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7. RESOURCES - The following is a summary of the United States Travel Service appropriation for FY 1977 and the FY 1978 request. The attached chart further breaks out resources by major program category.

<u>FY 1977</u>	<u>Auth.</u>
	<u>Pos.</u> <u>Amount</u>
President's Budget	123/\$12,220,000
Congressional Add-on	18/ 2,250,000
FY 1977 Appropriation	141/ 14,470,000
 <u>Pending Actions</u>	
Supplemental for Expositions	2/\$200,000
Rescission of FY 1977 and 1978 Funds	-7/-725,000 <u>1/</u>
 <u>FY 1978</u>	
OMB Submission	134/\$13,852,000 <u>2/</u>

1/ The original rescission proposal was for seven positions and \$1 million, but \$275,000 has already been freed.

2/ This reflects the full \$1,000,000 rescission.

DEPARTMENT OF COMMERCE
United States Travel Service
(\$ in thousands)

Comparison By Activities	FY 1976		FY 1977		FY 1977 Supplemental		FY 1978 Request to OMB	
	End-of Year	Amount	End-of Year	Amount	End-of Year	Amount	End-of Year	Amount
Promotion of travel to the United States:								
Canada.....	7	\$ 696	7	\$ 731	7	\$ 731	7	\$ 749
Mexico.....	7	527	7	419	7	419	7	461
United Kingdom.....	9	529	9	600	9	600	9	646
France.....	7	527	7	611	7	611	7	645
West Germany.....	8	671	8	764	8	764	8	794
Japan.....	7	703	7	757	7	757	7	797
Special Markets.....	5	325	5	325	2	113
International Congress Sales.....	2	72	4	133	4	133	4	160
Marketing Programs.....	6	219	6	230	6	230	6	237
Advertising and Promotion.....	6	3,527	6	3,818	6	3,818	6	4,137
Familiarization Services.....	4	126	4	129	4	129	4	131
Media Services.....	8	255	8	270	8	270	8	277
Subtotal, promotion of travel to the U. S.....	77	7,852	84	8,787	84	8,787	81	9,147
Tourist Services and facilities:								
Language facilities.....	...	290	...	307	...	307
Industry and state programs:								
Research and Analysis.....	7	826	7	861	7	861	7	870
Conventions and Expositions.....	10	457	10	330	12	530	10	336
Matching Funds program.....	2	537	3	914	3	914	3	645
Domestic tourism promotion.....	10	1,250	10	1,500	10	1,500	6	1,000
Subtotal, industry and state programs.....	29	3,070	30	3,605	32	3,805	30	2,851
Executive Direction:								
Executive Direction.....	26	1,587	26	1,771	26	1,771	26	1,854
Increase.....								
Total Requirements.....	126	12,799	134	14,470	136	14,670	127	13,852

TOURISM

- o Federal Recognition of Expo '81
- o Federal Recognition of Expo '82 and Subsequent Expos
- o Federal Funding of Expo '81 and other U.S. Expositions
- o Departmental Position on Senate's National Tourism Policy Study
- o Legislative Extension of Department's Tourism Authority
- o Future Direction of Joint Government Travel Industry Domestic Tourism Promotion Program
- o Travel Advisory Board Agendas and Appointments

Background

In 1968, the United States acceded to the 1928 convention establishing the Bureau of International Expositions (BIE), an international, intergovernmental body, headquartered in Paris, which screens and registers events seeking to be designated "international expositions." In 1970, Congress enacted P.L. 91-269 (22 U.S.C. 2801) "to establish an orderly procedure by which the Federal Government determines its recognition of, and participation in, international expositions to be held in the U. S." Authority to carry out the provisions of the law was vested in the Secretary of Commerce. In 1974, this authority was delegated by the Secretary (Department Organization Order 10-7, dated March 14, 1974) to the Assistant Secretary for Tourism, who heads the United States Travel Service (USTS).

To obtain Federal recognition of an event, an exposition organizer must submit certain exhibits to the United States Travel Service' Division of Conventions and Expositions for review and evaluation (15 C.F.R., Part 1202). These exhibits include: (1) a statement of exposition purpose; (2) preliminary architectural, design and participation plans; (3) documentary evidence of regional, state and local support; (4) a statement describing availability of existing and projected visitor services, including hotel and motel units, restaurants, health facilities, transportation facilities, etc.; (5) plans for acquiring title to, or the right to occupy, the exposition site; (6) a detailed feasibility study by a national recognized firm; (7) time schedule and management control system (PERT, CPM, etc.); (8) statement of benefits to be derived from the expo and residual plans; (9) an agreement to develop and complete an environmental impact statement in compliance with the National Environmental Policy Act of 1969; (10) an agreement to accept a U. S. commissioner general appointed by the President and to provide suitable facilities for the commissioner general and his staff.

Provided these submissions demonstrate the feasibility of the expo, the Department recommends, formally, to the President, that the Government grant Federal recognition. If the President agrees and extends Federal recognition, the Department applies to the BIE for formal registration at that international organization's next semi-annual plenary session.

On March 28, 1976, Expo '81 Corporation, Los Angeles, reapplied for Federal recognition and international registration of, and Federal participation in, a Category I universal international exposition proposed to be held in Ontario County, California, in 1981 to celebrate the 200th anniversary of the founding of Los Angeles.

After evaluating the application, the Department determined that the organizers had fulfilled, to the extent possible at this time, the requirements of P. L. 91-269 and the implementing regulations. Certain requirements remained unmet, however: (1) a satisfactory analysis and review of environmental issues through the completion of a final environmental impact statement; (2) authorization by the State of California of the planned \$35 million revenue development bond; (3) completion of other planned financial arrangements sufficient to develop and operate the exposition; (4) a top quality professional administrator and an autonomous and diversified board of directors; (5) final acquisition of the expo site.

On November 15, two days before the opening of the semi-annual plenary session of the BIE, in Paris, the Secretary of Commerce (1) recommended that the President grant Federal recognition of EXPO '81 contingent upon satisfactory fulfillment of the remaining requirements; (2) requested the President's authorization to monitor fulfillment of remaining requirements; (3) promised that if they are not satisfied in a timely manner, he would recommend that Federal recognition be withdrawn; and (4) recommended that the Department proceed with preparation of a plan for Federal participation in Expo '81. Estimated cost of such participation is between \$25 and \$40 million, depending on inflationary factors.

Because the President had not yet considered the Secretary's report on November 17, 1976, the date when the BIE convened, that body approved, as a diplomatic courtesy, the registration of EXPO '81, pending Presidential recognition. As of November 30, the President had not yet granted recognition. If recognition is not granted, it is unlikely that the California legislature, when it convenes the first week in January, will vote funds to support the event. Without state funds, the exposition will be in jeopardy.

Issue

Should Federal recognition be accorded to Expo '81?

