

These reductions in the total cost of trips to this country, should, if adequately promoted, increase significantly the number of foreign visitors who feel they can afford vacations in the United States.

Among the most significant cost reductions for foreign visitors are:

Already in Effect

- Up to 40 percent reduction of regular rates in certain hotels and motels.
- 10 percent discount in the regular schedule of rates of the three largest car rental companies.
- 25 percent discount for visitors on sightseeing bus tours of one-day's duration or less during 1968 and 1969.

Pending Approval of Regulatory Bodies

- 50 percent reduction in the regular cost of domestic airline fares. (These will be the lowest available rates anywhere in the world.) Application will be filed with the Civil Aeronautics Board on February 20, 1968 for approval.
- 25 percent discount on round-trip airline fares to the United States on tickets purchased in Europe. Transatlantic carriers are meeting February 20 to try to reach agreement on a proposal to submit to the International Air Transport Association for its agreement and subsequent approval by appropriate governments.
- Round-trip railway fares at approximately 75 percent of present one-way coach or first-class schedules. Application is being filed with the Interstate Commerce Commission. If the ICC does not object, new fares will become effective April 29.
- Reduced directional steamship fares to the United States. The International Committee of Passenger Lines will seek approval at the Atlantic Passenger Steamship Conference meeting during the week of March 10.
- 10 percent discount on charter coach rates for international travelers on trips involving 400 miles per day. Application is being filed with the Interstate Commerce Commission. If the ICC does not object, the new rates will become effective May 1.
- Significantly reduced prices for packaged tours from Europe to the United States will be made immediately available by major U.S. tour operators as soon as cost reductions become effective.

Because of the importance of industry-wide rate reductions, they are described in detail in the following section of this chapter.

ACTIONS INITIATED

1. At the request of the Task Force, the *United States scheduled airlines* have developed dramatic new discounted fares for travel between points in the United States, designed solely to encourage those