Schedule Number: N1-377-96-001

All items in this schedule are inactive. Items are either obsolete or have been superseded by newer NARA approved records schedules.

Description:

All permanent items have been transferred and disposal is presumed for the temporary items.

Date Reported: 9/22/2021
REQUEST FOR RECORDS DISPOSITION AUTHORITY

(See Instructions on reverse)

TO: NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NAR)
WASHINGTON, D.C. 20408

1. FROM (Agency or establishment):
U.S. Department of Commerce

2. MAJOR SUBDIVISION
U.S. Travel and Tourism Administration

3. MINOR SUBDIVISION

4. NAME OF PERSON WITH WHOM TO CONFER
Dan Rooney

5. TELEPHONE
202-482-4458

115-109 NSN 7540-00-634-4064
PREVIOUS EDITION NOT USABLE

STANDARD FORM 115 (REV. 3-91)
Prescribed by NARA
38 CFR 1228

MAY 19 1997

RECORDS OF THE U.S. TRAVEL AND TOURISM ADMINISTRATION

1. Textual Records of the U.S. Travel and Tourism Administration (USTTA), 1961-95, 31 cu.ft.

Arranged into subseries, as described on the pages following.
Series consists of letters, memorandums, research reports, meeting books, transcripts, marketing plans, publications, and other correspondence documenting the activities of the USTTA.

PERMANENT. Transfer to the Washington National Records Center (WNRC) in one block immediately upon approval of this schedule. Offer to NARA in 1977.

SEE ATTACHED REVISIONS

Verbal concurrence for all revisions was received from Daniel J. Rooney by telephone on 4/23/97.

Jack Baune
Attachment to Job No. N1-377-96-01 (Revised Schedule)
U.S. Travel and Tourism Administration

Textual Records of the U.S. Travel and Tourism Administration (USTTA), 1961-95, 31 cu.ft.

Arranged into subseries, as described below. Series consists of letters, memorandums, research reports, meeting books, transcripts, marketing plans, publications, and other correspondence documenting the activities of the USTTA.

RECORDS OF THE OFFICE OF THE UNDER SECRETARY
1. Correspondence of Charles E. Cobb, Jr., Under Secretary for Travel and Tourism, 1988-89, 2 cu.ft. Arranged by subject. General correspondence regarding the activities of the highest USTTA official in promoting agency programs. Most of the correspondence relates to trips and conferences Cobb participated in or spoke at.

PERMANENT. Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.

RECORDS OF THE OFFICE OF TOURISM MARKETING
2. Records Relating to the Activities of Linda M. Mysliwy, Assistant Secretary for Tourism Marketing, 1991-93, 2 cu.ft. Series consists of two subseries. The first is arranged chronologically by meeting and consists primarily of speeches and other correspondence related to trips to conferences and other meetings at which Ms. Mysliwy spoke. The second is arranged by subject and concerns projects, e.g., GO*USA, in which Ms. Mysliwy was involved.

PERMANENT. Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.

3. Records Relating to the Travel and Tourism Advisory Board (TTAB), 1969-95, 10 cu.ft. Arranged by subject or date of meeting. Series includes correspondence relating to the activities of the TTAB and its sponsorship by USTTA.

TEMPORARY. Destroy immediately upon approval of this schedule.

4. Subject Correspondence of Karen Cardran, Director, Tourism Marketing, 1980-95, 3 cu.ft. Arranged by subject. Letters, memorandums, reports, and other correspondence relating to the activities of the tourism marketing program.

TEMPORARY. Destroy immediately upon approval of this schedule.

**PERMANENT.** Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.


**PERMANENT.** Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.

7. Correspondence Relating to a Publicity Campaign by M. Silver Associates, 1993, 1 cu.ft. Correspondence relating to a contract with M. Silver Associates, a New York public relations firm, to promote tourism to nine states affected by the 1993 floods in the Midwest.

**PERMANENT.** Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.

8. Correspondence Relating to a Customer Needs Assessment Conducted by the Tourism Policy Council (TPC), 1994-95, 1 cu.ft. Correspondence relating to a Customer Needs Assessment conducted by the TPC Framework Committee.

**TEMPORARY.** Destroy immediately upon approval of this schedule.

9. Travel Marketing Posters. Approximately 100 large posters published under USTTA auspices as part of publicity campaigns to encourage travel to the 50 states.

