

UNITED STATES OF AMERICA

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DEPARTMENT OF COMMERCE

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U.S. TRAVEL AND TOURISM ADVISORY BOARD

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FRIDAY  
NOVEMBER 5, 2021

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The Advisory Board met via Video  
Teleconference at 2:00 p.m. EDT, Brad Dean, Vice  
Chair, presiding.

PRESENT

BRAD DEAN, Chief Executive Officer, Discover  
Puerto Rico, PR, Vice Chair  
CAROLINE BETETA, President and CEO, Visit  
California  
ELLIOTT FERGUSON, President and CEO, Destination  
DC  
LIZ FITZSIMMONS, Managing Director, Maryland  
Office of Tourism and Film  
DAVID GILBERT, President and Chief Executive  
Officer, Destination Cleveland and Greater  
Cleveland Sports Commission  
RUSSELL HEDGE, President and Chief Executive  
Officer, Hostelling International USA  
BILL HORNBuckle, CEO and President, MGM Resorts  
DEBBIE JOHNSON, Director, Arizona Office of  
Tourism

STEPHANIE JONES, President and Chief Executive  
Officer, Cultural Heritage Economic Alliance

ROLF LUNDBERG, Vice President & Assistant General  
Counsel and Head of External Affairs and  
Global Public Policy, Choice Hotels  
International

DUFFIELD MILKIE, Executive Vice President,  
General Counsel, Secretary, Cedar Fair L.P.

WILL MOREY, Chief Executive Officer, Morey's  
Piers

MARY MOTSENBOCKER, President and Chief Executive  
Officer, International Tourism Marketing,  
Inc.

VINAY PATEL, President and Chief Executive  
Officer, Fairbrook Hotels, VA

CATHERINE PRATHER, President, National Tour  
Association

OLGA RAMUDO, President and Chief Executive  
Officer, Express Travel

DANIEL RICHARDS, Founder and Chief Executive  
Officer, Global Rescue LLC

ADAM SACKS, President, Tourism Economics

MONICA SMITH, President and Chief Executive,  
  
Southeast Tourism Society

DONALD TAYLOR, President, UNITE HERE

ROB TORRES, Managing Director, Travel, Google,  
  
Inc.

RON VLASIC, Chief Operating Officer, Hostmark  
  
Hospitality Group

ALSO PRESENT

GINA RAIMONDO, Secretary of Commerce  
JENNIFER AGUINAGA, Deputy Director for Policy and  
Planning, National Travel and Tourism  
Office, and Travel and Tourism Advisory  
Board Designated Federal Officer

ISABEL HILL, Director, National Travel and  
Tourism Office

SARAH MORGENTHAU, Deputy Assistant Secretary for  
Travel and Tourism

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

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

2 2:02 p.m.

3 DFO AGUINAGA: All right. Well, I  
4 have a couple of minutes past the hour. So,  
5 let's go ahead and get started. Good morning.  
6 Good afternoon, everyone. And welcome to this  
7 meeting of the Travel and Tourism Advisory Board.  
8 As the Designated Federal Officer I now declare  
9 this meeting officially open.

10 Just a few logistical notes before we  
11 begin. Please be sure to keep your lines on mute  
12 if you're not speaking. When there is an  
13 opportunity for Board discussion please use the  
14 raise your hand feature. Or if you're on the  
15 phone, or that feature just isn't working, please  
16 feel free to send me an email, or just unmute  
17 your line and jump in if you need to.

18 As a reminder, the only sections where  
19 members of the public to speak is during the  
20 public comment portion of the agenda. And now I  
21 will do a member roll call.

22 (Telephone interference)

1 DFO AGUINAGA: So, please just unmute  
2 your line when I call your name. Brad Dean.

3 VICE CHAIR DEAN: Present.

4 DFO AGUINAGA: Caroline Beteta. Bran  
5 Chesky, Christine Duffy.

6 MS. HILL: Caroline just joined.

7 DFO AGUINAGA: Thank you. Christine  
8 Duffy, Elliott Ferguson.

9 MR. FERGUSON: Here.

10 DFO AGUINAGA: Thank you. Liz  
11 Fitzsimmons.

12 MS. FITZSIMMONS: Yes.

13 DFO AGUINAGA: Thank you. David  
14 Gilbert.

15 MR. GILBERT: Here.

16 DFO AGUINAGA: Thanks. Russ Hedge.

17 MR. HEDGE: Here.

18 DFO AGUINAGA: Thanks. Bill  
19 Hornbuckle.

20 MR. HORNBUCKLE: Here.

21 DFO AGUINAGA: Thank you. Debbie  
22 Johnson.

1 MS. JOHNSON: Here.

2 DFO AGUINAGA: Stephanie Jones.

3 MS. JONES: Present.

4 DFO AGUINAGA: Thanks, Stephanie.

5 Peter Kern. Rolf Lundberg.

6 MR. LUNDBERG: I'm here, Jenn.

7 DFO AGUINAGA: Thank you. Glenda

8 McNeal.

9 MS. HILL: I believe she wasn't going  
10 to be able to make it.

11 DFO AGUINAGA: Duff Milkey.

12 MR. MILKEY: Here.

13 DFO AGUINAGA: Will Morey.

14 MR. MOREY: Here.

15 DFO AGUINAGA: Mary Motsenbocker.

16 MS. MOTSENBOCKER: Here.

17 DFO AGUINAGA: Chris Musetta, Vinay  
18 Patel. I thought I saw Vinay. So, I -- See what  
19 happens. Catherine Prather.

20 MS. PRATHER: Here.

21 DFO AGUINAGA: Trish Primrose I know  
22 wasn't going to be able to make it. Brian Quinn.

1 Olga Ramudo.

2 MS. RAMUDO: Here.

3 DFO AGUINAGA: Stephen Revetria, Dan  
4 Richards, Adam Sacks.

5 MR. SACKS: Here.

6 DFO AGUINAGA: Monica Smith.

7 MS. SMITH: Here.

8 DFO AGUINAGA: D. Taylor.

9 MR. TAYLOR: Here.

10 DFO AGUINAGA: Thanks. Rob Torres.

11 MR. TORRES: Here.

12 DFO AGUINAGA: Thanks. Ron Vlastic.

13 MR. VLASIC: Here.

14 DFO AGUINAGA: And Greg Webb.

15 MS. HILL: And Dan Richards did join.

16 DFO AGUINAGA: Okay, thank you. And

17 I was going to say, if anyone joins late, or

18 something happens with your phone line, just give

19 me an email and we'll record you. And with that,

20 I turn it over to Board Vice Chair, Brad Dean.

21 VICE CHAIR DEAN: Thank you, Jennifer.

22 And good morning, or good afternoon to my



1 colleagues on the U.S. Travel and Tourism  
2 Advisory Board, wherever mood may it find you  
3 today. And welcome to the members of the public  
4 who are joining this important meeting of the  
5 TTAB.

6 Thank you for making time in this very  
7 busy schedules for this meeting. But I'm sure we  
8 can all agree this is an extraordinary time for  
9 our industry. We've all read about the Great  
10 Depression. We all lived through the Great  
11 Recession. And today we're all leading the Great  
12 Recovery of travel and tourism.

