

ATTACHMENT "D"

REPORT TO THE PRESIDENT OF THE UNITED STATES FROM THE INDUSTRY-GOVERNMENT TASK FORCE ON TRAVEL, FEBRUARY 1968—SUMMARY, CHAPTER 2, PROMOTION

A campaign to convince potential travelers to the U.S. must be mounted immediately. This campaign should stress that visits to the U.S. are no longer prohibitively expensive but within the means of the budget minded international traveler. Substantial cost reductions as they apply to transportation and housing should constitute a part of the campaign. Additionally, visitors should be assured their time spent in the U.S. will be pleasant, comfortable, memorable.

U.S. airlines (12) and Foreign Flag airlines (16) have indicated they will increase budgets to promote travel to the U.S. and accelerate the development of European travel to the U.S.

The two leading international travel organizations have indicated they will encourage two-way traffic to cooperate with the enlarged U.S. promotional effort.

Five U.S. travel organizations will urge foreign-born members to promote "Visit USA" promotions; will request private industry to allocate larger promotion budgets and supply travel literature; will spearhead participation by U.S. travel agents and tour operators to "Promote America Crusade in Europe"; will produce magazine, industrial handbook and tours, film festivals and seminars on travel for Japanese and Chinese potential visitors.

Seven private U.S. firms will intensify their European campaigns, increase their budgets to promote "Visit USA", reduce fares and rates and launch programs in Canada toward this end.

In the news and entertainment media, a series of public service commercials will be planned to encourage Americans of foreign descent to invite friends and relatives to visit the U.S. during 1968-69. U.S. entertainment personalities of foreign birth will be enlisted to participate in film shorts in their native language for distribution to overseas TV outlets, radio and film operators. Two new magazines will cooperate with the Task Force to encourage tourism from abroad, using their present resources and by implementing new marketing and research techniques.

[Copy of cablegram]

HON. LYNDON B. JOHNSON,
President of the United States,
The White House, Washington, D.C.

DEAR MR. PRESIDENT: I am forwarding a policy statement passed today by our Discover America Board of directors concerning present and contemplated measures to reduce the "travel gap" in our balance of payments.

As you know, we have devoted—and will continue to devote—our wholehearted efforts to reduction of that deficit. We support your efforts toward keeping the dollar strong. We believe that the present voluntary approach, coupled with increased American promotion and salesmanship both here and overseas, is the best way to close the travel gap.

In this regard the Discover America Board has set forth in our statement our readiness to expand our private industry promotional activities—heretofore most largely domestic—to foreign markets as well. I have taken the liberty of sharing this and attached statement with Vice President Humphrey, Secretary Fowler, Chairman Mills and Ambassador McKinney.

With all best wishes,

ROBERT E. SHORT,
National Chairman, Discover America Inc.

DISCOVER AMERICA INC. POLICY STATEMENT ON TRAVEL

Discover America, Inc. recognizes that the administration considers the balance of payments deficit to be of such serious proportions as to require immediate corrective measures. In this connection, the President has requested that Americans temporarily defer nonessential travel outside the western hemisphere and has appointed a special task force, chaired by Ambassador Robert McKinney, to examine new ways to increase travel to the United States by citizens of other countries.