

The importance and necessity of the proposed legislation to our Nation must be assessed by you and your colleagues. Whether balance of payments is drastically affected by the travel industry or is more realistically caused by other activities of our country can be best decided by you. I naturally have personal opinions on this but am singularly unqualified from the standpoint of first-hand knowledge to assess them. In contrast your specific day-to-day experience and knowledge of our country's obligations and trade agreements, et cetera, make you most qualified to analyze the value of the proposed bill to our Nation's interest.

As I said before, I am pleased to appear before this committee, because our company, only 2½ years old, although involved most deeply in the travel industry can be extremely objective when viewing the proposed legislation. We can be objective because our biggest business is to the west coast, Hawaii and to South America. Our company is considered as a mass movement tour operator. For instance, last year we took some 30,000 persons to Hawaii on our west coast-Hawaii and all-Hawaiian carnival programs. In 1968, this figure should be increased to more than 50,000. In fact, we have approximately 1,300 persons in Honolulu today. In addition, we have just commenced a series of South American carnivals utilizing chartered aircraft with a luxury liner which will result in our sending 2,500 persons to South America this spring and equally as many next fall.

I may say, incidentally, that our advertising that we have spent last year for promotion and advertising to Hawaii was \$1½ million. The advertising and promotion that we will spend to South America this year is \$250,000.

In contrast, last year our advertising to Europe was \$100,000. Three thousand persons took our European carnival tour last year. So you can see, if anything, our specific company could be assisted by the institution of the President's proposal.

I may take the figures we just used of the number of persons we have transported and translate that into dollars, we are spending approximately, and last year we spent approximately \$18 million in the Hawaiian Islands. We will spend \$3½ million in the South American program and last year we spent \$1.8 million in Europe, of which only \$700,000 was spent on land arrangements, in Europe, the rest being transportation and our profit, so to speak.

In addition we consider ourselves a truly independent voice. We are not here representing any association or group within the industry. In other words, we have no ax to grind. However, whether or not we as individuals might be helped by the proposed legislation, we cannot support proposals that could seriously damage our industry in particular and the rights of our citizens generally.

We are a public company and owe an obligation to our stockholders and to our employees, we also owe an obligation as responsible citizens to stand up for what we feel is right. Our company is basically opposed to any Government restrictions on travel other than that recommended for the safety of our citizens. In addition to this general policy stand of our company, I will attempt to justify our general opposition to the proposed legislation on the following bases:

1. It is restrictive against a basic American right.
2. It will damage an entire industry.