13 So much has changed in our industry  
14 in, just since the last TTAB meeting. So, with  
15 that in mind I take this opportunity to thank  
16 each of you who were able to stay in the last  
17 TTAB meeting with Secretary Raimondo.

18 It was a meeting that was filled with  
19 very candid and productive discussion. And we  
20 were able to engage not only the Secretary, and  
21 the Deputy Assistant Secretary, but also key  
22 leadership from the CDC. And since then we have

1       seen significant progress.

2                   And on behalf of the TTAB I want to  
3       take this opportunity to convey to Deputy  
4       Assistant Secretary Morgenthau, to Isabel Hill,  
5       and the entire team at the National Travel and  
6       Tourism Office our deepest appreciation for the  
7       exceptional work and leadership that they've  
8       delivered in helping accelerate this recovery  
9       that's underway.

10                   And we can certainly cite many  
11       milestones of progress. And we all eagerly await  
12       the soon to be opening, reopening of our borders  
13       to international travelers.

14                   But we also know that a lot of work  
15       remains to be done.

16                   So, on that point I want to applaud  
17       the Members of the TTAB who have worked so  
18       diligently over the past few weeks, and continue  
19       to work in some instances on some very big areas  
20       of opportunity.

21                   You know, the TTAB has a history of  
22       tackling big issues, and deliberating big ideas.

1 But in my time serving on this Board I can't  
2 recall a more ambitious set of recommendation  
3 that are currently in consideration. So, thank  
4 you for tackling these major issues and  
5 opportunities with vision, enthusiasm, and robust  
6 discussion.

7 And in particular I want to thank  
8 Trisha Primrose, Russ Hedge, Adam Sacks, and  
9 Caroline Beteta for leading the force from  
10 committees.

11 I also want to thank each of you for  
12 responding so quickly to today's charge.  
13 Normally we aim to distribute the draft letter  
14 well in advance of our meetings.

15 But as these topics we're addressing  
16 are massive in many respects, and require  
17 extensive analysis, study, and broad inclusive  
18 discussions, and also because of the time and  
19 nature of the efforts of the Secretary and her  
20 team, that they're leaving. We pushed our  
21 deadlines a bit.

22 But thankfully the quality of thought

1 that's led to two very sound and solid letters  
2 detailing some very meaningful recommendations,  
3 that in true TTAB fashion are summarized  
4 precisely with substance and supporting content.

5 So, today our opportunity is to ask  
6 the questions of our colleagues who have invested  
7 significant time in developing these  
8 recommendations, and then finalize both letters,  
9 which I believe will even, hopefully exceed the  
10 Secretary's expectations.

11 We plan to work through these two  
12 letters today, and then reconvene soon to discuss  
13 the remaining two Subcommittee recommendations.

14 So now, to kick off our discussion  
15 today I'm pleased to introduce AD, Deputy  
16 Assistant Secretary for Travel and Tourism, Sara  
17 Morganthau.

18 She has truly embraced the phrase, hit  
19 the ground running, attended our first TTAB  
20 meeting in mid September. A week later she was  
21 walking the floor at IPW. And just a couple of  
22 weeks ago attended Brand USA's travel week, where

1 she made the big announcement about the reopening  
2 of our borders.

3 So, Madame Deputy Assistant Secretary,  
4 we admire the enthusiasm and passion you're  
5 bringing to this role. And we welcome your  
6 comments.

7 DAS MORGENTHAU: Thanks, Brad. I  
8 appreciate your kind words. And thanks really to  
9 all of you for joining the Board Meeting today.  
10 I know how busy you all are in your day jobs. So  
11 please, know how grateful we are for your service  
12 to this nation.

13 Secretary Raimondo routinely talks  
14 about the work that all of you are doing, sharing  
15 it with the White House as a clear example of how  
16 public private collaboration works well to  
17 address problems that the Government alone cannot  
18 resolve.

19 The Travel and Tourism sector is at a  
20 critical moment, faced with adversity, but also a  
21 great deal of excitement as we near sight of the  
22 end of the tunnel.

1                   On October 25th the Biden  
2                   Administration issued a Presidential Confirmation  
3                   addressing the details for reopening the United  
4                   States for fully vaccinated travelers on November  
5                   8th, just a couple of days away.

6                   We're taking down a geographic based  
7                   system and replacing it with a global system  
8                   based on individual risk. This policy will make  
9                   it safer to travel, and will mitigate the  
10                  potential spread of COVID-19.

11                  Under this new system, which applies  
12                  to all non-citizen, non-immigrant travelers from  
13                  all countries, fully vaccinated travelers with a  
14                  negative COVID test taken within three days of  
15                  departure can enter the United States.

16                  Travelers will also be required to  
17                  provide contact information. This will allow  
18                  airlines to better coordinate with public health  
19                  agencies to share information when needed to keep  
20                  the public safe and informed, and to strengthen  
21                  the ability to rapidly identify and contact  
22                  people who may have been exposed.

1           There will be limited exceptions to  
2 this vaccination requirements for certain  
3 visitors, including children under the age of 18.  
4 The CDC has clarified that children who are  
5 vaccinated do not need to quarantine and self  
6 isolate.

7           However, they do need to do a test, or  
8 have their parents attest, or guardian that they  
9 will take a test three to five days after  
10 arrival, and quarantine only if positive.

11           Developing the new travel policy has  
12 truly been an all hands on deck whole of  
13 Government effort on the part of the  
14 Administration. But also relied heavily on our  
15 industry partners, especially the patients, who  
16 are patient, resilient, and provided us concrete  
17 recommendations to implement this new policy.

18           Finally, we've relied on your  
19 recommendations to get to this point. Your  
20 recommendations from your March 4th letter to  
21 Secretary Raimondo specifically called for a new  
22 travel system, such as the one that we are about

1 to implement.

2 So, thank you again for all your hard  
3 work. And I look forward to hearing your new  
4 recommendations.

5 VICE CHAIR DEAN: Thank you very much,  
6 Madame Deputy Assistant Secretary. And please,  
7 express our appreciation to Secretary Raimondo  
8 for the work the Department of Commerce and NTTO  
9 are doing for our industry.

10 So now we move into the next agenda  
11 item. And it will be reviewing the presentation,  
12 and discussing these from the two Subcommittees.  
13 The two Subcommittees we're reviewing today are  
14 the Vaccination Subcommittee and the National  
15 Goals Subcommittee.

16 So, in the absence of our Subcommittee  
17 Chair, Trish Primrose, Rob Torres, our TTAB  
18 colleague, will be presenting the recommendations  
19 of the Vaccination Subcommittee. These were  
20 summarized in the letter that was sent out  
21 earlier this week. So, Rob, we'll turn the floor  
22 over to you.



1 MR. TORRES: Excellent. Thanks, Brad.  
2 And hello to everyone. First of all, I  
3 definitely want to thank Trish and her Marriott  
4 team, mostly Carol and Jane. They've done a  
5 phenomenal job in really helping us with these  
6 recommendations. And as well as my fellow  
7 Subcommittee Members, Bill, Brian, Steve, and  
8 Greg. It was truly a group effort pulling this  
9 together.