Analysis of Issue

The organizers are working on fulfilling all necessary requirements. Considerable nonfinancial support is on record from local public officials. Moreover, exposition organizers cannot fully purchase or acquire a site before Federal and BIE approvals are obtained. Full staffing of an exposition project before such approvals are granted would also be an unwise risk of organizers' funds. A Draft Environmental Impact Statement is being processed. The Department is monitoring timely fulfillment of the remaining conditions. If these conditions are not fulfilled by April 1, 1977, the Department will recommend to the President and BIE that recognition of Expo '81 be withdrawn.

It is recommended that if resolution of this issue is left to the new Administration, the Secretary of Commerce-designate personally urge the President to find Federal recognition of Expo '81 to be in the national interest.

Schedule

In accordance with BIE regulations, a Category I universal international exposition must be registered at least five years in advance of the event. Expo '81 would open May 1, 1981. If registration of Expo '81 is to be effected, a decision by the President would be necessary no later than January 31, 1977. Assuming Federal recognition is granted, the United States Travel Service plans to commence work on a Federal participation plan on February 1, 1977.

4575

NOV 15 1976

The President
The White House
Washington, D. C. 20500

Dear Mr. President:

I am pleased to forward herewith a report on the application of the Expo '81 Corporation of Los Angeles, California, for Federal recognition of an International General Category (Universal) Exposition proposed to be held in the County of San Bernardino, California, on the site of the Ontario Motor Speedway. The report is forwarded pursuant to the provisions of Public Law 91-269 which require a report by the Secretary of Commerce before the President decides whether to grant Federal recognition to any international exposition to be held in the United States.

In addition to the Commerce report, the law requires a report from the Secretary of State as to whether the proposed exposition qualifies for registration by the Bureau of International Expositions (BIE). I understand that Secretary Kissinger is forwarding a favorable report, and will also advise that the BIE has reserved the 1981 date for Expo '81.

I am satisfied that the organizers of Expo '81 have fulfilled, to the extent possible at this time, applicable requirements of Public Law 91-269 and the implementing regulations (15 C.F.R. Part 1202). The theme of the exposition, "People to People--Pathways to Understanding," is appropriate for a Category I exposition. Expo '81 has generated interest in the State of California, the Cities of Los Angeles and Ontario, the Counties of Los Angeles and San Bernardino, and other surrounding communities. The proposal has also received endorsements from regional representatives in the United States Senate and House of Representatives and from Governors of the Western States.



The organizers are working on securing full financial commitments which are necessary to assure the success of Expo '81. At present, for example, there are financial arrangements which are dependent on approval of legislative measures in the State and local governments. There are, additionally, some other unresolved questions raised in the enclosed full report as to the exposition's viability, but the financial implications are the most compelling immediate concern. We believe that with your endorsement through Presidential recognition, and the subsequent registration by the Bureau of International Expositions in Paris, all facets have a reasonable possibility of being resolved.

Accordingly, I do recommend that you find Federal recognition of the proposed Los Angeles exposition in the national interest and that you sanction an official United States request for registration of the event by the BIE. However, the continuation of this Federal recognition should be contingent upon the following conditions:

- o A satisfactory analysis and review of environmental issues through the completion of the final environmental impact statement;

- o Authorization by the State of California of the planned \$35 million bond issue; and

- o Completion of other planned financial arrangements sufficient to develop and operate the exposition.

I further recommend that you authorize me, acting on your behalf, to monitor the fulfillment of these conditions. If they are not satisfied in a timely manner, I will recommend that Federal recognition be withdrawn.

If you concur in the foregoing approach, we will proceed, in cooperation with the Department of State, with an application for BIE registration at the organization's next meeting in Paris on November 17. As part of the application process, we will make clear to our fellow BIE member countries the basis upon which you have accorded Presidential recognition. With that done, should either Federal recognition or BIE registration later have to be rescinded, there will be no attendant embarrassment to either the exposition's sponsors or to the United States Government.

In addition to Federal recognition, the organizers have requested Federal participation in the exposition. Therefore, if you favor Federal recognition, I propose that we proceed with action authorized by Section 3 of the law in the manner recommended in the conclusion of the report. This section calls for preparation by this Department, in cooperation with other Federal departments and agencies at the appropriate time, of a plan for Federal participation in the exposition, for submission by you to the Congress for its consideration. Based upon previous expositions which the Federal Government has participated, I estimate that this would entail a Federal commitment of about \$25 million for construction of a pavilion.

Respectfully,

ES
Elliot L. Richardson

Enclosure

November 15, 1976

FACT SHEET
ON
LOS ANGELES' EXPO '81

The positive aspects are as follows:

1. The purpose, a nonpolitical forum to focus on and promote the benefits of people-to-people understanding in the promotion of peace and progress, is most satisfactory.
2. The facilities, theme, and participation plans are excellent. Los Angeles is recognized as an entertainment capital.
3. The accommodations and external transportation facilities are good.
4. Labor relations and no strike agreements with unions are satisfactory at this time.
5. The economic feasibility as to expenses, revenues and benefits are reasonable.
6. The implementation schedule is excellent, especially with a \$25 million site sufficiently developed to save up to two years in construction time.
7. The public relations, promotion and protocol plans are well advanced at this time.
8. The direct and indirect residual economic impacts are impressive, especially the creation of jobs in the region, which currently has a high unemployment rate.
9. The Draft Environmental Impact Statement (DEIS) was published on November 1, 1976, and distributed for comment as required by the National Environmental Protection Act.
10. The General Rules, as required by the BIE, were cleared by both Offices of General Counsel in Commerce and State, and transmitted to the BIE in French and reviewed by the Classification Committee on October 6, 1976. After incorporating BIE comments, the completed General Rules were taken to the BIE on November 15, 1976.
11. The organizers have agreed to the control of the exposition as exercised by a U.S. Commissioner General,

to be appointed by the President with the advice and consent of the Senate.

12. Foreign nations and corporate clients express informal desires to participate in a First Category Universal Exposition in the United States and particularly in the Los Angeles area.
13. Expo '81 could be the catalyst to the development of a nonpolluting rapid mass transport system in Los Angeles.
14. The BIE, on August 28, 1976, reserved the date of 1981 for Expo '81 to host a First Category Universal International Exposition, the first in the U.S. since New York 1939. Because of the frequency limitations and other nations' desires to host these events, another exposition of this magnitude cannot be scheduled in the U.S. until early in the 21st century.
15. If Federal recognition is given Expo '81, there is every reason to believe that the BIE will grant recognition at their plenary session on November 17, 1976.

The negative aspects are as follows:

1. Acquisition of the site by a \$7 million first deed of trust is contingent upon approval of the SEC of a S-1 Registration Statement, which was filed on September 24, 1976, and is awaiting approval. Ideally, this approval should be obtained prior to seeking Federal recognition by the President; however, very few expositions have ever had their sites totally free and clear at this stage of organizing.
2. To date, Expo '81 has operated from fund raising dinners, donations of services and facilities. It has received pledges of funds from local Chambers of Commerce and local governments contingent upon Federal and BIE recognition. There is no evidence, at this time, of guaranteed financial and other support from the state, local governments, business and civic leadership of the region in amounts equal to the minimum requirements stated in the Expo '81 feasibility study. However, upon receipt of Federal and BIE recognition, the raising of seed money and sale of development bonds should be enhanced.

