

OBJECTIVES

- To determine practical steps which can be taken quickly to produce early improvement in the travel sector of the balance of payments.
- To determine medium and long-term measures to bring U.S. travel expenditures and receipts into better balance, with recommendations on the necessary steps that should be taken in both the private and Government sectors to accomplish this objective.
- To determine how best to help foreign visitors improve their knowledge and understanding of the United States and the American people through firsthand experience, thus providing a new bridge of understanding through tourism between the United States and other countries.

(VIII)