**PERMANENT.** Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.

**OFFICE OF RESEARCH**


**PERMANENT.** Transfer to the National Archives and Records Administration (NARA) immediately upon approval of this schedule.
The U.S. Travel and Tourism Administration (USTTA) Records Control Schedule (Job No. NCI-377-77-1, approved December 7, 1977) contains an extensive administrative history of USTTA from its establishment as the U.S. Travel Service (USTS) in 1961 through the early part of 1977. The purpose of this document is to provide some information that may be useful in bringing that history up to date. The information herein is based on the Department Organization Orders (DOOs) that document USTTA organizational changes and on conversations with USTTA staff.

USTS underwent a major organizational realignment on January 16, 1976. The 1976 realignment reflected the organizational framework that was in place when the records schedule was developed, although there were some subsequent office name changes and organizational changes that are reflected in the schedule but not in the DOOs. These changes, which should be considered as errors in the schedule, are as follow:

- The Office of Policy Analysis was renamed the Office of Program Analysis.
- The Research and Analysis Division is identified as a separate office in the schedule, with responsibility for two divisions.

USTS underwent another major reorganization on May 23, 1978. There were several office name changes and reassignments of functions, some of the more significant being the following:

- The Office of Policy Analysis was renamed the Office of Policy and Research, and the Research and Analysis Division was transferred to it.
- The Management and Policy Council was established.
- The Expositions Staff was established (only to be subsequently transferred to the Industry and Trade Administration (ITA) on October 1, 1979).
- Part of the former Conventions and Expositions Division was combined with Marketing Programs Division and placed under the Office of Market Development.
- The Field Offices were renamed Regional Offices and placed under the new Office of International Operations.

In 1979, USTS was renamed USTTA and underwent a major reduction in force (RIF), approximately 50%. The Headquarters was reduced from approximately 80 employees to 40.
In 1982, USTTA underwent another major RIF that reduced Headquarters staff from approximately 40 to 23. In subsequent years USTTA built back up, largely through political appointments, to approximately 30 employees on the Headquarters staff in 1996.

These changes in personnel levels had an impact on the organizational configuration of the agency. On January 29, 1982, USTTA was reorganized so that the chief official was an Under Secretary for Travel and Tourism, who, along with a Deputy Under Secretary, replaced the previous positions of Assistant Secretary and Deputy Assistant Secretary.

Additionally, there was established the position of Assistant Secretary for Tourism Marketing, which was assigned responsibility for all marketing activities along with functions previously assigned to the abolished Office of International Operations, including the Regional Offices. The three other major components were the Offices of Policy and Planning; Research; and Management and Administration.

This remained the basic organizational alignment until 1996, with some minor changes, including the following:

- The Office of Management and Administration became a Staff in 1988 before becoming the Office of Strategic Planning and Administration less than a year later.

- The Office of World Fairs and International Expositions was transferred from ITA to USTTA on December 14, 1988.

As a result of a budget agreement with Congress, USTTA was abolished effective April 27, 1996. Certain functions in USTTA, including policy development and research, were transferred to ITA. The Under Secretary for Travel and Tourism was redesignated the Deputy Assistant Secretary for Tourism Industries.

The final major initiative in which USTTA participated was to assist in the White House Travel and Tourism Conference in December 1995. The Conference was mounted by the Travel Industry Association, Washington, D.C., which prepared the necessary handouts and other information for the participants. Members of the Travel and Tourism Advisory Council worked on developing the Conference. USTTA's role was to provide one staff person to coordinate USTTA's involvement in the Conference.
RECORDS OF THE U.S. TRAVEL AND TOURISM ADMINISTRATION

OFFICE OF THE ASSISTANT SECRETARY

Correspondence of Charles E. Cobb, Jr., Assistant Secretary for Travel and Tourism, 1988-89, 2 cu.ft.

Arranged by subject. General correspondence regarding the activities of the highest USTTA official in promoting agency programs. Most of the correspondence relates to trips and conferences Cobb participated in or spoke at.

RECORDS OF THE OFFICE OF TOURISM MARKETING

Records relating to the Activities of Linda M. Mysliwy, Assistant Secretary for Tourism Marketing, 1991-93, 2 cu.ft. Unscheduled.