3. While a good management organization is planned, only a few experienced (unpaid) people have been added to the staff. In effect, Expo '81 Inc. has been basically a one-man show, with little evidence of effective control by a Board of Directors. This situation is to be rectified before appropriations are sought for a U.S. Pavilion.

4. It is anticipated that public hearings will be required in California at the City of Ontario (the site) after receipt of comments to the Draft Environmental Impact Statement.

Federal Recognition of Expo '82

and Subsequent Expos

Background

In January of this year, Knoxville, Tennessee requested Federal recognition of a Special Category, international exposition on "Energy" to be held in Knoxville in 1980. The request application was turned down by the Department in favor of Expo '81 in Los Angeles, a Category I Exposition which met more of the rigorous criteria required for Federal recognition.

In June, 1976, Knoxville re-submitted its application, requesting Federal recognition for an exposition in Knoxville in 1982.

The Department's United States Travel Service is currently evaluating the Knoxville application. Representatives of the Classification Committee of the BIE are scheduled to visit Knoxville on December 1, 1976 for a site tour and to conduct a preliminary inquiry on the validity of the theme (which is a requirement for Special, but not Category I Exposition). The Exposition has the active support of the Tennessee Congressional delegation, the Governor and Tennessee legislature, Knox County and the City of Knoxville.

Issue

Should the Department recommend Federal negotiation of Expo '82?

Analysis of Issue

A complete Analysis of the Issue is not possible at this time. A preliminary review shows:

- 1) That Expo '82 has retained a highly qualified architectural team and has nearly completed its master development plan.
- 2) That the discussion paper on the environmental issues is now clearing the Department -- and the Draft Environmental Impact Statement should be printed around December 15 for clearance in accordance with the National Environmental Policy Act.
- 3) That Expo '82 is more advanced at this stage, in nearly all aspects, than any previous such event involving the Department.

Schedule

If Expo '82 is to be registered with the BIE five years in advance of its opening, then the Secretary of Commerce must decide whether to recommend Federal Recognition by late February or early March, 1977. The United States Travel Service expects to complete a feasibility study by January, 1977.

The following other United States cities are currently studying exposition proposals as follows: Kansas City, 1984 (Food); Columbus, Ohio, 1992 (Quincentennial) New Orleans, Baltimore, Pittsburgh and Phoenix, Arizona, are in early discussion stages. No immediate action by the Department is necessary at this time.

Federal Funding of

Expo '81 and Other U. S. Expositions

Background

In 1974, the Department's responsibilities for determining Federal recognition of, and participation in, international expositions to be held in the U. S. were delegated to the Assistant Secretary for Tourism. Several issues have been raised concerning this responsibility which require resolution before Expo '81 or any future expos.

Historically, the host government operates a pavilion at world's fairs which it recognizes. In addition, the President of the host country is expected to invite other governments to participate in recognized expositions. In accordance with BIE regulations, the host government also appoints a Commissioner General, who carries the rank of Ambassador. In all other countries except the U. S., the host government also assumes the responsibility for "organizing" the expositions.

Foreign governments consider international expositions, as well as other great international cultural and sporting events, such as olympics, as requiring government-level negotiations too important to international relations to be left to private individuals. In the U. S., this has not been the case. The U. S. Government has never been the "organizer" of a world's fair. The initiative, the financing, organizing, operation, risks, and negotiations with potential foreign government participants has been left to private groups.

This year, however, President Ford requested \$28 million for the permanent, unique sporting facilities for the 1980 Winter Olympics. Congress passed an expanded version, appropriating \$50 million in Federal funds for the Winter Olympics to be held at Lake Placid, New York, in 1980. This action could be interpreted as a precedent, although the President's action was heavily weighted by the permanent nature of the facilities which are needed in the United States.

Issue(s)

Should the Department of Commerce assume direct responsibility for organizing international expositions proposed for the U. S.? Should the United States Travel Service (or another Federal agency, such as the Department's Economic Development Administration, which will fund the Olympics), be authorized to make grants to recognized U. S. expositions?

Analysis of Issue(s)

These questions, among others, will be considered in the National Tourism Policy Study (see page 44, A Conceptual Basis for the National

Tourism Policy Study, 94th Congress, Second Session, October, 1976. In the meantime, the Department needs to develop its own position and recommendations.

Schedule

An immediate decision is not necessary. However, should the Department decide to implement its recommendations by seeking expansion of its legislative mandate under P.L. 91-269 (22 U.S.C. 2801), it would be advisable to submit a proposed amendment to the 95th Congress not later than the Second Session, beginning January 4, 1978. Work on the amendment should begin in June, 1977.

A CONCEPTUAL BASIS FOR THE NATIONAL
TOURISM POLICY STUDY

PREPARED AT THE REQUEST OF

HON. WARREN G. MAGNUSON, *Chairman*
COMMITTEE ON COMMERCE

AND

HON. DANIEL K. INOUE, *Chairman*
NATIONAL TOURISM POLICY STUDY

FOR THE USE OF THE

COMMITTEE ON COMMERCE

AND

NATIONAL TOURISM POLICY STUDY



OCTOBER 1976

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the authority of this act that in fiscal year 1976 are supported by a \$65 million appropriation.²⁹ Of this amount, the program category of "exchange of persons" receives \$16.9 million.

The national interests supporting the educational and cultural exchange programs administered by the State Department are similar in part to those underlying the USTS international travel promotion program: "These [State Department] programs are designed to seek mutuality of interest involvement and benefit as the most effective way to develop lasting understanding."³⁰

An important promotional device stimulating domestic and international tourism has been the development of international expositions. Events such as the Seattle and New York world fairs have attracted millions of visitors from all parts of the United States and the world, and have become a major vehicle for international cultural exchange.

In 1970, Public Law 91-269 was enacted "to establish an orderly procedure by which the Federal Government determines its endorsement of and participation in international expositions to be held within the United States."³¹ For purposes of this review, Public Law 91-269 is significant first for the insights it provides into the timeliness of the U.S. approach to a coordinated international exposition policy:

The first step toward developing a national policy in this field was taken last year (1968) when, after review, the executive branch recommended and the Senate approved U.S. accession to the 1928 convention establishing the Bureau of International Expositions (BIE). . . . There remained the second step of domestic procedures and organization to deal with international expositions proposed to be held in the United States and (P.L. 91-269) complements the international convention in this respect.³²

On April 26, 1976, USTS—which exercises power delegated by the Secretary of Commerce under Public Law 91-269—tentatively reserved with the BIE a 1981 date for an international exposition to be staged in the United States. The major policy issues that ought to be considered with regard to this event, and subsequent international expositions held in the United States, have been outlined by the Assistant Secretary for Tourism:

A specific question which requires resolution is, what is the proper role of the Federal Government in international expositions held in the United States? Historically, the U.S. Government has extended Federal recognition to, and operated a pavilion at, world's fairs held in the United States, and the President has invited other nations of the world to participate in such events, and in accordance with BIE regulations, appoints the U.S. Commissioner General. However, the Federal Government has never been the organizer of a "world's fair." The initiative, the financing, organizing, operation, risks and negotiations with potential foreign participants has been left to private groups. Foreign governments on the other hand, organize and finance world fairs in other countries. They consider international expositions, as well as other great international cultural and sporting events—such as Olympics—as requiring high government-level negotiations

²⁹ Budget of the United States Government fiscal year 1976, Appendix, p. 654.

