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U.S. DEPARTMENT OF COMMERCE

BRIEFING HANDBOOK



U.S. TRAVEL SERVICE

1. MISSION - The mission of the United States Travel Service is to improve the balance of payments by promoting travel to the U. S. from foreign countries and to develop travel within the U. S. by U. S. residents, provided such activities do not compete with those of private agencies.

2. MAJOR STATUTORY AUTHORITIES - The United States Travel Service (USTS) was established by the International Travel Act of 1961 (22 U.S.C. 2121-2127) as amended. It is the official national tourism organization of the United States and has counterparts in 125 foreign countries. In 1973, USTS was vested with authority to encourage, promote and develop travel within the U. S. when the Act of July 19, 1940 (54 Stat. 773: 16 U.S.C. 18-18d) was transferred from the Secretary of the Interior to the Secretary of Commerce. Finally, P.L. 91-269 (22 U.S.C. 2801 et seq.) sets procedures and requirements for Federal recognition of, and participation in, international expositions held in the United States.

3. BRIEF HISTORICAL BACKGROUND - Following World War II, pleasure travel abroad was initially encouraged by the United States as a means of aiding the hard-hit European and Asian economies. By the end of the 1950's however, this predominately one-way travel was causing a balance-of-payments problem for the United States.

From 1949 to 1960, the U.S. travel deficit-the difference between what Americans spend abroad compared with what international visitors spend in the United States-had more than tripled from \$360 million to \$1.2 billion.

On June 29, 1961, the President signed the International Travel Act (Public Law 87-63) to "stimulate and encourage travel to the United States by residents of foreign countries...." The United States Travel Service was established in the U.S. Department of Commerce to carry out this purpose.

Within 6 months, USTS had established overseas travel information offices in the United Kingdom, France, Japan, and Australia. It worked with both the travel industry and the general public abroad and received cooperative support from private industry through a Travel Advisory Committee.

In 1968, USTS began to concentrate its promotional activities with the sellers of travel overseas. Overseas offices, which had grown to 11, were consolidated that year into 7 regional offices to provide more effective service to the travel industry in the nearly 40 countries within their market area. The Travel Advisory Committee was replaced by a 15-member Travel Advisory Board, and USTS gave increased priority to the collection of tourism statistics through the creation of the Office of Research and Analysis.

Another milestone was an amendment to the International Travel Act, which the President signed on October 21, 1970, providing that USTS be headed by an Assistant Secretary of Commerce for Tourism. The amendment also authorized the establishment of a Federal matching grants program for international tourism projects initiated by states, cities, and non-profit organizations.

By the Travel Service's 10th Anniversary, international visitors to the United States had more than doubled from 6.3 million to 13.6 million. U.S. earnings from international visitors had increased more than 175 percent from \$1.07 billion to \$2.96 billion.

Further program reorientation began early in 1973, when USTS implemented a 5-year integrated Marketing Plan designed to demonstrably increase the number of international visitors to the United States and the resulting foreign exchange earnings. To accomplish this, USTS consolidated its field offices to six country-markets—Canada, Mexico, Japan, the United Kingdom, Germany, and France—which account for about 86 percent of the foreign visitors to the United States and 77 percent of the U.S. dollar earnings from international tourism.

Under the plan, each field office works with the travel industry within its one nation with resources concentrated on programs such as tour development, sales development, convention sales, advertising, and product information. The industry in each nation acts as the contact point with the general public by presenting information on U. S. travel opportunities and actually selling travel to the United States.

On December, 1973, USTS was vested with authority to encourage, promote and develop travel within the United States. In November, of 1975, the agency received funding for domestic tourism promotion. Since that time, USTS has been working with the travel industry to develop a comprehensive Domestic Tourism Program. The main thrust of this program initially will be to develop, in conjunction with private industry, a national marketing program promoting domestic travel.

4. ORGANIZATION, INCLUDING FIELD STRUCTURE - Attached is a copy of Department Organizational Order 10-7 (Assistant Secretary for Tourism) and 25-1 (United States Travel Service). This latter contains the official organization chart showing the structure of the agency.

United States of America DEPARTMENT OF COMMERCE	DEPARTMENT ORGANIZATION ORDER <u>10-7</u>	
DEPARTMENT ORGANIZATION ORDER SERIES	DATE OF ISSUANCE January 16, 1976	EFFECTIVE DATE January 16, 1976
SUBJECT ASSISTANT SECRETARY FOR TOURISM		
<p><u>SECTION 1. PURPOSE.</u></p> <p>.01 This order prescribes the scope of authority of the Assistant Secretary for Tourism and the functions of the United States Travel Service.</p> <p>.02 This revision modifies the wording of the Assistant Secretary's authority and reflects the abolition of the position of Deputy Assistant Secretary for Bicentennial Affairs (Section 2.), incorporates the provisions of a prior amendment (subparagraph 4.k.), and adds several domestic travel promotion functions (subparagraphs 4.l., m., n., o., and p.).</p> <p><u>SECTION 2. STATUS AND LINE OF AUTHORITY.</u></p> <p>.01 Pursuant to the authority vested in the Secretary by law, the United States Travel Service ("USTIS") is continued as a primary operating unit of the Department of Commerce.</p> <p>.02 As provided by statute (22 U.S.C. 2124), the Assistant Secretary of Commerce for Tourism (the "Assistant Secretary"), who is appointed by the President by and with the advice and consent of the Senate, is the head of the USTIS. The Assistant Secretary exercises the duties and responsibilities of the Secretary under the International Travel Act of 1961, as amended, and other authorities as delegated by this order.</p> <p>.03 The Assistant Secretary shall be assisted principally by a Deputy Assistant Secretary for Tourism who is subject to the supervision of the Assistant Secretary and shall perform the functions of the Assistant Secretary in his absence.</p> <p><u>SECTION 3. DELEGATION OF AUTHORITY.</u></p> <p>.01 Subject to such policies and limitations as the Secretary of Commerce may prescribe, the Assistant Secretary for Tourism is hereby delegated the authority of the Secretary of Commerce under:</p> <p>a. The International Travel Act of 1961, as amended, (the "Act") (22 U.S.C. 2121 et seq.);</p> <p>b. The Trade Fair Act of 1959 (19 U.S.C. 1751-1756), relating to the certification and promotion of domestic trade fairs;</p>		

- c. The Act of May 27, 1970 (22 U.S.C. 2801 et seq.), relating to participation of the United States in international expositions;
- d. The Acts of February 19, 1966 (P.L. 89-555) and October 27, 1966 (P.L. 89-697) regarding the Inter-American Cultural and Trade Center in Dade County, Florida ("Interama"); and
- e. The Act of July 19, 1940, as amended, (54 Stat. 773; 16 U.S.C. 18-18d), relating to domestic travel promotion, as transferred by P.L. 93-193 (December 19, 1973).

