

International Organizations

1. *The European Travel Commission*, official central body of 21 national tourist offices, has informed the Task Force of its intent to encourage two-way tourism traffic and its desire to cooperate with the enlarged U.S. promotional effort.

2. *The International Union of Official Travel Organizations*, Geneva, consisting of 102 member countries, telegraphed the Task Force of its willingness to assist and advise any agency of the U.S. Government on the development and promotion of tourism to the United States.

U.S. Travel Organizations

1. *The American Society of Travel Agents* will urge its foreign-born members to promote "Visit U.S.A." programs on trips to their home countries. In coordination with the air transport, hotel, and sightseeing industries, ASTA will encourage its members in Canada and Mexico to take advantage of travel facilities and events in the United States.

2. *The National Association of Travel Organizations, Inc.* advises the Task Force that it will request its private industry members to urge all States to provide more adequate State promotion and advertising budgets. Its affiliated sales organization will join with tour producers to promote and sell travel within the United States. NATO has agreed that, should the United States open travel offices in Canada and Mexico, it will urge its members to supply travel literature in quantity for distribution at these offices on behalf of its membership.

3. *Discover America, Inc.*, reports that the primary emphasis of its program to date has been to stimulate and increase domestic travel. However, various members of Discover America have actively promoted travel to the United States. The organization has agreed to strengthen these efforts with a specific Discover America program abroad.

4. *The Association of Retail Travel Agents* advises the Task Force that it has set in motion a "Promote America Crusade in Europe" to spearhead task forces of American travel agents and tour operators who will participate in a concentrated program of illustrated sales talks to clubs and organizations in Western Europe.

5. *The Pacific Area Travel Association* meeting in Taipei February 12-16 resolved to initiate the following programs designed to increase travel to the United States: the annual publication of the association's travel promotion magazine, *Pacific Travel News*, on Pacific coast gateway cities of the United States, will be translated into Japanese and Chinese and will include information on tourist facilities and services; a program of research on current and potential