positively to our tourist earnings. We will not be in a position to press recommendations if we enact into law Secretary Fowler's duty-free allowance proposal.

II. CONGRESS, WHILE REJECTING THE PENDING TRAVEL TAX PROPOSALS, SHOULD SIMULTANEOUSLY ENACT A DYNAMIC, POSITIVE, STREAMLINED U.S. PROGRAM TO ATTRACT ADDITIONAL HUNDREDS OF THOUSANDS OF FOREIGN VISITORS TO THE UNITED STATES EACH YEAR.

In its report to President Johnson released this month, the Industry-Government Special Task Force on Travel concluded, at page 3:

> While our country has always been a prime destination for world-wide travelers, the United States in recent years has increasingly become a point of departure . . .
>
> The most satisfactory way to arrest this increasing gap is not to limit American travel abroad but rather to stimulate and encourage foreign travel to the United States.

In order to stimulate and encourage foreign travel to the United States, I think a close, working partnership between Government and industry is absolutely essential. We have to make an all-out commitment to this effort and we have to stick with it constantly in order to maintain the level of expansion which is desirable and necessary to our balance of payments in travel. For example, Congress realized in 1961 when it passed the International Travel Act, that it is urgently important for our Government to "develop, plan and carry out a comprehensive program designed to stimulate and encourage travel to the United States" and to "encourage the development of tourist facilities and low cost unit tours and other arrangements within the United States for meeting the requirements of foreign visitors."

For the current fiscal year, however, it appropriated only $3 million to meet the costs of this program which is recognized as so important to our balance of payments. Is this enough when countries the size of Ireland are spending more than $10 million a year for similar travel attraction programs? In this connection I might add that by reason of such expenditures Ireland increased its tourist receipts over the 10-year period from 1957–66 from approximately $77.8 million to approximately $199.2 million a year, an increase of 259 percent. Imagine what the United States could do in this direction if our Government would make a business-like commitment to compete more effectively in international tourism. The first step in that direction is to adopt the recommendation of the McKinney report that Congress increase the current budget of the United States Travel Service by $1.7 million, and appropriate for the next fiscal year a minimum of $30 million for an aggressive promotion and advertising program to increase visits by foreigners to this country.

In addition, I respectfully make the following recommendations to the committee:

1. Congress should support the President's request of last Friday for dramatic changes in the country's visa requirements. To succeed in the tourism business, we must put the welcome mat out and cut the redtape.
2. Industry and Government should work together to cut costs of travel to and within the United States.