³⁰ *Ibid.*

³¹ S. Rep. No. 91-234, in U.S. Cong. & Adm. News, 91st Cong., 2d sess., legislative history of Public Law 91-269 at 3178.

³² *Ibid.*, p. 3179.

too important to international relations to be left to private individuals. . . .

These facts pose certain philosophical/political questions with regard to the U.S. national tourist office's future role in U.S. international expositions. Should USTS (or another Federal agency) assume direct responsibility for organizing such expositions? Should USTS (or another Federal agency) actively solicit and negotiate foreign government participation in U.S. international expositions? Should USTS (or another Federal agency) be authorized to make matching grants to U.S. exposition organizers?³³

In the context of this legislative review, and indeed within the broader framework of phase I of the NTPS, definitive responses to these policy questions necessarily would lack an adequate foundation. In the subsequent phases of the study, however, sufficient information developed from responsible private and governmental sources will provide the basis for specific recommendations in these areas.

One of the main objectives of Public Law 91-269, streamlining the procedure for U.S. participation in certain international expositions, was shared in part by a previous act, the Trade Fair Act of 1959.³⁴ This legislation was passed: . . .

. . . to provide for the free importation of articles for exhibition at fairs, exhibitions, or expositions. . . . It will avoid the necessity for the enactment of separate laws in behalf of individual fairs, and the repeated issuance of regulations, as in the past.³⁵

Subject to certain conditions, the Trade Fair Act provided an exemption from duties and taxes for articles brought into the United States to be shown at trade and industrial fairs and other exhibitions "of a cultural, scientific, or educational nature, so long as the Secretary of Commerce is satisfied that the public interest in promoting trade will be served."³⁶ These fairs, of course, serve as an important vehicle for the promotion of travel as well as trade.

The promotion of tourism as a government objective with significant international benefits was formally recognized in August 1975 by the 35 states (including the United States) who signed the Conference on Security and Co-operation in Europe (Helsinki Accord).

The Helsinki Accord, an affirmative of the U. S. policy of détente with the Soviet Union, is a multifaceted expression of intentions. It is neither a treaty nor an executive agreement, and is not binding on the United States. Its article entitled "Promotion of Tourism" is set forth fully below:

The participating States.

Aware of the contribution made by international tourism to the development of mutual understanding among peoples, to increased knowledge of other countries' achievements in various fields, as well as to economic, social and cultural progress,

Recognizing the interrelationship between the development of tourism and measures taken in other areas of economic activity,

Express their intention to encourage increased tourism on both an individual and group basis in particular by:

Encouraging the improvement of the tourist infrastructure and co-operation in this field;

³³ Letter from David Parker (for Creighton Holden), op. cit., pp. 5-6.

³⁴ 19 U.S.C. 1751-1756.

³⁵ Legislative history in U.S. Cong. & Adm. News, 86th Cong., 1st sess., at 1436.

³⁶ *Ibid.*



Departmental Position on
Senate's National Tourism Policy Study Recommendations

Background

In June, 1974, the Senate passed a unanimous resolution directing the Senate Committee on Commerce to undertake a study to determine "a policy and role for the Federal Government on tourism in the United States which will most effectively enable the industry to realize fully its potential to contribute to the social well-being, the cultural understanding and the economic prosperity of the U. S." Important objectives of the study were to be "coherence and coordination of Federal programs dealing with national tourism interests."

The study has been underway since 1975. Phase I, just completed, defines terms, reviews Federal legislation relating to tourism, and identifies programs which are related to the national tourism interests. Phase II has begun and will include an assessment of the performance of those Federal programs most important for tourism. The programs conducted by the Department will be included in the assessment. While the Department has no responsibility for conducting the study, its officials are expected to cooperate with the Senate contractor and will have to respond to the recommendations of Phase III, the final report, which is expected to be completed by November, 1977. One possible recommendation is some form of limited consolidation of the Federal Government's tourism activities.

Such a consolidation was proposed by the President's National Tourism Resources Review Commission in June, 1973, which recommended establishment of a National Tourism Administration. The Nixon Administration rejected the proposal in 1974.

The President-elect has stated that, "we must give top priority to a drastic and thorough revision and reorganization of the Federal bureaucracy."

Senator Daniel K. Inouye, D., Hawaii, Chairman of the Senate Subcommittee on International Commerce and Tourism, which has oversight authority over the United States Travel Service, on November 18, publicly urged the new administration to "support the national tourism policy study now in progress."

Issue

The issue is, would a consolidation of Federal tourism activities be beneficial to the nation and be consistent with the objectives of the new Administration and with its own organizational plans?

Analysis of Issue

More than 125 Federal programs in some 46 agencies relate to tourism in some way. Moreover, the U. S. Government's approach to tourism, as an industry, has been notoriously fragmented. State travel directors, especially, and others at the local level complain that there is no focal point at the Federal level where information may be obtained about Federal programs which impact on tourism. This problem does not exist in a number of foreign countries; they have consolidated their tourism programs into a single "ministry of tourism." Action is necessary to improve coordination and eliminate conflict and duplication, among Federal tourism-related programs.

Nevertheless, any new Federal structure put in place by the new Administration presumably will not be designed or implemented piecemeal, but on a government-wide basis. Federal agencies are established to achieve specific objectives related to paramount national interests--such as full employment and economic equilibrium--and organization structure is determined by the priority assigned to competing objectives and interests. Any realigning of Federal tourism programs would have to occur in conjunction with other organizational changes which the Administration may decide to effect.

If Phase III continues on schedule, it will probably be necessary for the Department to take a position on the National Tourism Policy Study recommendations before the Administration has completed its reorganization plan. The recommendations will be in the form of policy options for legislative action. Legislative proposals will then be introduced, based on the options presented, and the Department will be asked to comment on the proposals.

In view of a possible impending reorganization of government agencies, it is recommended that the Department take the position that action on any reorganization proposals which would affect its tourism programs be deferred until a total government-wide reorganization plan can be developed, but that a member of the Senate Commerce Committee staff should be assigned to work with the President's reorganization task force, in the meantime.

Schedule

Phase II of the study is underway. An interim report is expected in about February, following a series of regional meetings between the current contractor, Arthur D. Little, and officials at the local level, responsible for tourism planning, development and promotion. Phase III is expected to begin in March and to be completed by November. A formal Departmental position would be necessary by roughly December, 1977. However, the issue may be raised at confirmation hearings for the Secretary-designate. In this event, one option is to take the position that the Secretary cannot take a position on the study until all findings are reported.

