

There are several factors involved. First, we are competing not only among ourselves, but with foreign carriers, steamship lines, and we are competing with foreign government tourist promotion programs, and there is a certain amount of cohesiveness, but there needs to be more coordination.

There needs to be a place, as Mr. Tipton said in his prepared statement, for a prospective visitor to the United States in Rome to go to one office and get all the information he needs about the United States instead of having to go to several offices, particularly so with regard to the industry or interest in this country that is not represented abroad.

If we have any criticism of the U.S. Travel Service today it is the extent of their program which is limited by budget.

Mr. BATTIN. Thank you.

Mr. CONABLE. That is all, Mr. Chairman.

The CHAIRMAN. Any further questions? Mr. Collier.

Mr. COLLIER. You said it has been a short time. Isn't this agency now in its fifth year?

Mr. PHILION. It was established in 1961. The first full year was 1962, so it is 6 years.

Mr. COLLIER. Six years. I am sorry. Has it been true that the greatest percentage of its budget goes for salaries and not for the type of promotion that you are talking about?

Mr. PHILION. I don't have a complete breakdown of how each dollar is allocated. I would say a majority of it goes for the operation of the service rather than in promotion.

Mr. COLLIER. It seems to me I saw some figures—I am drawing on my memory but I think it is accurate—that we have been spending \$23 million in the travel agency since its inception and it really didn't get rolling until 1962, so we consider 1962, 1963, 1964, 1965 and 1966, and my further recollection is that the salary factor in the appropriation has almost quadrupled since the first year.

Mr. PHILION. I don't know if I can answer that as specific as a representative of the U.S. Travel Service might. In the first year of course they did not take on or employ all of the people that were authorized for the program so that might have had some effect. Since then there has been of course some change in the Government pay scales which is beyond the control of the agency.

Mr. COLLIER. Not in every case.

Mr. PHILION. That may be. The cost of advertising, the cost of any facility abroad, of course, has gone up like the cost of any other business in the last 5 years, considerably so.

Mr. COLLIER. To get an idea, what would be necessary in the way of personnel and with the cooperation of those who are directly concerned with foreign tourist travel to this country to establish the type of office that you are talking about that would be in a position to provide all information necessary to a foreign traveler about coming to the States or traveling here. What would you need, for instance? What is involved in having this information available if it were funneled into this office?

Mr. PHILION. I don't know if I can give you a precise figure in numbers of people. Certainly there are some major market areas in the