

of travel within the United States. Do you hold out any great prospects for large increases of travel within the United States in the immediate future?

Mr. ARATA. Mr. Ullman, we certainly expect there will be. We think that, through NATO's efforts and through all the efforts of those people, many of whom are represented in this room, in the "Discover America" program, there can and will be a continuing growth of travel within the United States by Americans.

I think that our main thinking in terms of the legislation which you are considering now is the effort should be made to bring more people from overseas to the United States and have them enjoy the opportunity of visiting in this country.

Mr. ULLMAN. I certainly agree with you. In my judgment we need to make some rather drastic changes in the format of travel to this country. One of the main stimuli for Americans traveling abroad is the package travel tour. We just haven't had a comparable kind of economy tour from Europe over here.

Let me ask you, are travel agents members of your organization?

Mr. ARATA. Some, yes, sir; mainly the wholesale travel agents, Mr. Ullman.

Mr. ULLMAN. And what I am talking about on this specific problem should be better directed I imagine, at the association of travel agents who would be putting together the package.

Mr. ARATA. I would think so, sir, but if you recall, in this statement here we did mention that we would hope that package tours originated by the travel agents and with the participating interests in this country in the travel business can be effectively accomplished such as they are in Europe and I think this would be the answer to a lot of our problems, to effectively bring and interest more people in coming to the United States.

Mr. ULLMAN. Now let me get this straight. You people do represent hotel associations, and airline associations, and so on, do you not?

Mr. ARATA. Practically everybody.

Mr. ULLMAN. So your association would be very much concerned with establishing travel package tours which would include hotel facilities, airlines, busses, et cetera.

Mr. ARATA. That is correct, sir, plus the fact, Mr. Ullman, that, as you know, NATO has within its organization a representative in each State, the travel director of each State of the United States, who can be the effective liaison person in my opinion to try to wrap all these programs together to get them effectively produced, and packaged, and sold to the people overseas.

Mr. ULLMAN. I want to say that I think this country has been very backward in travel promotion and particularly in setting up all-expense package tours including hotel, some meals, travel within the country as well as across the country.

We have a great job of catching up to do, in my judgment. This has been my philosophy in promoting the "See the U.S.A." program in Congress and working with you people on your "See the U.S.A." program and on the "Discover America" program.

The private sector of the economy can do a great deal—a lot more than it has done up to this point, in stimulating travel within the United States and I certainly would hope that you will redouble your own efforts.