

# NOTICE - SOME ITEMS SUPERSEDED OR OBSOLETE

## **Schedule Number: NC1-377-77-01**

Some items in this schedule are either obsolete or have been superseded by new NARA approved records schedules. This information is accurate as of: 7/30/2024

### **ACTIVE ITEMS**

These items, unless subsequently superseded, may be used by the agency to disposition records. It is the responsibility of the user to verify the items are still active.

Permanent item 53 is stored in the Federal Records Center Program

Other active permanent items: 1, 3, 4, 5, 7, 8, 10, 12, 29, 33, 47A, 48A, 49A, 51, 53A, 55A, 59, 62, 67, 69A, 72, 91, 101, 114,

### **SUPERSEDED AND OBSOLETE ITEMS**

The remaining items on this schedule may no longer be used to disposition records. They are superseded, obsolete, filing instructions, non-records, or were lined off and not approved at the time of scheduling. References to more recent schedules are provided below as a courtesy. Some items listed here may have been previously annotated on the schedule itself.

All temporary items are presumed destroyed.

**UNITED STATES  
TRAVEL SERVICE**

**RECORDS CONTROL  
SCHEDULE  
JUNE 1976**



**U. S. DEPARTMENT OF COMMERCE**

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REQUEST FOR RECORDS DISPOSITION AUTHORITY  
(See Instructions on reverse)

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JOB NO. **NC1 377 77 1**

DATE RECEIVED **27 APR 1977**

NOTIFICATION TO AGENCY

In accordance with the provisions of 44 U.S.C. 3303a the disposal request, including amendments, is approved except for items that may be stamped "disposal not approved" or "withdrawn" in column 10.

**12-7-77** *Jamie B. Rhoads*  
Date Archivist of the United States

TO: GENERAL SERVICES ADMINISTRATION,  
NATIONAL ARCHIVES AND RECORDS SERVICE, WASHINGTON, DC 20408

1. FROM (AGENCY OR ESTABLISHMENT)  
U. S. Department of Commerce

2. MAJOR SUBDIVISION  
United States Travel Service

3. MINOR SUBDIVISION

4. NAME OF PERSON WITH WHOM TO CONFER  
Ivy V. Parr *Ivy V. Parr*

5. TEL. EXT.  
189-3630

6. CERTIFICATE OF AGENCY REPRESENTATIVE:  
I hereby certify that I am authorized to act for this agency in matters pertaining to the disposal of the agency's records; that the records proposed for disposal in this Request of 59 page(s) are not now needed for the business of this agency or will not be needed after the retention periods specified.

- A Request for immediate disposal.
- B Request for disposal after a specified period of time or request for permanent retention.

C. DATE <b>4-25-77</b>	D. SIGNATURE OF AGENCY REPRESENTATIVE <i>Ivy V. Parr</i>	E. TITLE Records Management Officer
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7. ITEM NO.	8. DESCRIPTION OF ITEM (With Inclusive Dates or Retention Periods)	9. SAMPLE OR JOB NO.	10. ACTION TAKEN
	<p><u>UNITED STATES TRAVEL SERVICE (USTS)</u></p> <p>Establishment. The United States Travel Service (USTS) was established by the International Travel Act of 1961, Public Law 87-63. The Act was passed to strenghten the domestic and foreign commerce of the United States by encouraging foreign nationals to travel to and within the U. S.</p> <p>In prompting travel, USTS works with the travel trade, international agencies, multinational corporations, foreign governments and U.S. state and local governments. USTS is headquartered in Washington, and maintains field offices in six nations: Canada, Mexico, Japan, the United Kingdom, France, and West Germany.</p> <p>USTS endeavors to stimulate travel to the U.S. by encouraging the development of low cost tourist facilities and transportation; promoting the natural beauties and commercial and industrial wonders of the country, and making it easier for foreign nationals to enter and travel within the United States.</p> <p>Agency concurs in changes made herein. Ms. Ivy V. Parr/ Commerce; RCT/NARS-NCD, 9&amp;11/77.</p>		140 items

115-107

*C 44-10: NNF/NNV/NNB/WNRC-NCW*

*12-08-77*

The Travel Service has witnessed a 140 percent increase in the number of international visitors between 1962, the service's first year of operation when 5.9 million visitors arrived, and 1974 when 14.1 million visitors came to the United States. During the same period, U. S. earnings from international visitors have increased from \$1.07 billion to \$4.85 billion, a 353 percent increase. In terms of employment, international travel provides about 270,000 with jobs.

Background and Accomplishments. 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 six months, the Service had established overseas travel information offices in the United Kingdom, France, Germany, Italy, Mexico, Colombia, Brazil, Japan and Australia. It worked with both the travel industry and the general public abroad and received cooperative support from private industry through a 50-member Travel Advisory Committee.

In 1968, the Service began to concentrate its promotional activities with the sellers of travel overseas. Overseas offices, which had grown to 11, were consolidated that year into seven 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 the Service 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 the Service 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 tenth 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 the Service implemented a five-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, the Service 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 U. S. and 77 percent of the U.S. dollar earnings from international tourism.

Each field office, under the plan, works with the travel industry within its one nation with resources concentrated on programs such as tour development, sales development, convention sales, advertising and public 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.

During the first six months of 1975, international visitors to the United States were estimated at 6.7 million, an increase of more than 16 percent compared to the similar 1974 period.

For the nation's Bicentennial period of 1975-76, the United States Travel Service estimates more than 30 million international visitors will come to the United States, bringing in more than \$12 billion in foreign exchange earnings. The Service's programs are designed to build on this Bicentennial base to further expand both the number of visitors and resulting foreign exchange earnings.

Progress toward the goals of increased numbers of foreign visitors and increased foreign exchange earnings is chartered by a Performance Management System which the Travel Service developed in 1973. Field Offices in each of the six market-nations in which the Service operates -- Canada, Japan, Mexico, Germany, France and the United Kingdom -- report performance data periodically. Data from the Performance Measurement System provides the information necessary to management on which to make decisions concerning the allocation of resources to programs and markets. Analysis of the data allows program managers to identify projects and markets which are the most productive.

During fiscal 1975, the Service continually monitored five major programs, which received heavy emphasis, and several related activities. Major, direct impact programs were Tour Development, Sales Development, Incentive Travel, Convention Sales, and Expositions and Special Projects. Support programs included gateway receptionists, news media programs, journalist familiarization tours and travel agent familiarization tours.

Tour development programs seek to motivate international travel wholesalers to create more package tours of the United States, including Bicentennial events, and to develop tour destinations which have not previously been offered to international travelers. In addition, the program seeks to increase the overall competitiveness of the United States by the inclusion of more U. S. destination packages in the catalogs of major tour wholesalers.

The Travel Service assists selected tour wholesalers and operators abroad by aiding in the development of itineraries and acting as liaison with local U.S. tourism suppliers of services such as hotels and operators of attractions. Financial support on a shared basis may be provided by the Travel Service for the production, distribution and promotion of tour catalogs and point-of-sale materials.

During fiscal 1975, the Travel Service invested \$990,926 in tour development programs with foreign tour wholesalers in the six market-nations. These funds assisted in the development of 53 major tour programs and 70 smaller programs, many of which included Bicentennial themes.

Major tour programs packages made available by Travel Service efforts during fiscal year 1975, by market-nation, were: Canada, 23; Germany, 9; the United Kingdom, 7; France, 4; Japan, 6; and Mexico, 4.

Results of many Tour Development programs in fiscal 1975 will be generated in succeeding quarters, because of the nature of the program. Previously developed tour programs resulted in 316,678 actual passenger departures during the fiscal year, a 13 percent increase over forecast levels. Dollar earnings from tour development programs amounted to over \$134 million, a 28 percent increase over the forecast.

The Sales Development Program is designed to position the United States as a preferred travel destination in a competitive environment within the foreign travel trade and to increase the production of passenger sales to the U. S. from all primary travel agency and travel industry sources.

To accomplish this objective, the Travel Service personnel abroad conduct training seminars for key travel agents, wholesalers and industry accounts to inform and instruct them in the nature, content and availability of the U. S. travel product. They also make prescheduled sales calls on the foreign travel trade to motivate them to feature and sell U.S. travel destinations.

During fiscal year 1975, the Travel Service conducted 169 seminars in the six market-nations training 14,386 travel agents, wholesalers and industry account personnel. Travel Service personnel completed 7,697 sales calls on 1,500 retail outlets in the same markets.

Incentive travel is a program which the Travel Service began to measure in fiscal 1975. Under the program, the agency urges business and industrial firms abroad to use vacations at U.S. destinations as work incentives.

The concept of incentive travel is well known in the United States but only now is growing in popularity abroad. During fiscal 1975, three incentive travel seminars were conducted by Travel Service specialists in Mexico and one seminar was held in France.

Six incentive travel accounts were "sold" during fiscal year 1975. Foreign visitors to the United States as a result of incentive travel programs in which the Travel Service participated numbered 2,979. Dollar earnings from incentive programs amounted to over \$1.6 million.

Objective of the convention sales program is to motivate more international associations to hold their congresses and conventions in the United States. Sales calls are made on U. S. affiliates of international associations to urge them to invite their organizations to meet in the United States. If such invitations are accepted, U. S. cities are notified and encouraged to bid for the conventions.

Travel Service personnel call on tour operators in the United States and abroad and urge them to organize tours to "sold" congresses and to develop pre and post convention tours which allow visitors to take part in Bicentennial events.

During fiscal year 1975, Travel Service personnel "sold" 24 international associations on holding a future congress in the United States. Estimated foreign attendance at these conventions is projected at 21,800. Foreign exchange earnings are estimated at more than \$5.2 million, a 79 percent increase over the forecasted level.



Twelve international associations held conventions in the United States during the fiscal year and produced 9,336 foreign attendees. Dollar earnings from these conventions was estimated at \$2.6 million.

The Office of Expositions and Special Projects develops and promotes major international expositions and other events proposed for the United States, many of which currently feature Bicentennial themes. The Office also assists U. S. trade show organizers in arranging for duty-free entry of foreign exhibit items, and represents the United States at the Bureau of International Expositions in Paris,

During the fiscal year, the Office of Expositions and Special Projects certified 86 qualifying trade show events for duty-free entry of foreign exhibit items and promoted 67 trade shows. The office also counseled 151 sponsors of export-oriented expositions.

Foreign exhibitors participating in trade shows assisted by the office number 2,212.

UNITED STATES TRAVEL SERVICE

OFFICE OF THE ASSISTANT SECRETARY

1. Assistant Secretary Subject File - This contains incoming and outgoing correspondence either directed to the Assistant Secretary, or brought to his attention, because the transaction has program or agency-wide significance requiring his review or decision. Most of the correspondence is with organizations of the travel industry such as Airlines, British Travel Association, Discover America Travel Association, and with other elements of the Department and Government Agencies.

