

I would just say that I have been somewhat disappointed in the results so far. The reason I sponsored "See the U.S.A." way back in 1964 was because of the imbalance in our travel account, hoping that we could restore some balance.

Although I think the program has been very worthwhile, I have been somewhat disappointed in the fact that it has not slowed down the imbalance in the travel account. Isn't that true?

Mr. ARATA. I think you are right. I think what Mr. Mills and your committee are doing here is focusing attention on exactly what you are saying, Mr. Ullman. I don't think we need this legislation for restrictions, but I think the emphasis that has been placed on the travel business in this country will more speedily affect the things that you are talking about now and I might say to you that we in NATO are extremely grateful for your interest and your help in all the phases of this "Travel America" program.

We would be very hopeful also, as we said in this testimony, that greater funds could be made available to a U.S. agency such as USTS to help promote travel from overseas to the United States.

As we mentioned here, we are way down at the end of the totem pole in terms of funds available to the various countries to promote travel from outside their country into their own country, as we gave a for instance here, \$3 million spent by the United States as opposed to \$12 million by the country of Spain to bring foreign visitors to their country.

I think this is one of the big problems that has been facing this effort to bring more people into the United States.

Mr. ULLMAN. There is certainly a tremendous potential in the developed nations of the world of people who want to come to the United States. I think this is where most of the people would like to come, but they have been discouraged because there has not been, up to this time, the right kind of package programs to bring them here. I can understand the disillusionment of people who come from other nations in the world who land in one of our great cities and are up against all of the problems, the high cost of living and so on, that you run into here. It just seems to me the only way around that dilemma is to establish all-expense travel package tours.

Mr. ARATA. I think there are two points that you have very well taken, Mr. Ullman. One, I think you will see sometime in the relatively near future efforts made to accomplish these package tours so that the individual coming or planning to come from a foreign country to the United States will know exactly what his dollar expenditures are going to be, and even more importantly than that, I believe that you will see shortly efforts being made to show the overseas visitor that he can travel in the United States more cheaply than a citizen of the United States can travel here.

Those two points I think will have a terrific impact on these people who might be planning to come from overseas to the United States.

Mr. ULLMAN. You have had cooperation and are getting it from the airlines?

Mr. ARATA. Certainly, yes, sir.

Mr. ULLMAN. And are we getting it from the bus companies?

Mr. ARATA. Bus companies already have their setup. As best I can recollect it they still have this \$99 package which now is good for 30