

and to act in behalf of those segments of the U.S. travel industry which cannot promote their portion of our travel product in foreign countries.

Additionally, we believe it is fair and reasonable for this expenditure to be borne by our taxpayers because revenue generated by travel spreads throughout our entire economic community.

The effectiveness of well-financed travel programs by national governments is well demonstrated by the success of other major travel destinations.

We need only look to such countries as Canada, France, Spain, Italy, Japan, Greece, Turkey, Australia and others for evidence of such success.

It seems academic to debate whether it is a legitimate function of our national government to finance a travel program since, with the establishment of the United States Travel Service, Congress determined that it is a legitimate function.

Other witnesses have recommended a different type of agency. Some have proposed that our travel bureau be given full cabinet status. Others have suggested a corporation financed by the Federal Government but removed from the bureaucratic structure.

While these recommendations have merit and should be considered, any restructuring of our national travel bureau should not be allowed to delay an expanded travel promotion program.

The United States Travel Service (USTS) is the only existing agency within the Federal Government capable of implementing such a program. Also the USTS has had plans for an expanded program ready to be implemented for some time.

It is for these reasons that we have recommended an increase in the appropriation for the USTS.

DISCOVER AMERICA,
New York, N.Y., March 7, 1968.

HON. WILBUR D. MILLS,
Chairman, Committee on Ways and Means,
House of Representatives,
Washington, D.C.

DEAR CONGRESSMAN MILLS: During my appearance before your committee on February 29, 1968, it was suggested that section 1 of the joint resolution of the Senate and House of Representatives that led to the establishment of the "DISCOVER AMERICA" program be amended to clarify the point that it shall be the responsibility of private industry and interested private organizations to continue their efforts to attract *citizens of other countries*, as well as American citizens, to the scenic, historical and recreational areas and facilities of the United States of America, its territories and possessions and the Commonwealth of Puerto Rico.

A proposed resolution for adoption by the Senate and House of Representatives authorizing the President to extend through 1969 his proclamation of a period to "Discover America—See the United States", including an amendment to clarify the point that it shall be the responsibility of private industry and interested private organizations to continue their efforts to attract citizens of other countries, as well as American citizens, to the scenic, historical and recreational attractions of the United States, is enclosed herewith as Attachment "A".

Your consideration of the suggested amendments as set forth in Attachment "A", and your help in obtaining early passage by the Senate and House of Representatives of the suggested resolution, as amended, will be greatly appreciated.

Additional information requested by Mr. Ullman and Mr. Curtis concerning the amount of money being invested by U.S. private industry to promote travel to the U.S. from foreign countries and our views on the role of the Federal government in travel promotion is being developed and will be forwarded to you shortly.

Again, I want to thank you personally for giving Discover America, Inc. the opportunity to testify before the Committee on Ways and Means. The Congress, and the President, can be assured that Discover America, Inc. will accelerate its efforts, both here and abroad, in promoting more travel to and within the United States in the effort to help ease the nation's balance of payments problem.

Truly,

ROBERT E. SHORT,
National Chairman.