

- Simplify and consolidate entry procedures; make possible one-stop inspection; enable the pre-clearance of visitors.
- Issue special foreign visitor hospitality cards, evidencing eligibility for discounts and price reductions on a wide range of travel-related expenditures.
- Coordinate price reductions providing package tours for group and individual travel; design tours for special activity travel.
- Intensify travel advertising and promotion abroad through coordinated efforts of government and the private sector.
- Vastly improve banking, insurance and credit facilities for foreign visitors.
- Facilitate travel of non-English-speaking visitors by utilizing multilingual students in the United States; expanded reception centers; multilingual telephone service; and foreign language guidebooks.
- Mount a nation-wide campaign to intensify hospitality towards visitors within the United States.
- Work through governors, mayors, and other community leaders to promote foreign travel and improve services.
- Improve the image of the United States as an attractive tourist destination area.
- Intensify and broaden market research and tourist motivational studies in prime travel markets abroad.

4. Expanded role of the U.S. Government:

- A new dynamic national travel policy.
- A strong national tourist office to coordinate the U.S. foreign tourism effort by 1969, starting with an annual budget in the range of \$30 million.
- A national convention bureau.
- A \$1.7-million budget increase for the U.S. Travel Service for the remainder of fiscal year 1968.