

6. Initiate more meaningful research programs to analyze the most promising new markets for selling travel to the United States.

7. Coordinate all these and other efforts, and develop new measures by means of a strong national tourist office.—Such an organization would pull together the diverse efforts of private industry; coordinate the multiple functions and interests of Federal agencies and State and local governments; utilize more effectively our foreign language resources; provide central themes for promotional efforts; shift policy emphasis as conditions warrant; and focus our efforts in the more promising and potentially productive areas.

The task force, therefore, suggests that the President and people of the United States invite the citizens of the world to discover America for themselves. And that in doing so, positive steps be taken to insure that all visitors, of all the diverse backgrounds and beliefs, be made to feel welcome. These people must be given an opportunity to see the full breadth and scope of our Nation, enlarging their horizons and ours, renewing their faith and ours, and fostering the friendship we as a freedom-loving Union of 50 States have always sought.