

There has been and still is a great market for package tours within the United States. They are always available.

Mr. ULLMAN. Including hotel?

Mr. FRANKEL. Oh, yes.

Mr. ULLMAN. Hotels and meals?

Mr. FRANKEL. That is right. You are referring here, sir, to tour programs within the United States?

Mr. ULLMAN. That is right.

Mr. FRANKEL. That is correct; yes, sir.

Mr. ULLMAN. On tours that originate here and for instance, would include the parks and out on the west coast, San Francisco, Portland, Oregon, and back, you do have all-expense arrangements, in other words, comparable to the Europeans?

Mr. FRANKEL. That is right.

Mr. ULLMAN. Well, you may have them but I don't see them advertised very much. I see a lot of travel European tour package tour advertising, but I have seen very little to induce Americans to travel in this country.

Mr. QUINN. Congressman Ullman, if I may clarify that point, the tours available in this country are primarily confined to certain tourist areas, such as Hawaii, Miami, and to a lesser extent the west coast, and these are designed primarily for consumption by U.S. citizens. I think it is true that there is a great deal more that could be done to package tours that would be attractive to Europeans coming to this country.

This is the main thrust of the recommendations we have made to Ambassador McKenney through a cooperative effort by the airlines, and the travel agents, and the hotels, that attractively priced tours can be put together and sold to Europeans; in other words, that they can be made within the economic reach of the average European tourist and through increased promotional programs in Europe Europeans can be enticed to come to this country, and the reference Mr. Frankel made to the 50-percent reduction in domestic airline fares is designed for that purpose.

Also the international carriers are reducing their westbound tariffs substantially to make those elements of the tour much more reasonably priced.

Mr. ULLMAN. Well, in other words, then, Mr. Frankel, when you were referring to domestic travel, you were referring primarily to travel to the exotic places like the Virgin Islands, Puerto Rico, and Miami and Waikiki rather than in the continental United States?

Mr. FRANKEL. No, not really. I thought I included or intended to include California, the Pacific northwest, all of the parks of these United States, but there is another element with respect to domestic travel which must not be overlooked and that is the great use by the American public of the automobile.

In short, there is a tremendous amount of tours available for people in this country to visit our great places in this country, including Washington, D.C. However, so much of it is taken care of individually by the people who do the traveling themselves by virtue of the fact that they put their family in their automobile and away they go.

This is probably a great contributing factor in that there is not