.02 The Assistant Secretary may exercise other authorities of the Secretary as applicable to performing the functions assigned in this order.

.03 The Assistant Secretary may redelegate his authority to any employee of the United States Travel Service, subject to such conditions in the exercise of such authority as he may prescribe.

SECTION 4. FUNCTIONS.

The Assistant Secretary shall have primary responsibility for promoting travel to the United States by residents of foreign countries to improve the U. S. balance of payments and to promote friendly understanding and good will among peoples of foreign countries and of the United States. The Assistant Secretary shall also have primary Departmental responsibility for the formulation of tourism policy; for the promotion of travel within the United States; for the implementation of U. S. international agreements providing for the development of tourism to the United States; and coordinating the use of the facilities and services of existing agencies of the Federal Government to achieve the objectives of the International Travel Act of 1961, as amended. In carrying out these responsibilities, the Assistant Secretary shall:

- a. Develop, plan and carry out a comprehensive program designed to stimulate and encourage travel to the United States for the purpose of study, culture, recreation, business and other activities;
- b. Encourage the development of tourist facilities, low cost unit tours, and other arrangements within the United States for meeting the requirements of foreign visitors;
- c. Foster and encourage the widest possible distribution of the benefits of travel at the cheapest rates between foreign countries and the United States consistent with sound economic principles;
- d. Encourage the simplification, reduction, and elimination of barriers to travel, and the facilitation of international travel generally;
- e. Collect, publish, and provide for the exchange of statistics and technical information, including schedules of meetings, fairs, and other

attractions, relating to international travel and tourism;

f. Utilize the facilities and services of Federal agencies, including those in foreign countries, to the fullest extent possible;

g. Consult and cooperate with individuals, businessmen, and organizations engaged in or concerned with international travel, including local, State, Federal and foreign governments and international agencies;

h. Obtain the advice and services of qualified professional organizations and personnel;

i. Make grants or proposals for contracts for projects designed to carry out the purposes of the Act, subject to the provisions of Sections 3(a)(5) and (6) of the Act;

j. Provide, according to such policies, standards, criteria and procedures as he may establish, incentives to travel agents and tour operators in foreign countries for the promotion of travel to the United States;

k. Conduct Commerce programs involving:

(1) Federal recognition of and participation in international expositions, and special events held in the United States;

(2) Participation in domestic and international trade fairs and exhibitions as is necessary to the performance of United States Travel Service's functions; and

(3) Participation in international expositions abroad as is necessary to the performance of USIS's functions.

l. Develop, plan, and carry out a comprehensive program to encourage, promote and develop travel within the United States, its Territories and possessions, providing such activities do not compete with the activities of private agencies;

m. Cooperate with public and private tourist, travel, and other agencies for the purpose of encouraging, promoting or developing such domestic travel;

n. Recommend contracts with private publishers for the purpose of carrying out the provisions of the Act of July 19, 1940;

o. Make charges for any publications made available to the public pursuant to the provisions of the Act of July 19, 1940; and

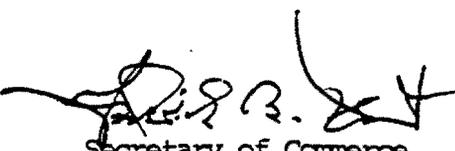
p. Issue such rules, and take such other actions, as may be authorized or desirable to implement the Act of July 19, 1940.

SECTION 5. EFFECT ON OTHER ORDERS.

This order supersedes Department Organization Order 10-7 of March 14, 1974, as amended.

Handwritten signature in cursive script, appearing to read "James M. ...".
Secretary of Commerce

USCOMM-DC - 4947

United States of America DEPARTMENT OF COMMERCE	DEPARTMENT ORGANIZATION ORDER <u>10-7</u> Amendment 1	
DEPARTMENT ORGANIZATION ORDER SERIES	DATE OF ISSUANCE July 15, 1974	EFFECTIVE DATE July 15, 1974
SUBJECT ASSISTANT SECRETARY FOR TOURISM		
<p>Department Organization Order 10-7, dated March 14, 1974, is hereby amended as follows:</p> <p><u>SECTION 4. FUNCTIONS.</u> Paragraph k. is amended to read as follows:</p> <p>"k. Conduct Commerce programs involving:</p> <p>"(1) Federal recognition of and participation in international expositions held in the United States;</p> <p>"(2) Participation in domestic and international trade fairs and exhibitions as is necessary to the performance of United States Travel Service's functions; and</p> <p>"(3) Participation in international expositions abroad as is necessary to the performance of United States Travel Service's functions."</p> <div style="text-align: center;">  Secretary of Commerce </div> <p>USCOMM-DC - 4705</p>		

United States of America DEPARTMENT OF COMMERCE	DEPARTMENT ORGANIZATION ORDER <u>25-1</u>	
DEPARTMENT ORGANIZATION ORDER SERIES	DATE OF ISSUANCE January 16, 1976	EFFECTIVE DATE January 16, 1976
SUBJECT UNITED STATES TRAVEL SERVICE		
<p><u>SECTION 1. PURPOSE.</u></p> <p>.01 This order prescribes the organization and assignment of functions within the United States Travel Service (USTS). The scope of authority and functions of USTS are set forth in Department Organization Order 10-7.</p> <p>.02 This revision, reflecting a major organizational realignment, abolishes the positions of Deputy Assistant Secretary for Bicentennial Affairs and Executive Director; deletes reference to the Management Operations Committee; establishes an Office of Policy Analysis (paragraph 3.05) and an Office of State-City Affairs (paragraph 3.06); and revises either the function, title, or organizational alignment of all USTS offices and divisions -- a two-tier organization consisting of two offices, Program Services and Development and Marketing and Field Operations, with divisions under them, has replaced the single-tier organization of seven offices (Sections 4. and 5.).</p> <p><u>SECTION 2. ORGANIZATION STRUCTURE.</u></p> <p>The principal organization structure and line of authority shall be as depicted in the attached organization chart.</p> <p><u>SECTION 3. OFFICE OF THE ASSISTANT SECRETARY.</u></p> <p>.01 The <u>Assistant Secretary for Tourism</u> has overall responsibility for the policies and direction of USTS. He establishes its basic policies and objectives; chairs the Department's Travel Advisory Board; establishes and maintains relations with Government and industry officials at all levels to facilitate tourism plans and programs; and advises the Secretary and Under Secretary in all matters related to tourism, including tourism associated with the Nation's Bicentennial celebration.</p> <p>.02 The <u>Deputy Assistant Secretary for Tourism</u> serves as the principal advisor on policy and administrative matters to the Assistant Secretary; oversees the day-to-day direction of the agency's operational matters; provides guidance for, and coordinates the preparation and implementation of the Integrated Marketing Plan, program plans, operating plans, and country marketing plans developed by the Office of Marketing and Field Operations and the Office of Program Services and Development; approves or disapproves specific projects proposed in Field Office Country Marketing Plans; represents the Department at meetings of international or intergovernmental organizations at which USTS is in attendance; and performs the duties of the Assistant Secretary in the latter's absence.</p>		

.03 The Office of Administration provides management support to the Assistant Secretary and the Deputy Assistant Secretary; develops and maintains the USTS administrative management system; manages the Performance Measurement System; performs budget formulation and management functions; prepares input to the Departmental Project Control System; participates on the Matching Grants Committee; performs administrative support functions, including personnel, procurement, management analysis and administrative services; and arranges for the provision of administrative services from the Department as required.

