

[Carlson](#)

## **Hubert Joly, president & CEO Carlson, and chairman of the Travel Facilitation Subcommittee issued the following statement today**

Minneapolis | January 19, 2012

Hubert Joly, president and CEO of Carlson, a global hospitality and travel company headquartered in Minnesota, and the chairman of the Travel Facilitation Subcommittee of the outgoing U.S. Travel and Tourism Advisory Board, issued the following statement today:

The executive order (see attachment) signed today by President Obama is a very important and welcome step that will help create jobs in the United States across multiple industries.

The executive order (see below) embraces many of the recommendations of the U.S. Travel and Tourism Advisory Board, in particular reducing wait times for visa applications, expanding the visa waiver program, and growing the global entry program.

I applaud the leading role played by key members of the Administration in the Commerce, State, and Homeland Security Departments, and key members of Congress, especially U.S. Senator from Minnesota, Amy Klobuchar.

I look forward to continuing to work with the Administration on the facilitation of international travel to the United States as a member of the U.S. Travel and Tourism Advisory Board appointed today by U.S. Secretary of Commerce John Bryson.

## **Robin Hayes, JetBlue's Executive Vice President and Chief Commercial Officer, is Appointed to 2012-2014 U.S. Travel and Tourism Advisory Board**

**WASHINGTON, D.C. (January 19, 2012)** – JetBlue Airways (Nasdaq: JBLU), New York's Hometown Airline™, is proud to announce today that Robin Hayes, the airline's Executive Vice President, Chief Commercial Officer, has been appointed to be a member of the U.S. Travel and Tourism Advisory Board (TTAB). *Following the presidential announcement with a call for a national travel and tourism strategy today*, U.S. Secretary of Commerce John Bryson conducted a swearing in ceremony and met with the 32 newly appointed members of the U.S. Travel and Tourism Advisory Board (TTAB).

"Robin's contribution to JetBlue's commercial development and growth is impressive. We believe his experience and knowledge of the industry will prove to be most valuable to the Board," said Dave Barger, president and CEO of JetBlue. "The U.S. Travel and Tourism Advisory Board will benefit greatly from his addition. We are proud to see one of our most esteemed crewmembers appointed to this important role."

"This Board represents the eyes and ears of our nation's travel and tourism industry and I am committed to working with each of the esteemed members to bring more visitors to the United States," Bryson said. "I appreciate the Board members' dedication to our economic recovery and look forward to working with Robin to put ideas into action to bolster job creation in this critical economic sector."

Robin Hayes joined JetBlue in August 2008. As Executive Vice President and Chief Commercial Officer he has led many important endeavors for JetBlue, including the airline's agreement with ViaSat to introduce satellite-based Wi-Fi to its fleet; the growth of its network, most recently in Boston and the Caribbean; and the order for JetBlue's new fleet type, the Airbus 321 and the Airbus 320neo. His work growing and diversifying JetBlue's customer base has been key to the airline's growth over the past years.

### **About JetBlue Airways**

JetBlue, New York's Hometown Airline™, is known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Space seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit [www.jetblue.com/promise](http://www.jetblue.com/promise) for details. JetBlue serves 70 cities with 650 daily flights, and plans to serve Dallas/Fort Worth in May 2012. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530, 1-801-365-2583, or visit [www.jetblue.com](http://www.jetblue.com).

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For Immediate Release

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## **Mall of America® Executive Appointed to Travel and Tourism Advisory Board**

**BLOOMINGTON, Minn., (January 19, 2012)** – Maureen Bausch, executive vice president of business development for Mall of America®, was appointed to the U.S. Travel and Tourism Advisory Board (TTAB) today with 31 other members. The ceremony will be lead by U.S. Secretary of Commerce John Bryson following President Obama’s announcement of a National Travel & Tourism Strategy and corresponding Executive Order from the President. The Board, first created in 2003 by then Commerce Secretary Donald Evans, provides stakeholder feedback on the challenges being faced by the U.S. travel and tourism industry, as well as ideas for what the federal government can do to help strengthen this important sector.

