

Our own company program—basically Discover America Vacation Planning Time in April and our year-long public service campaign—will expand and will emphasize hard sell around a central theme that the United States is the “United States of Americans” and “this is your country . . . this year discover it for yourself.”

We will increase our membership and institute a research program.

In cooperation with the U.S. Travel Service we will undertake a sales “blitz” in an overseas market this spring that will have an impact on the foreign market and will provide the foundation on which Discover America will build its international campaign.

You have heard testimony from others with regard to many positive measures that are planned to intensify the promotion of foreign travel to the United States.

Many of the measures contained in the report of the Government-industry task force headed by Ambassador McKinney came from the membership of Discover America.

Chapter 2 of the report states that airlines, railroads, bus companies, rent-a-car firms, and hotels—all our members—will reduce their rates by up to 50 percent for foreign visitors.

U.S. airlines will increase their budgets to accelerate the development of foreign travel to the United States. These proposals come from our members of the Discover America Corporation.

As to voluntary restraints, Discover America found from a random survey just completed that many U.S. companies are switching their sales incentive programs from foreign destinations to destinations within U.S. dollar areas. These involve many thousands of Americans and millions of dollars. Three companies alone reported switching from foreign to U.S. destinations involving a total of \$4,100,000 in travel sales.

We believe that what we will do, what will be done under the Discover America banner and what others will do to persuade, by positive means, more Americans to travel in America and to persuade, by positive means, more foreign citizens to travel to America, will reduce our travel deficit by the \$500 million goal set by the President.

The task will be easier, of course, if we get additional support from our Government.

We share the opinion expressed by the McKinney task force that our Government ought to be investing more to promote travel to America in the foreign markets, not to supplant but to supplement the efforts of the private sector.

Additionally, our Government can help to facilitate the movement of foreign visitors to the United States by simplifying visa requirements, as proposed by the President and recommended by the McKinney task force, and by eliminating or lessening other barriers of like nature.

As to the specific proposals pending before this committee:

We recognize the necessity of protecting the integrity of the U.S. dollar. We support the President's efforts to do so. We believe, however, as expressed at our January board meeting in Puerto Rico and the U.S. Virgin Islands, that a continuation and expansion of present and proposed positive programs will more effectively accomplish that objective.