.04 The Office of Policy Analysis provides staff support to the Assistant Secretary and the Deputy Assistant Secretary in the development of domestic and international tourism policy, including preparation of position papers on tourism issues and legislative proposals, and prepares analyses, comments, and testimony related thereto. The Office provides staff support to the Assistant Secretary in Congressional relations; coordinates USTS activities pertaining to Congressional relations and serves at the channel for exchange of information with members of Congress through and in recognition of the responsibilities of the Department's Office of Congressional Affairs. The Office interfaces with the Department's Office of Policy Development, the travel trade, the Council on International Economic Policy, and other intergovernmental policy offices that impact on tourism activities or on substantive issues such as energy, the economy, the environment, transportation, and charter rules and fares which impact on tourism and travel promotions. Within USTS, coordinates with the Office of Program Services and Development and the Office of Marketing and Field Operations to relate operating goals and procedures to policy objectives, and to consolidate technical and administrative inputs to policy aims.

.05 The Office of State-City Affairs provides support and assistance to the Assistant Secretary in establishing and maintaining relations with Government and industry officials at all levels to facilitate tourism plans and programs and provide advice to the Assistant Secretary and Deputy Assistant Secretary on programs and activities taking place in the tourism field, particularly at state and local levels; coordinates USTS programs with official tourism offices in all states, territories, local governments and regions; administers the Matching Grant Program and chairs the Matching Grants Committee, which is responsible for making recommendations to the Assistant Secretary on grant applications; and makes arrangements for and coordinates public appearances by USTS officials.

SECTION 4. OFFICE OF PROGRAM SERVICES AND DEVELOPMENT.

The Office of Program Services and Development directs and coordinates the Headquarters program services and development functions in the preparation of an integrated marketing and operating plan; coordinates the domestic tourism program to encourage, promote, and develop travel within the United States, including any U. S. Commonwealth, territory, and possession; works closely with the Office of Policy Analysis in

developing domestic tourism policies and with the Office of Marketing and Field Operations in providing marketing support assistance. With the Office of Marketing and Field Operations assists the Deputy Assistant Secretary in coordinating and integrating the plans proposed by the two offices, and in allocating resources by programs and markets; and participates on the Matching Grants Committee.

.01 The Research and Analysis Division provides economic and marketing data required for strategic and program planning; conducts market research in direct support of USIS objectives and strategies; reviews and recommends action on specific research projects proposed in Field Office Country Marketing Plans and in the domestic tourism program; provides specific data and ad hoc analyses as requested; assists in establishing overall performance goals; conducts periodic evaluation studies to determine the effectiveness of marketing programs and activities being measured under the Performance Measurement System; advises on the selection of contractors to perform special research projects, monitors these projects, and evaluates the performance of the contractors; maintains a data bank on international travel and basic data on domestic travel; and, as a participant on the Matching Grants Committee, has technical review responsibility for research projects proposed by matching grant applicants.

.02 The Media Services Division provides guidance to all USIS components in the areas of media relations and trade and consumer product information; plans and supervises the implementation of comprehensive travel information programs domestically and in each USIS market; reviews and recommends action on specific information projects proposed in Field Office Country Marketing Plans; implements specific operating plans for each element of the overall program; guides the preparation of information support materials for distribution to domestic and foreign media; selects media representatives to participate in, and prepares trip plans for, media familiarization tours; advises on the selection of the domestic communications contractor and the local communications contractor in each market, and evaluates their performance; handles inquiries from media representatives; coordinates the public awareness program; and, as a participant on the Matching Grants Committee, exercises technical review of information projects proposed by matching grants applicants.

.03 The Conventions and Expositions Division develops and supervises the implementation of programs to obtain international congresses for the U. S. and increase foreign attendance at these congresses and at major U. S. conventions; plans and implements programs to increase foreign attendance at international expositions held in the U. S.; administers Federal recognition of, and participation in, expositions held in the United States under P.L. 91-269 (22 U.S.C. 2801) and special events in the United States under other statutory provisions; represents the Department at the Bureau of International Expositions; promotes adoption of the VISIT USA incentive travel program by multinational corporations; reviews and recommends action on specific convention, exposition, and incentive travel promotion projects proposed in Field Office Country Marketing Plans; develops plans and programs for providing special exhibits in support of travel fairs and other

industry travel shows; develops and implements operating plans for each element of the overall program; provides technical supervision to the International Congress Office; provides functional guidance to Field Offices and Commercial Attaches; represents USIS at meetings of international and domestic convention trade associations; provides technical review of convention sales materials developed by the Advertising and Promotion Division; and, as a participant on the Matching Grants Committee, exercises technical review of convention, exposition, and incentive travel promotion projects proposed by matching grant applicants.

.04 The Visitor Services Division develops, plans, and implements programs to stimulate the development of U. S. tourism facilities and receptive services for travelers from abroad; reviews and recommends action on specific facilitation projects proposed in Field Office Country Marketing Plans; develops and implements operating plans for each element of the overall program; provides information, assistance, and services to industry associations and operators of U. S. trade shows under the Trade Fair Act of 1959 (19 U.S.C. 1751-56); publicizes trade shows in the U. S., including the printing of an annual directory of these events; encourages organizers to provide special rates and services for foreign attendees; identifies and certifies private sector service capabilities to international visitors, including foreign language programs at hotels and motels nationwide; conducts a multilingual receptionist program at major U. S. ports of entry; provides visitor information services to the public on travel in the U. S.; and, as a participant on the Matching Grants Committee, exercises technical review of host services and facilitation projects proposed by matching grant applicants.

SECTION 5. OFFICE OF MARKETING AND FIELD OPERATIONS.