“This Board represents the eyes and ears of our nation’s travel and tourism industry and I am committed to working with each of the esteemed members to bring more visitors to the United States,” Bryson said. “I appreciate the Board members’ dedication to our economic recovery and look forward to working with Maureen Bausch to put ideas into action to bolster job creation in this critical economic sector.”

Travel and tourism is a \$1.2 trillion sector of the U.S. economy. Critical to the nation’s overall economic health, the travel and tourism industry is one of the top employers for more than half of the U.S. states and territories. Maureen Bausch recognizes the importance of travel and tourism for our country’s economic well-being. Mall of America has 40 million visitors each year and remains one of the most visited destinations in the United States. With the U.S. travel and tourism industry on its way to a record-setting year, Bausch’s professional experience with tourism and development will be critical in the board’s upcoming term. Through November 2011, international visitors spent an estimated \$139.4 billion on U.S. travel and tourism-related goods and services year to date, an increase of 13 percent compared to the same period in 2010.

The Board consists of up to 32 members that advise the Secretary of Commerce on government policies and programs that affect the U.S. travel and tourism industry, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to industry-related problems. Members represent companies and organizations in the travel and tourism industry from a broad range of products and services, company sizes and geographic locations. More than half of the newly appointed members are serving for the first time as advisors on the Board.

The full list of Board members is available on the [Travel and Tourism Advisory Board website](#).

### **About Mall of America®**

Mall of America is the nation’s largest retail and entertainment complex. At 4.2 million square feet, MOA is home to more than 520 world-class shops; Nickelodeon Universe®, the nation’s largest indoor family amusement park; SEA LIFE Minnesota Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America® - a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. Follow [Mall of America](#) on [Facebook](#) and [Twitter](#) or visit our [blog](#).

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**Statement from Sam Gilliland re: the President's announcement**

It is incredibly gratifying to see the President prioritizing travel and tourism as part of his economic agenda, given the critical role that the industry has and will continue to play in the economic recovery of our country. It further accentuates the near immediacy of jobs creation driven simply by making the U.S. more attractive to international visitors.

Today, the new Travel and Tourism Advisory Board was sworn in by Secretary of Commerce Bryson, and we stand ready to roll up our sleeves and get to work on a National Travel & Tourism Strategy. It's a fantastic opportunity for private / public collaboration that can make this critical initiative a tour de force. We're grateful for the opportunity to showcase the power of travel as an engine for economic growth.

-Sam Gilliland, CEO of Sabre Holdings and Vice Chairman of the Travel and Tourism Advisory Board

# [Northern Virginia Travel Researcher Named to Prominent Tourism Board](#)

Laura Mandala Selected to Serve on the U.S. Travel and Tourism Advisory Board

Orlando, FL, January 25, 2012 --([PR.com](#))-- Laura Mandala, managing director of [Mandala Research](#) in Alexandria, Va., was appointed Thursday to the U.S. Travel and Tourism Advisory Board. The TTAB consists of travel industry leaders from across the country and advises U.S. Commerce Secretary John Bryson on travel and tourism matters, including government policies and programs that affect travel to the U.S.

"It is an unbelievable honor to be appointed to such an influential board," said Mandala, who has developed a number of travel research studies.

In 2011, Mandala released a report on international emerging markets (Brazil, China, Australia, Korea, and India), a comprehensive and segmented study of African American Travelers and a study on the U.S. Hispanic Travel Market, among others. "We are delighted that our work is having a positive impact on policy," Mandala said in relation to her work on the Brazilian and Chinese markets.

"There's incredible momentum in this industry right now and I'm inspired by the opportunity to play a role in helping build our economy by helping America reclaim its position as the most desired destination in the world."

