

3. Implementation of a program enlisting the assistance of many foreign-born United States travel agents in cooperation with carriers and the U.S. Travel Service in creating enthusiasm for Visit U.S.A. ASTA will urge that their frequent visits to their homelands be used for the purpose of addressing travel industry meetings and seminars in order to promote interest in travel to the United States.

4. Since the lack of adequate reception facilities in the United States has constituted a deterrent to foreign visitors and caused adverse comments and retarded the flow of tourist traffic, ASTA, through its local chapters will recruit foreign language students to provide interpreting services for non-group visitors to the United States on a voluntary basis.

5. The Interstate Commerce Commission should be urged to review its current procedures for processing applications for motor bus broker authority by U.S. travel agents and efforts should be made promptly to evaluate and, where appropriate, grant such operating authority thus filling an existing demand for domestic motor bus tours.

6. Prompt consideration should be given to extending tax incentives for U.S. tour promoters to invest additional funds in the development and promotion of tour programs designed to encourage European and other foreigners to travel to the United States.

7. ASTA specifically directs the attention of your committee and the Administration to the fact that it has long pointed to the disparity between the earning incentives which travel agents are offered to sell international travel and those in effect domestically. As a result of an unrealistic schedule of commissions for travel within the United States, travel agencies have been under a disability which makes promotion of domestic tourism unprofitable. Indeed, many travel agencies are required to subsidize their sale of domestic tourism from their earnings on international sales. If travel agency earnings on domestic travel were at least to equal the incentives on international travel, a tremendous sales pool of some 6,000 travel agencies generating and influencing over \$3 billion per year of tourist expenditures would automatically be focused upon greater promotion of domestic tourism.

8. The domestic airlines and the Air Traffic Conference should relax and update the requirements which must be met to qualify domestic air tours which are sold through travel agents.

In addition to the foregoing proposals, there are other constructive suggestions which we believe could evolve from further discussions between ASTA and others in the travel and tourism industry and your committee. ASTA pledges its support to all efforts by the government and private industry promptly to undertake programs designed to stimulate tourism to and within the United States thus making it unnecessary to adopt restrictive proposals to inhibit the right of U.S. citizens to travel abroad.

We will be happy to discuss in detail the above proposals as well as all other aspects of this program which is of such major importance to our industry and our country.

Sincerely yours,

CHARLES B. WEST, *Vice President.*

EXHIBIT No. 4

AMERICAN SOCIETY OF TRAVEL AGENTS, INC.,
New York, N.Y., February 2, 1968.

Ambassador ROBERT M. McKINNEY,
Chairman, Industry-Government Special Task Force of Tourism, U.S. Treasury Department, Washington, D.C.

DEAR AMBASSADOR McKINNEY: On behalf of the American Society of Travel Agents, Inc. (ASTA), I appreciate the opportunity to provide you with some additional views of the United States travel agency industry on the development of a program which is designed effectively to stimulate increased tourism to and within the United States.

Our major recommendations on the promotion of tourism to and within the United States were set forth in ASTA Vice President Charles B. West's letter to you of January 10, 1968, which was inserted in the Congressional Record on January 15, 1968, by Congressman Henry D. Reuss of Wisconsin. We would like