

been effective. It has made the public more aware of and desirous of travel in the United States and, as a result, domestic tourism has increased.

Mr. ULLMAN. We thank you very much for an excellent statement, Mr. Short. Without objection, the full statement, together with all of the various attachments, will be included in the record.

Mr. Short, I was the author, as you know, of the original "See the U.S.A." resolution and subsequent "See the U.S.A." resolutions and so I have followed with a great deal of interest the work of your organization, and I know the problems that the private sector had in getting together on the common plan, and I congratulate you on what I consider a tremendously successful effort.

Are there questions?

Mr. Curtis.

Mr. CURTIS. I certainly want to join Chairman Ullman in expressing my appreciation, too, for a fine record and a fine statement.

On page 6 you say:

In this year of 1968 we will expand our program into the foreign markets.

Am I reading that right, that you already are to some degree in foreign markets, or does this mean an initial effort?

Mr. SHORT. Yes, we have been in the foreign market in a limited way in our first couple of years of existence. Specifically, what we have done in terms of the foreign markets would be largely by our members, by Pan American, TWA, Hilton and Sheraton Hotels, more on an individual basis.

Mr. CURTIS. Do you know how much in dollar amounts—I am pleased to get these amounts for 1967—was spent, say 2 years ago, and what is being spent now in your program and what is contemplated for 1968?

Mr. SHORT. As it specifically applies to the foreign visitor, I can't give you that figure today. I can say this: That whatever it was last year in terms of airline dollars it is going to be double in their 1968 budget. In terms of 1968 to hotel dollars, it also is going to be double. In terms of Hertz dollars, it going to be double. Now, I recognize that this is a generalization with no particulars, so I will get you the particular figure and submit it to you in an exhibit through Mr. Gross.

(The following information was received by the committee:)

Discover America has determined that no comprehensive measurement has been made of the amount of money being invested by the private sector of the U.S. travel industry in foreign countries to promote travel to the U.S.

In an attempt to provide some illumination on this subject, we surveyed major companies and associations, including airlines, hotels/motels, petroleum, rubber manufacturers, railroads, bus companies, steamship companies, tour wholesalers and operators, and car rental systems.

From that survey we arrived at the following estimates of total expenditures by the above groups:

1966 -----	\$37,000,000
1967 -----	46,500,000
Projected for 1968 -----	56,000,000
Percent increase, 1968 over 1967 -----	20.4

Mr. CURTIS. Very good. I also wonder what the program of the administration of cutting back on foreign investment might do to these planned expansions. This money to be effective must be spent abroad, right?