

Mr. ULLMAN. Would that be the only reason? You also said they would get cheaper air transportation and hotel and other things.

Mr. GRIMES. That is only part of it. Also to do up the tours to gear it to the European taste, too. Europeans have for some time been used to roaming around in their cars, going down to southern Spain or to Greece. We want to bring them over here and give them the same opportunity to roam around in cars and take a look at what this country is all about. This is just one phase of it. Obviously tastes are different. Mores are different in one continent than in another. Of course our tour program would have to be geared accordingly.

Mr. ULLMAN. It pleases me that you are somewhat belatedly, I might add, putting some imagination into this tour potential. I am hopeful you will put everything you have in it because I think it has certainly real possibilities for helping your balance-of-payments problem.

Thank you.

The CHAIRMAN. Mr. Betts.

Mr. BETTS. Do I understand that under your IDO proposal the foreign traveler would get 50-percent reduction in travel in the United States, but the American traveler would not? Is that correct?

Mr. GRIMES. Are you talking about our DIO plan?

Mr. BETTS. Yes.

Mr. GRIMES. This has nothing to do with people coming from the other side. Our DIO plan is simply a tool to enable us to promote this country more than in the past. The airlines have a plan now whereby foreign visitors would get discount tickets, 50-percent tickets, when they come over here so that they can fly around to various cities in this country.

Mr. BETTS. But the American traveler?

Mr. GRIMES. Nothing.

Mr. BETTS. What is your answer as to whether or not it is fair to the American traveler?

Mr. LOFRISCO. If I may answer, this is really somewhat analogous to the plan now in effect with respect to international travel so that if you buy a ticket New York to Rome and on the way back and it does not cost you a dollar more. So that you can stop in London, Paris, go to Rome, stop in Spain, and come back to New York without its costing you any additional moneys. While I do not know the reasons why the airlines have instituted it, my guess is that it is an attempt to give the same kind of facility to a foreign visitor, and you are quite right that a foreign visitor would have an advantage in air travel within the United States much the same way that an American now has an advantage in the travel throughout Europe, without its costing anything additional.

Mr. BETTS. To make sure I understand, the foreign traveler comes over on the DIO plan, in New York he gets a 50-percent reduction in his fare if he wants to go to Oregon, is that correct?

Mr. LOFRISCO. That is correct.

Mr. BETTS. But the New Yorker who wants to go to Oregon does not get that, is that right?

Mr. LOFRISCO. That is absolutely correct.

Mr. BETTS. I do not see how that is offset by the American traveler getting some sort of advantage abroad. He may not want to go abroad. He may want to stay home.