Mandala was among 32 leaders sworn in to two-year terms today by President Obama during his visit to Orlando to unveil a new strategy to boost tourism to the U.S. by improving visa processing in China and Brazil and taking additional steps to promote national parks.

"This Board represents the eyes and ears of our nation's travel and tourism industry and I am committed to working with each of the esteemed members to bring more visitors to the United States," Sec. Bryson said. "I appreciate the Board members' dedication to our economic recovery and look forward to working with Laura to put ideas into action to bolster job creation in this critical economic sector."

The TTAB advises the Secretary on government policies and programs that affect the U.S. travel and tourism industry, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to industry-related problems.

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Click here to read the full story: [Northern Virginia Travel Researcher Named to Prominent Tourism Board](#)

# IAVM Member Carol Wallace Named to U.S. Travel and Tourism Advisory Board



**PR Newswire**

United Business Media

COPPELL, Texas, Jan. 26, 2012 /PRNewswire via COMTEX/ -- U.S. Secretary of Commerce John Bryson conducted a swearing-in ceremony on January 19 and met with 32 newly appointed members of the U.S. Travel and Tourism Advisory Board (TTAB). Among the new members is Carol Wallace, President and CEO of the San Diego Convention Center Corporation and International Association of Venue Managers (IAVM) Past Chairman.

"This Board represents the eyes and ears of our nation's travel and tourism industry and I am committed to working with each of the esteemed members to bring more visitors to the United States," Bryson said.

"I'm honored to lend my expertise to help strengthen the international travel and tourism market, a sector so vital to the national economy," said Wallace. "In San Diego, tourism is also the lifeblood of our local economy and our region's third leading industry. I'm excited about working with my fellow board members to expand and create new opportunities to grow the industry and to help position the U.S. as a preeminent destination for international visitors."

Wallace, well-known throughout the venue management industry and the national and international convention and meeting industry, has led the San Diego Convention Center Corporation since 1991. Since then, the 2.6 million-square foot facility has become one of the top rated facilities in the world and one of San Diego's strongest assets, generating \$1.6 billion in economic impact last year and supporting 12,500 jobs region wide.

In Wallace's 30-year career, she has earned a reputation as a top industry executive working for the Dallas Convention Center as well as the Colorado Convention Center. In San Diego, she played a pivotal leadership role convincing key constituents to expand the San Diego Convention Center, resulting in an expansion opening in 2001. The expansion has exceeded all expectations, and she is currently working with San Diego Mayor Jerry Sanders and community stakeholders on efforts to expand once again.

"Carol's expertise and insight have served IAVM well throughout the years. Her experience in both domestic and international travel and tourism are invaluable to our organization," said Vicki Hawarden, CMP, IAVM President & CEO.

"Carol was nominated by the IAVM to represent the industry; and we are pleased with her appointment to this prestigious board," said Randy Brown, CFE, IAVM Chairman.

Specific to the international community, Wallace serves as the North American representative on the board of directors for AIPC (International Association of Congress Centres), the industry association for professional convention and exhibition center managers world-wide, with representation from more than 53 different countries. She is also on the Professional Convention Management Association's (PCMA) Education Foundation board of trustees.

Wallace will serve a two-year term on the Board. The previous Board delivered significant policy recommendations regarding travel facilitation, travel promotion, and data and research. The board will consider ways to execute President Barack Obama's announcement of a National Travel & Tourism Strategy and corresponding Executive Order to bolster tourism. The Board, first created in 2003 by then Commerce Secretary Donald Evans, provides stakeholder feedback on the challenges being faced by the U.S. travel and tourism industry, as well as ideas for what the federal government can do to help strengthen this important sector.

Wallace said her areas of focus will be the use of tourism as an economic development tool; outreach and advocacy; and job creation and training for the travel and tourism industry.

The International Association of Venue Managers is the world's largest professional association dedicated to issues relevant to the management of venues. Members of the association manage venues such as amphitheaters, arenas, auditoriums, conference and convention centers/exhibit halls, performing arts centers, stadiums and university complexes; or provide products, services or attractions to support the industry. IAVM has more than 3,500 members worldwide. More information is available at [www.IAVM.org](http://www.IAVM.org).