Another large segment of the file contains correspondence concerning organizations, activities, and on subjects having a direct bearing on tourism.

The correspondence with other Government agencies pertain to coordination of the USTS program with related programs operated by other agencies and USTS cooperation with them to advance mutual interest.

The file is arranged according to primary subject headings and thereunder secondary subject headings in alphabetical order.

Permanent. Move active file folders forward and retire all others to SHA at the end of every 2 year period. Transfer to WNRC 1 year later, and offer to National Archives 15 years later.

2. Administrative Subject File - This contains office copies of the usual housekeeping papers such as activity reports, arrangements for meetings, budget, personnel actions (including job applications), time and attendance reports, requisitions for services and things, travel orders and vouchers, and the like.

Dispose when 2 years old.

Office of the Deputy Assistant Secretary for Tourism

3. Program Subject File - The Deputy Assistant Secretary has a standing assignment to represent USTS on various domestic and international organizations composed of representatives of foreign governments and travel organizations in the U. S. The purpose of these meetings is to discuss problems and plans under consideration for advancing travel programs and marketing.

The Deputy Assistant Secretary also has a standing responsibility for review and approval of marketing and operating plans and for evaluating program accomplishments in relation to results.

The file contains incoming and outgoing correspondence concerning the responsibilities described above. The papers are arranged alphabetically by subject under headings such as: AD Agency Solicitation, ASTA - Annual World Travel Congress, Canadian National Tourist Office, Country Marketing Plans, Energy Crisis, Free Entry to National Parks by Foreign Visitors, Integrated Marketing Plan, "Intourist," Latin-American Activities, Market Development National Visitor Centers, State Travel Directors, Travel Data Center, and Visit USA Ambassador Program.

These papers contain considerable data concerning the origin and development of the USTS program and its operations.

Permanent. Move active folders forward and retire all others to SHA at the end of each 3-year period. Transfer to WNRC 1 year later and offer to National Archives 15 years later.

4. International Union of Official Travel Organizations - These are papers collected or generated by the Deputy Assistant Secretary in his capacity as a member of the union representing the Department. The union is composed of officials from foreign governments who have major responsibilities for the travel programs for their respective governments. The union usually meets two or three times a year. Its objective is to expand programs, but specially to expand the travel programs of underdeveloped countries.

The papers are arranged alphabetically by subject.

Permanent. Move active file folders forward and retire all others to SHA at the end of every 3-year period. Transfer to WNRC 1 year later and offer to National Archives 15 years thereafter.

5. Pacific Area Travel Association - This is an association composed of senior officers of associations in the U.S. travel industry specializing in Pacific area travel, and appropriate representatives of U.S. Government agencies.

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These are the papers collected or generated by the Deputy Assistant Secretary who represents the Department in the Association. These papers are arranged alphabetically by subject.

Permanent. Move active folders forward and retire all others to SHA at the end of every 3 years. Transfer to WNRC 1 year later and offer to National Archives 15 years thereafter.

6. Administrative Subject File - This contains office copies of the usual housekeeping papers including activity reports, arrangements for meetings and conference rooms, budget, personnel actions (applications), requisitions, space, time and attendance reports, travel orders and vouchers, and the like.

Dispose when 2 years old.

7. American Revolution Bicentennial Commission Subject File - These are the papers created by the Deputy Assistant Secretary in the course of discharging responsibility for promoting, planning, and developing the Department's contribution to the bicentennial celebration. This includes consideration of a variety of proposals for projects to encourage foreigners to visit the U.S. during the period of celebration.

Permanent. Move active folders forward and retire all others to SHA at the end of every 3-year period. Transfer to WNRC 1 year later, and offer to National Archives 15 years later.

8. Management Subject File - This contains papers generated by the Executive Director who serves as the Chief Management Officer of USTS. The papers pertain to the coordination of programs and activities among operating units, development of marketing plans and the evaluation of program and operating results.

The file also contains a notable amount of documentation on audits and program planning along with voluminous data on nearly every significant phase of the USTS program and operations.

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The Executive Director serves as Chairman of the Management Operations Committee which was established to advise and assist him in coordinating the efforts of USTS units and in developing plans. The papers of the Committee are included in this file in appropriate file folders.

The papers are arranged alphabetically by subject.

Permanent. Move active file folders forward and retire all others to SHA at the end of a 5-year period. Transfer to WNRC 1 year later and offer to National Archives 10 years later.

#### OFFICE OF ADMINISTRATION

The Office provides a full array of administrative services to all offices and divisions of USTS including the development and maintenance of an internal administrative management system.

It coordinates formulation of budgets of constituent units and prepares the necessary submissions for USTS to the Office of the Secretary.

Utilizing centralized accounting, personnel, and procurement services of the Office of the Secretary, the Office of Administration administers the fiscal, personnel, and procurement affairs of USTS. Also included is the development and administration of comprehensive formal training programs for all USTS personnel.

The Office establishes and maintains a performance management system and designs operating systems and procedures for management personnel in Washington and in the field offices. It also develops and maintains a Policy and Directives Manual governing the programs and activities of USTS.

9. Administrative Management File - This contains incoming and outgoing correspondence pertaining to all facets of the administrative management of the USTS and the activities of the Office in implementing the policies and plans of the Director. The file includes several notable subgroups of papers which are described as follows:

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a. Budget Papers - These include submissions from component units of USTS, workpapers and drafts pertaining to the submission to the Secretary, OMB, and to the Congress. Also included are notes on or transcripts of hearings or meetings held at various stages of development of the budget and other supporting papers.

b. Post Files - These consists of one copy of every communication received from or sent to a field office.

c. Personnel Name Folders - A file folder is maintained for each member currently on the staff. It contains a copy of personnel actions with supporting papers relating to the subject employee. The folders are arranged alphabetically by the names of employees.

The file is broken at the end of each fiscal year and a new file is started. Papers concerning current or incomplete transactions are moved forward to the new file.

a. Budget Papers - Dispose when 5 years old.

b. Post Files - Retire to SHA when 2 years old, and transfer to WNRC. Dispose when 5 years old.

c. Personnel Name Folders - Dispose 1 year after separation of subject employee.

d. All Other Papers - Retire to SHA when 2 years old and transfer to WNRC when 5 years old. Dispose when 15 years old.

10. Policies and Directives - This is a record set consisting of one copy of each directive issued by USTS.

Permanent. Retire to SHA when no longer needed for current business and transfer to WNRC 2 years later. Offer to the National Archives 15 years thereafter.

11. Office Services Subject File - This contains the usual housekeeping papers on matters such as arrangements for meetings, space allocations, supplies and equipment, procurement and printing requisitions, travel, time and attendance, work assignments and the like. The file also contains work copies of Departmental directives and other authoritative issuances.

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- a. Travel Orders and related papers - Dispose when 3 years old.
- b. All Other Papers - Dispose when 2 years old.

#### OFFICE OF PROGRAM ANALYSIS

This Office 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. It also 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 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.

12. Policy Subject File - This file contains background data on policy issues which impact tourism and USTS input to interagency and international, ingovernmental policy studies. A random selection of typical headings found in the file includes Ad Hoc Interagency Committee on U.S.-UK Transport Matters, aviation policy, Congressional, CAB Advance Booking Charters, Department position papers, Department legislative program, Domestic Council Committee on Illegal Aliens, Energy Policy Committee, Policy Council on Executive Committee, International Agreements-Tourism, Organization of Economic Cooperative Development, Tourism Policy, Economic Report of the President, and World Tourism Organization.

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The papers are arranged alphabetically by subject.

Permanent. Move active folders forward and retire all others to SHA at the end of every 2-year period. Transfer to WNRC 1 year later, and offer to the National Archives 15 years thereafter.

13. Legislative File - This file contains copies of bills, hearings, proposed and pending legislation, legislative reports with related comments and interpretations of interest to the U.S. Travel Service. The file is arranged by bill number or by hearing. Record copies of legislative files are maintained by the Office of the Secretary.

Start a new file with the beginning of a new Congress. Retire 2 years thereafter to SHA. Dispose when 6 years old.

14. Chronological or Reading File - This file consists of a carbon copy of all outgoing correspondence arranged in chronological order. These are used for convenience of reference.

Dispose when 2 years old.

15. Administrative Subject File - This contains copies of the usual housekeeping papers on such matters as budget, personnel actions, requisitions, time and attendance, travel, and the like.

Dispose when 2 years old.

#### OFFICE OF STATE-CITY AFFAIRS

The Office of State-City Affairs provides states and cities and the private tourism industry with a communications facility which serves as a liaison between these sectors and the Office of the Assistant Secretary for Tourism and Deputy Assistant Secretary on programs and activities taking place in the tourism field.

This office also coordinates USTS programs with official tourism offices in all states, territories, local governments, and regions. It also administers the matching grant programs and chairs the Matching Grants Committee.

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This office also provides the staff support for the day-to-day functions of the major programs, computerized communications and speakers service unit, the awards program and information, and resources program.

Office of the Director

16. Director's Correspondence - This is comprised of incoming and outgoing correspondence and internal communications generated or received by the Director and Deputy Director on all of the programs and activities for which the Division has responsibility.

The papers are arranged alphabetically by subject headings. Notable headings appearing in the file include: Congressional Correspondence, Country Marketing Plan, Diverse Organizations, Matching Grant Program, Fuel Shortage, Home Exchange Program, Hotel Language, Certification Program, Matching Grant Committee, National Restaurant Association, Problems - Currency Exchange, Travel Advisory Board, Visa Problems, Warranties, and World Tourism Seminars.

Developing and promoting tourism is an extremely complex and fast paced discipline and business. Consequently, once the operating need for the information in this has been satisfied, the papers have no further value.

- a. Matching Grant Papers - Dispose when 5 years old.
- b. All Other Papers - Retire to SHA every 2 years, transfer to WNRC and dispose 8 years later.

17. Chronological File - This consists of a copy of all outgoing items in the Office, arranged chronologically.

Dispose when 1 year old.

18. State and Cities Program File - This contains incoming and outgoing correspondence with state and local officials having responsibility for tourism. The papers document the organization and conduct of a cooperative effort to attract foreign nationals as tourists to the U.S. through providing them with pleasant and effective services while in this country.

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The papers are arranged alphabetically by the names of cities and states.

Dispose of individual documents or contents of file folders when 6 years old.

19. Administrative Subject File - This contains copies of the usual housekeeping papers on such matters as arrangements for meetings, budget, advertising program, personnel actions, audits, requests for services and things (requisitions), travel, trip reports, production reports, and the like.

