

the mass of advertising with respect to the programs in this country as opposed to Europe.

Mr. ULLMAN. I am sure it is, but I think there is a great opportunity to move into the package tour field in this country that you people are overlooking. I know a lot of people like to get on the highways, but I also know a lot of people who are trying to get off the highways and I think that you have a great opportunity to expand the tourist travel in this country through package tours.

Now, turning to European package tours to this country, do you people participate with European agents in the promotion of package tours over here?

Mr. FRANKEL. Oh, yes.

Mr. ULLMAN. You have a cooperative arrangement with them, do you?

Mr. FRANKEL. By cooperative, I don't quite follow.

Mr. ULLMAN. I presume the Europeans sell package tours to the United States, but there haven't been a lot of these. I am most hopeful that when you go to Europe for this conference that this is one of the things that you will push the hardest. I think that the reason the Europeans aren't traveling here is because we haven't promoted a package all-expense tour.

Are you going to actively promote this type of tour arrangement when you go to Europe?

Mr. FRANKEL. Absolutely. Actually, as I have shown in my statement here, and if you will refer to this chart in the appendix you will see that the rate of growth of travel to this country has been tremendous, the percentage. The rate of growth has been constantly increasing, which is the direct result of many devices used for the purpose of bringing groups over here.

There are many groups coming here and more can come, true, and this is the object of our determination in developing this kind of traffic.

For your information, ASTA in its membership has a classification called nonresident active members. These are the travel agents overseas. There are some over 800 of them and we are marshalling these people for the same purpose, to produce and develop programs for their local people to come to this country.

Mr. ULLMAN. Frankly, I am a little bit disappointed in your overemphasis on the problems of limitations on European travel and your underemphasis of what you people can do in the travel industry to promote travel in this country.

Now, I want to urge you, as strongly as I can, to do that in the future. I think that you have been remiss in not promoting American travel. I have been interested in this for a number of years. The reason I asked you about remuneration is because I think that you are making most of your money on selling foreign tours while in most instances domestic tours, with the exception of the islands and Miami, have been a non-lucrative business. I think that there is something fundamentally wrong with that kind of procedure.

We should establish monetary rewards at least equivalent to those for European travel for the people traveling in this country and for agents who are handling business for people traveling in this country.