The Office of Marketing and Field Operations directs the Headquarters marketing programs which support Field Office Operations and the Field Offices in the development and implementation of individual Country Marketing Plans, and monitors progress against plans; directs and coordinates the special markets program; with the Office of Program Services and Development, assists the Deputy Assistant Secretary in coordinating and integrating the plans prepared by the two offices; reviews the operating budget for each Field Office and provides priorities for the allocation of resources within Field Offices; installs a comprehensive, formal training program in the Field Offices; serves as the liaison between the Field Offices and USIS headquarters; participates on the Matching Grants Committee; performs program reviews, and with the Office of Administration, performs operations audits at Field Offices; and has overall responsibility for the Sales Development Program.

.01 The Marketing Programs Division develops creative marketing programs to cultivate maximum potential markets and market segments; develops and implements operating plans for each element of the overall program; reviews and recommends action on specific market development projects proposed in Field Office Country Marketing Plans; plans and manages the tour development program; assists Headquarters' divisions to plan and implement

tour development support programs; develops, in conjunction with the Field Offices, incentive awards programs designed to motivate foreign travel agents to sell travel programs featuring the U. S.; coordinates all familiarization and inspection tours by the foreign travel trade and media; selects travel agents to participate in, and prepares trip plans for, agent familiarization tours; provides service to the Media Services Division in handling of journalist familiarization tours; directs USTS participation in travel trade marts; provides guidance and coordination of travel missions to USTS markets by regional, state, and local tourism interests; develops a program for ensuring effective relations with the travel and transportation industry with a view to achieving tour development program objectives; in conjunction with the Research and Analysis Division, monitors and analyzes the marketing activities of competitive destinations; and, as a participant on the Matching Grants Committee, exercises technical review of tour development projects proposed by matching grant applicants.

.02 The Advertising and Promotion Division provides guidance to all USTS components in the areas of advertising and promotion; develops, in conjunction with appropriate Field and Headquarters Offices, detailed advertising and promotion campaigns for all markets, including creative and media plans; reviews and recommends action on specific advertising and promotion projects proposed in Field Office Country Marketing Plans; implements specific operating plans for each element of the overall program; coordinates the production of sales promotion materials including brochures, films and booklets used in the conduct of USTS programs; selects, and provides Field Offices with reference materials for travel planning centers; maintains a photo and film library; supervises the current advertising agencies and evaluates their performance; and, as a participant on the Matching Grants Committee, provides technical review of advertising or promotion projects proposed by matching grant applicants.

.03 Each Field Office develops an annual marketing plan for its territory; develops and manages a Sales Development Program to motivate and train retail salespersons to feature and sell U. S. destinations and events; negotiates and implements tour development projects in cooperation with the Marketing Programs Division; implements the Travel Information Program for the market; provides input to, and helps implement, USTS advertising campaigns within the market; prepares annually an evaluation indicating priority matching grant programs desired for the market, and identifying destination areas in the U. S. which have the greatest promotion potential; collects marketing data; maintains liaison with embassy/consular staff within the market country; administers special research projects; and provides input to the USTS Performance Measurement System.

.04 The International Congress Office is a specialized Field Office that seeks convention and incentive travel for the U. S.; collects and analyzes convention sales opportunities on international associations worldwide (but primarily in France, Belgium, the United Kingdom and Switzerland); maintains a computerized data bank containing convention sales intelligence (contact reports), which is disseminated via the Conventions and Expositions Division to U. S. cities requesting and agreeing to act on the service; encourages selected foreign tour operators who specialize

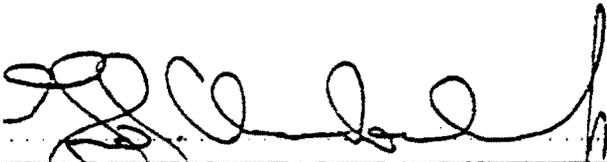
in congress, convention, and/or incentive travel to develop packages to conventions scheduled in the U. S.; conducts site-selection seminars for international association secretariats; plans and conducts sales seminars, bringing together prospective incentive travel users and operators; and maintains liaison with embassy/consular/trade centers staff within the sales territory.

SECTION 6. EFFECT ON OTHER ORDERS.

This order supersedes Department Organization Order 25-1, dated May 2, 1975.


Assistant Secretary for Tourism

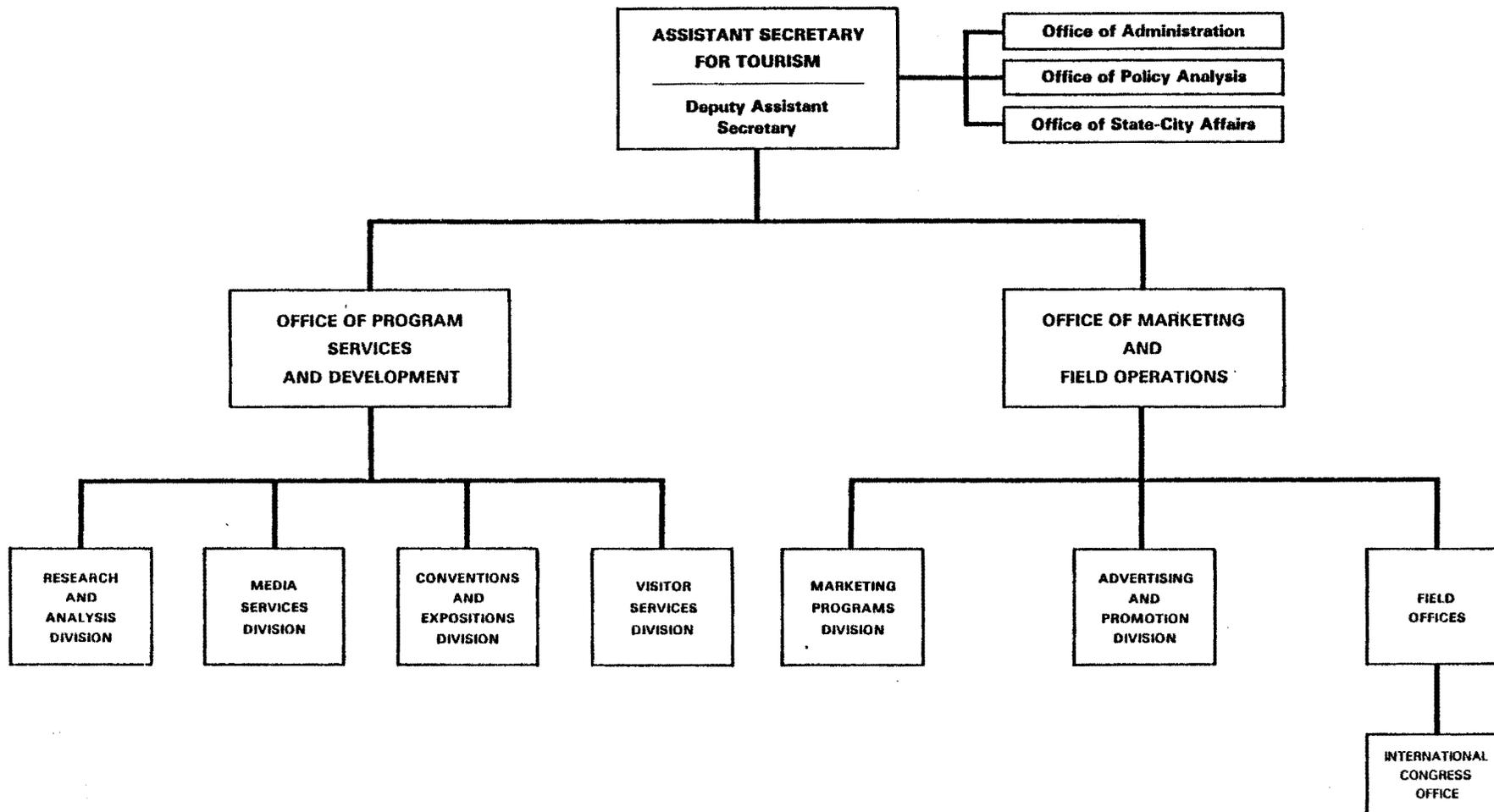
Approved:


