



U.S. TRAVEL AND TOURISM ADVISORY BOARD

June 3, 2024 | 2:00 PM – 3:00 PM EDT

Microsoft Teams

- 2:00pm – 2:05pm **Welcome by TTAB Chair**
Bill Hornbuckle, TTAB Chair
- 2:05pm – 2:15pm **Remarks by Assistant Secretary for Industry & Analysis Grant Harris**
- 2:15pm – 2:35pm **Presentation of Draft Letters of Recommendation and Discussion**
Facilitated by Bill Hornbuckle, TTAB Chair
- ***Data to Support Informed Stakeholder Decision Making***
Subcommittee Chair: Carroll Rheem
 - ***Planning for the Future of Travel***
Subcommittee Chair: Brad Dean
 - ***Leveraging Sporting Events to Promote the United States as a Tourism Destination***
Subcommittee Chair: Bill Hornbuckle
- 2:35pm – 2:40pm **Public Comment**
Bill Hornbuckle, TTAB Chair
- 2:40pm – 2:45pm **Board Vote**
Bill Hornbuckle, TTAB Chair
- 2:45pm – 2:55pm **Report on Previous Recommendations**
Alex Lasry, Deputy Assistant Secretary for Travel and Tourism
- 2:55pm – 3:00pm **Next Steps for the Board**
Alex Lasry, Deputy Assistant Secretary for Travel and Tourism
- 3:00pm **Closing**
Bill Hornbuckle, TTAB Chair