

Washington completely inadequate for our present volume of traffic, but they are also obsolete. We look forward to the opportunity of participating in the designing of these new terminals to provide the maximum in operation and comfort for our patrons. In fact, this is the objective of both interstate lines in order that these facilities may serve as a model for the other major cities of the country, and what better place than in the nation's capital.

I have been informed that Mr. Jessup has offered the experience of Continental Trailways in assisting in the design of the facilities for chartered buses at the Visitors' Center. We also will be glad to join with them, and if either or both of us can be of help, we would appreciate your calling on us.

Mr. GRAY. The next witness is Mr. Clarence Arata, executive director of the Washington Convention and Visitors Bureau, Washington, D.C.

Mr. Arata, we are certainly happy to have you this morning, and appreciate very much your coming.

**STATEMENT OF CLARENCE A. ARATA, EXECUTIVE DIRECTOR,
WASHINGTON CONVENTION AND VISITORS BUREAU**

Mr. ARATA. Mr. Chairman and members of the subcommittee, my name is Clarence A. Arata, executive director of the Washington Convention and Visitors Bureau. The office of our organization is located at 1616 K Street NW., Washington, D.C.

The Washington Convention and Visitors Bureau has been in continuous operation since 1931 and is the only agency, public or private, primarily responsible for the promotion of the visitor and convention traffic into this area. The bureau is a nonprofit organization, supported financially by over 1,200 business firms in the metropolitan area which supply 90 percent of our funds, and the District of Columbia government, which furnishes the remaining 10 percent.

I am also first vice president of the National Association of Travel Organizations, a nationwide trade association acutely interested in furthering travel to and within the United States and the proper accommodation of those who do travel. A representative of this organization is also submitting a statement today in support of H.R. 12603.

Because of our very close relationship with visitors, either as tourists or as convention delegates, we are keenly aware of the need for a visitor information facility. Our bureau, therefore, has constantly urged and supported efforts to establish a visitor information center in the District of Columbia. While we make some efforts to furnish information to visitors, we know that most visitors to this area do not receive a good indoctrination of the entire meaning of a trip to Washington and its many historic and currently meaningful points of interest.

Our bureau publishes and distributes millions of pieces of literature annually for the benefit of our visitors, and we have in circulation perhaps the finest film available on the Washington area. Not only are our literature and films available in English, but also in foreign languages in order to attract foreign visitors as well.

But we know that the big void in properly welcoming and indoctrinating our visitors is the lack of a central visitor center which could and should prepare the visitor for a memorable experience when coming to the great National Capital area.

Further, in the current concept of a truly "national" visitor information facility, the millions of visitors who come here could be intelligently informed by exhibits, films, and displays on the attractions