Dispose when 2 years old.

#### Matching Grants Program

20. Matching Grants File - USTS is authorized by law to make matching grants to cities, states, and eligible non-profit organizations to be used for projects that promote travel to the USA or for improving domestic services for foreign visitors.

This file documents the grants made by USTS which may be categorized as follows:

- a. Research Grants
- b. Advertising Grants
- c. File Grants
- d. Travel Mission Grants
- e. Conference Grants (to encourage foreign conferrers to meet in the U.S.)
- f. Translation Service Grants
- g. Services Grants
- h. Tour Development Grants

Although, copies of the accountable papers pertaining to these grants are maintained in Central Accounting Division, Office of the Secretary, the program papers in this

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file have some value for planning purposes for a relative short period of time after closure of the case.

With the exception of Research Grants which may span several years, the others usually run for only one year. The papers are arranged by states thereunder numerically by grant number.

- a. Research Grants - Retire to SHA in annual consignments of closed cases, transfer to WNRC and dispose 6 years later.
- b. All Other Grants - Retire to SHA in annual consignments of closed cases, transfer to WNRC and dispose 5 years later.

21. Denied or Withdrawn Grants - These are copies of applications for a grant which have been denied by USTS or withdrawn by the applicant.

Dispose 1 year after notification of denial or withdrawal of the application.

22. Administrative Subject File - This contains office copies of the usual housekeeping documents on such matters as conferences and meetings, budget, personnel actions, production reports, requests for information, requisitions, time and attendance reports, training, travel and work copies of the Catalog of Federal Domestic Assistance, Federal Register, various forms, and copies of Departmental and other orders, releases and the like.

Dispose when 2 years old.

#### Information Resources Program

23. Information Resources Subject File - Contains incoming and outgoing correspondence and other source materials used to develop service oriented programs, such as information resources, language books, currency exchanges, and the like. It also contains information between USTS and State and City tourism officials on matters related to receptive services. Notable headings in the file are Committee on Receptive Services, trade associations, volun-

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teer groups, state agencies, government agencies, and the like. The papers are arranged alphabetically by subject.

Move active file folders forward- retire all others to SHA at the end of a 3-year period. Transfer to WNRC 1 year later and dispose when 10 years old.

24. State-Cities Tourism Literature File - Contains a wide variety of information collected from state, city, and territorial tourism offices and related information from agencies, pertaining to travel service facilities and the promotion and solicitation of international convention and travel business. Records consist of brochures on convention facilities and city services, hotel and entertainment brochures, city maps, photographs, and similar promotional literature. File alphabetically arranged by state thereunder by name of city.

Dispose of revised, superseded, and outdated material upon the receipt and file of new or updated items.

#### Speakers Service and Awards Program

25. Awards Program File - Documentation pertaining to the planning, promotion, and operation of an annual or Star Awards program designed to promote or service travel. Also included are papers on policy and specific awards that have been established with recommendations on awards that have been proposed or granted to states, cities, organizations, associations or industry. File arranged alphabetically by type of award.

Start a new file every 5 years, retire to SHA 1 year later and transfer to WNRC. Dispose when 10 years old.

26. Speakers Service Subject File - Contains documentation on speaking engagements at conferences and with new oriented organizations or individuals. Also includes papers on speakers events and engagements, photographs, bibliographical sketches of speakers, invitations of speakers, luncheons, agenda, and minutes of meetings.

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Retire to SHA when 2 years old and transfer to WNRC 1 year later. Dispose when 15 years old.

27. State Correspondence File - Consists of correspondence to states requesting information on points of general interest to travelers in their states which is used as reference material in preparing promotional guides for foreign travelers.

These papers appear to be without value after they have served their purpose.

Dispose when 2 years old.

28. Chronological File - This is comprised of one copy of each outgoing item prepared in the Office. These papers are maintained only for convenience of reference.

Dispose when 1 year old.

#### OFFICE OF PROGRAM SERVICES AND DEVELOPMENT

The Office of Program Services and Development directs, evaluates, and provides guidance to all USTS components on all USTS programs and activities related to media services, advertising, and promotion. The office administers Federal recognition of and participation in expositions held in the United States under P.L. 91-269. The office assists the Office of the Assistant Secretary in developing and coordinating marketing plans and programs. The office is responsible for efforts to encourage, promote, and develop domestic tourism within the United States and its territories.

29. Domestic Tourism Program File - This contain documentation generated by the Director and Deputy Director on the establishment of a domestic tourism program to encourage and promote travel within the United States. Notable headings in the file are: Legislation/Authority; National Travel Marketing Task Force; Industry/Government Domestic Travel Promotion Program; National Council of Travel Industry Association Executives; Contract/Budget Information; Congressional Liaison; Discover America Travel Organizations, Inc. The papers contain considerable data on the origin, establishment and development of

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this new domestic tourism program. They also document the development and implementation of plans, policies, and procedures that are relevant to the office's responsibilities as spelled out by specific legislation.

Permanent. Start a new file every 3 years and retire to SHA, transfer to WNRC 3 years later. Offer to the National Archives 15 years thereafter.

30. Program Services Subject File - This file consists of incoming and outgoing correspondence generated by the Director and Deputy Director in the course of their daily responsibilities in reporting to the Assistant Secretary for Tourism.

This file also contains correspondence prepared by staff officials of USTS who assist in the coordination of programs handled by this office.

File arranged alphabetically by office, thereunder by date.

Start a new file every 3 years, retire to SHA 1 year later and transfer to WNRC. Dispose 10 years thereafter.

31. Administrative Subject File - These are office copies of papers on matters such as budget, requisitions for services and other objects, space, time and attendance, travel, and similar housekeeping requirements.

Dispose when 2 years old.

32. Chronological or Reading File - This file consists of a carbon copy of all outgoing correspondence arranged in chronological order. These files are used for convenience of reference.

Dispose when 2 years old.

#### OFFICE OF RESEARCH AND ANALYSIS

The Office of Research and Analysis provides both the quantitative and qualitative data necessary for planning and evaluation of USTS programs and projects. To accom-

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plish this, the Office analyzes and interprets available secondary information, conducts primary research studies to provide marketing and statistical information on the international travel market and engages in special research techniques designed to improve the overall coverage and quality of travel data. The information is available for use by the travel industry as well as by USTS.

In addition, the Office is USTS' primary liaison with the appropriate Commerce Department offices in matters pertaining to congressional committees and legislation and regulatory decisions related to travel and tourism. It prepares the USTS background reports and position papers for intergovernmental and international meetings dealing with tourism.

33. Research Reports - This is a record set consisting of one copy of each research report produced by the Office on international travel. Included is one copy of each report prepared by a contractor on a specified subject area in a foreign country. These contractor reports are generally used by the Office as feeder reports for analytical studies produced by the Office.

To provide some idea of the subject matter and depth of the reports prepared by the Office, the following entries from a bibliography issued by the Office are presented below:

- (1) A STUDY OF MEXICAN TRAVEL HABITS AND PATTERNS, March 1971. This report analyzed and findings from a national probability sample of 4,000 Mexican residents with respect to their travel patterns, in general and specifically with respect to the United States, attitudes towards and images of the United States as a travel destination, demographic, and trip characteristics.
- (2) A STUDY OF BRITISH TRAVEL HABITS AND PATTERNS, (Volume 1) November 1971. This report is based on an exploratory study assimilating secondary data and information received from personal interviews with 42 individuals representing 38 organizations of the British travel trade. The report provides information on (1) the structure and travel patterns of the British

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foreign travel market, (2) the various traveling segments within the market, (3) the role of the carriers and the producing industry, and (4) specific data vis-a-vis the U.S. as a travel destination.

- (3) HIGHLIGHTS OF A STUDY OF BRITISH TRAVEL HABITS AND PATTERNS (Volume 2) September 1972. This paper highlights the findings of survey conducted among residents of the United Kingdom during the winter of 1971-1972 to determine the incidence of international travel in the population as well as the characteristics, travel attitudes, preferences, and patterns of British international travelers.

A three area cluster probability sample was used to randomly select adults 18 years of age and over residing in England, Wales, and Scotland. Demographic data and incidence of travel in the general population (by long-distance, short-distance and domestic travelers) was based on 11,954 interviews. Data on characteristics of trips to the U.S. as well as general attitudes and preferences for international travel were based on 1,836 interviews.

- (4) A STUDY OF JAPANESE TRAVEL HABITS AND PATTERNS, (Volume 1) October 1972. This report, the first phase of a comprehensive study investigating the Japanese travel market, is based on extensive in-depth interviews with 34 individuals representing 26 companies and organizations involved in travel in Japan during the month of July 1972. The report provides information on (1) the social expenditure patterns and the geographic source structure of the market, (2) the principal segments of the market and their relative potential for the future, (3) the structure of the sales function in the travel industry, as between wholesalers and retailers of travel, (4) the role and contribution of the carriers, (5) the effects of dollar devaluation, (6) patterns of destinations and the competition perceived to exist among them, and (7) resumes of existing studies in the field.

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(5) A STUDY OF JAPANESE TRAVEL HABITS AND PATTERNS, (Volume 2) March 1974. This report, the second travel market focuses primarily on the international travel aspect, although a small number of domestic travelers were interviewed in order to assess their attitudes towards international travel and toward various international travel destinations. The findings presented in Volume 2 were obtained from personal interviews in two stages. The first stage consisted of 16,644 interviews designed to locate international travelers and to determine their incidence in various segments of the population. The second consisted of 1,865 interviews in detail with travelers of different types. The first stage of the interviewing was completed in the fall of 1972. The second stage began in late 1972 and was completed in February 1973.

(6) A STUDY OF GERMAN TRAVEL HABITS AND PATTERNS, (Volumes 1 and 2) September 1974. Volume 1 provides results of an exploratory study compiling secondary data and information gained through personal interviews with organizations and individuals in or related to the travel industry. The report attempts to discern the institutional character and direction of the tourism industry with particular reference to new opportunities for the development of mass tourism to the United States.

Volume 2 provides data on the characteristics of trips to the U.S. as well as general attitudes and preferences for international travel.

(7) A STUDY OF FRENCH TRAVEL HABITS AND PATTERNS, (Volumes 1 and 2) September 1974. Volume 1 provides data on the results of French travelers, indicating their personal characteristics, travel patterns, and attitudes of both current and potential French tourists to the United States.

Volume 2 provides data on the characteristics of trips to the U.S. as well as general attitudes and preferences for international travel.

