



Jennifer Aguinaga

Acting Deputy Assistant Secretary for Travel and Tourism and Acting Director of the National Travel and Tourism Office, International Trade Administration, U.S. Department of Commerce

Jennifer Aguinaga is the Acting Deputy Assistant Secretary for Travel and Tourism and Acting Director of the National Travel and Tourism Office (NTTO) in the International Trade Administration's Industry & Analysis unit at the U.S. Department of Commerce. In this position, she leads a team working to enhance the international competitiveness of the U.S. travel and tourism industry and maintain America's status as a top destination for international visitors. Prior to this position, she served as NTTO's Deputy Director for Policy from 2020-2025.

Jennifer has been at the Department of Commerce for more than 20 years and with NTTO for 15 years. As the current leader of NTTO, Jennifer works to shape the strategic direction of the office in line with the 2022 National Travel and Tourism Strategy, which focuses federal government efforts on reaching the goal of welcoming 90 million international visitors estimated to spend \$279 billion annually by 2027. As part of this effort, Jennifer manages the work of the United States Travel and Tourism Advisory Board, the 32-member private sector Board that provides counsel and recommendations to the Secretary of Commerce on travel and tourism priorities. In the international arena, Jennifer represents the United States in bilateral discussions to remove barriers to trade in tourism services in key markets and in multilateral fora on issues of importance to the global travel and tourism industry. She represents the United States in the OECD Tourism Committee and previously chaired the Asia Pacific Economic Cooperation Tourism Working Group.

Jennifer earned her Bachelor of Arts in Philosophy, Politics, and Law from Binghamton University and her Master of Public Policy degree with a concentration in international relations from Georgetown University.