10 But prior to developing the three  
11 recommendations that you received in the draft  
12 and will, I'll do my bet to provide a  
13 summarization, we were able to meet with some key  
14 leaders at the CDC, as well as from the Business  
15 Round Table and Ad Council.

16 These are the people who are  
17 responsible for the Move the Needle campaign that  
18 we launched last spring. They were very helpful  
19 in helping us understand what has worked, what  
20 hadn't worked, and really provided some input on  
21 these recommendations that you received.

22 You know, as you know, our

1 Subcommittee was tasked with providing  
2 recommendations for how we can increase COVID  
3 vaccination rates through private sector and  
4 Government partnerships.

5 And while over 78 percent of people  
6 age 12 and up have received at least one shot,  
7 there's still so much work to do to increasing  
8 levels to get the pandemic under control.

9 And in fact, we know that the segment  
10 of population that either uncertain or skeptical  
11 about getting vaccination has dropped to about  
12 eight percent.

13 Young adults ages 18 to 29 make up a  
14 large portion of this segment, and as well as  
15 children ages 12 to 17, where only 49 percent  
16 have been vaccinated. Plus, this is -- this  
17 eight percent is on target population for our  
18 recommendation.

19 Now, as I said, I'm going to do my  
20 best to summarize our three recommendations. I  
21 certainly won't read through all of it. Members  
22 of the study will be here as well to jump in and

1 add any comments that they might want.

2 Our first recommendation is to  
3 leverage existing public service ad campaigns to  
4 target vaccine hesitant but convincible adults,  
5 and parents of unvaccinated children. This is  
6 that eight percent that I talked about.

7 And we really want to encourage the  
8 CDC, HHS, and the Ad Council to work together  
9 with leaders of the private sector to develop an  
10 ad campaign focused on this target audience.

11 I mean, those at the Move the Needle  
12 campaign did a great job of getting us to where  
13 we are now. And we think a new campaign focused  
14 on this new audience would really help us get us  
15 over the hump.

16 The campaign should leverage  
17 celebrities who are most popular with this  
18 demographic, and pair them with trusted medical  
19 professionals from targeted communities.

20 And while the campaign we believe  
21 could and should be national in scope, we would  
22 recommend tendering the message both regionally

1 and locally whenever possible. We need to make  
2 sure we're utilizing platforms where this  
3 audience is engaged, Twitter, the Tik Toks, the  
4 Instagrams, et cetera.

5 These more focused messages should  
6 provide clear science based information on the  
7 benefits of vaccination.

8 For our recommendation number 2, we  
9 believe that we should foster public private  
10 partnerships to host targeted vaccine drives  
11 aimed at boosting vaccination rates among  
12 communities of color, rural populations, and  
13 other under served areas.

14 Another portion of this eight percent  
15 we found is adults who have all good intention of  
16 getting the vaccine, but face a variety of  
17 barriers to getting the shot, transportation  
18 challenges, childcare challenges, work  
19 challenges, can't get off work.

20 We need to make it easier for them to  
21 get their shots. Thus, we are encouraging the  
22 Department of Commerce to work with local

1 Government, CDC, HHS, and the Department of Labor  
2 to look at partnering, or developing a  
3 partnership that would solve some of these  
4 barriers, such as on site vaccination, mobile  
5 units, providing low costs childcare, so that  
6 these individuals can go and get vaccinated.

7 And again, these efforts we believe  
8 should be tailored to individual community needs.  
9 And beyond offering vaccines in the workplace,  
10 employers need to consider offering schedule  
11 flexibility for their employees and their  
12 dependents, to make it easier and simpler for  
13 them to be able to go get their shots.

14 And then lastly, our Recommendation  
15 number 3 is to really launch an outreach campaign  
16 encouraging states to repurpose any unused  
17 federal COVID-19 relief funding for COVID-19  
18 vaccination efforts and incentives.

19 As everyone on this call knows, you  
20 know, Federal Government assisted programs such  
21 as the CARES Act and the American Rescue Plan  
22 provided critical support to companies and states

1 in the early days of the pandemic.

2 And in July the Department of the  
3 Treasury announced that any unused assistance  
4 could be used for COVID-19 vaccination programs,  
5 such as some of the lotteries that some of the  
6 states and cities have implemented, or direct  
7 incentive programs.

8 Unfortunately, what we've seen is, we  
9 don't think that message has been broadly  
10 publicized. And we would encourage the  
11 Department of Commerce to develop an outreach  
12 program in partnership with the Department of  
13 Treasury, encouraging states to use any surplus  
14 they may have for targeted vaccination efforts.

15 We have seen, like I said, these  
16 incentive programs be successful for some of the  
17 states that have implemented them.

18 And that's a quick summary of our  
19 three recommendations. Hopefully that makes  
20 sense. And like I said, I don't know if we're  
21 going to have questioning not, or how we're going  
22 to do this. But happy to answer any questions.

1 And again, hopefully all of the Subcommittee  
2 Members are on the call as well that can help  
3 support.

4 VICE CHAIR DEAN: Super. Thank you,  
5 Rob. And thank you to the Members of the  
6 Vaccination Subcommittee for the extensive work  
7 that's gone into developing these  
8 recommendations.

9 We're now going to open up the floor  
10 for discussion amongst the TTAB Members only. If  
11 you're participating in the meeting via video it  
12 would be ideal if you want to speak to use the  
13 raise your hand function.

14 I'm not sure about your computer. On  
15 my computer it's on the top center of the screen.  
16 If you can't find that, or if you're joining by  
17 phone, just chime in at the end of another  
18 Member's comments. And again, if you're not  
19 speaking, please mute out. We do want to move --

20 (Audio interference)

21 VICE CHAIR DEAN: -- to also public  
22 input. So, we would ask that we keep our

1 comments brief and on point to this particular  
2 topic.

3 And for the members of the public who  
4 have joined us, this portion of the meeting is  
5 just for the TTAB Members discussion. We will  
6 have public input later on in this meeting. So,  
7 with that said, we'll open up the floor for  
8 discussion amongst the TTAB Members.

9 Jennifer, I'm going to rely on you to  
10 watch the screen for the hands raised. Because I  
11 can't see everybody.

12 DFO AGUINAGA: Yes, I'm watching.  
13 Nothing yet.

14 VICE CHAIR DEAN: Okay. Any TTAB  
15 Members with questions or comments at this point?  
16 If not, we'll move on. But I just want to give  
17 ample opportunity for anyone to share their  
18 thoughts or get questions answered. And those on  
19 the phone just please unmute, and chime in if you  
20 feel compelled.

21 Okay. I'm hearing nothing and seeing  
22 nothing. So, I think that speaks very well of



1 the work that Rob, you and Trisha, and the  
2 Vaccination Subcommittee have done. We'll be  
3 voting on this in short order.

4 But thank you again for the work  
5 that's gone into developing these  
6 recommendations. And thank you, Rob, for  
7 presenting to the TTAB today.