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- (8) A STUDY OF THE CANADIAN MARKET FOR UNITED STATES TRAVEL, December 1973. This report provides data on the nature of the Canadian market and areas possessing the greatest potential for increased U.S. promotional efforts. The objectives of the study were to incorporate all existing secondary source material on the market from 1968 through 1972.
- (9) VACATION TRAVEL BY CANADIANS (Annual). This series of annual surveys describes Canadian vacations and vacation trip habits generally as well as to the U.S. The most recent survey covers 1972 data and is a national probability sample. The 1972 study includes information on Canadian vacation expenditures which previous studies did not include. In 1972, 6,215 personal interviews were conducted.
- (10) IMPACT OF THE ENERGY CRISIS ON CANADIAN TRAVEL TO THE UNITED STATES (1974). A series of studies are being conducted to determine what impact the "current Energy Crisis," with fuel shortages and rising prices, is having on Canadian travel intentions.
- (11) TRAVEL PATTERNS OF FOREIGN VISITOR ARRIVALS (I-94 Analysis) (Annual). This is an annual report which consists of four summary tables which provide marketing information on characteristics and travel patterns of visitors from 152 metropolitan areas in 24 key tourist generating countries. The tables presented indicate purpose of trip, median length of stay, age, flag of carrier, country of embarkation, port of U.S. entry and departure and first destination in the U.S.

The statistics found on Table 1 are based on a random sample of all Forms I-94 stratified by country. Statistics in Tables 2 and 3 are based more on a quota sample which enable the samples for the individual cities to be of sufficient size to analyze the specified factors. The actual sample sizes for each country and city are found on the respective tables.

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- (12) SUMMARY AND ANALYSIS OF INTERNATIONAL TRAVEL TO THE UNITED STATES (Monthly). This monthly report includes statistics on visitor arrivals to the U.S. and market analysis of international travel by residents of foreign countries. In addition, each month a different tourist country is analyzed in terms of the traveling characteristics of its nationals. The report is based on secondary data source and an analysis of Government entry Forms I-94. (Monthly reports are available beginning in January 1971.)
- (13) ARRIVALS AND DEPARTURES BY SELECTED PORTS (Annual). This annual publication includes tables and an interpretative analysis of foreign visitors by their country of residence, port of entry and purpose of trip, as well as providing data on Americans traveling abroad by flag of carrier and country of debarkation. All tables were developed from Government entry Forms I-94 and U.S. passenger departures (I-92). This series began in 1969.
- (14) ANNUAL SUMMARY -- INTERNATIONAL TRAVELERS TO THE U.S. This annual publication includes statistical data on foreign visitor arrivals in the U.S. by month and cumulative to date figures, country of last permanent residence and purpose of visit.
- (15) FOREIGN VISITOR ARRIVALS: 1963-1973. This two-page leaflet contains a 10-year history of travel to the U.S. by country of permanent residence from 1963-1973. It also provides the percent change in the number of visitors for each of these years during the ten-year period.
- (16) MARKET POTENTIAL INDEX. Provides a conceptual framework to delineate factors which help to explain the variation in travel to the U.S. from selected countries. Through a series of index numbers, this model ranks countries in terms of their VISIT USA visitor potential.
- (17) INVENTORY OF FEDERAL TOURISM PROGRAMS. Provides information on the number of Federal agency participations in the travel/recreation area and indicates the nature and character of the participation.

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- (18) A STUDY OF THE "VISIT USA EXHIBIT" IN MEXICO CITY, December 1971 - March 1972. From December 1971 to March 1972, personal interviews were conducted with 500 individuals who toured the VISIT USA EXHIBIT in Mexico City to measure public attitudes towards the USTS exhibit, to obtain information about the travel behavior of persons who toured the exhibit, to measure demographic characteristics of persons attending the exhibit, and to measure perceptions of advertising relating to touring the United States.
- (19) A STUDY OF THE "VISIT USA EXHIBIT" IN GUADALAJARA, MEXICO, April - June 1972. From April 1972 to June 1972, personal interviews were conducted with 334 individuals who toured the VISIT USA EXHIBIT in Guadalajara, Mexico, to measure attitudes toward the U.S., both before and after viewing the movie; to measure attitudes of those attending the movie, particularly as it related to visiting the United States; to measure demographic characteristics of the viewing audience; and to obtain names and addresses of sample respondents to be used in a follow-up study measuring travel behavior several months after the movie.
- (20) ANALYSIS OF THE DISCOVER AMERICA POW WOW AND TRAVEL MART (Annual). This series began in 1968. The most recent publication provides information of the Fifth Annual Discover America POW WOW and Travel Mart held in Tucson, Arizona, in September 1973. Consistent with previous POW WOWs, the most important objectives of the U.S. participants for attending the 1973 POW WOW were: to establish personal contacts with foreign and U.S. travel industry representatives; to familiarize foreign agents with our product, (e.g., area, service, facility); to obtain firm sales commitments; and to obtain exposure. The mart was attended by 273 foreign tour operators and 188 U.S. companies, representing 44 countries.

These reports appear to have significant value for use by researchers in their study of a variety of subject areas.

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Permanent. Retire to SHA when no longer needed for current business and transfer to WNRC 2 years later and offer to the National Archives 20 years later.

34. Basic Data Subject File - This contains incoming and outgoing correspondence and other source materials generated or collected by the Office from foreign and domestic sources of the industry such as airlines, government agencies, travel organizations, and the accommodations complex.

These papers must be maintained in close proximity to the professional researcher for a considerable period of time and thereafter for an additional period of time before the need for them for current research purposes is exhausted. However, once this need is satisfied, the papers appear to have no further value.

Move active file folders forward and retire all other papers to SHA in annual consignments when they are 7 years old. Transfer to WNRC when 10 years old and dispose when 15 years old.

35. State and Country Market Research File - This contains documentation of data in terms of the foreign and domestic economy, travel potential, trade structure, and characteristics and motivation of travel, and of the population.

The papers are arranged alphabetically by the names of countries and states.

Move active file folders forward and retire all other papers to SHA in annual consignments when they are 10 years old. Transfer to WNRC when 12 years old and dispose when 20 years old.

36. Evaluation File - This contains data regarding the various programs of USTS such as advertising, public relations, exhibits, tour development and others. Also included are survey papers.

These data are analyzed and evaluations of the programs or activities are prepared by the Office.

Move active file folders forward and retire all other papers to SHA in annual consignments when they are 10 years old. Transfer to WNRC when 12 years old and dispose when 20 years old.

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37. Chronological or Reading File - This is comprised of one copy of each outgoing item prepared in the Office.

These papers are maintained only for convenience of reference.

Dispose when 2 years old.

38. Administrative Subject File - This contains office copies of the usual housekeeping papers on matters such as arrangements for meetings, budget, personnel actions, requisitions, time and attendance, travel, and the like.

Dispose when 2 years old.

39. Master Input Tapes - These tapes are written and maintained by a private service bureau under contract.

Most of the data written on these tapes are extracted from Form I-94, Government Entry Form, and from consumer surveys. The data on the tapes are analyzed and published in reports by the Office. Once the data have completely exploited for this purpose, they appear to have no further value.

Scratch when 20 years old.

#### Media Services Division

The Media Services Division plans and conducts a world-wide information program for the United States Travel Service.

The Office provides information and editorial services to USTS field offices and to domestic and foreign travel editors, radio field television producers, and travel guide publishers. Destination Features, which highlight scenic or special interest areas in the U.S., like caves or ghost houses, and Editorial Support Packages, which deal with the mechanics of travel-like transportation and accommodations and related cost, are two of the organizations primary products.

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This Office also develops themes for foreign journalist familiarization tours, and fashions and disseminates information to newspapers and magazines of special events and attractions like the Bicentennial.

Office of the Director

40. Director's Subject File - File contains documents relating to management and operation of information programs. Records primarily consist of correspondence and reports related to legislation, matching grants, program performance measurement, professional travel associations, program surveys, promotional material, money and banking, etc. File is alphabetically arranged by subject.

Start a new file every 2 years, retire to SHA  
3 months later. Dispose when 6 years old.

41. Director's Administrative File - File contains documents pertaining to the housekeeping activities involved in operating the office. Records consist of correspondence and reports relating to the acquisition of office space, purchase of equipment and services, structure of the organization, personnel staff, budget preparation and submission, status and progress reporting, etc.

Dispose when 2 years old.

42. Trip Reports - Narrative reports covering purpose of and the findings conclusions resulting from trips. File contains reports on trips to POW WOWs, field offices, conventions, seminars, etc.

Dispose when 3 years old.

43. Published USTS Sponsored Articles and News Features - File contains copies of magazines, brochures, and like publications in which are published USTS sponsored travel articles or news features (i.e., reports on interviews with internationally known people). File also contains correspondence relating to article or item placement, publication, or comment.

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Start a new file every 2 years, retire to SHA 2 years later and transfer to WNRC. Dispose when 15 years old.

44. Foreign Post Communications File - This consists of incoming and outgoing cables and messages with the six field offices (foreign posts) operated by USTS. The documentation concerns past support and projects initiated by headquarters to promote travel in the United States of America. Also, included is a file on the energy crisis which is maintained as a separate section in the file.

The papers are arranged in chronological order.

Move active files forward and dispose of all others when 3 years old.

45. Chronological/Reading Files - This contains a copy of each outgoing item prepared by staff members, arranged in chronological order. The file is maintained solely for convenience of reference.

Dispose when 3 years old.

46. Familiarization Tour Correspondence File - This file consists of copies of correspondence relative to familiarization tours to the U.S. by foreign journalists and the planning of tour themes. File arranged by name of tour theme.

Start a new file at the beginning of each year, retire to SHA 3 months later. Dispose when 3 years old.

47. "Visit the United States" Information and Promotion Project File - Projects take the form of speciality brochures for points of interest or amusement (i.e., the "Visit USA Ambassadors" program) and travel facts or information releases (i.e., the release called "News Media Opportunities"). Records in project folders consist primarily of fact sheets and photographs. One copy of each project item created is earmarked as a record set.

- a. Record Set - Permanent. At the end of each year, set aside one copy of each project item created during the year for retention as a historical set, Return to SHA 1 year later and transfer to WNRC 2 years later. Offer to the National Archives 15 years thereafter.

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- b. All Other Copies - Dispose when they have served their purpose.

48. USTS Staff Biographies and Photographs - This consists of biographical resumes of key members used for news purposes, introduction at meetings and public appearances. Also included are glossy print photographs of key members of USTS staff. Arranged alphabetically by name of key member.

One copy of each biographical statement and photograph is earmarked for a record set.

- a. Record Set - Permanent. Retire to SHA when 15 years old, transfer to WNRC 2 years later and offer to the National Archives 15 years thereafter.
- b. All Other Copies - Dispose when they have served their purpose.

