:12
traditionally 19:13
training 11:14 15:18
transformational 38:11 39:15
translated 38:22
Transportation 24:21
transported 19:19
travel 1:4,14 2:12,14 3:8,10,12,16 4:5,14 5:20 6:1,8 7:3 8:8 9:4 10:18 11:13 12:6 13:5 13:16 14:4 16:16 20:16 22:4,11,12,17 23:4,8,22 24:1,4,12 25:4,12 26:16,19 27:1 27:7,11,21 28:22 29:2 29:16 30:10 32:3 33:4 34:2 35:14 42:9,20 45:2 47:7,20 50:11 54:12,12 60:18
traveler's 20:22
travelers 14:18 15:1
tremendous 4:22 17:16 21:10
trends 8:6
Tricia 1:20 32:14
trillion 57:5
TripAdvisor 2:2 32:7
trips 57:10
truly 9:11 21:14
Trump 15:8,12
trust 46:5
try 39:2 51:22

trying 39:6 41:16 53:1
TSA 11:15
TTAB 3:4,11,17 4:6
TTAB's 42:17
turn 13:11 17:5 22:16 59:6
two 36:17 53:7 56:10
two- 16:20
two-step 41:22
two-year 4:15

U

U.S 1:4,10 2:9,12,15,18 2:20 4:14 5:20 6:10 6:17 8:17 9:12 12:7 13:8,16 15:1 23:18 24:4 25:17 26:2,20 27:14 29:12 42:20 57:18
unanimously 5:5,9
underscore 17:15,22 18:12
understand 18:9 19:5 23:19 46:13,14
understanding 19:6 20:12
understands 23:8
unfair 12:14 30:13
unfortunately 52:17
unique 24:13
Unit 23:6
United 1:1,18 9:22 12:17 20:15,22 32:21
Universal 1:14 31:21
unpunished 52:8
update 22:17 35:13
updated 14:6
Updates 3:8
USA 1:16 2:22 27:11,12 33:16 35:5 41:11 48:6 48:12 49:9 50:2,3 55:8
use 5:8 38:12
useful 18:2 20:8 49:2
utilize 17:21 20:17

V

valuable 7:7
value 11:20 18:9,10 40:9 46:4
values 19:2,3,12,21 55:17
version 9:4 60:14
veterans 10:10
vice 52:19
view 46:5,11,12 50:10
views 13:15
visa 11:12,13 24:17

41:11 47:1
visit 12:17 21:16 22:6
visitation 12:11 14:7 26:11 42:20,22
visited 13:2
visiting 12:21
visitor 14:10 28:19 29:5 38:16 39:4
visitors 2:3 6:10,15,17 7:1,6,11 8:19 12:7 14:2 16:11 21:13 25:18,18 36:2
volume 6:14
volunteered 10:9
VP 49:8

W

wages 7:12
wait 11:12
waits 47:1
waiver 11:13 41:11
wanted 17:13,15 42:14 45:3,19 46:13 50:21 59:11
wanting 47:4
wants 12:17 22:12 41:17
Washington 1:11,20 32:17
wasn't 39:3
water 5:1
waters 4:20
way 10:18 13:10 17:22 18:2 36:6 40:19 53:2 58:7,7,19
ways 21:21 35:4
wearing 39:12
week 52:16 57:3
weeks 13:3 22:14 38:14
welcome 3:2 4:4,7 5:15 8:18 23:2 46:15
welcomed 25:17
welcoming 9:3 30:3
wellness 57:2,4,9,16,18 57:19
went 6:22
western 23:18
White 13:2,4 15:13 34:15
Wilbur 2:7 3:2,5 4:9
WILLIAM 2:2
willingness 9:6,6 10:11 54:16
wishes 48:15
Wodin-Schwartz 2:22 48:5,9 49:8
wonderful 17:12 30:18
word 19:7 38:12

| | | |
|-------------------------------|--------------------------------|--|
| words 38:4 | 2 | |
| work 4:12 5:19 8:4 | 2 25:20 | |
| 10:21 11:18,21 13:17 | 2:00 1:11 | |
| 14:13 15:3 16:17 17:3 | 2:09 4:2 | |
| 17:13 21:2,5 24:8 | 20 22:6 | |
| 26:10 27:20,21 28:10 | 2012 14:8 | |
| 28:15 29:19 30:11 | 2016 6:11 25:20 | |
| 33:4 34:21 35:10,12 | 2017 6:11,16 9:21 25:18 | |
| 35:18 37:3 38:6 41:4 | 57:6,7 | |
| 43:2,7,9,19 44:10 | 2018 1:8 3:3 25:21 | |
| 45:5,12 49:17 51:7,21 | 2019 16:14 | |
| 52:9,14 53:2,18,20 | 2020 4:15 | |
| 55:12,16 | 2027 14:2,11 36:1 42:22 | |
| worked 10:5 23:17 26:2 | 204 57:9 | |
| 29:3 | 22 3:9 | |
| Worker 15:10 | 241.7 57:8 | |
| workers 7:13,21 16:2 | 251.4 6:16 25:19 | |
| workforce 15:7,15 16:2 | 3 | |
| 16:6,9,13 20:4,12 | 3 6:19 | |
| 36:21 45:3 | 3:03 61:19 | |
| workhorses 40:20 | 30 3:11 | |
| working 7:9 8:19 19:9 | 3407 1:11 | |
| 20:20 21:9 22:5,13 | 4 | |
| 24:2,7 30:1,7 32:1 | 4 3:2 | |
| 44:3 46:17 50:17 | 4.2 57:5 | |
| 52:10 | 48 3:13 | |
| works 10:16 | 5 | |
| world 8:17 12:17 19:4 | 50 50:4 | |
| 22:1,7 49:13 50:9 | 500 37:20 | |
| would've 31:13 | 51 3:15 | |
| wouldn't 5:10 41:16 | 59 3:19 | |
| wound 41:4 | 6 | |
| X | 61 3:22 | |
| Y | 7 | |
| year 6:14,17,22 7:5 | 77 6:10,15 25:17 | |
| 9:21,21 10:2,4 16:21 | 77.4 7:5 | |
| 34:7 41:3 57:8 | 8 | |
| year-over-year 6:20 | 9 | |
| years 7:3 8:11 10:12 | 9 3:3 | |
| 11:7,17 22:6 23:12,14 | | |
| 23:17 46:8,10 47:17 | | |
| 51:6 | | |
| younger 57:21 | | |
| Z | | |
| 0 | | |
| 1 | | |
| 1.2 6:7 | | |
| 100 37:19 | | |
| 11 1:8 | | |
| 13 3:5 | | |
| 1401 1:11 | | |
| 15 8:11 23:17 | | |
| 17 3:6 | | |

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