



U.S. TRAVEL AND TOURISM ADVISORY BOARD
October 9, 2024 | 10:00 AM – 12:00 PM EDT
Department of Commerce | Washington, DC

- 10:00am **Welcome by TTAB Chair**
- 10:00am – 10:05am **Remarks by the Secretary of Commerce**
- 10:05am – 10:40am **Discussion on Priority Travel and Tourism Issues**
- 10:40am – 10:50am **TTAB Group Photo**
- 10:50am – 11:00am **Break**
- 11:00am – 11:05am **Update on National Travel and Tourism Strategy Implementation**
- 11:05am – 11:10am **Report on Prior Recommendations**
- 11:10am – 11:30am **Updates from Federal Agencies**
- 11:30am – 11:35am **Update from Brand USA’s New President and CEO**
- 11:35am – 11:40am **Update from LA28**
- 11:40am – 11:45am **Update from U.S. Travel Association**
- 11:45am – 11:50am **Public Comment**
- 11:50am – 11:55am **Next Steps for the Board**
- 11:55am – 12:00pm **Closing**