Acting Assistant Secretary for Administration

U.S. DEPARTMENT OF COMMERCE

ATTACHMENT TO DOO 25-1

United States Travel Service



5. BIOGRAPHIES OF PRINCIPAL OFFICIALS - The key officials of the United States Travel Service are:

1. Creighton D. Holden, Assistant Secretary of Commerce for Tourism
2. David N. Parker, Deputy Assistant Secretary of Commerce for Tourism
3. Hans F. Regh, Managing Director of the Office of Program Services and Development
4. David Edgell, Director of the Office of Research and Policy Analysis
5. Lee J. Wells, Director of the Office of Administration
6. John K. Snyder, Jr., Director of the Office of State-City Affairs
7. William H. Tolson, Acting Director of the Office of Marketing and Field Operations^{1/}
8. Roger Jarman, Director of the Toronto Field Office
9. William M. Tappe, Director of the Mexico City Field Office
10. Roger P. Biver, Director of the London Field Office
11. Max J. Ollendorff, Director of the Frankfurt Field Office
12. Paul L. Guidry, Director of the Paris Field Office
13. Fritz M. Schmitz, Director of the Toyko Field Office

The biographies of each of these persons is attached.

^{1/} Henry G. Riegner, Managing Director of the Office of Marketing and Field Operations is presently detailed to another Commerce Agency.

UNITED STATES DEPARTMENT OF
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WASHINGTON, D.C. 20230



UNITED STATES DEPARTMENT OF COMMERCE
UNITED STATES TRAVEL SERVICE

BIOGRAPHICAL SKETCH OF CREIGHTON D. HOLDEN

Creighton D. Holden was confirmed as Assistant Secretary of Commerce for Tourism by the United States Senate on September 30, 1975.

As Assistant Secretary of Commerce for Tourism, he is responsible for the formulation of tourism policy within the Department of Commerce and among the agencies of the Federal Government to achieve the objectives of the International Travel Act of 1961. As the ranking U.S. tourism official, he heads United States Travel Service (USTS).

From 1946 to 1975, Holden served as president of the St. Clair Inn and Country Club of St. Clair, Mich., and held numerous civic and tourism-related positions.

In 1970, he served as chairman of the board of the American Hotel & Motel Association (AH&MA), after serving as president of the organization in 1969. Earlier he held the positions of secretary, treasurer and vice president of AH&MA. He also has served as a past president of the Michigan Hotel and Motor Hotel Association and past chairman of the Michigan Tourist Council.

His previous experience in public affairs includes serving as a director of the Committee on the Economic Future of Michigan; director of the Citizens for Michigan; past board chairman of the Michigan State Chamber of Commerce; member of the Michigan Governor's Committee on Higher Education; and Republican National Committeeman from Michigan.

He is a member of the Board of Directors of both the Discover America Travel Organization (DATO) and the Pacific Area Travel Association (PATA).

Born in Detroit, Holden is a 1940 graduate of Dartmouth College.

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UNITED STATES DEPARTMENT OF COMMERCE
UNITED STATES TRAVEL SERVICE

BIOGRAPHICAL SKETCH OF DAVID N. PARKER

David N. Parker has served as Deputy Assistant Secretary of Commerce for Tourism since 1974. He is responsible for the formulation of policies facilitating the development of tourism to and within the United States and directs the operations of the U.S. Travel Service.

From 1971 to 1974, Parker served in several capacities at the White House, including Special Assistant to the President and Secretary to the Cabinet.

From 1969 to 1971, he was Special Assistant to the Secretary of the Interior, Walter J. Hickel, and earlier served as legislative liaison assistant in the Interior Department's Bureau of Outdoor Recreation. He joined the Bureau of Outdoor Recreation in 1965 in Ann Arbor, Mich., and assisted in developing state outdoor recreation plans in a number of Midwestern states.

Parker earned a master's degree in urban planning and a B.A. degree in geography from Wayne State University in 1965 and 1962 respectively.

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UNITED STATES DEPARTMENT OF COMMERCE
UNITED STATES TRAVEL SERVICE

BIOGRAPHICAL SKETCH OF HANS REGH

Hans F. Regh serves as Managing Director of the Office of Program Services and Development for the United States Travel Service (USTS). USTS is the U.S. Department of Commerce agency which is the national government tourism office.

In this capacity Regh supervises a wide range of programs designed to stimulate domestic and international tourism and travel business. These programs include advertising and promotion, media services, conventions and expositions promotion, as well as improvement of tourist receptive services.

Regh directs the domestic tourism program by providing coordinative leadership at the federal level and with all components of the travel and tourism industry. The purpose of the domestic tourism program is to encourage, promote, and develop travel within the United States by U.S. citizens.

Prior to his present appointment, Regh was Director of the United States Travel Service regional offices in Frankfurt, Germany; Caracas, Venezuela; and Bogota, Colombia. Before joining USTS in 1961, he was assistant to the president of Caribbean Cruise Lines.

Regh, a native of Duisburg, Germany, is a graduate of Tuebingen University in Germany and received his law degree from the University of Virginia. He speaks fluent English, German, Spanish and French.

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U. S. DEPARTMENT OF COMMERCE
United States Travel Service

BIOGRAPHICAL SKETCH OF DAVID L. EDGELL

David Edgell serves as director of the Office of Research and Policy Analysis of the United States Travel Service (USTS). USTS is the U.S. Department of Commerce agency which is the national government tourism office.

