

The CHAIRMAN. You are recognized to proceed, sir.

Mr. TITUS. The Pacific Area Travel Association came about in about 1950. This was the result of a belief on the part of a group of leading travel people and businessmen in the Pacific that tourism provided a major potential contribution to the economic recovery of the Pacific countries after the devastating effects of World War II.

Out of this conviction came the formation of the association and I believe they held their first convention in Hawaii in 1950 and the association is registered in Hawaii. Over the years the conviction of the gentlemen who founded the organization was certainly proven to be right because tourism has played a very substantial role in the economic recovery of the Pacific countries.

The association has grown to the point where it now includes in its membership 35 countries in and about the Pacific, mainly through their tourist organizations. Also included in the membership are the United States Travel Service, the cities of San Francisco and Seattle, and the State of Hawaii. It also numbers in its membership 43 major carriers serving the Pacific, so it really represents a complete cross section of the travel industry in and about the Pacific.

With regard to the resolution itself, it expresses concern over the fact that the administration's proposals will not produce the results that they are intended to produce and makes certain recommendations as to what steps might be taken in lieu of the administration's proposals, and I will read the pertinent parts of it.

Conference appreciates that while the measures relating to travel proposed by the Administration illustrates a seriousness of purpose, it deplors them as being contrary to the basic democratic right of freedom to travel, and moreover believes that the restrictive measures proposed will not, if adopted, contribute significantly to improving the balance of payments but may in fact produce a number of serious adverse economic effects among which Conference enumerates the following:

(a) Limiting the trade potential of many countries with the United States, leading to the undermining of free enterprise and possibly augmenting the demand for greater foreign aid.

(b) Imposition of similar restrictions on the travel of foreign nationals to the United States.

(c) Undermining the present world-wide confidence in the soundness of the U.S. dollar.

Now, as to proposals as to what steps might be taken, I broke these down in two parts, one being suggestions as to what the U.S. Government might do, the other one an indication of what the Pacific Area Travel Association is prepared to do.

In the first instance—

(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 percent in visitor intake.

(b) The implementation of programs to make travel to the United States by those 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.