

Representative WIDNALL. At one time people traveled overseas to see the difference in culture, the difference in costume, and an entirely different tour of the land than does the United States. Today we probably have the greatest scenery in the United States. We don't have the oldest buildings. We have bulldozed them out of existence.

We manage to get rid of any culture we have in many instances, but today the main competition it seems to me between lands is who has the newest Hilton hotel. Actually you travel from one country to another and this is all you see, the Hilton hotel. The rates are the same wherever you go.

Now what is the difference in approach? We have the scenery and they have the oldest buildings. Now what is it that is attractive? Everybody dresses the same today.

Mr. TROWBRIDGE. Well, Congressman, I think there are a couple of obvious hurdles that our travel promotion people have to face. One is distance and transportation costs. There are, I think, a lot of people who feel that the U.S. Travel Service, trying to operate on \$3 million a year as far as the budget goes, is obviously limited in what it can do in promotion work.

The biggest appeal of this country is as you say, the tremendous expanse, the scenery, and excitement of watching this country at work.

I am encouraged by the way many of our travel industry have responded with things such as a bus ticket, on which a person with a passport from some other country can travel for I think 99 days for \$99 anywhere in this country. Another program is affiliation between various trunk airlines, so that someone coming in can go almost anywhere in the country for a flat sum.

The travel industry has responded very substantially to the need to make it more economical to see the size of this country and all of the exciting things we have in it.

The travel service has done a lot of work in trying to stimulate neighborhood reception for people from other countries. You may have heard of this program called "Company's Coming," in the attempt to get a welcome mat laid out in each community. But there is no doubt that a lot of people around the world have the feeling that it is terribly costly, probably a mistaken image of the cost of seeing our country.

We do have great success in visitors from Canada, Mexico, and nearby areas, and in the growth in visitors to our country, and I think the growth has been particularly significant since the U.S. Travel Service started work several years ago. It has been very encouraging. We had the millionth visitor last year, for instance, the first time we have ever had that.

Representative WIDNALL. I think they have done a tremendous job, and they are doing it right now and it is very noticeable. To what extent is the foreign traveler to the United States limited by the amount of money they take out of various countries?

Mr. TROWBRIDGE. In Europe, except for the United Kingdom, which does have a limitation per person on the amount they can take out, I don't believe that there are any restrictions on foreign currency. Japan still limits their citizens I think to \$500 per trip.

In Latin American countries, there may be differences between them. The OECD has tried to make it a universally accepted policy that