Legislative Extension of Department's

Tourism Authority

Background

The Act of July 19, 1940 (P. L. 76-755) as amended (54 Stat. 773; 16 USC 18-18d), the legislative authority which funds the Department's domestic travel promotion program, expires at the end of FY 1978 (September 30, 1978). The International Travel Act of 1961 (P. L. 94-55) as amended (22 U. S. C. 2126), the legislative authority which funds the Department's program to promote international travel to the U. S., expires at the end of FY 1979 (September 30, 1979). Funding authority should be renewed before preparation of USTS' FY 1979 budget begins early in the Spring of 1977. Normal procedure is to request a three year extension of an expiring appropriation authorization. If the domestic authorization is extended three years, it will expire at the end of FY 1981. If the international authority is extended three years, it will expire at the end of FY 1982. Two separate bills and two separate sets of hearing will be required to effect renewal.

Issue

The basic issue is: should the Department seek renewal of both authorities. A sub-issue is should the Department request an extension of both authorities through FY 1982 (which would involve a four year extension of the Act of July 19, 1940) so that both authorities run concurrently, a single, consolidated authorization request may be made by the Department, and one set of hearings can be held? The Department's Proposed Legislative Program for the 95th Congress, 1st Session, which begins in January does not include a request for extension of either authority. It notes that "a recommendation on whether to continue the (domestic) program by extending the authorization will be made early in 1977." (ordinarily, extension of the international program would not have to be made until next year).

Analysis of Issue

The President-elect has stated that, "the major priority of the next Administration has got to be employment" and has supported stimulation and incentives for the private sector to hire the unemployed and to retain workers already employed. The highest rates of unemployment in the nation are in those states which have natural or manmade tourist attractions and the infrastructure in place to service tourist. In Puerto Rico, the rate of unemployment is 18.30%; in Florida, 10.06%; in Michigan, 10.02%; in California, 9.76%; in New York, 9.25%. California locales suffering from particularly heavy unemployment include such traditional tourist areas as San Francisco City/County, 12.49% and Los Angeles, 10.4%. New York State areas include Niagara Falls, 14.31% and New York City, 10.47%. Florida areas include Fort Lauderdale, 12.19%; Miami Beach City, 14.12%; Miami City, 12.10%; Tampa, 12.91% and West Palm Beach, 13.31%.

Tourism generates jobs. Every \$20,000 in direct tourist spending creates or supports one job.

Overseas-bound Americans are currently spending about \$8.8 billion annually on foreign travel, which is tantamount to exporting 440,000 jobs. Foreign visitor spending in the U. S. amounts to about \$5.6 billion annually, representing roughly 280,000 American jobs. In 1975, there was not only a travel deficit of \$3.1 billion, but a tourism "job gap" of 160,000 jobs.

An estimated \$346 million in foreign visitor receipts, resulting in 17,300 American jobs can be identified as being related to United States Travel Service (USTS) program efforts.

Annual spending by domestic tourists is estimated at about \$84 billion, accounting for roughly 4.3 million American jobs. No data exist which might indicate the volume of spending or the number of jobs which is related to the Department's domestic tourism program, which, in FY 1976 was funded at a level of \$1.2 million. However, promotional efforts by the United States national tourism office, to encourage Americans to spend their travel dollars within their own country, presumably counteract similar efforts by foreign national tourist offices to lure Americans abroad, and thereby help to retard the exportation of jobs which results from American travel to foreign countries.

Extension of both of the Department's tourism authorities would help to ensure the continuation of existing jobs in areas of high unemployment. Expansion of those programs, with promotional efforts concentrated on those foreign markets likely to result in tourism to U. S. states suffering from high and persistent unemployment, and with more intensive promotion, both overseas and domestically, of attractions in those states, would stimulate tourism to the promoted areas and would stimulate the private sector to add new jobs.

Schedule

If a single authorization request is to be made in the first session of the 95th Congress, and if funding authority for the domestic program is going to be extant at the time the Department presents its domestic appropriation request for FY 1979, (which will go to the Hill in December of 1977), then appropriate draft legislation should be prepared in the first quarter of FY 1977 and a decision will have to be made in late January to early February of 1977 whether to instruct the Attorney-Advisor to proceed.

Future Direction of Joint Government/Travel
Industry Domestic Tourism Promotion Program

Background

Under the Act of July 19, 1940 (P. L. 76-755) as amended (54 Stat. 773; 16 U.S.C. 18-18d), the Department of the Interior was vested with authority to "encourage, promote and develop travel within the United States".

That authority was delegated to the National Park Service. NPS' domestic tourism program was interrupted by World War II and the Korean War. It was reactivated in 1968 when the travel deficit abruptly worsened and the Johnson Administration saw in the program a means of encouraging Americans to "See America First". In 1970, the appropriation authorization for the program was increased to \$250,000 for FY1971 and \$750,000 for FY1972. However, the Department of the Interior requested no funds for FY1972 and the program became dormant.

In 1973, in an effort to improve coordination of federal tourism programs, the 93rd Congress transferred authority for the Act of July 19, 1940 from the Secretary of the Interior to the Secretary of Commerce. The Administration, however, did not request funds for the program. In 1975, over Administration objections, the 94th Congress appropriated \$1,250,000 "to promote travel in connection with the Bicentennial era." In so doing, the Congress noted that, "the tourism industry is currently operating considerably below capacity. . . Without federal efforts to encourage the use of existing facilities, there could well be a recessionary impact on the industry resulting in unemployment for relatively low-skilled workers who have few job alternatives. This happened in 1974 when the energy crisis prevented many persons from traveling. A recurrence of this problem could well have a recessionary impact on the economy. . ."

Although the Administration did not request an appropriation for domestic tourism promotion for FY1977, the 94th Congress appropriated \$1,500,000 for this purpose. Because the sum was small and insufficient in itself to make a measureable impact in the market place, the United States Travel Service elected to employ it as seed money which would attract and marshal the resources of the private sector and make possible a joint -- and expanded -- government/industry program. Preliminary discussions in April between USTS officials and industry leaders confirmed the feasibility of a centrally-coordinated industry/government approach. At a subsequent meeting in October, called by Secretary Richardson, the Department took the position that, due to the limited Federal funds and the potential magnitude of industry participation, industry should coordinate both the planning and implementation of the program. Secretary Richardson agreed to commit up to \$1 million of the Department's funds to the program. Discover American Travel Organizations, the non-profit association of the travel industry and the successor to the Federally-chartered Discover America, established in 1965 by President Johnson, agreed to bring together and coordinate a National Travel Marketing Task Force consisting of representatives of all major segments of the industry to develop the program. (Membership in DATO is not a requirement for participation in the Task Force.)

