

continuing to invest in getting tourists to come to this country are doing so because they are getting a return on their buck. I see no reason why they can't continue to hope to get a good return because you point out a very good tourist potential. How many millions did you say?

Mr. MARTIN. 13 million people from West Europe.

Mr. CURTIS. Yes. This is our potential.

The other thing I would observe is that as the standard of living of Western Europe continues to go up and as it continues to rise in Japan and other nations the number of people that would potentially come to the United States rises directly in proportion.

You will agree, won't you, that this is the key factor in increasing tourism in the United States—the increased standard of living of these people?

Mr. MARTIN. It is one of the two key factors as far as encouraging foreign travel to the United States or encouraging Americans to visit abroad.

Most of the research studies that have been done by Opinion Research, and Gallup, and others show that education and interest is the No. 1 factor, characteristic, of the foreign traveler really, whatever his nationality is.

The second necessity of course is the means, which is related to the standard of living.

Mr. CURTIS. Of course I would argue just a little bit that the increased education is almost concomitant with the increased standard of living, so you can't really get it through this one factor of education.

I am not trying to argue this one way or another. I am just trying to put it out in the record for the purpose of discussion.

Mr. MARTIN. They are related, but there are some people who have the means to travel abroad who are not particularly interested in that sort of thing.

Mr. CURTIS. I again say I appreciate your testimony. I think it was excellent. This area of private spending is one that I would like to get further data on and maybe you can make a case. Maybe the U.S. Travel Agency can do something, but frankly, I would have to see it to believe it.

The main thing I think we need to do is get the Federal Government to stop doing some of the things that they are doing, namely, with regard to visas and other related requirements. That doesn't call for spending money.

Actually it calls for the Government to stop doing some of the things it is doing to deter potential tourists from coming to this country. If you don't have to do all this investigation you save the time of the personnel that is engaged in that pursuit.

You could relate visas to travel packages in the United States, and to conventions that might be held in the United States in a way that could shorten all of the paperwork presently involved in the visa. Am I not right in this?

Mr. MARTIN. Certainly cutting down on what the foreigners regard as red tape in getting their visas and so on would help, but I think we have to realize that there is a developmental role which the Government has to play.