

5. The National Park Service, Forest Service, and the Bureau of Indian Affairs should prepare travel brochures and translate them into foreign languages so that they can be distributed worldwide by air carriers, travel agents, tour operators, etc. The Interior Department should exercise the authority granted it by Congress in 1940 to engage in such promotion.

6. The U.S. Travel Service, air carriers, and travel organizations should publicize widely abroad the applicability of standby domestic fares to foreign youths.

7. All U.S. Government agencies, their employees and families, operating abroad should be directed, in cooperation with the U.S. Travel Service, to encourage and facilitate the flow of foreign visitors to the United States. These efforts should include speeches and representational events. The U.S. Information Agency, through all the media at its disposal, should be directed to build travel to the U.S.A. themes into its worldwide programs during 1968 and 1969. This could be done within the Agency's existing legislative authority.

8. The travel industry and the U.S. Travel Service should vigorously promote side trips or stopovers in the United States by international visitors drawn to Mexico City by the 1968 Olympic games.

9. To encourage Canadian travel agents to promote the sale of transportation to the United States, regulations of the Air Traffic Conference of America should be amended to give the same commission to Canadian agents as extended to U.S. agents.

10. Ethnic groups in the United States should mount letter campaigns to relatives and friends abroad informing them of the new economy and facility of travel to and in the United States, inviting them to visit America in 1968-69.

11. Particular attention must be given to launching intensive promotion programs in Canada and Mexico to attract more visitors to the U.S.A. The opening of U.S. travel offices in principal Canadian cities is especially recommended. In addition, State, local governments, and industry should intensify their efforts in these two prime markets.

12. The American Bankers Association should: (1) initiate a program by which bank officers charged with relations with U.S. international corporations encourage travel to the United States by foreign employees of overseas subsidiaries, (2) through the Association of Bank Travel Bureaus encourage travel bureaus operated by foreign branches of U.S. banks to emphasize the sale of travel to the United States; and (3) encourage their members in the U.S. to speak before local clubs and organizations on the role individual Americans can play in inviting foreign relatives and friends to visit the United States.