Task Force Objectives are to: (1) increase employment opportunities; (2) stimulate the economy through expansion of travel activity; (3) produce an impact on the market place in excess of what the USTS appropriation alone could accomplish; and (4) create a clearer awareness of the importance and benefits of travel.

Task Force work has begun, but a one-year administrative contract for \$268,000 to be awarded to DATO for development of a program plan has been held up by the Department because of objections voiced November 18, 1976, by Senator Daniel K. Inouye, D., Hawaii. The Senator complained that he was not briefed in advance of the Department's plans for its domestic funds and requested an explanation as to why USTS could not achieve similar results, operating its own program. He implied that the \$1 million commitment was made to obtain travel industry support for the Republicans.

Issue

Should the Department honor its commitment and award the initial contract?

Analysis of Issue

The funds were not committed to industry for political reasons, but because of economic and marketing considerations and the desire to obtain as much leverage as possible with the sum appropriated. Foreign government tourist offices, in 1973, the latest year for which figures are available, were spending more than \$18.4 million in the U. S. to attract Americans abroad. USTS' \$1.5 million represents only a fraction of that. It cannot purchase the media exposure or advertising space or achieve the impact--that competing national tourist office budgets can. In the face of overwhelming competition, only a well-orchestrated U. S. campaign stands a chance of achieving market penetration. Moreover, DATO has long been a voice for all segments of the travel industry. It has long supported and conducted successful cooperative programs with the government. It is the only non-profit travel/tourism organization that can fulfill the need to have the private sector take the major responsibility to bring the unions and associations together with corporations and government to develop the program.

The United States Travel Service recommends that the Department proceed with the contract award. Original plans called for DATO to submit a proposed marketing plan to USTS for review and approval by February. Assuming the plan is approved, the Department would let an additional contract of roughly \$750,000, for implementation.

Schedule

Americans begin planning their summer vacations often as early as late March or early April. If the Government/industry program is to influence vacationists who will travel during the peak 1977 summer travel season, then program planning must begin immediately. If the current Administration does not resolve the issue, then the new Administration will need to take action as a first order of business. Should the question not be settled by the date of the Secretary-designate's confirmation hearing, it may be raised at the hearing.

Beyond this immediate issue, there is also the question of whether domestic tourism funds should be used for direct travel promotion or for research and analysis of domestic travel problems and programs.

Travel Advisory Board Agendas

And Appointments

Background

The Travel Advisory Board (TAB), is a committee of travel industry representatives chartered under the Federal Committee Act (5 U.S.C. App.I(Supp.V,1975), chaired by the Assistant Secretary for Tourism and appointed by the Secretary of Commerce. The current mandate of the TAB is to advise the Secretary on matters which will further the objectives of the International Travel Act of 1961 as amended (22 U.S.C. 2121). The existing TAB charter, which was last renewed on December 20, 1974, expires on January 5, 1977. The incumbent Assistant Secretary for Tourism has submitted a request to the Department--for transmittal to the Office of Management and Budget--to extend the charter for another two years, to January, 1979. This is being processed. If approved, the new charter will expand the TAB's objectives and duties to include provision of advice on matters pertinent to the Department's responsibilities under the Act of July, 1940 as amended (16 U.S.C. 18-18d), the domestic tourism promotion authority transferred from the Secretary of the Interior to the Secretary of Commerce in 1972.

Board members are appointed for two year terms and serve at the discretion of the Secretary of Commerce.

Expiration dates of current TAB members are as follows: Richard P. Ensign, Sr. V.P.-Marketing, Western Airlines: January 3, 1977; Roger E. Chase, V.P.-Agency and Consumer Affairs, TWA: January 13, 1977; Peter Ueberroth, President and Chairman, First Travel Corporation: June 1, 1977; James A. Henderson, Executive V.P., Amexco: August 31, 1977; Edward Driscoll, President, National Air Carrier Assoc.: May 26, 1978; James Host, Executive V.P., National Tour Brokers Assoc.: May 26, 1978; James P. Low, President, American Society of Assoc. Executives.: May 26, 1978; William D. Toohey, President, Discover America Travel Organization: May 26, 1978; Edward T. Hanley, Gen. President, Hotel and Restaurant Employees and Bartenders International Union: September 7, 1978; Robert L. McMullen, President, McMullen Tours: September 17, 1978; and Joseph Satrom, State Travel Director, North Dakota: September 27, 1978.

The current Administration is processing appointments for the following new TAB members, who will succeed members whose terms expired in 1976: Joseph Woodard, Executive V.P., Los Angeles Convention and Visitors Bureau; Virginia Knauer, Special Assistant to the President for Consumer Affairs; Howard P. James, Chairman, Sheraton Corp.; and Joel Abels, Editor and Publisher, Travel Trade.

Agendas for TAB meetings, which are held quarterly (roughly every 90 days) are prepared by, and mailed to members by, the Assistant Secretary for Tourism.

During the first four years of the Carter Administration, there will be approximately 16 meetings of the TAB.

Issue(s)

The issue(s) are: (1) what subjects should be discussed at future TAB meetings;

and (2) what individuals should be named to the TAB to replace members whose terms expire in 1977 and 1978?

Analysis of Issues

In the past, the Department has tended to solicit advice concerning its promotional, rather than policy, responsibilities for tourism. The composition of the board largely reflects the priority currently accorded to marketing functions. Increasingly, however, public policy objectives and issues are affecting the Department's ability to carry out its tourism responsibilities.

Such objectives included but are not limited to: (1) Energy independence; (2) Energy conservation; (3) Environmental protection; (4) full employment; and (5) Balanced growth.

The new Administration has the option of pursuing the present course, or of using the TAB to advise primarily on broad, public issues affecting the tourism sector and reserving TAB appointments for individuals who represent broad segments of the industry in a policy-making capacity. TAB agendas and TAB appointments are prepared by the Assistant Secretary for Tourism.

Schedule

The next TAB meeting would normally take place in February, 1977. The Assistant Secretary for Tourism would ordinarily send out an agenda and back up material in late January. Topic for discussion must be determined by that time.

The appointments of four TAB members will expire in 1977. One of the members whose term is up, Roger Chase of TWA, is a member of a Special TAB Task Force currently drafting codes of conduct for tourists travelling within the United States and for United States host communities which deal with tourists. The codes were undertaken at the request of Secretary Richardson. There are two other Task Force members.

EXPIRING
DEPARTMENT OF COMMERCE
CHARTER OF
Travel Advisory Board

Establishment:

The Travel Advisory Board (TAB) was established by the Secretary of Commerce on July 18, 1968, and has been periodically renewed in accordance with the provisions of Executive Orders 11007 and 11671. Initially chartered under the Federal Advisory Committee Act in January 1973, the Board is hereby rechartered under the same Act, with OMB concurrence.