In this capacity, he is the principal advisor to the Assistant Secretary and Deputy Assistant Secretary of Commerce for Tourism on all matters associated with formulating policy with respect to international and domestic travel/tourism. This responsibility includes research to identify the economic impact of tourism with respect to the national economy.

Edgell, who joined USTS in June 1976, previously served with the Department of Labor as director of the Office of Research, Legislation and Program Policies. He was also special assistant to the Assistant Secretary of Commerce for Tourism, an Assistant Regional Manpower Administrator in Dallas, and an economist and statistician for the Kansas Department of Labor in Topeka.

Edgell presently teaches graduate seminars in the economics of tourism and tourism policy analysis at George Washington

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University and is a frequent speaker before business, labor and academic groups.

A native of Leavenworth, Kansas, Edgell holds a B.S. degree from the University of Kansas, a B.A. degree from American University, and a M.A. degree from Indiana University. He is currently completing a dissertation for his Ph.D in Management from the University of Cincinnati for graduation in June 1977.

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UNITED STATES DEPARTMENT OF COMMERCE
United States Travel Service

BIOGRAPHICAL SKETCH OF LEE J. WELLS

Lee J. Wells has served as director, Office of Administration, since 1973, with responsibility for the USTS administrative management system and budget formulation functions.

Wells joined the U.S. Department of Commerce in April, 1971, as a program analyst in the Office of Budget and Program Analysis. Before coming to USTS, he served as the budget officer for the Office of the Secretary of Commerce.

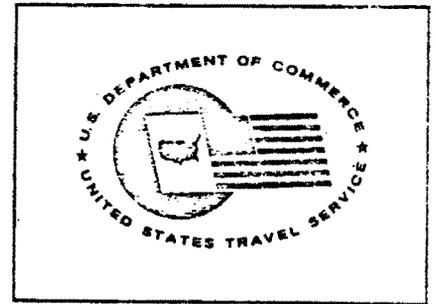
From 1966 to 1971, he served as a program analyst and as a budget analyst with the Department of the Navy.

A graduate of Cornell University, he holds an MBA degree from American University.

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UNITED STATES DEPARTMENT OF COMMERCE
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BIOGRAPHICAL SKETCH OF JOHN K. SNYDER

John K. Snyder serves as director of the Office of State-City Affairs of United States Travel Service (USTS). USTS is the U.S. Department of Commerce agency which is the national government tourism office.

In this capacity, he is responsible for maintaining a close working relationship with state and city tourism officials, encouraging these officials to provide services for international guests, and assisting them in the promotion of their destinations. He also serves as chairman of the matching grants committee and administers the matching grants program.

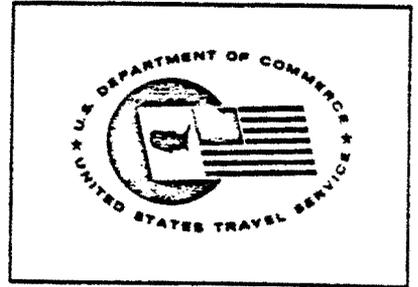
Prior to this assignment, Snyder served USTS as manager of state-city relations, manager of familiarization services, and special assistant to the Assistant Secretary of Commerce for Tourism. Before joining USTS in 1972, he was director of tourism promotion for the state of Indiana.

A native of Indianapolis, he obtained his B.S. degree in business from Indiana's Oakland City College and attended Indiana University Law School.

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BIOGRAPHICAL SKETCH OF WILLIAM H. TOLSON

William H. Tolson has served as Deputy Managing Director, Office of Marketing and Field Operations since January 1976, with responsibility for assisting the direction of the USTS marketing program and the activities of the six USTS Field Offices located in Canada, Mexico, Japan, the United Kingdom, West Germany and France. Mr. Tolson has primary responsibility for the development and direction of the Special Markets Program in Australia, Belgium, Brazil, Italy, The Netherlands, Switzerland and Venezuela. He also serves as USTS' liaison with the United States Information Agency (USIA) to coordinate USIA support for USTS tourism promotion programs in the seven special markets; liaison with Department of State, Office of Commercial Affairs, to establish operating instructions and policy guidelines for U.S. Diplomatic Posts around the world to implement travel promotion support programs; liaison with Department of Commerce, Domestic and International Business Administration, Office of International Marketing, to establish and maintain the USTS tourism promotion program as active commercial campaigns in all major tourist generating countries.

Tolson's previous assignment with USTS was as Special Assistant to the Executive Director, assisting the Executive Director in directing the operations and coordinating the activities of USTS.

Tolson joined USTS in June 1967 as Director, Office of Administration, directing the administrative support functions such as budget formulation and execution, personnel management, contract and procurement administration and general administrative services. He established the first USTS matching grants program, the first USTS executive development program, and the first USTS policy and directives system.

A U.S. Army veteran, Tolson is a 1960 Masters' Graduate in Business Administration from the University of Maryland.

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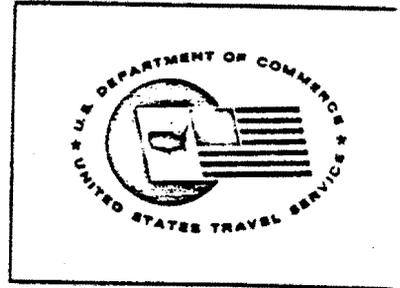
BIOGRAPHICAL SKETCH OF HENRY G. RIEGNER

Henry G. Riegner joined USTS in 1973 as managing director of the International Division, supervising the activities of the six USTS field offices abroad and coordinating communications between USTS Washington offices and the field. He is presently managing director of Marketing and Field Operations.

Prior to joining USTS, he was director of sales and advertising for Amtrak in Washington, D.C., from 1971 to 1973. Riegner served 27 years in numerous sales and advertising positions with Trans World Airlines, including vice-president, advertising and sales promotion, and vice-president, international marketing.

A U.S. Air Force veteran of World War II, Riegner is a 1940 graduate of Brooklyn College where he earned a B.A. degree in economics.

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BIOGRAPHICAL SKETCH OF ROGER JARMAN

Roger Jarman was appointed director of the United States Travel Service's (USTS) Toronto field office in 1973 with supervisory responsibility for the VISIT USA tourism program in Canada. In this capacity he is responsible for coordinating all USTS programs in Canada and works through the Canadian travel industry to promote tourism to the United States.

Jarman joined USTS in 1964 and served in a number of management positions including director of the marketing division, chief of the travel promotion division, special assistant to the executive director, and director of the Mexico City field office.