8 And now we'll move on to the second  
9 letter of recommendation. This letter comes from  
10 the National Goal Subcommittee. And this  
11 Subcommittee was chaired by Adam Sacks. Adam,  
12 we'll turn the floor over to you.

13 MR. SACKS: Thanks, Brad. I want to  
14 thank the Members of the Subcommittee and their  
15 teams. It was very much a group effort. It was  
16 a lot to put together here.

17 And we're grateful for their  
18 contributions, Brian Chesky from AirBnB, Elliott  
19 Ferguson from Destination D.C., Peter Kern from  
20 Expedia, Glenda McNeal from American Express,  
21 Chris Nassetta from Hilton, Vinay Patel,  
22 Fairbrook Hotels, and Ron Vlasic, Hostmark

1 Hospitality.

2 The assignment that was given to us,  
3 to set a new goal for the U.S. in terms of  
4 international visitors to the country, we felt as  
5 a Subcommittee was particularly vital.

6 This is the, I think this was the  
7 third time that I have been involved in setting  
8 this goal. And I don't that we've ever felt the  
9 sense of importance to it that we felt in this  
10 time.

11 You know, when we think about the  
12 importance of international travel, and many of  
13 us depend on international travel. And America's  
14 larger cities who have been hardest hit, and  
15 remain hardest hit by this downturn are  
16 particularly exposed to the downturn in  
17 international travel, which for 2021 currently is  
18 pacing down 71 percent relative to 2019 values in  
19 terms of spending.

20 And these are exports, right. Any  
21 spending by a visitor in the country, whether it  
22 be a hotel, or transportation, or retail, it

1 shows up as an export.

2 And in fact travel and tourism exports  
3 represent 27 percent of all service exports in  
4 the U.S., and nine percent of all exports,  
5 including goods. So, the stakes are high right.

6 This is a critically important part of  
7 the U.S. economy, critically important for  
8 America's cities and states around the country.

9 And it is still the one sector that's still very  
10 much, you know, down on the mast, in a way that  
11 other sectors of the travel industry are not, and  
12 have begun to recover.

13 So, a real sense of purpose here as we  
14 set this goal. I'm going to share with you my  
15 screen, and just jump right to it. And as a  
16 spoiler alert I'm going to show you the goal  
17 first, and then go from that to the  
18 recommendations that we as a Subcommittee are  
19 making, and that we feel like are essential in  
20 order for the U.S. to achieve that goal.

21 All right. So, let me first show what  
22 this goal looks like. We set out two scenarios.

1 We modeled two scenarios. One a downside  
2 scenario which basically assumes that none of the  
3 recommendations that we've made are undertaken.  
4 And then a goal scenario which assumes that all  
5 of them are undertaken to some degree.

6 And the goal's set as a five year  
7 goal, this is different than past iterations  
8 where we had set a ten year goal. But we felt  
9 like five year gives us a more realistic view of  
10 what's possible, and what's actionable, and will  
11 make a difference in a relatively short period of  
12 time.

13 These two goals are really different  
14 views of the world in five years. Because in the  
15 downside scenario international visits to the  
16 U.S. don't recover until 2026. But in the goals  
17 scenario they recover by 2024.

18 The difference in visits, by the time  
19 you get this five year outlook, is a full ten  
20 million visits. And the growth relative to 2019  
21 in the goals scenario is 13.4 percent growth,  
22 versus virtually no growth, less than a percent,

1 where we just get back up to par five years from  
2 now.

3 In terms of tourism exports, also a  
4 pretty wide divide in terms of these two  
5 outlooks, \$279 billion dollars versus \$243  
6 billion dollars. So, in that final year there's  
7 an opportunity for the U.S. economy of \$36  
8 billion dollars in exports.

9 One of the things that I'm showing you  
10 on the upper right hand corner is the  
11 implications of these two scenarios in terms of  
12 overseas visitor market share of the U.S.

13 And we've lost significant market  
14 share in 2020, as you can see. The goals  
15 scenario has us begin to reclaim that market  
16 share, whereas the downside scenario represents a  
17 continued decline in that share.

18 So, the target that we are  
19 recommending as a Subcommittee is 90 million  
20 visits in 2020, which does represent as I  
21 mentioned 13.4 percent growth over that high  
22 water mark in 2019, and \$279 billion dollars in

1 tourism exports.

2 And as I mentioned, this is a net  
3 benefit that's associated with these  
4 recommendations of ten million visits and \$36  
5 billion dollars in tourism exports in that final  
6 year of the outlook.

7 So, in order to assure that these are  
8 not abstract targets we wanted to put some  
9 substance to what would be required to get to  
10 these goal targets relative to the downside  
11 scenario.

12 We also organized our recommendations  
13 under three categories. They are essentially  
14 three recommendations that have a few different  
15 parts in these. So, I'll walk through these  
16 individually.

17 The first recommendation is to rebuild  
18 visa processing services. And there are short  
19 term opportunities. These are quick wins that we  
20 feel like would really accelerate the recovery.

21 These include reopening U.S.  
22 Consulates and Embassies by January of 2022 for

1 visa processing, with a prioritization of high  
2 volume locations.

3 Many of these have been closed due to  
4 COVID conditions. But the conditions are  
5 certainly in many places become safe enough to  
6 reopen.

7 With that reopening we recommend an  
8 expansion of resources, with supplemental  
9 appropriations for overtime and staffing.  
10 Because there is a massive backlog of these  
11 applications.

12 And in some markets the last data that  
13 we've seen shows a wait time of up to six months  
14 after a visa application is submitted. So,  
15 working through that will likely take additional  
16 resources.

17 Under that short term there's also an  
18 opportunity to modernize visa adjudication  
19 through videoconferencing programs. We've all  
20 grown much more comfortable with  
21 videoconferencing over the past year and a half.

22 And there's an opportunity to leverage

1 the technology so that visa renewals as well as  
2 new applications can be run more efficiently, and  
3 certainly easier for the applicant as well.

4 We recommend implementing expedited  
5 group appointments, and processing for tourist  
6 conventions and trade shows. This has been over  
7 the years a concern of the industry, where there  
8 are times where it's been very difficult for  
9 groups to participate in trade shows and  
10 conventions. But also leisure tours, where  
11 processing on a group basis would be certainly  
12 more efficient from our side, and more effective  
13 on the visitor side as well.

14 And then the final bullet here as a  
15 short term opportunity is to increase the caps  
16 for temporary and seasonal workers to adequate  
17 workforce levels.

18 We discussed at our last in person  
19 meeting that the challenge of labor force  
20 availability with the industry. And so, this is  
21 within the visa category an opportunity to abate  
22 some of those challenges within the labor force.



1           In terms of a metric to achieve, one  
2           goal that we felt would be realistic, and would  
3           be a difference maker is if we could target visa  
4           processing wait times of under 15 days. That  
5           would remove a hurdle that right now is limiting.  
6           And we expect to limit the recovery if we don't  
7           shorten those wait times.

8           All right. We do have a medium term  
9           recommendation under visa processing as well,  
10          which is to expand the visa waiver program. The  
11          economic benefits that we've seen whenever a  
12          country is introduced into the visa waiver  
13          program are absolutely massive. And we've seen  
14          strong double digit gains in the market when that  
15          barrier to trade, essentially what it is, is  
16          removed.