Objectives and Duties:

1. The TAB advises the Secretary of Commerce on policies and programs designed to accomplish the purpose of the International Travel Act of 1961, as amended, (22 U.S.C. 2221-2227), which is to strengthen the domestic and foreign commerce of the United States, and promote friendly understanding and appreciation of the United States by encouraging foreign residents to visit the United States and by facilitating international travel generally.
2. The TAB will be called upon to identify areas where the attainment of goals of the United States Travel Service (USTS) can be facilitated, and to develop policy recommendations related thereto; to review policies and practices of other Federal agencies which have impact in the travel field and propose changes or additional actions that will better achieve the goals of the USTS; to propose means to bring about the most effective cooperation between the Federal Government and the travel industry, and between the Federal Government and local, State, and foreign governments and international agencies, in achieving the purpose of the Act; and to provide other guidance and recommendations on problems connected with carrying out the functions of the International Travel Act.
3. The TAB functions solely as an advisory body.

Members and Chairman:

1. The TAB shall consist of fifteen members, in addition to the Chairman, appointed by the Secretary of Commerce to serve for two years. Members may not be represented at the meeting by alternates, and resignation will be automatic upon a member's absence from two consecutive meetings.

- The members of the TAB shall be senior representatives from private and public organizations involved in travel and tourism, selected primarily from the following industries, businesses, organizations, and elements of Government:

International Airlines	Accommodations
Domestic Airlines	Steamship Lines
Supplemental Airlines	Tour Operators
Domestic Surface Transportation	Sightseeing Firms
Communications	States
Travel Agencies	Cities
Rental Car Agencies	Aircraft Manufacturers
Travel Societies	

- The Assistant Secretary of Commerce for Tourism shall serve as Chairman of the TAB.

Administrative Provisions:

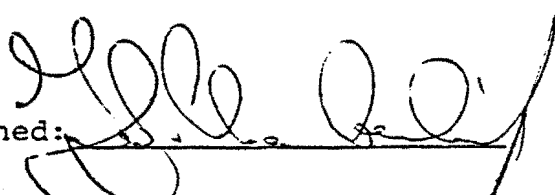
- The TAB reports to the Secretary of Commerce.
- The TAB generally meets every 90 days.
- The United States Travel Service provides clerical and other necessary supporting services for the TAB.
- The annual cost of operating the TAB is estimated at \$7,050 and 1/2 man year of staff support.

Duration:

As provided by Public Law 92-463, effective January 5, 1973, the TAB shall terminate on January 5, 1977, unless it is terminated earlier or renewed by proper authority by appropriate action.

DEC 20 1974

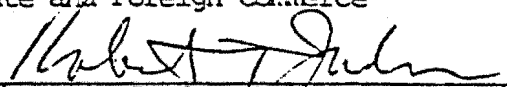
Date

Signed: 

Pursuant to subsection 9(c) of this Federal Advisory Committee Act, 5 U.S.C. App. I, this charter was filed with the Assistant Secretary for Administration on December 20, 1974; copies were filed with the committees of the Congress named below, on the same date; and a copy was provided the Library of Congress, also on December 20.

Senate Committee on Commerce
House Committee on Interstate and Foreign Commerce

December 23, 1974


Robert T. Jordan, Management Services Head
Departmental Office of Organization and
Management Systems

U.S. Department of Commerce
Charter
Travel Advisory Board

Establishment

The Secretary of Commerce, having determined that it is in the public interest in connection with the performance of duties placed on the Department by law, established the Travel Advisory Board (the "Board" hereinafter) on July 18, 1968. Initially chartered under the Federal Advisory Committee Act [5 U.S.C. App. I (Supp. V, 1975)] in January 1973, and renewed in December 1974, the Board is hereby re-chartered under the same Act, with the concurrence of the Office of Management and Budget.

Objectives and Duties

1. The Board shall advise the Secretary of Commerce on matters pertinent to the Department's responsibilities to accomplish the purposes of the International Travel Act of 1961 as amended (22 U.S.C. 2121), and the Act of July 19, 1940, as amended (16 U.S.C. 18-18d, et seq.). These laws are designed (1) to strengthen the domestic and foreign commerce of the United States and promote friendly understanding and appreciation of the United States by encouraging foreign residents to visit the United States and by facilitating international travel generally and, (2) to develop "travel to and within the United States, including any commonwealth, territory, and possession thereof..."
2. The Board will draw on the expertise of its members to provide advice and recommendations to the Secretary. In its role, it is anticipated that the Board will provide guidance for achieving effective cooperation between other Federal agencies that impact upon the travel field, state and local governments, foreign governments, international agencies and the travel industry; identify resources to facilitate execution of the functions and goals of the International Travel Act and the Act of July 19, 1940, and to recommend policies related thereto.
3. The Board shall function solely as an advisory body, and shall comply fully with provisions of the Federal Advisory Committee Act.

Member and Chairman

1. The Board will consist of 15 members, in addition to the Chairman, to be appointed by the Secretary to assure a balanced representation of leaders from private and public organizations involved in travel and tourism, selected primarily from the following elements:

States
Cities
International Airlines
Domestic Airlines
Domestic Surface Transportation
Travel Agencies
Rental Car Agencies
Travel Societies
Accommodations
Tour Operators
Sightseeing Firms
Consumer Organizations
International Financial Institutions
Educational Institutions
Regional Tourist Councils

The members shall be appointed for 2-year terms and serve at the discretion of the Secretary. Members may not be represented at meetings by alternates, and resignation shall be automatic upon a member's absence from two consecutive meetings.

2. The Assistant Secretary of Commerce for Tourism shall serve as chairman of the Board.

Administrative Provisions

1. The Board shall report to the Secretary through the Assistant Secretary for Tourism.
2. The Board will generally meet quarterly, except that additional meetings may be called as deemed necessary by the Secretary or the Chairman.
3. The United States Travel Service will provide clerical and other necessary supporting services for the Board.
4. Members of the Board will not be compensated for their services, but will, upon request and subject to the approval of the Assistant Secretary for Tourism, be reimbursed for travel expenses and subsistence.

5. The annual cost of operating the Board is estimated at \$8,568.00. This includes one-half man-year of staff support.
6. The Committee may establish such subcommittees of its members as may be necessary, subject to the provision of law and the approval of Assistant Secretary for Tourism.

Duration

The Board will terminate two years from the date of this charter unless earlier terminated or renewed by proper authority by appropriate action.

Date

Assistant Secretary for Administration

9. CONGRESSIONAL OVERSIGHT - In the Senate, the Committee on Commerce, Subcommittee on Foreign Commerce and Tourism has Congressional Oversight for USTS programs.

HOUSE OF REPRESENTATIVES - In the House, the Committee on Interstate and Foreign Commerce, Subcommittee on Transportation and Commerce oversees programs.

