

From: Sarmstr3@aol.com [<mailto:Sarmstr3@aol.com>]
Sent: Monday, October 31, 2011 12:46 PM
To: Hynek, Diana
Subject: Collection of Information re Inbound Travelers

I highly recommend that the collection of information that ITTI is currently collecting be expanded not only to meet the requirements of the Travel Promotion Act but also to better serve all by providing more extensive and relevant information to assist in the evaluation of visitors in marketing of the country.

I realize that there is no budget currently provided to expand this service and therefore urge that the budget be expanded and also creative solutions be implemented to accomplish this expansion.

One opportunity would be to employ the seat back video screens on planes, interactive video on ships and iPads in planes and ships to request this information. This could then be readily downloaded and more efficiently analyzed.

Finally, I recommend that you review the Letter of Recommendation submitted this fall by the Research Committee of the U.S. Travel & Tourism Advisory Board:

http://tinet.ita.doc.gov/ttab/docs/TTAB_Energy_Final.pdf

This confirms the need and submits recommendations for providing the results.

Please let me know if you would like to discuss further.

Sheila Armstrong

Sheila Armstrong, Executive Director
U.S. Cultural & Heritage Tourism Marketing Council
843.341.6392

CulturalTraveler@aol.com

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