17          Because these waiver program does  
18          offer significant security benefits and large  
19          economic benefits we're recommending a number of  
20          countries be considered for addition, namely  
21          Brazil, India, Columbia, Argentina, Dominican  
22          Republic, and Ecuador.

1           We recognize that there are thresholds  
2           that exist in terms of what qualifies a country  
3           to be part of the visa waiver program. But we do  
4           feel that there are going to be cases perhaps  
5           within these markets that we've noted where it  
6           would be worth waiving some of those qualifying  
7           thresholds, given the economic payoff, and  
8           because of the security functions and benefits  
9           that exist that are part and parcel of the visa  
10          waiver program.

11           So, that is all under rebuild visa  
12          processing services. And that is a lot of  
13          individual recommendations masquerading as one  
14          single recommendation of rebuilding visa  
15          processing services, if you're paying attention.

16           All right. The second recommendation  
17          or category is to ensure funding for U.S.  
18          destination marketing and communications.

19           Brand USA, since its advent about a  
20          decade ago has been a game changer. It has  
21          stabilized and been the driver of significant  
22          growth since its beginnings.

1                   And of course Brand USA is up against  
2 a really challenging situation, because it's  
3 funded through payments from the ESTA program.  
4 And if visitors aren't coming, then there's not  
5 money coming into the ESTA program. Therefore,  
6 Brand USA is not funded.

7                   So, we need to prime the pump for  
8 marketing, that will then continue to supply  
9 funding for Brand USA.

10                  So, what are we recommending? We're  
11 recommending that at least \$250 million dollars  
12 in surplus ESTA fees that have already been  
13 collected be credited to the travel promotion  
14 fund that would be immediately available to Brand  
15 USA.

16                  We believe time is of the essence.  
17 Because as we reopen Brand USA is uniquely  
18 positioned to accelerate the recovery through  
19 renewed welcoming message. But also to  
20 communicate health and safety protocol in a clear  
21 and consistent way across markets.

22                  So, Brand USA plays a particularly

1 crucial role as we open borders. Alongside that  
2 we did want to mention that state and city  
3 destination market organizations play an  
4 important complementary role to Brand USA.

5 And these organizations have also,  
6 many of them experienced severe budget declines.  
7 And so we're asking that the Commerce ensure that  
8 the MOs are aware of the \$240 million dollars in  
9 competitive grant funding to the American Rescue  
10 Plan, and work to approve eligible projects as  
11 quickly as possible.

12 And then one sort of adjunct  
13 recommendation would be that Commerce take a  
14 leadership role in terms of coordinating  
15 Government communication across agencies and  
16 platforms regarding border policy, vaccination  
17 requirements, other health and safety guidelines  
18 for international visitors.

19 I think this is going to be an all of  
20 Government affair, but also in partnership with  
21 the private sector where Commerce has a unique  
22 ability to connect with the corporate sector so

1 that we are all singing off the same hymnal,  
2 getting a very consistent and clear message out  
3 to international market of what are the  
4 requirements.

5 And we think that's going to be  
6 important. Because those guidelines are going to  
7 evolve and eventually be relaxed in time. And  
8 so, getting that structure in place across  
9 different platforms, different agencies in a  
10 consistent way is going to be continually  
11 important moving forward.

12 And then our last recommendation is to  
13 Expand Customs and Border Protection capacity.  
14 What we are recommending is emergency  
15 supplemental appropriations in Fiscal Year 2022  
16 to support increased staffing and overtime for  
17 CBP officers.

18 Given the drop off in traveler fees  
19 that fund these operations additional investments  
20 are essential to efficiently process inbound  
21 visitors as they do return to U.S. airports.

22 And then we're going to need, also

1 need in those resources to verify vaccination  
2 status at land ports of entry.

3 So, we're, also alongside of that,  
4 just to finalize this, we're recommending a  
5 continuing of the encouragement of public private  
6 partnerships, where the private sector can work  
7 together with Government agencies to amplify  
8 messages around the importance of participating  
9 in CBP enrollment initiatives, such as global  
10 entry. So, there are some public private  
11 partnerships between CBP and the corporate  
12 sector.

13 So, those are, these are the  
14 recommendations centered around the idea of what  
15 it will take to achieve those goals that we've  
16 set out over the next five years. So, thank you,  
17 Brad.

18 VICE CHAIR DEAN: And thank you and  
19 the National Goals Subcommittee for the extensive  
20 work that's gone into this. I would point out  
21 for those that didn't get to the very bottom of  
22 the letter, it details out the impact on

1 visitation and spending per each recommendation.

2 So, it's very substantive. So, thank  
3 you, Adam, and the Subcommittee, for the great  
4 work that you've done. We'll now open up  
5 discussion for TTAB Members only, just as we did  
6 for the previous letter.

7 Again, if you're using the video, if  
8 you can use the raise my hand function, or just  
9 unmute your line and chime in after the prior  
10 speaker's comments.

11 And again, for the members of the  
12 public, this is for TTAB Members only. But in  
13 the next portion of our agenda we do have time  
14 for public input. So, we'll open up the floor  
15 now for questions or comments from the TTAB  
16 Members.

17 DFO AGUINAGA: I see Russ Hedge, Mr.  
18 Chair.

19 VICE CHAIR DEAN: Russ, go ahead. And  
20 then after Russ we'll have Catherine.

21 MR. HEDGE: Thanks, Brad. I'd like to  
22 congratulate the Subcommittee on all three

1 recommendations. I think your Recommendation  
2 number 1 particularly resonates with some of us.

3 And I'd like to give a particular  
4 shout out to the inclusion of a metric around the  
5 visa processing time. I think the 15 day metric  
6 is both important, and if achieved would be  
7 incredibly influential. And I thank you for  
8 that.

9 VICE CHAIR DEAN: Good comment. Thank  
10 you, Russ. Catherine.

11 MS. PRATHER: Great. Thank you, Brad.  
12 And I also want to congratulate to you on this.  
13 And I in particular want to point out the point  
14 about recognizing tours, processing for tours.  
15 There are a lot of examples where entire group  
16 tours would be rejected because of just a few.

17 And this is something you typically  
18 don't see. So, I'm just very pleased about that,  
19 you know, from the National Tour Association, and  
20 all of the group tours. So, I wanted to  
21 acknowledge that specifically. Thank you.

22 VICE CHAIR DEAN: Thank you,



1 Catherine. How about Bill, you got your hand up?

2 MR. MOREY: Thank you. I too, I  
3 thought that it was very interesting, the focus  
4 on international travel of course being the key  
5 focus.

6 But recognizing in addition to the  
7 benefits of inbound travel, adjusting and  
8 focusing on the visa requirements and the  
9 processing times, as you note is extremely  
10 helpful to our seasonal worker workforce as well.

11 So, our community is focused on  
12 workforce issues and the shortage of workers.  
13 And part of our consideration has to do with, you  
14 know, seasonal short term workers, or student  
15 workers, those type of things.

16 So, I was glad to see this  
17 improvement. Because I think it's sort of a, you  
18 know, it's a stone that is really addressing  
19 three issues at once. So, thank you.

