

residing outside the Western Hemisphere to visit the United States. The new fares will provide almost unlimited travel opportunities within and across our nation at one-half the cost of published regular first class and coach fares, encouraging extended visits in the United States and increasing visitor expenditures. Subject to approval by the Civil Aeronautics Board, the new fares will become effective for use between April 28 and December 15, 1968; they will be the lowest available anywhere in the world, about one-fourth the cost of air transportation in Europe.

The new scheduled domestic airline fare for visitors will be 50 percent of regular first class and coach fares subject to a minimum payment of \$79 for adult travelers. In the interest of attracting family groups, the 50 percent discounted fare will be discounted another 50 percent for children under 12 years of age with the minimum payment in this case being \$40. The new fares will be applicable to residents of countries outside the Western Hemisphere whose travel originates and terminates in such countries. It will also be applicable to American citizens, including U.S. government and military personnel, residing in such countries for visits to the United States since their travel expenditures here, rather than abroad, will improve our balance of payments position. Travel within the United States under these new fares must not be completed in less than 14 days or more than 40 days and a minimum of three cities other than the city of arrival and departure must be visited. Tickets under this program may be purchased abroad or within 30 days of arrival here for round-trips and circle trips over the routes of one or more participating airlines. These tickets will also be applicable to trips which originate and terminate at different U.S. points, as long as such points are on the same coast.

The new fares will complement other tourist-generating programs already being offered by the U.S. airlines for travel within the United States. These include special "Visit USA" 25 percent discount fares and other special flat fares for unlimited travel such as the \$150-21 day plan of the regional U.S. airlines; they will continue to be available to visitors from other countries including those in the Western Hemisphere.

2. As a part of the Task Force program the *two United States flag transatlantic air carriers*, Pan American World Airways and Trans World Airlines, have taken the lead in pressing for the establishment, through the machinery of the International Air Transport Association, of new reduced directional fares across the Atlantic designed to attract foreign visitors to the United States. Such a directional fare would be lower for movement to the United States from Europe and the Mediterranean countries than the fare from the United States to those countries.