

citizens from Eastern European Nations, particularly, as it relates to delegates that wish to attend international conventions held in the U.S.A.

The \$200 million figure we used to illustrate the total amount of money presently being spent to promote travel by all segments of the industry is for promotion of travel in the U.S. to our citizens.

In respect to overseas travel promotion to the U.S. in 1967, for example, the airlines alone spent \$39.9 million. During 1968 the amount spent by the airlines for media advertising and promotion materials is expected to increase by 50%.

In spite of this amount being spent by the airlines alone, coupled with the \$3 million budget of the U.S. Travel Service, the fact remains that more promotion by the Federal Government will obviously increase the number of foreign visitors to the U.S.A. and ultimately bring the number of overseas visitors to the U.S. to a point equal to the number of Americans going abroad.

Mr. CURTIS. You see, here we are. I don't want to be overly critical, but honestly if witnesses are going to come here and take the time of the committee they should come with data and information that bear on the issue.

The CHAIRMAN. Any further questions?

If not, Mr. Arata, we thank you again for coming to the committee.

Mr. ARATA. Thank you.

The CHAIRMAN. Our next witness is Mr. Wallace J. Campbell.

Mr. Campbell, please come forward. Mr. Campbell for purposes of our record please identify yourself by giving us your name, address, and capacity in which you appear.

STATEMENT OF WALLACE J. CAMPBELL, PRESIDENT, AMERICAN TRAVEL ASSOCIATION; ACCOMPANIED BY WARREN BROWN, EXECUTIVE VICE PRESIDENT

Mr. CAMPBELL. Thank you very much, Mr. Chairman.

Mr. Chairman, my name is Wallace Campbell. I am here in my role as president of the American Travel Association. My full time occupation, however, is as president of a foundation for cooperation housing, which is devoted to the development of low-cost housing in the United States.

I brought with me Mr. Warren Brown, who is executive vice president of the ATA and is manager of our associated organization, Associated World Travel.

The CHAIRMAN. We appreciate having both of you with us. You are recognized, Mr. Campbell.

Mr. CAMPBELL. Thank you very much. The American Travel Association appreciates the opportunity to present to your committee its views on the proposals presented by the administration for a series of taxes and tariffs designed to limit U.S. travel abroad as a factor in the balance-of-payments problem.

The American Travel Association (ATA) is an association of national and regional membership organizations—trade unions, farm organizations, cooperatives, civic and educational organizations—interested in purposeful international travel. Among its member organizations are the Industrial Union Department of the AFL-CIO, the Cooperative League of U.S.A., National Farmers Union, United Automobile Workers, National Education Association, American Federation of Teachers, Americans for Democratic Action, Histadrut, International Union of Electrical Workers, Credit Union National Association (CUNA International), the Michigan Credit Union League, and others.