alone. The statistics on promotional investment by the maritime industry are to be supplied directly to the committee.

Robert E. Short, National Chairman of Discover America, Inc., has stated that his organization will increase travel promotions along the Discover America theme to more than $300 million in 1968.

Other witnesses who appeared before the committee will be supplying additional economic data in connection with total expenditures by private industry including foreign airlines.

Mr. CURTIS. In that area, but there are a lot of others.

Mr. FRANKEL. That is just one of them.

Mr. CURTIS. Yes, that is just one, and McGraw-Hill has pretty good national figures on industry's plans to increase expenditures on travel promotion. I would be very interested in seeing the planned growth in this area because this leads to this question of what is going to happen to this planned growth in light of this curtailment of private investment that the administration has as part of this overall package?

Could you comment on this? It is almost bound to cut this growth back, is it not?

Mr. FRANKEL. Well, this is what we attempted to show here this morning, that this problem does not stand by itself. It is interrelated with so many other factors and we feel, as we have projected our thinking particularly to the matter of travel and tourism, showing what we believe, we feel fearful of the ultimate results of any curtailment or any imposition or any tax that would tend to impede travel.

Mr. CURTIS. No; I am trying to break this down a bit. I was relating to private investment in the area of expanding promotion of tourism in this country. I am trying to narrow this down because it strikes me that it would be helpful if we could get these figures of what presently is being spent, then some idea what present planning is, and then superimpose on that what these investment curtailments might do.

In other words, it just seems to me to be incongruous for the administration to come in and say let's cut back on private investment abroad in this area, well, in all areas, and then come in, and I am going to get to this in a minute, and recommend that Government spending be increased for the very same purpose, namely, promoting tourism in the United States.

Those dollars, if they are effective, should be spent probably in Europe and Japan, so it is going to have the same impact on the balance of payments as expenditures of private dollars. The only difference is, in my judgment, that the Federal dollars will be spent much less wisely because there is no discipline of the marketplace on private spending. Private industry is more apt to get results with each dollar spent.

I am trying to develop private spending in this area because I am anxious to see this healthy growth, and it is relatively fast, continue. With all the good intentions in the world this administration can really damage tourist promotion. I am talking about this one area now.

I agree, incidentally, with what else you pointed out, but I am trying now to relate it to this one thing. How can we make something that is growing quite fast grow faster. If we can make it grow faster in a healthy fashion, why, sure, but at the same time if it is growing fast and we don't recognize it, we can damage it.