49. USTS Press Releases - Press releases generated by USTS relative to an occurrence, program, or event involving travel to the U.S. or the operation of USTS. One copy of each press release is earmarked for a record set.

- a. Record Set - Permanent. Retire to SHA when 10 years old, transfer to WNRC 1 year later and offer to National Archives 10 years later.
- b. All Other Copies - Dispose when they have served their purpose.

50. Photograph File - This file consists of a collection of photographs of visitors, Department executives,

(1) Still photographs

- (a) Black and white photography - the original negative and a captioned print.(Agency produced).

PERMANENT. Retire to SHA when no longer needed for publications. Transfer to WNRC 2 years later. Offer to NARS 10 years thereafter.

- (b) Color photography - the original color transparency or color negative, a captioned print, and an inter-negative if one is available.(Agency produced)

- (2) Other still pictorial records - the original and a reference print of each.(Agency produced).

This material might very well prove to be of great value to researchers interested in the program or development of USTS.

Permanent. Retire to SHA when no longer needed for current business, transfer to WNRC 5 years later and offer to the National Archives 20 years later.

52. Destination Feature Packages (DEP) Job File - Workup and background papers for such travel promotional items as handbooks, brochures, or articles on areas of interest or fascination in the U.S. (i.e., parks, caves, ghost houses, etc.). Records consist of photographs, newspaper and magazine clippings, maps, brochures, bibliographies, comments and notes on interviews and investigations, request for information, drafts of item copy, paste-up of promotional items, writing and printing, and copies of finished items.

Retire to SHA 3 months after completion of promotional items and transfer to WNRC 1 year later. Dispose when 5 years old.

53. Destination Feature Job Items - This is the promotional item resulting from a Destination Feature project (i.e., handbook, brochure, packet, photo or slide series, magazines, etc.). One copy of each is earmarked as a record copy, *including master negative when Agency produced.*

- a. Record Copy - Permanent. Retire to SHA when 10 years old, transfer to WNRC 1 year later and offer to National Archives 15 years later.
- b. All Other Copies - Dispose when they have served their purpose.

54. Editorial Support Packets (ESP) Job File - Workup and background papers on information items designed to help and guide visitors to the U.S. Support Packets deal primarily with the mechanics of travel such as information on currency, driving and highways, hotel and motel accommodations, travelers' aid, customs, visas, etc. Packets take the form of pamphlets, brochures, foldouts, etc. Records consist of guide books, newspaper and magazine articles, internal memos, pamphlets from commercial and state organizations, maps, photos, draft write-ups, paste-ups of editorial items, comments, print orders, distribution plans, etc. Bicentennial Editorial Packets (BECF) are included as a part of this file.

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Retire to SHA 3 months after completion of job,  
and transfer to WNRC 1 year later. Dispose when  
5 years old.

55. Editorial Support Job Item - The informational and  
guide type items resulting from an Editorial Support pro-  
ject (i.e., pamphlets, guidebooks, brochures, photo packet,  
etc.). One copy of each is earmarked as the record copy, *including*  
*Master Negative when Agency produced.*

- a. Record Copy - Permanent. Retire to SHA when  
10 years old, transfer to WNRC 1 year later  
and offer to National Archives 15 years later.
- b. All Other Copies - Dispose when they have  
served their purpose.

56. Bicentennial Special File - Contains a wide variety  
of information on all phases of the Bicentennial and  
things related to the planned event. Records consist of  
photographs, newspaper and magazine articles, interviews,  
biographical sketches, maps, etc.

Retire to SHA 3 months after the end of the  
Bicentennial, transfer to WNRC 1 year later.  
Dispose when 5 years old.

57. Travel Articles by Free Lance Writers - File contains  
articles written by free lance writers and submitted to  
USTS for purchase. Records consist of travel articles,  
correspondence relative to acceptance and purchase of  
articles, CD-45s, internal correspondence about article,  
copies of magazines in which published articles appear,  
comments on articles, etc. Articles alphabetically filed  
by writers' name.

- a. Purchased Articles - Retire to SHA 1 year after  
publication, transfer to WNRC and dispose when  
10 years old.
- b. Rejected-Returned Articles - Dispose of file  
1 year after return of article.

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## Conventions and Expositions Division

Prior to 1962, Federal participation in world's fairs and expositions was limited to providing funds. The Federal Government provided no assistance in the planning, scheduling, and coordination of these events. For the most part, world's fairs and expositions were local promotions held to celebrate anniversaries or special occasions. Almost all were designed and operated without the aid of guidelines or professional management. Since the United States was not a member of the Bureau of International Expositions (BIE) which scheduled these events, they often competed for participating attractions and attendance with foreign expositions.

In 1962, at the Seattle World's Fair, the Federal Government played its first role as a participant. This participation was provided by a Department of Commerce (temporary) Commission that assisted in the planning and conduct of the Fair. Reportedly, the Fair was both a dramatic and financial success. At the conclusion of the Fair, the Commission was disbanded.

Stimulated by Canada's plan to celebrate its one hundredth anniversary (Expo 67), the U.S. Government considered the feasibility of its own Bicentennial celebration. In May 1964, the Department of State and the Department of Commerce were designated by the President to prepare the rules and make arrangements for obtaining Federal assistance for the Bicentennial. In addition, the Departments of State and Commerce were given the task of scheduling the event with the BIE.

In the same year, 1964, Congress requested the Department of Commerce to report on the nature and extent of Federal participation in the Alaska Purchase Centennial. A year later, 1965, Congress repeated its request for a similar report on "HemisFair" which was scheduled to be held in San Antonio, Texas in 1968. Then in 1968, the President, as a result of P.L. 89-355, designated Commerce to report on "Interama" which was scheduled to be held in Miami, Florida. Also in 1968, in the wake of all this reporting activity, the Senate approved the U.S. joining the BIE.

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In the Spring of 1966, the Secretary of Commerce established the U.S. Expositions Staff and made it responsible for conducting feasibility studies and establishing planning and coordinating groups for the Alaska Purchase Centennial, HemisFair, and Interama. In keeping with its mandate, the Exposition Staff organized interagency groups for making feasibility studies, developing themes, designing conceptual approaches, and preparing budgets for each event. From 1966 to 1974, the U.S. Expositions Staff served as a unit of Domestic and International Business Administration. In early 1974, the function was transferred to the United States Travel Service and called the Office of Expositions and Special Projects. Later it was transferred to the Division of Conventions and Expositions (CED).

With the introduction of direct Federal participation, feasibility studies centered on the economic impact of expositions on local communities and surrounding regions, and exposition design and development emphasized the residual use of personnel, buildings, and equipment. In addition, Federal participation worked toward encouraging greater participation by foreign exhibitors and generating greater tourism from abroad.

Currently, the Division of Conventions and Expositions plans and implements programs to stimulate and develop major U.S. event-attractions and provides promotional tour data on expositions and exhibits to foreign offices and commercial posts. The Division also reviews trade show/exposition matching grant applications, counsels trade show organizers in ways to attract international attendance, and represents the USA at the Bureau of International Expositions in Paris.

58. American Revolution Bicentennial Administration (ARBA) File - Covers working relationship with the Bicentennial Commission. File primarily contains working papers pertaining to such items as legislation, budget, guidelines and goals, meeting and resolutions, "Study Expos," and Commerce Department plans for the Bicentennial. Records consists of legislative proposals, congressional hearing reports, letters to and from State Governors, minutes of meetings, progress and staff reports, comments and suggestions from Federal agencies on expositions, report to the President, etc.

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Permanent. Retire to SHA 1 year after completion of Bicentennial. Transfer to WNRC 1 year later and offer to the National Archives 20 years later.

59. Bicentennial Proposal File - Contains proposals and supporting papers related to the Bicentennial activities and exhibits planned by Federal agencies and state local governments. Records consist of proposals, endorsements, newsletters, newspaper articles, brochures, and correspondence.

Permanent. Retire to SHA 1 year after completion of Bicentennial. Transfer to WNRC 1 year later and offer to the National Archives 20 years later.

60. Administrative Subject File - Contains documents related to such housekeeping and management activities as purchasing, personnel management budgeting, office management, public relations, and travel. Records consist of office personnel folders, position descriptions, travel authorizations and trip reports, field office correspondence, requests for budget submissions, organization charts, equipment brochures, purchase requisitions, etc.

Dispose when 2 years old.

61. Chronological File - Contains correspondence and memos initiated by Division staff members. File maintained in date order.

Dispose when 1 year old.

62. Major Shows and Expositions File - Contains documentation relating to all phases (proposal, design, construction, and operation) of major shows and expositions. File includes such shows and expositions as Interama; HemisFair; Expo 74-Spokane, Washington; Southern California Air Show; Kentucky Fair and Expo; Quebec 76; Expo 81-Los Angeles, California; etc. Records consist of proposals and announcements, program statements, appropriation requests, program outlines, facility and grounds, designs and sketches, design and construction, contract awards, engineering drawings, trip reports, construction photos, attendance reports, operations reports, and final report to Congress.

Permanent. Retire to SHA 1 year after completion of show/exposition. Transfer to WNRC 2 years later and offer to the National Archives 20 years later.

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63. Special Project-Travel Promotion Exhibit File - Contains documentation relating to the planning, construction/erection, management and operation of United States Travel Service promotional exhibits. Covers such promotional exhibits as Visit USA Mobile Exhibit (The Bag), International Tourisms-Boerse (ITB-Berlin Exhibit), Pow WOW Exhibit, etc. Records consist of engineering design reports and drawings, exhibit proposals, program outlines, cost estimates and budgets, shipping reports, custom clearances, staff assignments, photos, progress reports, evaluation reports, and change orders.

Retire to SHA 1 year after project/exhibit completion or termination and transfer to WNRC 1 year later. Dispose when 10 years old.

64. Bidders File - Contains documentation related to the offering of goods and services for shows and expositions by commercial and industrial firms. File serves as bidders list and vendor information bank. Records consist of sale brochures, bidders list, placement requests, price lists, demonstrator invitations, update correspondence, etc.

Dispose when 2 years old.

65. Certified Recurring Trade Fair Shows File - Contains documents generated in accordance with the Trade Fair Act of 1959 (P.L. 86-14). Documents pertain to trade shows that merit certification and foreign promotion by the Department of Commerce. Certification permits free-entry custom privileges for foreign exhibitors. Shows repeated at regular intervals (annually, bi-annually, etc.). Records consist of show brochures, program outlines, statement of services available to foreign visitors, request for Department of Commerce Certification, evaluation of show, Treasury Department Certificate, list of foreign and domestic exhibitions, correspondence, evaluation of show, and final closing report.