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SOURCE International Association of Venue Managers

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FOR RELEASE: Thursday, Jan. 19, 2012

**AMERICAN AIRLINES APPLAUDS THE OBAMA ADMINISTRATION'S ACTIONS TO  
PROMOTE TRAVEL AND TOURISM**

**Global Entry Aids Frequent U.S. Travelers and New Visa Initiatives Will Promote  
Increased Numbers of Tourists from China and Brazil**

FORT WORTH, Texas – American Airlines today applauded the Obama Administration's initiatives to increase travel and tourism to the United States and within our nation's borders.

"The initiatives set forth and outlined today by the Obama Administration will definitely benefit all who work in the nation's travel and tourism industry, which can only add jobs and strengthen the economy," said Tom Horton, American's Chairman and CEO. "President Obama is to be commended for his leadership in this effort.

"We have long advocated for enhancements to the distribution of non-immigrant visas in such important emerging markets as Brazil and China and have told the Administration that improving the process will not only allow more tourists to visit but create travel and tourism jobs in the United States. Increasing non-immigrant visa capacity in China and Brazil by 40 percent and ensuring that 80 percent of those applicants interviewed receive their visas within three weeks is a laudable goal," said Horton.

"Additionally, the new pilot program that was announced to simplify and expedite the non-immigrant visa process for certain applicants and the opportunity for low-risk applicants to have visa interviews waived is exciting news.

"We also applaud the Administration for its initiative to expand the Visa Waiver Program to include more participants and assist more travelers through an expansion of trusted traveler programs such as the Global Entry program, which truly enhances the customer experience when passengers are able to expedite customs and immigration processing," Horton added.

"Creating a task force to recommend ways to promote domestic and international travel opportunities for U.S. citizens and promoting visits to our nation's parks, wildlife refuges, cultural and historic sites also will have a positive effect on the transportation industry," said Horton.

American operates a daily flight to Beijing and Shanghai from its cornerstone hub in Chicago and a daily flight to Shanghai from Los Angeles. American also operates flights from

Dallas/Fort Worth, Miami and New York JFK each day to Brazil. American serves Sao Paulo, Rio de Janeiro, Brasilia, Salvador Bahia, Recife and Belo Horizonte in Brazil.

### **About American Airlines**

American Airlines, American Eagle and the AmericanConnection® carrier serve 260 airports in more than 50 countries and territories with, on average, more than 3,400 daily flights. The combined network fleet numbers more than 900 aircraft. American's award-winning website, AA.com®, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American Airlines is a founding member of the oneworld® alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Together, its members and members-elect serve more than 900 destinations with more than 10,000 daily flights to 149 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com, and AAdvantage are trademarks of American Airlines, Inc. AMR Corporation common stock trades under the symbol "AAMRQ" on the OTCQB marketplace, operated by OTC Markets Group.

AMR Corporation, and certain of its United States-based subsidiaries, including American Airlines, Inc. and AMR Eagle Holding Corporation, on Nov. 29 filed voluntary petitions for Chapter 11 reorganization in the U.S. Bankruptcy Court for the Southern District of New York. More information about the Chapter 11 filing is available on the Internet at <http://aa.com/restructuring>.

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*Current AMR Corp. news releases can be accessed at <http://www.aa.com>*

## **U.S. Travel Association Hails National Strategy to Boost Travel and Tourism**

WASHINGTON, DC – In a first for the U.S., President Barack Obama today [announced](#) a national strategy on travel and tourism to boost travel in the United States. The U.S. travel industry is a cornerstone of the U.S. economy, representing 1.8 trillion in economic output and supporting 14 million American jobs.