Series consists of two subseries. The first is arranged chronologically by meeting and consists primarily of speeches and other correspondence relating to trips to conferences and other meetings at which Ms. Mysliwy spoke. The second is arranged by subject and concerns projects, e.g., GO*USA, in which Ms. Mysliwy was involved.

Records relating to the Travel and Tourism Advisory Board (TTAB), 1969-95, 10 cu.ft.

Arranged by subject or date of meeting. The TTAB was a Federal advisory committee that was established by statute to provide advice to USTTA. Series includes meeting books, transcripts, agendas, minutes, and other correspondence relating to the activities of the TTAB and its sponsorship by USTTA. The records were maintained by Karen Cardran, Director, Tourism Marketing, who was responsible for providing administrative support for the TTAB. This series reflects the development of major policy issues and their reception by the travel industry and USTTA clientele.

Subject Correspondence of Karen Cardran, Director, Tourism Marketing, 1980-95, 3 cu.ft.

Arranged by subject. Letters, memorandums, reports, and other correspondence relating to the activities of the tourism marketing program.

Publications, Reports, and Binders Maintained by Karen Cardran, 1961-95, 3 cu.ft.

Bound publications, USTTA and TTAB annual reports, and miscellaneous binders collected and maintained by Karen Cardran.

Marketing plans for those countries and regions served by USTTA regional offices.

Correspondence Relating to a Publicity Campaign by M. Silver Associates, 1993, 1 cu.ft.

Correspondence relating to a contract with M. Silver Associates, a New York public relations firm, to promote tourism to nine states affected by the 1993 floods in the Midwest.

Correspondence Relating to a Customer Needs Assessment Conducted by the Tourism Policy Council (TPC), 1994-95, 1 cu.ft.

Correspondence relating to a Customer Needs Assessment conducted by the TPC Framework Committee. The TPC was an interagency committee which was established to create a coordinated Federal strategy for tourism development. Membership included the Departments of Commerce (Chair), Agriculture, Interior, Labor, and other Federal agencies whose programs impacted on travel and tourism.

Correspondence Relating to the Western Hemispheric Tourism Ministerial Meeting, 1994, 2 cu.ft.

Letters, memorandums, agenda, briefing books, and other correspondence relating to the first Western Hemispheric Tourism Ministerial Meeting, which was held in Orlando, Florida on October 27-29, 1994. The purpose of the meeting was for Ministers of Tourism of Western Hemisphere countries to discuss tourism related issues, such as standardization of research and tourism development.

Travel Marketing Posters.

Approximately 100 large posters published under USTTA auspices as part of publicity campaigns to encourage travel to the 50 states.

OFFICE OF RESEARCH

SUBJECT CORRESPONDENCE OF CHARLES E. COBB, JR.
ASSISTANT SECRETARY FOR TRAVEL AND TOURISM

Box 1

Genoa 1992
Taiwan - Travel Cable
Guam - Tourism Educational Needs Assessment
Guam Transition
Pacific Basin Development Council
Succession to Act as Secty of Commerce
Chron Oct. 88
Lansing, MI, Montreal - 9/15-19/88
Ellis Island
Mexican Agreement
Trade Bill
Columbus Hemispheric Trade Commission
Cooperative Advertising
Rural Tourism & Small Business
World’s Fair
World Tourism Organization
Christopher Columbus Quincentenary Jubilee
International Marketing Conf.
1989 Investments
1989 Travel Outlook Forum
Chron Feb 1989
Jan 1989
Dec 1988
Nov 1988
Oct 1988
Sept 1988
Aug 1988
July 1988
June 1988
Box 2

Film Draft Script
Brochure Press Release
Bio - Charles E. Cobb, Jr.
Speeches
International Banking Issues - Travelers Cheques
International Marketing Conf.
Proposals
Venezuela
Production Co.
New York - 3/8/89
Cooperative Projects Report - FY 1988 Annual Summary
FAA Security Regulations
Travel & Tourism Advisory Board
Travel & Tourism Government Affairs Council
Policy - Barriers to International Trade
Policy - Canadian Free Trade Agreement
Policy Recommendations on Tourism & Economy
Market Japan - With America's Best
Policy - Treatment of Tourist Officials
Marketing and Regional Conf.
American Hotel & Motel Assn.
Commerce 2000
World Cup
Facilitation Fee
Southeast Tourism Society
Subcommittee on Foreign Commerce & Tourism
USTTA Priorities
Priorities & Strategic Planning
SABRE
Tourism Policy Council (July)
VISA Waiver
London Office Location
Argentina
Australia
Canada
Great Britain
Hungary
Israel
Jamaica
Japan
Korea
Mexico
Venezuela
Viet Nam
Coffee, Oscar J.
Chron - March
Chron - April
July Weekly Reports
Budget 1989
AT&T
SUBJECT CORRESPONDENCE FILES OF LINDA M. MYSLIWY,
ASSISTANT SECRETARY FOR TOURISM MARKETING

