

INTRODUCTION

While our country has always been a prime destination for world-wide travelers, the United States in recent years has increasingly become a point of departure. Each year this disproportion becomes more striking; it is likely to accelerate in the future unless we take steps now to insure a two-way flow of international travel.

The U.S. Passport Office estimates that by 1970, new passport issues and renewals will increase by 60 percent over last year, and will double last year's figure by 1975. If this outbound travel surge continues, the United States must mount an even greater effort to draw foreign visitors to this country.

The rise in our own standard of living which has put foreign travel within the reach of millions of Americans and our spectacular technological advances in air transportation will pose special problems. New supersonic transports and jumbo jets are apt to be more effective in carrying unprecedented numbers of Americans abroad than in bringing people from other countries to visit us. Should this trend continue, by 1975 our annual travel deficit could range between \$2 and \$5 billion.

The most satisfactory way to arrest this increasing gap is not to limit American travel abroad but rather to stimulate and encourage foreign travel to the United States.

Our financial problem, which is immediate and urgent, requires prompt, specific steps. But our studies have convinced us that the long-term problem is even more serious. Thus, our basic solution must rest on a sustained, substantial increase in foreign visitors over a period of years. This can only be accomplished through new long-term policies implemented by an effective new national tourist office, an organization which would coordinate the effort of varied segments of the U.S. travel industry and direct the national purpose.

Today we must take action, long overdue, to launch a strong and positive national effort to increase travel to the United States. We believe that if the recommendations in this report are fully implemented with supporting programs by private industry and Government, there will be a significant and rapid increase in travel to the United States. This will assist the United States in keeping its balance of payments deficit within manageable proportions.

There are millions of families in other countries, particularly in Western Europe, who can afford reasonably priced trips to the United