

Pacific visitors will be started; essay contests will be initiated; an industrial tours handbook will be compiled; assistance will be given in arranging industrial tours; North American film festivals will be organized throughout the Pacific; and seminars on U.S. travel will be staged through chapters of PATA.

Other U.S. Firms

1. *American Express Co.* advises the Task Force that it will intensify its campaigns in Europe to increase the impact of the across-the-board fare and price reductions described earlier in this report. The company believes that the number of Europeans visiting the United States under American Express auspices will increase by 20 percent in 1968 and up to 40 percent in 1969.

2. *Avis Rent A Car System* advises the Task Force that it will energetically promote "Visit U.S.A." tours in all foreign countries where it has operations. Avis will establish each of its overseas offices as a "Visit U.S.A." headquarters to further promote travel to the United States. *National Car Rental System, Inc.* will immediately institute through the services of its affiliated network overseas a strong promotional program to excite and induce travel by foreigners to the United States. *Hertz Corporation* will utilize overseas offices in encouraging travel to the United States.

3. *The Seaboard Coast Line Railroad* telegraphs the Task Force of its special interest in promoting travel by foreign visitors on its streamlined trains serving the heavily traveled routes between the Northeast and Florida.

4. *The American Petroleum Institute* advises the Task Force that it has developed a "Visit U.S.A." tour planning kit and is distributing copies to travel agents in Canada. API has urged its members to examine promotional budgets to see whether immediate "Visit U.S.A." promotion programs can be launched by Canadian affiliates.

5. *Hilton Hotels Corp.* advises the Task Force that it: has appreciably increased its overseas advertising and promotion budget for 1968; has established information desks in its international hotels to tell the overseas travelers about the United States; distributes to 9,000 agents special interest articles on "Visit U.S.A." promotions; conducts overseas workshops and seminars; accommodates overseas travel writers and agents sponsored by U.S. Travel Service; and participates in travel agency workshops and seminars for overseas agents, wholesalers and carriers in cooperation with international airlines. *Realty Hotels, Inc.*, will accelerate advertising and promotion in Europe and other foreign areas to attract substantially increased foreign visitors. *Hotel Corporation of America's* European advertising and international marketing offices will concentrate on U.S. travel promotion.