Box 1:

MOU-Discover New England - Boston, MA 1/6/93
Assoc. of Exec. Women in Travel - Dallas, TX, 11/13/92
Walt Disney National Sales Mtng, 11/9/92
US/A - Econ Growth & Competitiveness Forum, Nov. 10, 1992
Grayline Wldwide Conf, Montreal, Oct. 19, 1992
Amer Tourism Society, Wash, DC, 10/16/92
The Chief's (of U.S. Forest Svc.) Interagency Conf. on Tourism,
   Park City, UT, 9/21-25/92
N.Y. State Hospitality and Tourism Assn., Kerhonkson, NY, 9/11/92
POW-WOW-Europe, Brussels, 9/1-3/92
Nat Miss River Pkwy Commiss, Mpls, MN, 8/24/92
Int'l Marketing Workshops 8/10-13/92 (4 sites)
MD/VA Int'l Mktg Seminar, 6/30/92
Moscow Int'l Travel & Tourism Show
Wheeting, W VA, 6/29/92
NCUTO/USTTA Mtg, Monterey CA, 5/25-29/92
OK Conf on Indian Tourism, OK City, 5/18-19/92
NH Gov's Conf on Tourism, Portsmouth, 5/12-13/92
Nat'l Tourism Week 5/4-8/92
Int'l Tourism Conf WDC 2/3-4/92
Italian Tourism Execs, 1/23/92 WDC
Computer Networking & the Public Tourism Org - Assoc,
   Italy 11/18-20/91
AT&T/USTTA Coop Programs - 1991-92 - USA Maps
Welcoming Int'l Visitors to Wisc, 10/18/91
Welcoming Int'l Visitors to Del, 10/13/91
Rural Tourism Seminar, Lexington, MO, 9/20-21/91
PRTV - Polish TV Interview - WDC 9/6/91
Nat'l Symposium on Arts Promotion & Cultural Tourism in Indian
   County, Albuquerque, NM, 8/19-23/91
Int'l Tourism Wkshp, Phila & Anaheim, 8/26-29/91
Dallas-FT W Tourism Council, 5/7-9/91
Montana Gov's Conf, Helena 3/18-19/91
APRIL 8, 1996

FILES OF LINDA M. MYSLIWY, ASSISTANT SECRETARY FOR TOURISM MARKETING, 1991–93

Box 2
FILES CONTAINED HEREIN: (1991-1992)

FORMATION OF GO USA, TRAVEL INDUSTRY COALITION

ACTIVITIES OF GO USA COALITION

GO USA COALITION, JAPAN, PARIS, LONDON

FILMING OF PRESIDENT BUSH’S VIDEO

WHITE HOUSE BRIEFING AND VIEWING OF PRESIDENT’S VIDEO

AMERICA, YOURS TO DISCOVER CAMPAIGN WITH PRESIDENTIAL VIDEO

INTRODUCTION OF NEW AGENCY THEME

FOLLOW-UP
RECORDS RELATING TO THE U.S. TRAVEL AND TOURISM ADVISORY BOARD (TTAB)

Box 1

Photos (envelope)
Travel Advisory Board Meetings: Sept. 21, 1976
Feb. 17, 1976
Dec. 11, 1973
Sept. 25, 1973
June 19, 1973
March 27, 1973
1971
1972
1970
1969

Transcripts and report on 1974 and 1975 meetings
USTTA Marketing Planning Process FY 1985/1986 (red binder)

Box 2

USTTA Travel Advisory Board
Agenda Items - TTAB-TAC
Travel and Tourism Advisory Board - Member List
United States Travel and Tourism Advisory Board
1987 Appointments - TTAB Letters
Misc.
Reappointments of TTAB Members
Virgin Islands
Tourism Advisory Board Info.
United States Travel and Tourism Advisory Board
Transcripts of Meetings 1982-86