"The steps the president took today are significant and will boost travel to and within the United States. Most importantly, they will lead to new American jobs and get our economy moving," said Roger Dow, president and CEO of the U.S. Travel Association. "His timing could not be better. Travel is an essential industry for our nation and a bipartisan issue that can unite our country and rally us forward."

According to a [White House statement](#), today's announcement calls for a national strategy to make the United States the world's top travel and tourism destination, as part of a comprehensive effort to spur job creation. The number of travelers from emerging economies with growing middle classes - such as China, Brazil, and India - is projected to grow by 135%, 274% and 50% respectively by 2016 when compared to 2010.

President Obama will also sign an Executive Order and charge several government agencies to take part in efforts and new initiatives to significantly increase travel. Some of the initiatives include: a new pilot program and rule change for visa processing in China and Brazil, a final rule to expand and make the Global Entry program permanent, appoint new members to the U.S. Travel and Tourism Advisory Board, and the Nomination of Taiwan to the Visa Waiver Program.

"This is the first time our country has had a national strategy and set goals for the amount of visitors we want to welcome to our country. Not only will this increase traffic to America's wonderful destinations and attractions, but nearly half of the travelers will come to attend conferences and tradeshows," continued Dow. "The president has put forward his vision and the travel industry is ready to heed the call. U.S. Travel looks forward to working with the Administration to improve America's economy and create more American jobs."

Among U.S. Travel's objectives for 2012 will be for the U.S. government to pursue concrete actions to [increase international travel](#), business travel, participation in meetings and conventions and leisure travel throughout America. Policies U.S. Travel will champion include expansion of the Visa Waiver Program to Brazil, Argentina and Chile; further improvements to our entry process for international guests; streamlining the TSA experience for trusted travelers; and [building an aviation system](#) that encourages greater air travel.

[Click here](#) for more travel industry facts.

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*The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.8 trillion in economic output and supports 14 million jobs. U.S. Travel's mission is to increase travel to and within the United States.*

Visit [www.ustravel.org](http://www.ustravel.org).



# National Retail Federation® NEWS

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## **NRF Welcomes Obama Plan to Boost Tourism, Reduce Visa Delays**

WASHINGTON, January 19, 2012 – The National Retail Federation welcomed President Obama's expected announcement today of plans to boost travel and tourism, saying efforts to process visa applications more quickly will help U.S. stores make more sales to foreign tourists and business travelers who want to come here to shop.

"In a global economy, importing customers is a key component in the balance of trade," NRF President and CEO Matthew Shay said. "Speeding up the visa process is one of the quickest ways to boost the U.S. economy. There are millions of citizens of nations with growing economies who want to come to the United States to shop for brands that are known around the world. We shouldn't let long lines at U.S. embassies and consulates make them decide to take their shopping dollars elsewhere."

Obama is scheduled to outline his plans during an appearance today at the Disney World amusement park in Orlando. The announcement comes two days after the President's Council on Jobs and Competitiveness issued a report that included faster processing of visa applications among its wide-ranging recommendations on how to boost job creation.

NRF has spent much of the past year encouraging Congress and the Administration to find ways to reduce visa delays. NRF joined the Discover America Partnership visa reform coalition last spring and rallied retailers' support for legislation in both the House and Senate. Shay raised the issue with officials at the U.S. Embassy in Beijing during a visit to China in October, and visa reform is a key component of NRF's Retail Means Jobs campaign.

Those efforts helped convince Congress to include language requiring the State Department to add additional staff and other resources to reduce the wait time for visa interviews at embassies and consulates in China, India and Brazil in a \$1 trillion omnibus spending bill signed into law in December. A time limit was not specified, but the language was similar to earlier legislation that set a 30-day limit. Applicants currently wait 120 days or more.

"People who want to visit America and spend money shouldn't be greeted with a big 'unwelcome' mat," Shay said. "This initiative will go a long way toward showing those tourists that we are indeed open for business."

