

Expo. U.S. travel expenditures, which had been increasing on the average about 10 percent a year, jumped about 20 percent (or \$500 million) in 1967. The acceleration was accounted for by tourist spending in Canada, which rose more than 50 percent, reflecting the attraction of Expo 67. Meanwhile, U.S. receipts from travel expenditures, which has been increasing about 15 percent a year, rose only about 4 percent last year. There was no increase in receipts from Canadians, who usually contribute one-third of U.S. travel earnings.

Mr. ULLMAN. Are there questions?

Mr. CURTIS. Yes.

Mr. ULLMAN. Mr. Curtis.

Mr. CURTIS. First, let me compliment the gentleman for what I think is an excellent paper which brings to our attention a lot of data, some of which I have been requesting.

Having said that, now I pick up the one area where I think we possibly have a difference of opinion. But, first, can you give us any data, and provide it for the record later, on how much was spent in the year 1967 in the private sector for promoting tourism in the United States? This would include the steamship lines, air lines, and other groups.

I know that quite a bit is spent, but no one has even hazarded a guess as to how much.

Mr. MARTIN. I would not hazard a guess right now, but I will try to collect that data for the committee from, as I understand it, the foreign carriers and tourist interests as well as the Americans.

Mr. CURTIS. They are the ones that immediately come to my mind but undoubtedly there are others who spend. I am trying to find out how much is spent in the private sector to encourage tourists to come into the United States.

I am interested, of course, in relating 1967 expenditures to those of previous years, just as you have given us very good figures on the increase of persons coming to the United States over the years.

Now I am interested in what is spent to encourage the increased number of people. I was really amazed to see the great increase from France on page 7. Am I not correct that the number of travelers from France was 62,400 in 1966 and 115,655 in 1967? This relates probably to some increased endeavor on the part of some people to encourage this increase.

Mr. CONABLE. Will the gentleman yield?

Does it also relate to Expo '67?

Mr. CURTIS. That could be. They could have been coming to Canada and then dropping down here. That may be, but still these very interesting figures on page 7 must have been behind them a great amount of effort.

Mr. MARTIN. I think part of it is due to visitors to Expo who then came into the United States, but I think it is also due to the interest on the part of the French people to visit this country, and a word should be said about what the U.S. Travel Service is doing with their office in Paris.

Mr. CURTIS. I will get to that, please. I want to find out first what is going on in the private sector. I am unimpressed with this business of immediately going to the Federal Government on the assumption that the Government is a solution to all problems.