Box 3

TTAB Meetings: Dec. 15, 1986
Sept. 29, 1986
June 1, 1986
March 21, 1986
Feb. 7, 1985
Sept. 18, 1984
June 4, 1985
Feb. 2, 1983
July 12, 1984
Oct. 7, 1982

Box 4

Transcripts of TTAB Meetings, 1986-87
TTAB Meetings: Feb. 1988
June 1988
March 1987
TTAB Records (cont’d)

Box 5

Meeting Books: June 26, 1989
   Sept. 24, 1990
   Dec. 14, 1990
   Mar. 13, 1991
   June 14, 1991
   March 26, 1992
   Sept. 17-18, 1992
   March 4, 1993
   June 7-9, 1993

Box 6

TTAB Appointments (2 folders)

Meeting Books: Nov. 1992
   June 1990
   March 1993
   Sept. 1987
   March 1992
   March 1990
   March 1989

Brussels June 1992 (2 folders)

TTAB Orlando - 9/92

Nov. 4, 1993 - Washington (2 folders)

Box 7

Travel San Francisco
TTAB San Francisco - June 1989
TTAB San Francisco - June 1989 (Transcript)
Berlin - March 1989
The Greenbriar, W.VA. Oct. 15-17, 1988 (binder)
TTAB Meeting - Greenbriar - Oct. 1988
1994 Appointments - TTAB
TTAB Master File
TTAB Charter
TTAB OMB Reports
TTAB Resolutions
Potential candidates
TTAB Gen. Corresp.
Travel and Tourism Advisory Board Meeting
Minutes
December 15, 1986 - Chicago
March 30, 1987 -- Hawaii
June 1990 -- Chicago
September 24, 1990 - Washington, D. C.
December 1990 - Las Vegas
September 18, 1992 - Florida
December 11, 1992 - Missouri
March 4, 1993 - Washington, D. C.
June 8, 1993 - Hawaii
November 1993 - Washington, D. C.
March 7, 1994 - Los Angeles
July 19, 1994 - Boston
October 15, 1994 - Hilton Head, S. C.
July 13, 1995 - Phoenix, Arizona
March 18, 1991 - Washington, D.C.
TTAB GSA Reports

TTAB Meeting Book - San Francisco - June 26, 1989

TTAB Meeting Book - Boston - July 19, 1994
TTAB Meeting File - Boston

TTAB Meeting Book - Washington, D. C. - March 4, 1993

TTAB Meeting Book - Florida - Sept. 18, 1992

TTAB Meeting Book - Kansas City, December 10, 1992

TTAB Meeting Book, Washignton, D. C. Nov. 4, 1993

TTAB Meeting/Summit, Los Angeles, April 1994

TTAB Meeting Book - Hawaii, June 1993

TTAB Meeting File - Arizona - July 1995

TTAB Meeting file - Hawaii - June 1993
TTAB Meeting - Seattle - December 1991

TTAB Meeting - Los Angeles - September 1991

TTAB Meeting Book - Los Angeles - 9/91

TTAB Meeting File - Boston - June 1991

TTAB Meeting File - Las Vegas - December 1990

TTAB Meeting File (Cont.) - Boston - June 1991

TTAB Meeting file - March 1991

TTAB Meeting File - Chicago - June 1990

SIC Standard Industrial Classification

Visas Waiver - User Fee - TTAB

TTAB Meeting file - Washington, D. C. - March 1993
SUBJECT CORRESPONDENCE OF KAREN CARDRAN
DIRECTOR OF TOURISM MARKETING

Box 1

National Tourism Week (binder)
Tourism USA - Revision 1991
Papers From General Counsel advising USTTA
Legal Decisions
China - Agreement on Tourism
Philippines - Memorandum 1988
Hungarian - Memorandum 1987
Int'l Marketing Conf.
ITC Photos (envelope) (uncaptioned prints)
World's Fair Task Force
Team USA
Int'l Tourism Conf. 1993
ITTFAP Presentation 1992
Milestones to the Millenium 1995
Speech - Peter McCoy - 1981
Mission of USTTA - 1992
Harlem & Inner City Tourism
Donna Tuttle - Marlborough Graduation - 1986
Donna Tuttle - ASTA - 1987
Donna Tuttle Economic Effects of Terrorism on Tourism - 1987
Int'l Tourism Conf. Follow-up - 1987
Speeches by Chuck Cobb - 1988
Sec. Mossbacher Speech - 5/18/89
Background on Trade on services for speeches
JATA Speech - 1989
Donna Tuttle Statement - House Appropriations Subcomm. 3/9/88
Box 2

