

3. The United States should seek the cooperation of other governments and segments of the private travel industry in developing market data, and in researching the potential markets for regional, multicountry tours from Europe and the Far East to North America and the Caribbean area. Canada, Mexico, and the United States have agreed to share the cost of a market survey in the Federal Republic of Germany. Bids on the study are now being considered. In addition, the European Travel Commission and the Tourism Committee of the OECD have agreed to work with the U.S. travel industry in developing market data. Numerous other European travel organizations say they will cooperate in this effort.

4. In April 1965, a report of the Review Committee for Balance of Payments Statistics to the Bureau of the Budget (the "Bernstein Report") recommended a number of measures to improve estimates of travel expenditures and receipts in the balance of international payments. Progress has been made in carrying out the Committee's recommendations, but much remains to be done. The following are among the measures which were recommended, and actions already taken:

(a) *"The Balance of Payments Division should explore means of improving the quality of the sampling of expenditures by U.S. travelers to areas other than Canada."* More progress is needed on this recommendation, and the present situation has been complicated by the elimination of the arrival-departure form, I-94, which was a basic element in the sampling procedure. Questionnaires are now distributed 1 week each quarter-year, to returning U.S. residents when they enter the United States. If response rates can be raised, the results of the new distribution method—now being tested—could show some improvement over the mail sample formerly used.

(b) *"The Balance of Payments Division should seek to improve the sampling coverage of questionnaires distributed to overseas visitors by the distribution of more questionnaires and by more effective means of soliciting cooperation, such as the distribution through overseas consular offices now being tested."* This recommendation has been implemented, but the results have not appreciably improved our statistics. Consular offices abroad now regularly give travel questionnaires to intending visitors to the United States. The response rate remains unsatisfactory. Other alternatives such as mail surveys abroad have been discussed, but not tested.

(c) *"The Balance of Payments Division should resume, through appropriate channels, discussion with the transportation companies of the question of distributing questionnaires to travelers in the course of their return journeys."* This recommenda-