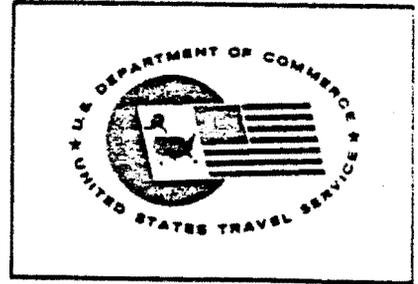
Prior to joining USTS, Jarman served in sales positions with Pan American World Airways and was president of Travelwise Corp., a retail travel agency in Miami Springs, Florida. He also operated Fiesta Car Rentals de Venezuela.

Jarman, a native of Sparks, Georgia, is a graduate of the University of Miami with a B.A. degree in American literature.

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BIOGRAPHICAL SKETCH OF WILLIAM M. TAPPE

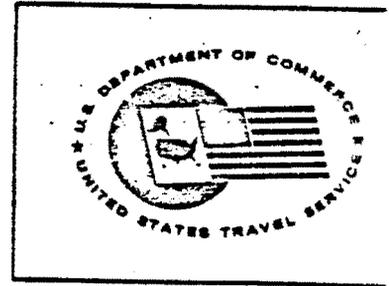
William M. Tappe has served as director of the USTS Mexico City field office since 1969, with the responsibility of increasing VISIT USA tourism through his work with the travel trade in Mexico.

He joined USTS in 1968, and served as a travel promotion officer in Venezuela and Mexico City prior to being named to his present position.

Before joining USTS, Tappe served as project manager, market development, for American Airlines in New York City. From 1955 to 1965, Tappe served in a number of management capacities with Pan American-Grace Airways Inc. in Santiago, Chile, and Lima, Peru. He was district sales manager for the airline from 1965-1967 in Quito, Ecuador, with responsibility for sales, promotion and public relations.

Tappe is a 1955 graduate of Georgetown University with a B.S. degree in Spanish and Hispano-American Civilization.

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BIOGRAPHICAL SKETCH OF ROGER P. BIVER

Roger P. Biver was named director of the United States Travel Service (USTS) field office in London in 1976. In this capacity he is responsible for coordinating all USTS programs in the United Kingdom and works through the British travel trade to promote tourism to the United States.

Previously, Biver was the director of USTS' Visitor Services Division in Washington. He also served USTS as convention manager and as deputy regional director in Paris.

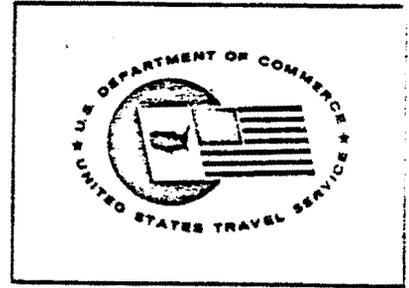
Prior to joining USTS in early 1966, Biver was Vice President and General Manager of Meridian International Corporation, with offices in Los Angeles and Brussels, Belgium. Other travel industry experience includes the management of two travel agencies and several years of airline experience in Southern California.

A native of Luxembourg, Biver holds a degree in business administration from the Commercial College in Luxembourg, and is fluent in several languages.

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BIOGRAPHICAL SKETCH OF MAX J. OLLENDORFF

Max J. Ollendorff serves as director of the Frankfurt field office of United States Travel Service (USTS). USTS is the U.S. Department of Commerce agency which is the national government tourism office. In this capacity, he is responsible for coordinating all USTS programs in Germany and works through the German travel industry to promote tourism to the United States.

Previously Ollendorff served as director of the USTS Marketing Program Division and as deputy director of the Frankfurt office from 1965 to 1970. From 1970 to 1972 he served as marketing coordinator at USTS headquarters office in Washington, D.C.

Prior to joining USTS in 1970, Ollendorff was manager of the agency department of the Air Traffic Conference, a division of the Air Transport Association of America.

A Native of Cologne, Ollendorff attended the University of Heidelberg, the University of Cologne, and is a graduate of the Georgetown University School of Foreign Service.

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BIOGRAPHICAL SKETCH OF PAUL L. GUIDRY

Paul L. Guidry has served as director of the USTS Paris field office since 1969; with responsibility for VISIT USA tourism programs through his work with the travel trade in France.

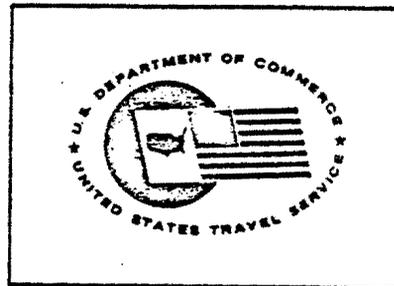
Prior to his present position, Guidry was director of the USTS field office in Mexico City for three years. He joined USTS in 1966 after 15 years of experience with Eastern Airlines, including service as regional sales manager for Mexico and Central America from 1959-1966.

Guidry attended the Foreign Service School, Georgetown University; Soule College, New Orleans; the University of Fribourg (Switzerland); the Colegio Cristobal Colon (Mexico City), and Benavente College (Puebla, Mexico). He speaks French, Spanish, German and Italian.

Guidry is a U.S. Army veteran and is married and the father of seven children.

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BIOGRAPHICAL SKETCH OF FRITZ M. SCHMITZ

Fritz M. Schmitz serves as director of the Tokyo field office of United States Travel Service (USTS). USTS is the U.S. Department of Commerce agency which is the national government tourism office.

In this capacity, he is responsible for coordinating all USTS programs in Japan and working through the Japanese travel industry to promote tourism to the United States.

Schmitz joined USTS in 1964 and served as travel promotion manager prior to his appointment to his present position in 1969.

Before joining USTS, Schmitz was employed as a radio-TV writer and announcer for the Japan National Broadcasting Corporation, and as advertising adviser for Hino Motors, Ltd. in Japan.

Schmitz is a graduate of the University of Arizona and holds an M.A. in Japanese language and area studies from the University of Michigan where he was a National Defense Foreign Language Fellow.

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6. MAJOR PROGRAMS - The following is a list of major areas of efforts in USTS. We have a program that:

- ° Induces foreign tour operators and wholesalers to develop and market travel offerings featuring U. S. destinations by putting up seed money, arranging contacts with U. S. travel suppliers and providing factual information on U. S. tour facilities and services.
- ° Trains and motivates a select cadre of foreign retail travel agents to promote and sell U. S. tour programs and arrangements.
- ° generates international convention business for U. S. cities by persuading international associations to select the U. S. as a site for a future world congress, motivating U. S. associations to invite their respective internationals to meet in the U. S., and encouraging U. S. convention bureaus to compete for international congresses and conventions.
- ° Conducts promotional campaigns to get the potential traveler to the point of sale where specific VISIT USA offerings may be bought, to produce tangible sales leads for foreign retail sellers of VISIT USA travel and to otherwise promote travel to the U. S.
- ° Performs market research to define the scope and segments of the VISIT USA market, statistical/economic analyses to determine foreign visitor volume by month, year, market and port of entry, and program evaluation research to measure the impact and effectiveness of specific programs.
- ° Promotes travel within the U. S. by U. S. citizens.