10. OTHER MAJOR OUTSIDE CONTACTS - The Travel Advisory Board (TAB) is the primary contact USTS maintains with the travel industry. However, on a daily basis, USTS contacts many state and city tourist offices. The list of TAB members, state tourism offices and city tourism offices are as follows:

TRAVEL ADVISORY BOARD MEMBERS
November 23, 1976

Roger E. Chase, Jr.
Staff Vice President -
Agency and Consumer Affairs
Trans World Airlines
605 Third Avenue
New York, New York 10016
212/557-3026

Edward J. Driscoll
President
National Air Carrier Association, Inc.
1730 M. Street, N.W.
Washington, D.C. 20036
202/833-8200

Richard P. Ensign
Senior Vice President of
Marketing
Western Airlines, Inc.
6060 Avion Drive
Los Angeles, California 90009
213/646-2346

Edward T. Hanley
General President
Hotel and Restaurant Employees and
Bartenders International Union
120 East Fourth Street
Cincinnati, Ohio 45202
513/621-0300

James A. Henderson
Executive Vice President
American Express Company
One American Express Plaza
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212/480-3650

W. James Host
Executive Vice President
National Tour Brokers Assn.
512 East Main Street
Lexington, Kentucky 40518
606/252-5696

James P. Low
President, American Society
of Association Executives
1101 16th Street, N.W.
Washington, D.C. 20036
202/659-3333

Robert L. McMullen
President, McMullen Tours, Inc.
224 South Broad Street
Grove City, Pennsylvania 16127
412/458-6170

Joseph A. Satrom
North Dakota Travel Director
Capitol Grounds
Bismarck, North Dakota 58501
701/224-2525

William D. Toohy
President, Discover America Travel
Organizations, Inc.
1100 Connecticut Avenue, N.W.
Washington, D. C. 20036
202/293-1433

Peter Ueberroth
President and Chairman
First Travel Corporation
16055 Ventura Boulevard
Encino, California 91316
213/986-4642

Major Outside Contacts

Daniel K. Inouye
Chairman, Senate Subcommittee on
International Commerce and Tourism

Representative Fred B. Rooney
Chairman, House Subcommittee on
Transportation and Commerce

James N. Cannon
Executive Director
Domestic Council

J. M. Dunn
Executive Director
Council on International Economic Policy

Interagency

Civil Aeronautics Board

John Robson
Chairman

State Department

Joseph Greenwald
Assistant Secretary for Economic and
Business Affairs

John Richardson
Assistant Secretary for Educational
and Cultural Affairs

Samuel Lewis
Assistant Secretary for International
Organization Affairs

Transportation Department

Robert H. Binder
Assistant Secretary for Policy, Plans
and International Affairs

United States Information Agency

James Keogh
Director

Department of Justice

Leonard F. Chapman, Jr.
Commissioner, Immigration and
Naturalization Service

Treasury Department

Sidney Jones
Assistant Secretary for Economic Policy

Vernon Acree
Commissioner of Customs

Interior Department

Nathaniel P. Reed
Assistant Secretary for Fish, Wildlife,
and Parks

Morris Thompson
Commissioner, Indian Affairs

U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Washington, D.C. 20230

ALABAMA

Mr. Douglas Benton
Director, Bureau of Publicity
and Information
403 State Highway Building
Montgomery, Alabama 36130
205-832-5510

ALASKA

Mr. Richard Montague
Director, Division of Tourism
Department of Commerce and
Economic Development
Pouch E.
Juneau, Alaska 99801
907-465-2010
(FTS - 8-206-442-0150 Seattle)

AMERICAN SAMOA

Mr. Donald F. Graf
Interim Director of Tourism
Government of American Samoa
Pago Pago, American Samoa 96799
633-5187

ARIZONA

Ms. Mona Smith
Director of Tourism
Arizona Office of Tourism
1700 W. Washington
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Phoenix, Arizona 85007
602-271-3618

ARKANSAS

Mr. Lou Oberste
Travel Director
Arkansas Department of Parks
and Tourism
149 State Capitol Building
Little Rock, Arkansas 72201
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CALIFORNIA

Mr. Lawrence J. Woodard
Executive Vice President
and General Manager
Los Angeles Convention and
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Ms. Christiana Hills
Director, Visitors Marketing
and Communications
Los Angeles Convention and
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705 W. Seventh Street
Los Angeles, California 90017
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Ms. Sally Hutchison
Southern California Visitors Council
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Los Angeles, California 90017
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Mr. Robert J. Sullivan
General Manager
San Francisco Convention and
Visitor's Bureau
1390 Market Street
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COLORADO

Mr. Harold L. Haney
Director, Travel Marketing Section
Colorado Division of Commerce
and Development
State Office Building A
Denver, Colorado 80203
303-892-3045

CONNECTICUT

Mr. Barnett Laschever
Director of Tourism
Connecticut Department of Commerce
210 Washington Street
Hartford, Connecticut 06106
203-566-3385

DELAWARE

Mr. Don Mathewson
Visitors Information Officer
Delaware State Visitors Service
630 State College Road
Dover, Delaware 19901
302-678-4254

DISTRICT OF COLUMBIA

Mr. H. Wayne Kennedy
Director of Tourism
Washington Area Convention
and Visitors Bureau
1129 20th Street, N.W.
Washington, D.C. 20036
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FLORIDA

Mr. Robert E. Whitley
Director, Division of Tourism
Florida Department of Commerce
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Tallahassee, Florida 32304
904-488-6846

GEORGIA

Mr. Edward Stivia
Director, Tourist Division
Georgia Bureau of Industry and Trade
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Atlanta, Georgia 30334
404-656-3590

GUAM

Mr. Martin Pray
General Manager
Guam Visitors Bureau
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Agana, Guam 96910
472-4287 or 472-6014

HAWAII

Mr. John Simpson
President, Hawaii Visitors Bureau
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Honolulu, Hawaii 96815
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(FTS - 8-415-556-0220 - San Francisco)

IDAHO

Mr. Lloyd D. Howe
Administrator, Division of Tourism
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State Capitol Building, Room 108
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208-384-2470

ILLINOIS

Ms. Sandy Guettler
Managing Director
Office of Tourism
Illinois Department of Business
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INDIANA

Ms. Sheri B. Dunnington
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Indiana Department of Commerce
State House, Room 336
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IOWA

Mr. Richard Ranney
Director, Travel Development Division
Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309
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KANSAS

Mr. George H. Mathews
Director of Tourism
Kansas Department of Economic Development
503 Kansas Avenue
Sixth Floor
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KENTUCKY

Mr. W. L. (Bill) Knight
Director, Advertising and Travel Promotion
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Mr. Robert LeBlanc
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MARIANA ISLANDS

Mr. Mike Ashman
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Trust Territory of the
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MARYLAND

Mr. John J. Nelson
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Tourist Development
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MASSACHUSETTS

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MISSOURI

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Director, Missouri Division .
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MONTANA

Miss Josephine Brooker
Director, Travel Promotion Unit
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and Tourism
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Mr. Darryl T. Monahan
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Nevada Department of Economic Development
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NEW HAMPSHIRE

Mr. John Brennan
Director, New Hampshire Office
of Vacation Travel
Division of Economic Development
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NEW JERSEY

Mr. Charles E. Geter
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New Mexico Department of Development
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New York State Department of Commerce
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NORTH CAROLINA

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Section Chief
North Carolina Division of
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Travel Development Section
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