

INCREASED PROMOTION

So much for cost reductions for the foreign visitor. They will do little good unless promoted. To accomplish this promotion the airlines will do the following things:

First, there will be a dramatic increase in the volume of airline promotional efforts overseas. Collectively, the 12 U.S. trunk and international airlines will increase their overseas expenditures for advertising and promotion of travel to the United States from outside the Western Hemisphere by 53 percent in 1968 over 1967. For media advertising alone the total for 1968 will be approximately \$17 million.

Second, there will be a reemphasis on airline promotion of the United States as a tourist destination. Our international airlines have agreed to shift the focus of their effort from individual competitive approaches to a destination sell. And, our domestic airlines will expand their efforts which are already of the destination-sell type.

Third, new coordinated sales plans and programs abroad are being developed. High-level airline sales teams are being sent to Europe and the Far East to develop new sales plans and other coordinated activities. New efforts have already been launched to secure CAB approval of exchanges of air transportation for advertising and promotion abroad, as well as free educational tours of this country for foreign travel agents, tour operators, and travel editors.

Fourth, promotion of the 21-day, unlimited flight air fare offered by the regional scheduled airlines will be renewed.

While we believe our U.S.-flag airline activities will accomplish a great deal, it must be recognized that the efforts of all interested parties should be expanded. For that reason we welcome the indications in the task force report that foreign-flag airlines, international organizations, U.S. travel organizations, and a long list of private U.S. firms and individuals have all pitched in to do their part in promoting the further growth of the United States as a tourist destination.

The McKinney report makes another recommendation of great value and significance. It recommends that the U.S. Government increase its participation in the selling of the United States as a tourist destination. For some years the U.S. Travel Service has been in existence, and it has done good work, but its resources have been small. The McKinney report suggests that its appropriations be modestly increased this year, and that it ultimately be incorporated into an expanded and strengthened National Tourist Office.

This activity can be of great value in supplementing the efforts of private industry to make the United States become a tourist nation. The United States is a big country. Our travel industry consists of independently operated restaurants, hotels, motels, car rental firms, airlines, buslines, railroads, and an endless variety of enterprises. In addition, all of our States have a travel organization designed to attract visitors to the State concerned. It is essential that all of these elements be pulled together and their promotional efforts combined, in order to have maximum impact on the foreign visitor market. In addition, we need to have well-staffed offices of the national organization in major tourist cities abroad, in order that the prospective foreign visitor will have one place to which he can go to examine the offerings of all of our private sector enterprises, particularly those not otherwise