

CARRIER MEMBERS (48)

Air Canada	Japan Air Lines
Air India	KLM Royal Dutch Airlines
Air New Zealand	Korean Air Lines
Air Vietnam	Malaysia-Singapore Airlines Ltd.
Airlines of New South Wales	Matson Navigation Co.
Alitalia Airlines	Mitsui O.S.K. Lines Ltd.
Aloha Airlines	New Zealand Natl. Airways
American Airlines	New Zealand Shipping Co.
American President Lines	Northwest Orient Airlines
Ansett-A.N.A. Airlines	P & O (North America) Inc.
Ansett-Pioneer Road Passenger Group	Pan American World Airways
Braniff Intl. Airways	Philippine Air Lines
British Overseas Airways Corp.	Qantas Airways Ltd.
Canadian Pacific Airlines	Royal Air Cambodge
Cathay Pacific Airways Ltd.	Royal Nepal Airlines
China Airlines Ltd.	Shaw, Savill & Albion Co.
Civil Air Transport	Thai Airways Intl. Ltd.
Continental Air Lines	Trans-Australia Airlines
Eastern Air Lines	Trans World Airlines
Garuda Indonesian Airways	Union Steamship Co. of New Zealand
Hawaiian Airlines	United Air Lines
Indian Airlines Corp.	UTA French Airlines

ATTACHMENT NO. 2—APPROACHES TO IMPROVE THE BALANCE-OF-PAYMENTS POSITION

(a) Increasing the budget and strengthening the efforts of the United States Travel Service, observing that on a relatively small budget in 1967, the United States Travel Service contributed largely to an increase of approximately 30% in visitor intake.

(b) The implementation of programs to make travel to the United States by these visitors more attractive and to simplify entry formalities.

(c) Encouraging U.S. flag and other carriers to intensify advertising and promotional programs aimed at attracting visitors from abroad to the United States.

(d) Negotiating the release of PL 480 and other similar funds for promoting travel to the United States from those countries where such funds are available, and for making such funds available, where they are not already so, for use by Americans traveling abroad.

ATTACHMENT NO. 3—AUTHORIZED PACIFIC AREA TRAVEL ASSOCIATION PROGRAMS

(a) The annual publication of a Special issue of *Pacific Travel News* (the Association's influential and highly successful travel promotion magazine) on Pacific coast gateway cities of America to be translated into Japanese and Chinese, and to include information on tourist facilities and services available in those cities.

(b) The initiation of a program of motivational/attitudinal research on current and potential Pacific visitors to the United States, making the findings of such studies available to organizations promoting travel to the United States.

(c) The institution of essay contests on the United States throughout the countries of the Pacific with the cooperation of the United States Information Agency.

(d) The compilation of an industrial tours handbook and assisting in arranging industrial tours for visitors to the United States from the Pacific.

(e) The institution of North American Film Festivals throughout the countries of the Pacific.

(f) The staging of seminars through the various chapters of the Pacific Area Travel Association, including those in Europe, on travel in the United States.

(g) The naming, if requested by the Congress or agencies of the United States Government, of an exceptional committee to consult and work with the United States Travel Service and related organizations in devising and implementing programs to increase the flow of visitors from abroad to the United States.