20 VICE CHAIR DEAN: Thanks, Will. Looks  
21 like we have a comment from Dan Richards.

22 MR. RICHARDS: Yes. Thank you for the

1 strong work you guys have done. I'm not  
2 surprised by the nominal declines obviously  
3 during 2020 and 2021.

4 But I'm curious to know why we aren't  
5 perhaps being more aggressive in trying to  
6 reclaim some of that share that we've lost in the  
7 last 18 months for, you know, U.S., you know,  
8 tourism as a destination. And whether or not we,  
9 you know, we shouldn't try to figure out, you  
10 know, how we do go after that share, and try and  
11 climb out of the hole that we're in.

12 And I, you know, rather than diagnose,  
13 I mean, maybe you have to diagnose why we are  
14 where we are. And, you know, I think there's,  
15 you know, probably some good reasons for that.

16 But how do we reverse that trend? And  
17 how do we, you know, start taking share that we  
18 had before back, and getting that number going,  
19 or I'm sorry, that line going up into the black  
20 where I think we all want it to be.

21 VICE CHAIR DEAN: Adam, do you have  
22 any thoughts on that? I don't know if I reported

1 the context that your Subcommittee looked at.  
2 You want to offer any thoughts?

3 MR. SACKS: Yes, Dan, I appreciate the  
4 question. It's one that we wrestled with is  
5 that, you know, what are the implications on  
6 market share.

7 The current goal target does, it does  
8 increase the U.S. market share. It brings it  
9 from where we estimated for long haul overseas.  
10 It's 13.8 percent in 2020 to 15.2 percent market  
11 share in 2026.

12 And so, that gets us a, you know, a  
13 long way back, almost to where we were in 2019.  
14 Not fully though. And one of the reasons that we  
15 don't get fully back has to do with what's going  
16 on in other parts of the world.

17 So, the way that this is modeled is  
18 actually out of model that forecasts travel for  
19 190 countries on an origin destination basis. So  
20 there's, it takes into account some of the  
21 development in other markets, and particularly  
22 massive tourism development in parts of Asia and

1 the Middle East that are going to draw long haul  
2 travelers as new burgeoning delineations.

3 So, we are working against those  
4 headwinds in terms of the market. So, that  
5 notwithstanding, I think to gain that share back  
6 from 13.8 to 15.2 would be a worthy  
7 accomplishment, and one that we as an industry I  
8 think would rightly celebrate.

9 MR. RICHARDS: Is there any chance you  
10 can share that? I'd be curious to see that  
11 model. Because tourism stemming from these other  
12 places actually draw I think from our market.

13 But I also think that it's going to  
14 enlarge the pie as well. So, I'd just be very  
15 curious to see some of those assumptions if  
16 that's something that could be shared with the  
17 rest of the Board.

18 MR. SACKS: I can share our latest  
19 global forecast report for each world region.  
20 That might get us at least most of the way there.

21 MR. RICHARDS: That would be great.  
22 Thank you.

1 MR. SACKS: So, yes.

2 VICE CHAIR DEAN: Other questions or  
3 comments from TTAB Members?

4 DFO AGUINAGA: I can see Bill  
5 Hornbuckle, Mr. Chair.

6 VICE CHAIR DEAN: Okay. Go ahead,  
7 Bill.

8 MR. HORNBUCKLE: Thank you. Adam,  
9 great job by the entire group. You referenced  
10 twice need for funding. What is the delta in  
11 relative terms between where we are and where we  
12 need to be to hit this goal?

13 I'm, because it's a self fulfilling  
14 prophecy obviously. If we don't fund it, it's  
15 not going to get there. But I'm trying to  
16 understand the delta, if you will.

17 MR. SACKS: Bill, do you mean the  
18 difference between the downside scenario, then  
19 the --

20 MR. HORNBUCKLE: No, no. I understood  
21 that. You asked twice for we need funds now.  
22 Because it's kind of a self fulfilling -- They

1 don't, they, we get paid for a cap kind of thing  
2 where it pays into itself. So, if we don't have  
3 funds now, what's going to happen, I guess is my  
4 real question.

5 And what is the amount of broad stroke  
6 funding you, you know, is it 20 percent of a --  
7 I'm just curious the order of ask, if you will,  
8 or the magnitude of it.

9 MR. SACKS: Well, I mentioned that,  
10 the \$250 million dollars for Brand USA. So, that  
11 is, that's the --

12 MR. HORNBUCKLE: Yes.

13 MR. SACKS: -- hard number. And that  
14 we get Brand USA funded through this crisis in a  
15 way that would allow it to operate at a level  
16 that it operated previously. So, that's the  
17 reason for that number.

18 We don't have the specific numbers of  
19 what would be required for say Customs and Border  
20 Patrol, or for, you know, expansion of resources  
21 at U.S. Consulates and Embassies. We don't know  
22 what those financial outlays would need to be.

1 MR. HORNBuckle: True. Okay.

2 Understood. Thank you.

3 VICE CHAIR DEAN: Other questions or  
4 comments? Adam, I'd like to echo the comments.  
5 I think you and the Subcommittee have done  
6 extraordinary work here.

7 And speaking only for myself I really  
8 like the approach of presenting the Secretary  
9 with, you know, the outside potential. I think  
10 that's a unique approach, and very timely  
11 appropriate.

12 I want to pick up on Dan Richards'  
13 comment just briefly. And for those that, if you  
14 didn't notice, and I think it's the first  
15 footnote that's distributed. It highlights some  
16 of the factors that are being taken into  
17 consideration, currency, inflation, travel  
18 patterns, whatnot.

19 And knowing that so much has changed  
20 just in the last five weeks, much less the next  
21 five years, any forecast at this point is  
22 obviously subject to a lot of factors that are,

1 we simply can't, you know, we can forecast today.  
2 But with the, only the certainty of, you know,  
3 what we know right now.

4 And I'm wondering, and Adam, I'll  
5 throw this to you just to get your thoughts. I  
6 mean, you led the development of this letter.  
7 And then open it up to anyone else's thoughts.

8 Is there any merit to inserting in the  
9 letter maybe a, not a, certainly not a, anything  
10 that would cause anyone to think, especially the  
11 Secretary to think that we're not comfortable or  
12 confident with these goals. I think from the  
13 comments we've heard, we are.

14 But recognizing that this is a five  
15 year forecast amidst a very dynamic environment,  
16 and perhaps recommending that these goals may  
17 need to be revisited, say in a couple of years.  
18 That would be passed on to the next TTAB, of  
19 course.

20 And again, not to deflect anything  
21 away from the great work that's been done, or the  
22 recommendation itself. But just recognizing that



1 over the next five years things could continue to  
2 change at a continued rate and pace in change  
3 that is likely to affect those goals.

4 And it might put a marker down that  
5 perhaps we need to revisit these at some point  
6 before the five year period ends. So, Adam, I'll  
7 throw it over to you. Because that's a  
8 recommendation to alter the letter just a bit.  
9 But just to put that marker down.

10 Any thoughts on that? And go to that.  
11 And then we'll open it up for other comments, and  
12 see if other members will support that, or if  
13 anyone would prefer not to do that.