NRF has led the retail industry's fight on the issue because newly affluent citizens from emerging economies like China and India often spend lavishly while in the United States and are highly valued as customers by U.S. retailers. A recent U.S. Travel Association studies found that reducing visa waits to 10 days could create 1.3 million more U.S. jobs and add more than \$850 billion to the U.S. economy by 2020.

As the world's largest retail trade association and the voice of retail worldwide, NRF represents retailers of all types and sizes, including chain restaurants and industry partners, from the United States and more than 45 countries abroad. Retailers operate more than 3.6 million U.S. establishments that support one in four U.S. jobs – 42 million working Americans. Contributing \$2.5 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's [Retail Means Jobs](#) campaign emphasizes the economic importance of retail and encourages policymakers to support a [Jobs, Innovation and Consumer Value Agenda](#) aimed at boosting economic growth and job creation. [www.nrf.com](http://www.nrf.com)

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# NEWS RELEASE

*We will lead America's restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve.*

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**FOR IMMEDIATE RELEASE**

Thursday, January 19, 2012

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## **National Restaurant Association: Increased Tourism Spending Key for Restaurant Industry Jobs**

*Restaurateur and Former Association Board Chair Michael C. Gibbons named to U.S. Travel and Tourism Board*

(Washington, D.C.) The National Restaurant Association expressed appreciation for President Barack Obama's visit today to member company Walt Disney World in Orlando and pledge of support for the U.S. travel and tourism industry, which is of critical importance to the growth and success of the restaurant industry.

While in Orlando, the President also announced new members to the U.S. Travel and Tourism Advisory Board, including former National Restaurant Association board chairman Michael C. Gibbons, who is currently serving as Treasurer for the Association's Educational Foundation. Gibbons, of Ann Arbor, Mich., is president and CEO of Mainstreet Ventures, which since 1981 has set the standard for fine dining in Michigan, Ohio, West Virginia, Florida and most recently Maryland.

"One of every three dollars in restaurant sales is related to tourism, so what occurs in the travel and tourism arena has a direct correlation to advancement of restaurant industry sales, as well as an impact on job creation," said Hudson Riehle, Senior Vice President of the National Restaurant Association's Research & Knowledge Group.

According to National Restaurant Association research, casual- and family-dining restaurants derive an average of 25 percent of annual sales from travelers and visitors. The trend is even more prevalent among operators of fine-dining establishments, with an average of 40 percent of revenues coming from travelers and visitors. In the quickservice segment, an average of 15 percent of annual sales come from travelers and visitors.

The restaurant industry employs nearly 13 million individuals - close to 10 percent of the U.S. workforce. Each additional million dollars in restaurant sales generates 34 jobs for the economy, and every restaurant job supports almost a full job position elsewhere in the economy. In addition, every dollar spent by consumers in restaurants generates an additional \$2.05 spent in our nation's economy.

The National Restaurant Association is a leading member of the “Discover America Partnership,” a coalition of business and hospitality industry leaders united in their efforts to help the U.S. become more competitive in the global travel marketplace. The group is working to advance common-sense reforms to the U.S. visa system in order to create more than one million new jobs and drive economic growth.

“With improvements to the U.S. visa system, such as boosting staff numbers, developing a fast-track process for renewals and expanding the visa waiver program to more countries, the U.S. could attract nearly 100 million more legitimate visitors,” said Scott DeFife, Executive Vice President of Policy and Government Affairs for the Association. “More visitors means an increase in revenue, which translates to jobs. New visitors could help create an additional 1.3 million U.S. jobs by 2020.”

The prestigious U.S. Travel and Tourism Advisory Board consists of 32 corporate executives across the nation, representing all aspects of the travel and tourism industry, who are appointed to a two-year term to advise the U.S. Secretary of Commerce on policies affecting the travel and tourism industry. [Click here](#) to learn more.

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Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 960,000 restaurant and foodservice outlets and a workforce of nearly 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America’s restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve. For more information, visit our Web site at [www.restaurant.org](http://www.restaurant.org).