Keep records on current and two prior shows. Dispose of records beyond three shows or more than 15 years old.

66. Promotional Nonrecurring Trade Show File - Contains documents on special one-time trade shows directed more toward product or service merchandizing than areas or fields of industrial or technological interest. These

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are shows the Office considers to have promotional value and are promoted abroad by USTS field and commercial offices. Records consist of brochures, request for Department of Commerce support, show programs, schedules, statement of services available to foreign visitors, correspondence between Commerce and show sponsors, promotion pamphlets, and final report on show.

Dispose when 5 years old.

67. VIP (Visit-Investigate-Purchase) Program File - Contains documents related to the development and operation of a program designed to give special emphasis to trade events that make an outstanding effort and have a strong potential to attract international participation. VIP status given to such shows as Texpo '75, World Energy '75, and World Dairy '75. Purpose of program is to increase foreign exchange earnings through greater foreign participation. Records consist of program description, meeting agendas and minutes, VIP designating letter, program justification, comments on program, list of shows nominated for VIP status, foreign promotion plan, correspondence within Commerce and with sponsors of shows.

Permanent. Retire to SHA 1 year after completion or termination of program, transfer to WNRC 1 year later and offer to the National Archives 20 years later.

68. Trade Fair Directory File - Contains workpapers and documents related to the development, composition, and distribution of each annual edition of the Trade Fair Directory. The Directory contains the events sponsored by U.S. professional and trade associations having the potential to attract foreign participation and visitors. Records consist of show plans and announcements, inquiries from show sponsors, Directory cover and page layouts, proof pages, printing orders, photographs, reviews and comments, etc.

Dispose 2 years after publication and distribution of Directory.

69. Trade Fair Directory - An annual publication developed and distributed by the Office of Expositions and Special Projects. Directory list the shows, expositions, and

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other events being held in the United States and welcome foreign participants and visitors. The Directory is a multilingual publication and is distributed abroad and in the United States.

- a. History Copies - Permanent. Retire to SHA for 1 year. Transfer to WNRC for 20 years, then offer to the National Archives. (Disposition Procedure: Set aside two copies of each annual edition in each language. After accumulating half a file drawer, send to SHA for shipment to WNRC.)
- b. Distribution Copies - Dispose 1 month after publication of new edition.

70. Advisory Council for Historic Preservation File - Contains documents relating to USTS affiliation with the Council for Historic Preservation. The Council advises the President and Congress on the preservation of historical properties. Council also provides guidance on the U.S. membership in the International Center for the Study of the Preservation and Restoration of Cultural Property in Rome, Italy. Records consist of notice of assignment, Council reports, meeting notices, agendas and minutes of meetings, study assignment and reports, trip reports, membership lists, correspondence with council leadership and members, correspondence with foreign contracts.

Retire to SHA when 5 years old and transfer to WNRC 1 year later. Dispose when 10 years old.

71. Foreign Visitors File - Contains documents relating to request for assistance and information by foreign nationals who have or plan to attend an event in the U.S. Records consist of correspondence, airgrams, shipping requests for published material, Optional Form 268A, Invitation to International Visitors, etc.

Dispose when 2 years old.

72. Legislation File - Contains documents relating to proposed and existing legislation and Executive Orders. In addition to documents on enabling legislation, file contains information on Congressional Acts recognizing and appropriating funds for expositions and special events. Records consist of copies of Public Laws, copies of Executive Orders, comments on legislation, House and Senate

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hearing testimony, request for and response to Congressional requests for program information, interoffice memos, etc.

Permanent. Retire to SHA when 10 years old and transfer to WNRC 1 year later, and offer to the National Archives 20 years later.

(Conventions Program)

The Conventions and Expositions Division works to increase travel to the United States by selling the U.S. to international associations as "THE" location for holding international conventions and congresses, and sport and cultural events. In line with this, the Division promotes attendance to these conventions and events, encourages U.S. cities and regions to bid for the privilege of hosting these gatherings, and produces films promoting the U.S. convention services and facilities available to international associations.

Since the inception of the International Convention Office in Paris in 1969, some 123 world congresses have been obtained for the U.S. The minimum earnings for balance of payments resulting from these meetings is estimated to be about \$31 million.

To further increase travel to the U.S., the Division promotes Incentive Travel. This is a program designed to get foreign companies and foreign subsidiaries of U.S. companies to use travel to the U.S. as a prize for or incentive to increase product sales or better employee production or performance.

Files are maintained by the Director's Secretary and serve the Director and all members of the staff.

73. International Organization and Association Contact File - Contains information on the composition and operation of scientific, medical, sport, cultural, and religious international organizations and associations. File serves as a repository for sales contact reports made by the International Congress Office in Paris. One of the primary Paris Office's functions is to sell international

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organizations on holding their conventions in the U.S. The Sales Contact Report describe these contacts. They give the name and location of the organization, the U.S. affiliate, membership size, meeting history, meeting plans, and comments. Other records consist of organization brochures, lists of organization officers, biographies, correspondence relative to organization functions, etc. File is numerically arranged by organization identification number.

Dispose of individual documents when they have served their purpose. Keep current and latest copy of Contact Report on each organization and dispose of others.

74. Incentive Travel Program File - File consists of documents relating to the management and operation of the Incentive Travel Program. File contains information on CED's endeavor to sell foreign firms and foreign affiliates of U.S. firms on using a trip to the U.S. as a prize, incentive tool, or promotional item. Records consist of correspondence and reports on incentive travel brochures, seminars to promote Incentive Travel Program, promotion film, client response to program, scheduling company contacts and meetings, promotional program budget, etc. File arranged alphabetically by subject.

Start a new file every 2 years, retire to SHA 3 months later. Dispose when 3 years old.

75. Intraservice Memorandum File - Contains incoming and outgoing copies of unnumbered memos received from other USTS units or generated by the Office. File arranged by year, then alphabetically by office within USTS.

Start a new file every 2 years, retire to SHA 3 months later. Dispose when 3 years old.

76. International Convention Program File - File consists of documents relating to the management and operation of the International Convention Program. File contains information of CED's endeavor to sell international associations and organizations (i.e., medical, religious, scientific, cultural, etc.) on holding their conventions in the U.S., and CED's work with U.S. cities on bidding and preparing for and hosting international conventions. Records consist of correspondence and reports on preparing convention brochures and promotional literature, scheduling contacts

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with international associations and U.S. city officials, contact mailing lists, convention city entertainment, familiarization tours, etc. File is alphabetically arranged by subject.

Start a new file every 2 years, retire to SHA 3 months later. Dispose when 3 years old.

77. CED Administrative File - Contains the housekeeping type records used in the management and operation of the CED office. File contains records on office space acquisition, equipment and furniture purchases, budget and finance, organization, position descriptions, personnel folders, staff travel, etc. File alphabetically arranged by subject.

Dispose when 2 years old.

78. Travel Service Dispatch and Memorandum File - File contains numbered dispatches and memorandums sent to and received from the six USTS foreign posts (Regional Field Offices). File is arranged first by year, then alphabetically by name of foreign post, and then by number within post.

These papers appear to be without value after they have served their purpose.

Dispose when 2 years old.

79. General CED Operations File - File contains data pertaining to the overall operations and management of CED programs. File contains records relating to the Travel Advisory Board (meetings, agendas, and minutes), State Day Program, POW WOW Program, interagency study on tourism, trade information exchange, articles for trade publication, U.S. Government travel program coordination, evaluations and comments on programs, etc. File alphabetically arranged by subject.

Start a new file every 2 years, retire to SHA and transfer to WNRC 1 year later. Dispose when 6 years old.

80. Travel - Professional and Trade Associations and Organizations File - Contains background and operational data on international and domestic organizations of people

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engaged in the development, promotion, sale, and betterment of travel. File contains data on such organizations as American Society of Travel Agents (ASTA), American Society Association for Executives (ASAE), Discover America Travel Organizations (DATO), International Congress and Conventions Association (ICCA), etc. Records consist of membership invitations, membership lists, meeting agendas, meeting minutes, organization handbooks and brochures, journal articles, convention arrangements and programs. File alphabetically arranged by name of organization.

Start a new file every 2 years, retire to SHA and transfer to WNRC 1 year later. Dispose when 10 years old.

81. U.S. City and Region Convention and Visitor Bureau File - File for the maintenance of data on the availability of convention and travel service facilities and the promotion and solicitation of international convention and travel business. Records consist of brochures on convention facilities and city services, hotel and entertainment brochures and magazines, city maps and photographs, and similar promotional literature. Folders also contain correspondence and reports on requests for information on getting convention business, bids on conventions, status of bid evaluations, requests for estimates of cost, etc. File alphabetically arranged by name of city or region.

Dispose of revised, superseded, and outdated material upon the receipt and file of new or updated items.

82. CED Chronological File - Consists of a copy of all outgoing correspondence. File arranged in date order. Used primarily for convenient reference.

Dispose when 2 years old.

(Printouts)

8 . SOLD Report - A printout produced by the Paris Office for transmission to Washington headquarters office. Report shows the international organization convention business or sold for U.S. Report format: association contact num-

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ber, name of association, association headquarters, city, estimated attendance, estimated length of convention, etc. Printouts are produced quarterly.

Keep current plus three prior issues of reports in office. Dispose of older issues.

84. Paris Recall Dates - A printout report produced in the Paris Office giving the schedule for follow-up calls on potential convention customers. Report by recall date association name and number, headquarters, estimated attendance, etc.

Keep current plus two prior issues of report in office. Dispose of older issues.

85. U.S. Affiliate Company Listing - A printout of the foreign companies that are affiliated with U.S. companies. Listing by U.S. company name and headquarters location and then name and location of foreign affiliates.

Keep current issue in office. Upon receipt of update, dispose of older issue.

86. Industrial Classification - A printout listing foreign companies by name and contact number, location, industrial classification, and status and reply rating.

Keep current issue in office. Upon receipt of update, dispose of older issue.

87. Facilitation File - This contains incoming and outgoing correspondence pertaining to the provision of services to foreign visitors to this country from their arrival until departure. The correspondence documents several programs operated by the office and is arranged under primary headings which are as follows:

- (1) Multilingual Port Receptionist Program
- (2) International Symbols
- (3) Multilingual Hotel-Motel Certification
- (4) Travel Phone-USA
- (5) Visa Waivers

These papers should be retained only long enough to satisfy program and administrative needs because the data in them pertain to the unique situation of a particular small

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part of the business community. Accordingly, the data becomes obsolete and valueless after the expiration of a relative short time.

Move active file folders forward, retire all others to SHA in annual consignments and dispose when 3 years old.