USTTA Strategic Plan
Two Nation Vacation Project
Consumer Information System/Prison System Review
1994 World Cup - Soccer
USTTA Legislative Historical Documents
Int’l Tourism Trade Development Financial Assistance Programs
Public Comments - ITTDFAP
Federal Register Announcements - Tourism Policy & Export
   Promotion Act
Eastern Europe - N/S Report 1993
Congressional Marketing Plan - FY 91, 92 & 93
USTTA Foreign Service (5 folders)
Public Comments on USTTA Operations/Markets
Tourism Policy & Export Promotion Act
USTS/USTTA Legislative History - Background Materials
Congressional Hearings on Tourism Policy and Export Promotion Act
Box 3

MOU's between USTTA and TIA - 10/90

Kampgrounds of America, Inc.

MOU USTTA/BLM, BOR, DA, FWS, PS, NPS, '92

Eurosport '92 MOU for Presidential Video

World Cup '94

AT&T - USTTA Cooperative Programs 92-93

ATT Coop Partnerships

American Express Company new theme and coop initiative '90

American Express/USTTA Coop Agreement 1990

International Newsletter - Walter Matthews Assoc.

European Commission 1992

North American Free Trade Agreement

World Travel and Tourism Council

Translation - Outdoor Recreation Attractions in Central Colorado - World Youth Day

Travel for Tomorrow Council, plus slides

Travelers Safety and Security

Federal Agencies Memorandum of Understanding
MISCELLANEOUS USTTA PUBLICATIONS, REPORTS, AND BINDERS MAINTAINED BY KAREN CARDRAN DIRECTOR, TOURISM MARKETING

Box 1: Bound Publications

Pleasure Travel Markets to North America: France and Germany
Commerce People - March 1991 - USTTA’s Global Reach
Annual Report of the National Tourism Policy Council for FY 1989
Travel Agents USA Transportation Guide Leaders
Business America Feb. 16, 1987 - International Travel and Tourism
Creating Economic Growth & Jobs Through Travel and Tourism
International Trade in Tourism
World Tourism at the Millenium - April 1993
Guidelines for Conducting International Travel Missions
Analysis: The Potential of International Travel Markets to the USA
Study of USTTA Regional Offices - Sept. 1993
Conventions USA
USA Travel Planner
Marketing U.S. Tourism Abroad
Travel Mission Abroad Nov. 1979
Tourism USA: Guidelines for Tourism Development (3 vols.)
Tourism USA: Guidelines for Tourism Development (3rd edition, 1991, consolidated into 1 vol.)
Miscellaneous brochures
A Study of Expanding the USTS Program in Europe - July 1977
CARDRAN PUBS, ETC. (cont'd)

Box 2: Reports

USTS and USTTA Annual Reports, 1961-87

USTTA Input to the Secretary's Annual Report, 1988-93

Travel and Tourism Advisory Board (TTAB) Annual Reports, FY 1982-94

The TTAB Annual Report for FY 1995 was the White House Conference Report since the last year of the board members was taken up as chairs for the White House Conference.

Box 3: Binders

Tourism Policy Council Framework Comm. (1 Binder)*

TTAB Historical Ref. Book (1 Binder)

Resources & Opportunities for International Marketing Conference 2/16-21/89 (1 binder)

1993 Briefing Book

* This binder was placed in this subseries for space purposes. It belongs with the subseries of records relating to the customer needs survey conducted by the Tourism Policy Council (TFC).
REGIONAL MARKETING PLANS

Box 1

U.K. Marketing Plan - FY 1976
Regional Marketing Plans FY 1988: Japan
                                    Italy
                                    Australia
                                    International Congress Office

Box 2

                                    South America
                                    West Germany
                                    Canada
                                    Mexico
                                    Netherlands
                                    France

Box 3

Regional Marketing Plans FY 1993 (Pts. 1 and 2)
FY 1994
FY 1996
Records relating to a publicity campaign by M. Silver