14 MR. SACKS: Brad, from my perspective  
15 I'd be happy to add that language. I think it is  
16 rightly humble about doing forecasting. And also  
17 recognizes that it may require another look in  
18 some period of time. So, I think that makes a  
19 lot of sense.

20 VICE CHAIR DEAN: I could see your  
21 fourth opportunity to go through the National  
22 Goal, Adam. Any other --

1 (Simultaneous speaking)

2 VICE CHAIR DEAN: Any TTAB Members,  
3 any concerns or feel otherwise? I certainly  
4 don't want to impose that just from my  
5 perspective.

6 But it would seem, given the  
7 situation, that might be helpful, at least for  
8 the next TTAB to set an agenda item. And it  
9 gives the Secretary some confidence that we will  
10 continue to monitor this.

11 So, I'll just ask, does anybody have  
12 any concerns with adding that to the letter?  
13 Okay, I'm hearing none, and I'm seeing none.  
14 Jennifer, any other comments? I'm sorry, it  
15 looks like Will made the comment. Will, go  
16 ahead.

17 DFO AGUINAGA: No, I think Will was  
18 just giving you a thumbs up.

19 MR. MOREY: A clumsy effort at a  
20 thumbs up.

21 VICE CHAIR DEAN: Thank you, Will.  
22 Appreciate that. Okay. So, Jennifer, I'm not

1 hearing any objections. So, we'll present that  
2 letter for vote with that minor amendment, which  
3 we can amend that letter afterwards --

4 DFO AGUINAGA: Correct.

5 VICE CHAIR DEAN: -- just like it was  
6 suggested. So, okay. So, we're going to close  
7 this portion of the agenda. Thank you, Adam, and  
8 the National Goals Subcommittee for some  
9 exceptional work.

10 And now we're going to move into  
11 public comment, because I know we have a number  
12 of members of the public who have joined us.  
13 We've set aside a time for members of the public  
14 to offer their remarks.

15 So, if you're not on the TTAB and  
16 you'd like to share your thoughts we would ask  
17 that you keep your remarks brief, certainly under  
18 two minutes, as we have a limited timeframs. And  
19 we want to get to voting on these before the  
20 meeting expires.

21 So, if you could unmute or raise your  
22 hand, and introduce yourself. And if you would,

1 let us know whatever entity or organization you  
2 may be representing. And we'll welcome your  
3 comments. So, we're opening the floor now for  
4 public input.

5 DFO AGUINAGA: I see a comment from  
6 Deborah Whang at the Department of State.

7 MS. WHANG: Hi. Thank you so much.  
8 So, I thank you for sending the draft of this  
9 letter over. And I just want to share a few  
10 things from State's perspective on the first  
11 recommendation about rebuilding visa processing  
12 services.

13 In regards to reopening Consulates and  
14 Embassies by January 2022, it really depends on  
15 conditions on the ground. Some posts have fully  
16 opened, some have not. And that's open that may  
17 be closed due to different cases again.

18 So, there's some hesitation on my end  
19 to say that this is a realistic goal to  
20 recommend, simply because we really don't know  
21 what's going to happen in a few months.

22 And in terms of the increasing of the

1 caps for temporary and seasonal worker visas, and  
2 modernizing visa certification through  
3 videoconferencing, a lot of this is actually  
4 rooted in legislation.

5 It is required for applicants to come  
6 in person to interview. There are certain caps  
7 that we can't change for worker visas. And so,  
8 in order to see these changes made, that requires  
9 the law to change. And that's not something that  
10 State or Commerce can really do.

11 And then, so the visa waiver program,  
12 this is actually a program that's run by the  
13 Department of Homeland Security. And if we have  
14 any DHS colleagues on the call I'll defer to them  
15 to share more about the specifics.

16 But in order for a country to  
17 participate in this program there are certain  
18 requirements that they have to meet. They have  
19 to agree to sharing of certain information.  
20 There needs to be like an information sharing  
21 agreement. This also affects border security.

22 And many of the countries that are

1 currently part of the program also have to have a  
2 history of low visa misuse rates in which, you  
3 know, a tourist who was given a visa that was  
4 misused so that people can come here and live,  
5 rather than stay temporarily and go back.

6 And so, there are many other factors  
7 that are part of this program that make it very  
8 difficult to add or expand it to certain  
9 countries that don't meet these requirements.

10 And yes, that's, I just wanted to rephrase these  
11 issues. So, over.

12 VICE CHAIR DEAN: Deborah, thank your  
13 for comments, and for joining us today. And  
14 certainly we see those as they are intended. To  
15 your point earlier, that some of these certainly  
16 need to be handled outside of the Administration,  
17 might require Congressional action. And we  
18 certainly recognize that.

19 I think that the spirit of this is  
20 recognizing the historic nature of what we're  
21 doing with, and also giving the Administration  
22 some encouragement from the private sector of

1 course, which we represent. Even so, recognizing  
2 that it may not be entirely within the power of  
3 the Secretary of Commerce.

4 We also would anticipate that some of  
5 these interagency challenges or, you know,  
6 Governmental maneuvering that's required to  
7 implement these could also be addressed, and  
8 hopefully coordinated from the TBC, which the  
9 Secretary leads.

10 So, certainly appreciate your  
11 perspective. Thank you for that feedback. Very,  
12 very important, and very helpful. And we  
13 appreciate your participation as well.

14 And on behalf of TTAB let me extend  
15 our appreciation for all that you're doing, and  
16 all that you're going to continue to do to help  
17 move this recovery forward. And I think we've  
18 got Chris Thompson from Brand USA. Chris.

19 MR. THOMPSON: Thank you, Mr.  
20 Chairman. First of all, I'd like to thank the  
21 leadership of Secretary Raimondo, Secretary  
22 Morgenthau, Isabelle Matin (phonetic) of NTTA,

1 and certainly this TTAB and its Subcommittees.

2 Thank you for the collective effort to  
3 help inform and shepherd travel policy across all  
4 the US Government. We appreciate the  
5 extraordinary ask for support for what we do, and  
6 what's been compromised because of the pandemic.

7 And certainly we're looking forward to  
8 living up to our part in helping to navigate the  
9 reentry into the market and the recovery of  
10 international Travel and Tourism.

11 I just wanted to report out real  
12 quickly. Last week we traveled to London, and we  
13 had our third annual, the second face to face  
14 Brand USA Travel Week.

15 But over 100 suppliers, packaged  
16 travel from across Europe to, with the buyers,  
17 excuse me, together with 100 suppliers of  
18 delivering experience here in the U.S.

19 And it was an extraordinary event.  
20 And certainly ramped up tremendously with the  
21 announcement of the protocols for what's going to  
22 happen Monday with the opening of the borders,



1 and in particular with how we're handling the  
2 children coming into the country.

3 So, obviously we're very excited about  
4 or borders opening on Monday. And certainly  
5 that's one of the next steps to getting back to  
6 whatever the next normal looks like.

7 But I really just want to thank this  
8 group and its extraordinary leadership.  
9 Normally, but certainly through these  
10 extraordinary times, so it's very much  
11 appreciated.