The following attachment is a listing of acronyms referred to frequently by the travel industry.

Directory of Acronyms
Referred to Frequently by Travel Industry

A

ABC - The Advance Booking Charter - Round trip charter sold to general public without a required package of ground accommodations. Rules for flights to Europe are; 1) minimum of 7 days at destination 2) list of paid passengers must be filed with CAB 45 days before departure, and 3) in event of passenger cancellation, tour must find no more than 20% of number of seats on air craft.

ABTA - Association of British Travel Agents

AHMA - American Hotel-Motel Association

ALTA - The Trade Association of Local Transport Airlines

AMTRAK - U.S. National Railroad Passenger Corporation

AP - American Plan - A hotel rate that includes a bed and three meals per day.

APEX - Advanced Purchase Excursion Fares - Ticket must be issued 60 days prior to departure date.

ARTA - Association of Retail Travel Agents - A company or individual engaged in selling transportation and other travel services and products directly to the public.

ASAE - American Society of Association Executives

ASTA - American Society of Travel Agents - Leading trade association of U.S. and Canadian Travel Agents and Tour Operators. Its purpose is to promote and advance the interest of the travel agency industry and safeguard the traveling public against unethical practices.

ATA - Air Transport Association

B

BHA - Bahamas Hotel Association

2.

BP - Bermuda Plan - Hotel accommodation with full American-style breakfast in the rate.

BTA - British Travel Authority

C

CAB - Civil Aeronautics Board

CATM - Consolidated Air Tour Manual - A trade catalog of tours and packages published annually by 18 U.S. and Canadian airlines which covers all U.S. destinations, the Bahamas, Canada and the Caribbean.

CBIT - Contract Bulk Inclusive Tour - Rejected several years ago by the CAB.

CIEP - Council on International Economic Policy

CORTE - Council of Regional Tourism Executives - Association of State Travel Directors.

COSERV - Council for Community Services to International Visitors.

CTO - City Tourism Official (in airline dialogue it means "City Ticket Office").

CSCE - Conference on Security and Cooperation in Europe.

D

DATO - Discover America Travel Organizations, Inc.

DIT - Domestic Independent Travel - A prepaid, unescorted tour within the U.S. designed to the specifications of an individual client or clients.

E

EP - European Plan - A hotel rate that includes bed only; any meals are extra.

ETC - European Travel Commission

F

FIT - Foreign Individual Tour

FI - A complimentary or reduced-rate travel program for travel agents and/or airline employees and travel writers that is designed to acquaint them with a specific destination or destinations to stimulate the sale of travel.

G

GIT - Group Inclusive Tour - A prepaid tour of specified minimum group size, ingredients and value.

3.

GTC - A Group Travel Charter - Provide basic transportation for the general public with or without ground accommodations.

H

HSMA - Hotel Sales Management Association International - A professional society of sales-minded executives in the hotel/motel industry. Commonly known as the "Marketing Arm of the Hotel/Motel Industry."

HVB - Hawaii Visitors Bureau

I

IACE - International Association of Convention Bureaus

ICCA - International Congress and Convention Association

ICTA - Institute of Certified Travel Agents - An organization concerned with fostering professionalism in the travel industry through developing and administering educational programs for travel agents. The designation "Certified Travel Counselor" or "CTC" is awarded to individuals completing ICTA certification program.

IT - Inclusive Tour - A tour which specifies elements--air fare, hotels, transfers, etc.--are offered for a flat rate. An inclusive tour rate does not necessarily cover all costs such as in an all expense tour (all or most services for a pre-established price.)

ITB - Inclusive Tour Bulk - Minimum number of passengers plus a ground tour package, usually between 60-90 passengers. Also an annual International Tourism Exhibition in Berlin.

ITC - Inclusive Tour Charter - It is a fixed price vacation package offered to the general public by a tour operator who charters the aircraft, arranges for hotel accommodations, meals, ground transportation and baggage handling. This mode is governed by CAB rules that require, 1) a duration of at least 7 days, 2) minimum of 3 overnight stops 50 miles or more apart, and 3) a price for the package not less than 110 percent of the comparable individually ticketed fare over the same routing.

IUOTO - International Union of Official Travel Organizations

IVIS - International Visitors Information Service

IATA - International Air Transport Association

M

MAP - Modified American Plan - A hotel room rate including breakfast and either lunch or dinner.

MCO - Miscellaneous Charges Order - A document issued by an airline or its agent requesting the issue of a ticket or provision of tour services to the person

4.

named in the order.

N

NACA - National Air Carrier Association - The trade association of U.S. supplemental airlines.

NATO - National Association of Travel Organizations

NPS - National Parks Service

NTBA - National Tour Brokers Association - A trade association of U.S. motor coach operators with the purpose of promoting member professionalism and motor coach tour development.

NTRC - National Tourism Resources Review Commission

O

OAG - Official Airline Guide

OAS - Organization of American States

OECD - Organization of Economic Cooperation and Development

OTC - One-Stop Tour Charters - Is a package tour, including hotel and other ground accommodations along with a charter flight.

P

PATA - Pacific Area Travel Organization

R

RTCA - Regional Travel Commission of the Americas

S

SATO - South American Travel Organization

SEC - Special Events Charter - The SEC is an adjunct to the OTC. It allows the air charter air transportation to be used for attending special events including certain athletic contests, concerts, art exhibits, or conventions.

STC - Study Tour Charter - Available only to students enrolled in a formal course of academic study in another country. Must last four weeks and must include 15 hours a week of classroom attendance.

T

TAB - Travel Advisory Board

TBF - Tour Basing Fare - A reduced-rate excursion fare available only to those

5.

who buy prepaid tours or packages. Inclusive tour, group inclusive tour, incentive group, contract bulk inclusive tour, tour basing, and group round-trip inclusive tour basing fares are all tour basing fares.

TGC - Tour Group Charter - Charter plus a ground tour program packaged together with it.

TIAC - Travel Industry Association of Canada

TTRA - The Travel Research Association - A professional society of travel industry market research specialists.

U

USIA - United States Information Agency

USTDC - United States Travel Data Center (part of DATC)

USTS - United States Travel Service

V

VI - Volume Incentive - An extra commission; sometimes called an overriding commission. Airlines pay overrides on ticket sales made in conjunction with air tour sales. Wholesalers pay them as bonuses for volume business. Suppliers pay them to provide a profit margin for wholesalers (who themselves pay commissions.) Hotel groups pay them as a volume incentive to wholesalers.

W

WACTI - Western America Convention and Travel Institute

WATA - World Association of Travel Agents

WTO - World Tourism Organization