Box 1

M. Silver Report - Public Relations Campaign
M. Silver Report - Public Relations Campaign
Mid-west Disaster Relief and Public Relations Program
DRFAP General Information
Mississippi River Flooding 1993
FEMA Flood Areas - Disaster Relief - Midwest States
M. Silver Report

4 Video Tapes of Midwest Coverage*

M. Silver - Midwest Pr.Campaign

* Titles of Video tapes are: Backroads of Kansas City, Good Morning, America, 3/10/95; South Dakota, Wheel of Fortune, 4/3/95; World's Largest Picnic, 7/4/95; and Wheel of Fortune.
Box 1
Customer Needs Assessment Working Group
January - June 1994

Focus Group Contacts

Travel and Tourism Agencies, groups, associations

Tourism Policy Council Framework Committee

USTTIN - Travel and Tourism Information Network

University of Colorado, USTTIN

CNA Working Group

Tourism Policy Council Framework Committee*

* For space purposes, this binder was placed in with the binders collected and maintained by Karen Cardran.
Publications/Documents

BOX 1

Impact of Foreign Visitors' Spending on State Economies 1985-1986
Impact of International Visitor Spending on State Economies 1989
Impact of International Visitor Spending on State Economies 1990
Impact of International Visitor Spending on State Economies 1991-1992

Canadian Travel to the United States 1989
Canadian Travel to the United States 1990-1991
Canadian Travel to the United States 1992
Canadian Travel to the United States 1993

Summary and Analysis of International Travel to the U.S. -- January 1994
Summary and Analysis of International Travel to the U.S. -- February 1994
Summary and Analysis of International Travel to the U.S. -- March 1994
Summary and Analysis of International Travel to the U.S. -- July 1994
Summary and Analysis of International Travel to the U.S. -- August 1994
Summary and Analysis of International Travel to the U.S. -- December 1993 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1992 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1991 and year-to-date
Summary and Analysis of International Travel to the U.S. -- November 1991
Summary and Analysis of International Travel to the U.S. -- December 1990 and year-to-date
Summary and Analysis of International Travel to the U.S. -- June 1990
Summary and Analysis of International Travel to the U.S. -- December 1989 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1988 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1987 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1986 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1985 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1984 and year-to-date
Summary and Analysis of International Travel to the U.S. -- December 1983 and year-to-date

Tourism USA, Guidelines for Tourism Development
Rural Tourism Handbook: Selected Case Studies and Development Guide
International Trade in Tourism: A Manual for Managers and Executives
USTTA brochure
The United States Welcomes Handicapped Visitors
Tourism Activity in Eastern Europe and the Former Soviet Union: A Report to Congress
Developing a U.S. Regional Approach for Promoting Travel from Foreign Markets
Tourism in the Caribbean Basin: An Assessment of Mutual Economic Opportunities for the United States and Caribbean Jurisdictions
Tourism: Putting the Pieces Together
BOX 1 continued

World Tourism at the Millennium: An Agenda for Industry, Government, and Education
A Regional Office Study
Charting a Course for International Tourism in the Nineties: An Agenda for managers and Executives
Tourism Development: A Guideline for Rural Communities
Team USA: Creating Global Opportunities Reference Manual
USTTA Resources Handbook: "Charting a Course for the Nineties"
USTTA Resources Handbook: Cooperation: The Key to Success
White House Conference on Travel and Tourism: Proposed National Tourism Strategy

Impact of Foreign Tourism on the United States' Inter-city Bus Industry
Impact of Foreign Tourism on the United States' Airlines Industry
Impact of Foreign Tourism on the United States' Lodging Industry
Impact of Foreign Tourism on the United States' Auto Rental Industry


Recap of International Travel to and from the United States in 1990
Recap of International Travel to and from the United States in 1989
Recap of International Travel to and from the United States in 1988
Recap of International Travel to and from the United States in 1985
Recap of International Travel to and from the United States in 1984
Recap of International Travel to and from the United States in 1981
BOX 2

Resources and Opportunities: Spotlight on Tourism 1994
Resources and Opportunities: Releasing the Forces of Tourism 1993
Resources and Opportunities: Bringing the World Together 1992
Resources and Opportunities: Building Partnership for the Future 1989
BOX 3