12 VICE CHAIR DEAN: Thanks, Chris. And  
13 thanks to you and your team at Brand USA for what  
14 you're doing. And congratulations on an  
15 extraordinarily successful travel week. Any  
16 other comments, Jennifer? I'm not seeing any.  
17 Do you see any on your end, any hands raised, or  
18 anyone who wants to open their line?

19 (Simultaneous speaking)

20 VICE CHAIR DEAN: Go ahead.

21 MR. HANSEN: This is Erik Hansen from  
22 the U.S. Travel Association, and a very

1 interested member of the public. I just, first  
2 of all I'd like to thank Secretary Raimondo,  
3 Secretary Morgenthau, and the entire National  
4 Travel and Tourism Office, and of course Brad and  
5 the Members of the TTAB, for excellent work on  
6 these recommendations, and for their leadership  
7 in the recovery on the travel and tourism  
8 industry.

9 Now, I just wanted to say that we  
10 strongly support the U.S. Travel Association's  
11 recommendations put forth today, and the national  
12 goals, which can help to focus federal policy and  
13 align federal agencies and the private sector  
14 towards achieving really big things.

15 And I just wanted to mention that in  
16 the past where we've seen these types of  
17 recommendations work the best is as we look  
18 towards the future the adoption of these national  
19 goals by the Federal Government, and then the  
20 creation of National Travel and Tourism strategy,  
21 which really helps to cement.

22 And then again focus the policy

1 efforts of the Federal Government to achieve not  
2 only what the TTAB sets out, but big things for  
3 the men and women who work in the travel  
4 industry.

5 So, we really look forward to working  
6 with all of you towards that effort. And again,  
7 just wanted to thank everyone for their hard and  
8 excellence on the recommendations that were put  
9 forward today.

10 VICE CHAIR DEAN: Super. Thank you,  
11 Erik, we appreciate you joining us today. Any  
12 other comments, Jennifer? I don't see any on my  
13 end. Okay.

14 DFO AGUINAGA: I do not see any  
15 either.

16 VICE CHAIR DEAN: Okay, great. Thank  
17 you all. We're now going to proceed to the Board  
18 vote. We'll vote on each of these letters  
19 individually. Again, these are only, the only  
20 voting is for TTAB Members.

21 And so, we would ask for the TTAB  
22 Members to unmute your lines so we can register

1 the vote. And the first letter that we'll be  
2 voting on, the recommendations submitted by the  
3 Vaccination Subcommittee, submitted earlier by  
4 Rob Torres.

5 So, would TTAB Members please unmute  
6 your lines. And all in favor of the letter from  
7 the Vaccination Subcommittee as presented, please  
8 signify by saying aye.

9 (Chorus of aye)

10 VICE CHAIR DEAN: And any TTAB Members  
11 opposed to the letter, please signify your  
12 opposition with a nay.

13 (No response)

14 VICE CHAIR DEAN: Thanks. The  
15 Vaccination Subcommittee letter has been  
16 accepted. Congratulations Rob, and the  
17 Vaccination Subcommittee.

18 And now we'll vote on the second  
19 letter from the National Goals Subcommittee, as  
20 presented earlier by Adam Sacks, with the one  
21 amendment that we discussed, acknowledging that  
22 there may be a need to revisit these goals at

1 some point in this five year process.

2 So, all in favor of the letter as  
3 amended, please register by saying aye.

4 (Chorus of aye)

5 VICE CHAIR DEAN: Any TTAB Member  
6 opposed to the letter, please signify by saying  
7 nay.

8 (No response)

9 VICE CHAIR DEAN: Okay.  
10 Congratulations, Adam, and the National Goals  
11 Subcommittee. Great work by both Subcommittees.  
12 And thank you to the TTAB Members for fulfilling  
13 your duty.

14 And we'll now move on to our next  
15 steps for the Board. We will be receiving the  
16 next two Subcommittee recommendation letters on  
17 or before the due date of November 19th.

18 And we anticipate a TTAB meeting at  
19 some point after the Thanksgiving Day holiday to  
20 deliberate those letters and recommendations, and  
21 move to adopt them.

22 So, we want to thank you for the work

1 that you're doing. It's important. It's  
2 impactful. And none of us can overlook the fact  
3 that our industry's experienced a monumental  
4 change that presents transformational  
5 opportunities.

6 And so, we're seizing the opportunity  
7 as the TTAB, just as we were appointed to do. I  
8 want to thank you for your work and your service  
9 to our country and our industry. And together  
10 we'll continue to lead forward in the  
11 Administration, and build back our industry  
12 better.

13 And now I'd like to turn it over to  
14 Deputy Assistant Secretary Sarah Morganthau for  
15 her comments as far as next steps for NTTO,  
16 Department of Commerce, and the Tourism Policy  
17 Council.

18 DAS MORGENTHAU: Brad, thank you. And  
19 thanks to all of you, really. You've done just  
20 amazing work -- and Trish in absentia, all the  
21 Subcommittee Members. Your recommendations are  
22 really, really well done.

1                   One note is that on November 9th  
2                   Secretary Raimondo's going to be chairing an  
3                   interagency Tourism Policy Council meeting. And  
4                   she will kick off the process at that meeting for  
5                   developing a new National Travel and Tourism  
6                   strategy. And your recommendations for the  
7                   National Goals and international arrivals will be  
8                   really helpful. Thank you.

9                   As to the two TTAB Subcommittees, I  
10                  thank you for your work. I know --

11                  (Audio interference)

12                  -- mention that Secretary Raimondo  
13                  will share your international arrivals and send  
14                  recommendations with the Tourism Policy Council.

15                  But should have also mentioned that  
16                  all your recommendations are going to help to  
17                  inform this meeting, and the development of the  
18                  new Travel and Tourism strategy. So, they're  
19                  very critical to this process.

20                  Finally, yesterday the White House  
21                  announced the details of the Department of Labor  
22                  OSHA vaccination policy requiring employers with

1 100 or more employees to ensure their employees  
2 are vaccinated or tested every week.

3 And I wanted to tell the TTAB Members  
4 that we will share those details with you after  
5 the meeting, if you haven't already seen them.

6 And thank you again, everybody, for  
7 serving, for your service to the Department of  
8 Commerce, to the nation really, and look forward  
9 to seeing you at the next meeting.

10 VICE CHAIR DEAN: Thank you, Madame  
11 Deputy Assistant Secretary. We appreciate your  
12 time and your participation today. And now we'll  
13 transfer the meeting back to our Designated  
14 Federal Officer, Jennifer Aguinaga to formally  
15 close the meeting.

16 DFO AGUINAGA: Thank you, Mr.  
17 Chairman. And thank you, everyone, for  
18 participating in today's meeting. With that, the  
19 meeting is officially closed. And I hope  
20 everyone has a great weekend.

21 (Whereupon, the above-entitled matter  
22 went off the record at 3:00 p.m.)



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In the matter of: Advisory Board Meeting

Before: U.S. DOC/TTAB

Date: 11-05-21

Place: teleconference

was duly recorded and accurately transcribed under  
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Court Reporter

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