

# INACTIVE - ALL ITEMS SUPERSEDED OR OBSOLETE

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 Items are either obsolete or have been superseded by newer NARA approved records schedules.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

INACTIVE - ALL ITEMS SUPERSEDED OR OBSOLETE

<b>REQUEST FOR RECORDS DISPOSITION AUTHORITY</b> <i>(See Instructions on reverse)</i>		<b>LEAVE BLANK (NARA use only)</b>	
TO: NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NIR) WASHINGTON, DC 20408		JCS NUMBER	N1-377-96-1
1. FROM (Agency or establishment) U.S. Department of Commerce		DATE RECEIVED	7-16-96
2. MAJOR SUBDIVISION U.S. Travel and Tourism Administration		<b>NOTIFICATION TO AGENCY</b>	
3. MINOR SUBDIVISION		In accordance with the provisions of 44 U.S.C. 3303a the disposition request, including amendments, is approved except for items that may be marked "disposition not approved" or "withdrawn" in column 10.	
4. NAME OF PERSON WITH WHOM TO CONFER	5. TELEPHONE	DATE	ARCHIVIST OF THE UNITED STATES
Dan Rooney	202-482-4458	5-1-97	<i>John W. Carl</i>
6. AGENCY CERTIFICATION I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal on the attached ___ page(s) are not now needed for the business of this agency or will not be needed after the retention periods specified; and that written concurrence from the General Accounting Office, under the provisions of Title 8 of the GAO Manual for Guidance of Federal Agencies, <input checked="" type="checkbox"/> is not required; <input type="checkbox"/> is attached; or <input type="checkbox"/> has been requested.			
DATE	SIGNATURE OF AGENCY REPRESENTATIVE	TITLE	
7/12/96	<i>Daniel J. Rooney</i>	Department Records Mgmt. Officer	

**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.*

*Jerry Baume*

MAY 19 1997 *MKV*

*Copy to: Agency  
NWDD*

**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 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.

**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.

5. 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.

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

6. Regional Marketing Plans, FY 1988-96, 3 cu.ft. Marketing plans for those countries and regions served by USTTA regional offices.

**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**

10. Research Reports and Publications, 1981-95, 3 cu. ft. Copies of USTTA research reports and publications.

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

**U.S. TRAVEL AND TOURISM ADMINISTRATION  
ADMINISTRATIVE HISTORY FROM 1978 TO 1996**

The U.S. Travel and Tourism Administration (USTTA) Records Control Schedule (Job No. NC1-377-77-1, 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.

Regional Marketing Plans, FY 1988-96, 3 cu.ft.

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

Research Reports and Publications, 1981-95, 3 cu.ft. Copies of USTTA research reports and publications.



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  
Cooperatve 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



**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.

Box 8 of 10 - TTA

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 13, 1991 - Washington, DC.*

Box 9 of 10 - TTAB

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, Washington, 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



Box 10 of 10 - TTAB

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 - Washington, D. C. = Sept. 1990

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  
ITTDFAP Presentation 1992  
Milestones to the Millennium 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  
ITC National Conf. Hollywood, FL 10/4/89  
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  
Quasi - Government Organization - 1980-94

## SUBJECT CORRESPONDENCE FILES OF KAREN CARDRAN

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

Rural Tourism Handbook: Selected Case Studies & Development Guide  
Pleasure Travel Markets to North America: France and Germany  
Impact of International Visitor Spending on State Economies  
for 1985-86, 1989, 1991, and 1992 (4 publications)  
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  
User Friendly Facts: A Resource Book 1992  
User Friendly Facts: A Resource Book 1991  
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 (TPC).

## 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.



FILES RELATING TO A CUSTOMER NEEDS SURVEY CONDUCTED BY  
THE TOURISM POLICY COUNCIL (TPC)

**HYATT**

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.

## RESEARCH REPORTS

## 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  
Marketing U.S. Tourism Abroad: A Manual of International Cooperative Marketing Opportunities 1995-1996  
Marketing U.S. Tourism Abroad: A Manual of International Cooperative Marketing Opportunities 1993-1995  
Marketing U.S. Tourism Abroad: A Manual of International Cooperative Marketing Opportunities 1990-1991  
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**

**User Friendly Facts: A Resource Book 1991**  
**User Friendly Facts: A Resource Book 1992**  
**User Friendly Facts: A Resource Book 1989**  
**User Friendly Facts: A Resource Book 1988**

**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

## OFFICE OF TRAVEL DEVELOPMENT

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) *(includes 3 video tapes)*

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