Japan Pleasure Travel Market To North America -- Travel Trade Report and Tour Products Analysis -- 1995
Australia Pleasure Travel Market To North America -- final report -- 1995
Australia Pleasure Travel Market To North America -- travel trade report and tour products analysis -- 1995
Australia Pleasure Travel Market To North America -- highlights report -- 1995
Taiwan Pleasure Travel Market To North America -- final report -- 1994
Taiwan Pleasure Travel Market To North America -- highlights report -- 1994
The Netherlands Pleasure Travel Market to North America -- final report -- 1993
The Netherlands Pleasure Travel Market to North America -- highlights report -- 1993
Canadian Pleasure Travel Market Study -- final report -- 1992
Canadian Pleasure Travel Market Study -- highlights report -- 1992

United Kingdom Pleasure Travel Market To North America -- Package Tour Market Analysis and Tour Product Survey final report -- 1991

France Pleasure Travel Market To North America -- Package Tour Market Analysis and Tour Product Survey final report -- 1992
Germany Pleasure Travel Market To North America -- Package Tour Market Analysis and Tour Product Survey final report -- 1992
France and Germany Pleasure Travel Market To North America -- Package Tour Market Analysis and Tour Product Survey highlights report -- 1992
Japan Pleasure Travel Market to North America -- City Market Analysis and City Image Survey -- 1991
United Kingdom Pleasure Travel Market to North America -- City Market Analysis and City Image Survey -- 1991
South Korea Pleasure Travel Market To North America -- final report -- 1991
Venezuela Pleasure Travel Market To North America -- final report -- 1991
Venezuela and South Korea Pleasure Travel Market To North America -- highlights report -- 1991
Japan Pleasure Travel Market to North America -- final report -- 1989
West Germany Pleasure Travel Market to North America -- final report -- 1989
France Pleasure Travel Market to North America -- final report -- 1989
United Kingdom, France, West Germany and Japan Pleasure Travel Market To North America -- highlights report -- 1989

Mexico Pleasure Travel Market to North America -- final report -- 1988
Australia Pleasure Travel Market to North America -- final report -- 1988
Brazil Pleasure Travel Market to North America -- final report -- 1988
Italy Pleasure Travel Market to North America -- final report -- 1988
Italy, Australia, Brazil and Mexico Pleasure Travel Market To North America -- highlights report -- 1988

Hong Kong Pleasure Travel Market to North America -- final report -- 1987
Switzerland Pleasure Travel Market to North America -- final report -- 1987
Switzerland, Hong Kong and Singapore Pleasure Travel Market To North America -- highlights report -- 1987
BOX 3 continued

France Pleasure Travel Market to North America — final report — 1986
United Kingdom Pleasure Travel Market to North America — final report — 1986
West Germany Pleasure Travel Market to North America — final report — 1986
Japan Pleasure Travel Market to North America — final report — 1986

Analysis: The Potential of International Pleasure Travel Markets to the USA
Western Hemispheric Tourism Ministerial Meeting, 1994

Box 1:
FILES CONTAINING INFORMATION ON THE FOLLOWING:

Country files with all correspondence on invitation and info on meeting
Letters of acknowledgment
Copies of the Declaration of Orlando
Notes for Moderators
Industry attendance list
Hotel info
Meet & Greet Protocol
Translators

Tapes of all the sessions (where never transcribed due to cost)
Pictures of ministers and Secretary Brown, pictures at lunch
OFFICE OF TRAVEL DEVELOPMENT

Western Hemispheric Tourism Ministerial Meeting, 1994

Box 2:

1. Three ring notebook containing:
   - Copies of the Agenda for Ministerial Meeting
   - Information on the Summit of The Americas
   - Invitees to Meeting
   - Contacts for Speakers
   - Correspondence concerning the Meeting, with USTTA regional offices, U.S. Embassy (Economic Section) personnel, government organizations involved in Central, South and Latin America tourism issues

2. Three ring notebook containing:
   - Copies of Cables
   - RSVP’s
   - Mailing lists of invitees
   - Copies of correspondence with steering committee
   - Correspondence with Secretary’s office

3. Three ring notebook containing:
   - Scripts
   - Q&A’s
   - Signage and badges
   - Public Affairs
   - Protocol
   - Hotel AV equipment
   - Security issues
   - List of contacts
   - Meetings