

and go home with a greater sympathy and understanding. We can use more friends in the world today.

The economic factors are very great. How many more visitors to the United States would it take to balance the \$500 million the administration want to cut off the equation? A little simple arithmetic will give you a clue. If the visitors brought only \$100 each, we would have to attract 500,000 more people to the United States. If they spend \$500 each in the United States (a more likely amount) it would take only 100,000 more visitors to the United States each year to balance this \$500 million that the administration wants.

Isn't our problem the need for expansion and not for contraction? We would make more friends abroad. And we would keep the business for our aircraft makers and jobs for our autoworkers. We may lose both by adopting these travel restrictions.

Greece spends more money to attract tourists than we do. So do Turkey, Spain, Ireland, and Italy.

The job has to be done effectively quickly. Fortunately we have had about 5 years experience on a very, very small scale in the U.S. Travel Service. But there are people in USTS who could help the administration meet this challenge—right away.

Why don't we put our money on a constructive answer. Why don't we back our pride in the beauties and wonders of America—the Rockies, Niagara Falls, Yosemite Falls, the Grand Canyons of the West, and of Manhattan, Broadway, and Wall Street, San Francisco, and Washington, D.C., New Orleans, Detroit, and Chicago. The list is endless.

There are millions of people who would like to visit America. There are hundreds of thousands, at least, who not only want to but could afford to. We have failed in our marketing job because we have not been willing to devote resources to it equal to the amount spent for tourist promotion by countries with less to promote.

We sincerely hope the Ways and Means Committee members will take a positive approach to this problem.

With the permission of the committee, we would like to include for the record a copy of our letter on this matter to President Johnson.

We deeply appreciate the opportunity to express these views to the committee. Thank you, Mr. Chairman.

The CHAIRMAN. Without objection, Mr. Campbell, the membership of your organization as well as the letter addressed to the President will be included in the record, the membership reflected on the bottom of page 1 to which you alluded in your statement.

Mr. CAMPBELL. Thank you very much.

(The information referred to follows:)

AMERICAN TRAVEL ASSOCIATION,
Washington, D.C., February 1, 1968.

The PRESIDENT,
The White House,
Washington, D.C.

DEAR MR. PRESIDENT: The Board of Directors of the American Travel Association wishes to express to you our concern at the proposed restrictions of the rights of Americans to travel freely outside of our own country. ATA is a cooperatively owned, consumer-oriented travel association, the ownership of which is vested in 27 public interest organizations. Among the owners are the Cooperative League