#### OFFICE OF MARKETING AND FIELD OPERATIONS

The Office of Marketing and Field Operations directs and supervises the activities of USTS Regional Offices to include: developing and coordinating individual marketing plans and programs; providing marketing support to all USTS components in areas of advertising and sales promotion, tour development and sales development and familiarization tours, recommending allocation of resources for programs and markets; endorsement of all controlled communications to Regional Offices; assigning action office responsibility to incoming Regional Office communications; insuring adequate coordination; monitoring communication flow; and maintaining "Official" Headquarter/Region Office record files.

This office serves as the official file station for all incoming and outgoing controlled (numbered) correspondence between Headquarters and Regional Offices -- Travel Service Memorandum, Travel Service Dispatch, and aables. Record files are also maintained on Official-Informal Letters and Record of Telephone Calls relating to HQ Regional Office operations, as well as copies of cables and airgrams pertaining to special markets activities and other "Non-Post" tourism related subjects. These files do not include supporting documentation, but rather basic identifying correspondence only. In-depth subject files are maintained by originating or action offices. Files are set-up by fiscal year.

88. Travel Service Communication File - This file is divided into Outgoing and Incoming categories which include Travel Service Memoranda, cables, Official-Informal Letters, Record of Phone Calls; and Travel Service Dispatches, Official-Informal Letters, cables, State Department telegrams, and Record of Telephone Calls, respectively. Papers in file are duplicated in Headquarters action offices.

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Retire to SHA in annual consignments 2 years after retirement from active files and transfer to WNRC 2 years later. Dispose after 6 years.

89. Communications Logs - All incoming and outgoing controlled correspondence is logged on stereotyped forms, by country, consecutive number, type, date received or sent, action office assigned, information copies distributed, and other information concerning treatment of each communication.

Retire to SHA with Communication File 2 years after retirement from active files and transfer to WNRC 2 years later. Dispose when 6 years old.

90. Subject File - This contains papers pertaining to the administration of the office and the program activities for which it has responsibility. These are arranged by Regional Office, Headquarters Office, and thereunder by alphabetical subjects. Also contained within the subject file are country marketing plans supporting documents developed by this office and Regional Offices.

a. Country Marketing Plan Supporting Papers - Retire to SHA in annual consignments 2 years after retirement from active files and transfer to WNRC 2 years later. Dispose when 15 years old.

b. All Other Papers - Retire to SHA 2 years after retirement from active files and transfer to WNRC 2 years later. Dispose when 6 years old.

91. Country Marketing Plans - This is the published master set of marketing plans developed jointly by the Regional Offices and the Office of Marketing and Field Operations.

Permanent. Retire to SHA when no longer needed for current business, transfer to WNRC 2 years later and offer to the National Archives 20 years later.

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## REGIONAL OFFICES

There are seven Regional Offices in the Office of Marketing and Field Operations. These are located in Toronto, Mexico City, London, Tokyo, Frankfurt, and Paris.\* The marketing area covered by each of these offices range from one to three countries, and their mission is to induce foreign nationals to travel to the U.S. Under the supervision of the Office of Marketing and Field Operations, each Regional Office is required to develop and implement travel marketing plans for each country. U.S. travel is promoted primarily through foreign tour operators, wholesalers, travel agents, and transportation carriers. The Regional Offices sell U.S. travel by conducting familiarization tours for journalist and travel agents, sponsoring advertising campaigns, and distributing promotional material and literature. There is no standard filing system for maintaining Regional Office records. Even though each office keeps the same type of records, no two offices have the same filing system. For the purpose of scheduling and disposition, Regional Office records are divided in the following record groups or files.

92. Subject Files - These files are papers which relate to the planning and implementation of all aspects of Regional Office programs to promote foreign travel to the U.S. through familiarization tours, special events, advertising and media campaigns, promotional literature, retailers/wholesalers and other travel trade contacts, trip reports, marketing plans, etc.

Start a new file at beginning of each year. Move active records forward and dispose after 4 years.

93. Contracts and Agreements - Contracts and agreements made by Regional Offices for products, space, or services, maybe with advertising, research, survey, realty, transport, travel, and similar type firms. Records consist of proposals, copies of contracts or agreements, invoices, status reports, termination notices, comments on vendor performance.

\*Paris has two offices - the USTS Regional Office and the International Congress Office. They are in two separate locations in Paris.

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Start a new file upon completion or termination of contract or agreement. Keep completed contracts and agreements 6 additional years, then dispose of records.

94. Special Events Projects - Special or significant events like EXPO's that are used by Headquarters to promote additional travel to the U.S. Major conventions and sports events also fall into this category. Records consist of special promotion announcement by Headquarters, brochures and literature, promotional guides, reports of estimated and actual response to promotion, comments on and evaluations of promotion campaigns.

Start a new file upon the completion of project. Dispose of records after 2 years.

95. Country Background and Travel Data - Information relating to the size, composition, attitudes, behavior characteristics, food, sports, dress, income distribution, trip locations and frequencies, travel expenditures, and similar factors about the make-up and nature of foreign or subject countries. Records consist of photographs, newspaper and journal articles, market surveys, opinion polls, custom reports, statistical reports, and research studies.

Start a new file every 2 years. Move active records forward and dispose of all others 3 years thereafter.

96. Chron/Board/Day File - Letters, memos, and reports by staff members for intra-office circulation or external distribution. File maintained in date order.

Start new file at the beginning of each year. Keep old file in office one additional year, then dispose of records.

97. Personnel Folders - Contains general type data pertaining to Regional Office staff members. Folders kept alphabetically by name of staff member. Records consist of copies of resume, SF-171s, performance evaluations, personnel actions, etc.

Dispose after termination or transfer of employee.

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## Marketing Programs Division

Tourism patterns in the 1960's showed a substantial growth in the use of tour packages - prepaid travel arrangements that can be sold in volume - on the part of pleasure travelers around the world. With the energy crisis, tour development becomes increasingly important. Many kinds of tours use mass transportation at near capacity levels. Through prepackaging, tours provide an effective means of directing tourism traffic, and tourism spending, to the USA with the most efficient use of fuel.

The Marketing Programs Division was created in late 1972 to meet these needs and to place the U.S. in a more competitive position in the world tourism market by meeting the demand for more complete U.S. package tours and for tour components such as optional ground arrangements, transfers and local sightseeing tours. To meet these challenges, the Division's efforts are channeled through three major programs which are described as follows:

Tour Development. This is the capstone of the Division's three programs. It ties together the results of both market and product analysis into the creation of new package tours of the United States.

USTS provides information and destination expertise in the early stages of a tour project. Prospective tour wholesalers and the Marketing Programs Division jointly work out details of a VISIT USA tour package.

Market Analysis. Research developed by the Office of Research and Analysis is used by the market development staff to pinpoint the types of vacations that will sell best in each of USTS market-nations. Simultaneously, the Marketing Programs Division conducts an on-going competitive analysis of the programs of other national tourism offices. This kind of knowledge of what other nations are doing in the field is vital, since the United States must compete with them for a share in the world travel market.

Product Analysis. The purpose of this program is to match existing U.S. tourism destinations and facilities with the travel desires of the international

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market. It identified U.S. destinations that might interest tour wholesalers and stimulate them to develop new package tours to the USA.

98. Contracts File - This contains copies of contracts made with foreign tour wholesalers to promote and sell package tours to the USA, and also to put together such packaged tours. For this effort the foreign contractor is compensated on the basis of a percentage of total costs.

The record copies of these contracts which are used for accounting purposes are maintained by the Central Accounting Division, Office of the Secretary.

Retire to SHA when 5 years old and dispose when 6 years old.

99. Merchandising and Incentive Promotion - This contains papers pertaining to pending legislation before the Congress which will authorize USTS to conduct a program in the foreign market nations to provide incentive to travel agents to promote and sell tours to the United States.

So far this legislation has not been passed, however, the papers will have a significant value for the further development of this idea and as a source of similar or related ideas in case the present legislation fails to carry.

Retire to SHA in annual consignments when 5 years old, and transfer to WNRC when 8 years old. Dispose when 15 years old.

100. Market Competitive Analysis Source Data File - This contains documentation collected or generated by the office which contains data concerning the competitive elements of the foreign and domestic tourism market which effects the travel by foreigners to the USA.

Selected data from this file are analyzed and published in the Competitive Analysis Report and Summary produced by this office. Once the papers have served this purpose, they appear to have no further value.

Dispose of contents of file folders or individual documents when 1 year old.

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101. Competitive Analysis and Other Publications - This is a record set consisting of one copy of each Competitive Analysis and of any other publication produced by the office.

Permanent. Retire to SHA when no longer needed for current business, transfer to WNRC 1 year later and offer to National Archives 20 years later.

102. Post Correspondence - This consists of incoming and outgoing correspondence with the six foreign posts operated by USTS. The documentation concerns post support and participation in projects initiated by headquarters to improve the foreign market for travel to the USA. Also included are some specific instructions of a program nature and other papers pertaining to the administrative management of the organization.

The papers are arranged alphabetically by post location.

These papers appear to be without value after they have served the purpose of this office.

Dispose when 2 years old.

103. Administrative Subject File - This contains office copies of the usual housekeeping papers on matters such as arrangements for meetings, budget, itineraries, personnel actions, requisitions, space, training, travel, time and attendance reports, work assignments, copies of Departmental Orders and other directives, and the like.

Dispose when 2 years old.

104. Market Development Subject File - This contains documentation generated or collected by the office concerning all activities conducted by the office, and papers on all subject areas of interest to the professionals responsible for the efforts of the office to improve the foreign market for travel to the USA.

The papers are arranged alphabetically by primary and secondary subject headings.

The data in this file are very perishable because of the tremendous spread of factors that affect the ups and downs of the foreign tourism market. In fact, each

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transaction in U.S. field almost stands on its own as a professional discipline because of the rapid fluctuations of the market and in related areas. Consequently, these papers appear to have no value after the needs of the office have been served.

Retire to SHA when 2 years old and dispose when 3 years old.

105. Destination Feature Package - This contains primarily office copies of releases issued by the USTS, Office of Information, and similar papers from other sources, which contain information about tours in the USA that is needed by the office to promote foreign travel to this country.

These papers have no value after they have served the purpose of the office.

Dispose when no longer needed for current business.

#### Familiarization Program

This program is devoted to the development and operation of familiarization tours in the United States which will acquaint foreign journalists and travel agents with the U.S. tourism attractions.

Familiarization tours accomplish two objectives: (1) they focus foreign news media attention on U.S. tourism destinations, and (2) they acquaint foreign travel agents and tour operators with packagable U.S. tour attraction and facilities. These tours are cosponsored and paid for by USTS and states, cities, or private U.S. travel suppliers. Air transportation for foreign participants is authorized by the Civil Aeronautics Board upon request of USTS.

