

Mr. CURTIS. And you probably have statistics as to what they spend per capita, too.

Mr. ARATA. In the barnyard figure about \$500 per visitor is the best estimate we now have.

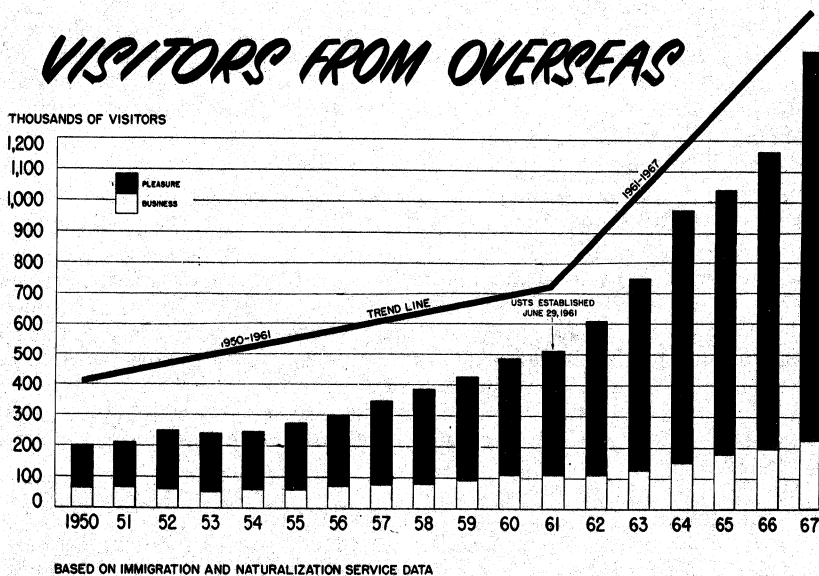
Mr. CURTIS. Do we have a benchmark that will give us an idea whether this is moving up—perhaps 1960?

Mr. ARATA. I would like to go back and furnish you that, but the best recollection I have is I think it was about a half million. I think I am correct in that. In 1960 or 1961 it was about a half million overseas visitors.

(The following information was received by the committee:)

In 1950, the United States had 200,000 overseas visitors; in 1960, about 500,000 and in 1967, a million-and-a-half overseas visitors. The attached chart based on Immigration and Naturalization Service Data shows breakdown on visitors to the U.S.A. for all the years between 1950 and 1967.

In 1961 the average expenditure per overseas visitor in the United States was \$391; in 1967 that figure rose to \$400. These expenditures are exclusive of transportation to and from the United States.



Mr. CURTIS. It is one thing to talk as if nothing has happened. It is another thing to put it into the context of what really is happening. I think two things are true. No. 1, we are the largest host country. No. 2, there has been a very substantial—I don't want to use the word "substantial." I don't want to use adjectives. I want to use figures.

There has been a growth. We need to know what it is. I suspect that this growth is very directly related to the increased standard of living curves of the Western European countries and Japan. This is the primary area.

Mr. ARATA. Yes, sir.