

RECOMMENDATIONS

1. The United States Travel Service should issue and distribute to foreign visitors hospitality cards entitling holders to discounts on expenditures in this country.

The card should be wallet size and attractively designed. It would be issued to the traveler while en route to the United States and would contain space for his signature and passport number. Upon a visitor's arrival, his card would be validated and would expire 90 days from the date of validation. The card would identify the bearer as a guest of the United States.

The visitor would use the card for free admission to municipal buses, subways, museums, tourist attractions, national parks and forests, and toll roads. The card would be used to obtain discounts offered to foreign visitors by airlines, hotels, motels, retail stores and bus, train, and car-rental companies.

The hospitality card should be used as the central theme of a major promotional effort abroad, especially in Europe. The card itself, and the specific price reductions it will produce, should be the objects of an advertising campaign through such media as magazines, newspapers, and posters. Transportation companies serving the United States and hotels will be able to use the hospitality card as an effective promotional device for their new price reductions.

2. United States-based international corporations should be encouraged, through a personal letter from the Secretary of Commerce, to devise financial and professional incentives, including assistance with vacation arrangements, for group and individual travel of foreign employees to the United States in 1968 and 1969. The letter should also request that these corporations tie their public relations and product advertising campaigns to themes that can spark interest in travel to the United States and distribute promotional literature overseas. IBM World Trade Corp., Texaco, Standard Oil Co. of New Jersey, Union Carbide, Continental Can Co., Campbell Soup, General Precision Equipment Corp., Texas Instruments, Inc., Monsanto Co., Lummus Co., and Alcoa advise the Task Force that they will subscribe to the above recommendation.

3. The Administration should appeal to the individual State governors to increase their promotional budgets and appropriately gear them toward attracting foreign tourists. The States should also be requested to group regionally, rather than working individually, to better promote the foreign market.

4. The U.S. Travel Service should promote travel by foreign professional and "special activity" groups to the United States, and assure that qualified travel agents are offering specific, attractive package tours for this purpose. Specific tours should be built around America's cultural attractions and events.