After participating in a familiarization tour, foreign print media journalists return home and write by-line destination articles which appear in major newspapers and magazines, where their leadership frequently comprises a ready-made audience for VISIT USA promotion. Hosted radio and television correspondents prepare air media film and tape features on the U.S. as a tourist attraction.

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In a typical year, seven or eight familiarization tours are prepared. Altogether, these tours host over 2,900 tour operators and about 900 foreign journalists.

The "theme" approach for journalists familiarization tours was recently adopted. This approach has a number of advantages. It provides an opportunity for writers to sample related opportunities and attractions in various regions of the USA, instead of concentrating each tour in one geographical area, thru diversifying each writers' knowledge of the USA as a travel destination.

The "theme" approach provides an opportunity for USTS to obtain coverage by foreign publications whose specialists are peripheral to tourism. For example, gourmet writers may participate in a tour themed to USA food specialists; entertainment writers may participate in a tour themed to jazz or theater; or, writers for ski publications may participate in a tour themed to downhill or cross-country skiing.

Typical themes recently explored by foreign journalists include: "Cowboys and Indians," which included visits to rodeos and Indian villages; "For Night People Only," which focused on late shows, night clubs, and casinos in San Francisco, Chicago, Las Vegas, New York, Miami, and Atlanta.

The theme approach is dropped occasionally to meet the individual needs of foreign media representatives. For instance, the itinerary arranged for a British Broadcasting Corporation camera crew enabled it to prepare several U.S. travel-related documentaries for broadcast in the United Kingdom.

The value of familiarization tours is measured in different ways. The effectiveness of tours for wholesalers is set by the resulting new tour packages offered in various foreign countries. Retail travel agent familiarization tours are evaluated on the basis of increased retail sales volume. Media tours are measured by equating what the resulting press coverage would have cost, if purchased as advertising.

Any properly qualified organization in any foreign country may sponsor a familiarization tour provided that it will certify to the USTS in an application that certain conditions and/or arrangements will be met.

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106. Journalists Theme Tours - This contains incoming and outgoing correspondence with cosponsors and with other service or supporting organizations such as bus companies, railroads and airlines, and hotels and restaurants. These papers document the details of the arrangements and conduct of familiarization tours in the United States that are specially prepared to meet the needs of the hosted journalists in the print media.

The papers are filed numerically by type of tour.

Dispose when 2 years old.

107. Agents' Theme Tours - This contains correspondence concerning the arrangements for and conduct of tours in the U.S. for travel agents from foreign countries who are in a position to develop and market package tours in the U.S.

These are one-time tours developed to meet the needs of the specific agents involved.

Dispose of individual documents or contents of file folders when 1 year old.

108. CAB Waivers - This contains incoming and outgoing correspondence on CAB waivers which provide free tickets and expedite their clearances through customs for selected groups of foreign journalists and foreign travel agents.

These papers have no value after the tour has been completed and evaluated.

Dispose of individual documents or contents of file folders when 1 year old.

109. Foreign Posts Correspondence - This contains correspondence with field offices (also called Foreign Posts) concerning arrangements for and conduct of familiarization tours. The file also contains documents feedback from the field offices on the effectiveness of the program including reports and copies of articles and speeches developed by the hosted foreign journalists or agents.

Dispose of individual documents or contents of file folders when 1 year old.

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110. Administrative Subject File - This contains office copies of the usual housekeeping papers on such matters as arrangements for conferences, budget, personnel actions, production reports, requisitions, time and attendance reports, training, travel, work copies of directives and the like.

Dispose when 2 years old.

#### Matching Grants Program

111. Matching Grants Files'- USTS is authorized by law to make matching grants to cities, states, and eligible non-profit organizations to be used for projects that promote travel to the USA or for improving domestic services for foreign visitors.

This file documents the grants made by USTS which may be categorized as follows:

- a. Research Grants
- b. Advertising Grants
- c. Film Grants
- d. Travel Mission Grants
- e. Conference Grants (to encourage foreign conferrers to meet in the U.S.)
- f. Translation Service Grants
- g. Services Grants
- h. Tour Development Grants

Although, copies of the accountable papers pertaining to these grants are maintained in Central Accounting Division, Office of the Secretary, the program papers in this file have some value for planning purposes for a relative short period of time after closure of the case.

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With the exception of Research Grants which may span several years, the others usually run for only one year. The papers are arranged by states thereunder numerically by grant number.

- a. Research Grants - Retire to SHA in annual consignments of closed cases, transfer to WNRC, and dispose 5 years later.
- b. All Other Grants - Retire to SHA in annual consignments of closed cases, transfer to WNRC, and dispose 4 years thereafter.

112. Denied or Withdrawn Grants - These are copies of applications for a grant which have been denied by USTS or withdrawn by the applicant.

Dispose 1 year after notification of denial or withdrawal of the application.

113. Administrative Subject File - This contains office copies of the usual housekeeping documents on such matters as conferences and meetings, budget, personnel actions, production reports, requests for information, requisitions, time and attendance reports, training, travel and work copies of the Catalog of Federal Domestic Assistance, Federal Register, various forms, copies of Departmental and other orders, releases, and the like.

Dispose when 2 years old.

#### Advertising and Promotion Division

This Division provides guidance to all USTS components in the areas of advertising and promotion. It develops detailed advertising and promotion campaigns for all markets, including creative and media plans.

It also implements specific operating plans for each element of the overall program and coordinates the production of sales promotion materials including brochures, films, and booklets used in the conduct of USTS programs, and selects and provides Field Offices with reference materials for travel planning centers.

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114. Director's Subject File - This contains documentation generated by the Director as the chief executive of the Office and as head of the Office of International Travel, Department of Commerce which was a predecessor agency of USTS.

The papers contain considerable data on the origin, establishment, and development of USTS. They also document the development and implementation of plans, policies, and procedures that are relevant to the office's responsibilities. In addition, the papers contain a wealth of technical data having general applicability to the program and usefulness to several of the specialists engaged in different major subject areas of the program for expansion of travel to the U.S. by foreign nationals.

It should be specially noted that the file contains incoming and outgoing correspondence with the overseas offices and also copies of the Integrated Marketing Plan with supporting papers. The papers are arranged alphabetically by subject.

Permanent. Move active file folders forward and retire all others to SHA at the end of a 3-year period. Transfer to WNRC 1 year later and offer to National Archives 15 years later.

115. Foreign and Domestic Tourism Subject File - This contains documentation generated by the all professional staff members of the Office. Within the file the papers are grouped under four primary subject headings representing the major elements of the Office's program, as follows:

1. Advertising
2. Exhibits and Promotions
3. Sales Promotion Materials
4. Support Services

Each of the major elements of the program is headed by a manager with such assistance as may be needed. With the help of six strategically located field offices, the Office is responsible for conducting a continuous effort to reach foreign nationals and motivate them to visit the

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U.S. This is done through use of printed media, television, radio, traveling exhibits, fairs and developing close working relationships with industries having a primary interest in tourism.

The Integrated Marketing Plan includes a campaign for each country that will put traveling to the U.S. in most appealing light to that country's citizenship.

Most of the materials and/or arrangements for implementation of these campaigns are prepared and/or managed by Office headquarters in Washington. Accordingly, this file documents nearly every significant transaction or development that occurs in the office's area of responsibility. However, the end products of the office are so closely tailored to generating a response under real time circumstances and conditions that the data loses its value in a comparatively short time.

The papers are arranged first by primary subject headings enumerated above and thereunder alphabetically by secondary subject headings.

Move active file folders forward, retire all others to SHA at the end of a 3-year period. Transfer to WNRC 1 year later and dispose when 10 years old.

116. Public Inquiries - These are letters requesting information and/or publications on subjects such as those indicated by the following subject headings found in the file: Discover America, Foreign Travel Literature, Good Host Families, Tourism Schools, Travel Rates, and Visit U.S.A. Program.

These papers have no value after the subject transaction has been completed.

Dispose when 6 months old.

117. Survey Forms and Questionnaires - As needed for preparation of promotional materials to be used abroad, the office sends forms or questionnaires to various domestic organizations asking them to supply information about special events planned for their area that might appeal to potential foreign travelers to the U.S.

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Since each of these events is unique, the forms or questionnaires have no value after publication of the related promotional material.

Dispose 6 months after publication of the related pamphlet, leaflet, or some other kind of promotional item.

118. Matching Funds Program File - The office is authorized by law to make matching funds grants to private domestic tax-exempt organizations to develop and conduct certain kinds of projects that are aimed at promoting and expanding travel to the U.S. by foreigners.

Move active folders forward and retire all others to SHA when they are no longer needed for current business. Transfer to WNRC 1 year later and dispose when 15 years old.

119. Sales Promotion Publications - This is a set composed of one copy of selected sales promotion publications that USTS has produced. This set of samples is only useful for operating purposes, such as the development of new technology and new methods of presentation.

All of the information which these publications contain is available in other sources that are more suitable to the needs of a researcher.

Dispose when no longer needed for current business.

120. Chronological File - This contains a copy of each outgoing item prepared in the Office. The file is maintained solely for convenience of reference.

Dispose when 1 year old.

121. Administrative Subject File - This contains office copies of the usual housekeeping papers on matters such as activity and production reports, arrangements for meetings, budget, conferences, personnel actions, requisitions, training, travel, work copies of directives, and the like.

Dispose when 2 years old.

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ALL UNITS

Where any of the records listed below are described elsewhere in this schedule among those of a particular organizational unit, the retention period provided there shall prevail. Otherwise, the retention periods for records described hereunder shall apply wherever they are found in USTS.

122. "Chronological," "Reading," "Tickler," or "Suspense" File - These are extra copies of correspondence maintained for convenient reference or to flag a due date for an action. In some cases, the extra copies are removed from such files and used for cross-reference and other purposes in subject files. This, of course, liquidates the extra copy file.

Dispose of residual copies when 1 year old.

123. Reproducibles File - This includes manuscripts (camera copy), paper, photographic, and other types of plates or media used to reproduce multiple copies of documents for distribution.

Dispose when no longer needed for reprinting.

124. Directives - These are work copies of printed and processed Departmental Orders, USTS issuances, OMB bulletins and circulars, GAO regulations, and similar authoritative issuances governing current operations.

Dispose of individual documents when revoked, superseded, or no longer applicable to the office or unit concerned.

125. Shorthand Notebooks and Dictation Tapes, Belts, or Discs - These generally contain language for transcription or instructions requiring specific actions.

Dispose 3 months after transcription or completion of the subject transactions.

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