

REMARKS BY VICE PRESIDENT HUBERT H. HUMPHREY  
NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS

WASHINGTON, D. C.

May 12, 1965

I am highly pleased to meet today with my friends  
of the travel industry.

As you know, I am chairman of the President's  
special Cabinet task force on travel. That task force  
was formed three months ago by the President as a means  
of meeting some of our balance of payments difficulties.

Other members of the task force include Secretary Connor;  
Secretary Fowler; Secretary Udall; Governor Buford  
Ellington, Director of the Office of Emergency Planning;  
and Sargent Shriver of the Office of Economic Opportunity.

All of us have been giving our attention to this  
important program.

There is no question that our so-called "travel gap"  
contributes to our balance-of-payments deficit. Last  
year Americans traveling overseas spent 1.1 billion  
dollars more overseas than foreign visitors spent here.  
If we add the money spent by Americans on foreign flag  
airlines and steamship tickets, our travel gap stood  
at 1.6 billion dollars - almost half our 1964 payments  
deficit.

∟ I remind you of these facts because travel is  
one of the places where we can meet our payments  
problem.

But ∟ President Johnson, in establishing our travel task  
force, made it clear that the need was for a positive  
program which would encourage more foreign visitors to

come to the United States and which would stimulate greater travel here by our own citizens.

(And may I say to our friends here representing Canada and Mexico: you, too, can gain from the increased number of tourists we hope to draw to

this continent. *→ they'll come to you too.*

↳ I wish to emphasize again today that this Administration is not adopting a restrictive policy on travel. We have stood too long for liberalized travel, for removal of travel barriers, and for lowering of travel costs to change our minds now.

↳ How then do we reduce the travel gap?

First of all, we must do more to encourage increased travel to the United States by people from overseas. I was co-sponsor of legislation four years ago which authorized establishment of the U. S. Travel Service within the Department of Commerce. (And I note that Congressman Al Ullman, another sponsor of <sup>travel</sup> ~~that~~ legislation, is here today.)

<sup>U.S.</sup> The Travel Service has done an excellent job within the limits of its small staff and small budget, just as NATO has done on an even smaller scale at home.

↳ The Travel Service has requested from Congress  
a budget increase of 500 thousand dollars this year.

This request deserves your wholehearted support. But  
even with the increase, the total Travel Service budget  
will be only 3.5 million dollars - and that is not  
enough to do the job overseas. !

~~SS~~ ↳ We have chosen a second way to reduce the travel  
gap. Legislation has been proposed to reduce from  
100 dollars to 50 dollars the duty-free allowance to  
returning travelers. I want to emphasize that this  
proposal is not meant to keep Americans at home. It is  
meant to discourage unnecessary spending overseas.

↳ The third and final part of our program is an ambitious and positive See the USA program here in the United States. I am highly encouraged by what many private companies and industry associations have already undertaken to promote the See the USA theme during this travel season. I commend those of you here today who have done this.

DISCOVER  
America

↳ Some of you have not chosen to include the See the USA theme in your promotion this spring and summer. That of course is your choice.

/ I would point out, however, that there has never been a better time to use this theme.

President Johnson and this Administration have thrown their full support behind development of our domestic travel industry. The members of our Cabinet task force are actively doing things to aid the program. All of us are publicizing the effort. These last two days, for instance, Secretary Udall has accompanied Mrs. Johnson, Mrs. Humphrey, and wives of several Cabinet members on a tour through the state of Virginia to focus attention on tourist attractions there. I have appeared several times on national radio and television on behalf of the See the USA program, and so have other members of our task force.

↳ The program, in addition, ties in closely with the President's highway and beautification programs.

↳ It also ties in with the New York World's Fair and other major tourist events throughout the country.

↳ We in government are doing our best to create the best possible climate for development of tourism.

We ask you to capitalize on that climate. All of us stand to gain.

↳ I would like now to take a few moments to tell you what our Cabinet task force has been doing.

↳ Secretary Udall and the Department of Interior have played a most active role. The National Park Service has made this spring a thorough inventory of all its facilities and the tourist facilities of our states. We know now just where more and better facilities are needed, and where present excellent facilities are not being properly publicized or used.

↳ And we are taking steps to do better.

- ⊗ Parkway !! 142-way
- ⊗ Appalachia - Tourism

↳ In addition, the Interior Department has established a special task force on Washington, D.C. The objective of this group is to make Washington, D.C., a pilot project for tourism.

↳ This ~~Interior Department~~ task force has set for itself an October deadline to give us a full proposal on long-range development of tourism in Washington, D.C.

↳ But in the meantime, the Interior Department task force is doing things to make Washington a better place to visit in 1965.

↳ Before this task force has completed its work, we expect to see a National Visitors Center in Washington - perhaps at Union Station. At this center, newcomers to Washington could arrange their entire visit to the city, from guided tours to hotel accommodations.

L They could also receive information on tourist attractions in Washington and be given orientation on United States history and government.

L The center could also provide restaurants and parking space and serve as a terminal for a visitor transport system to reduce automobile and bus congestion downtown.

L We also expect to see youth hostels in Washington where students can get inexpensive lodging. We expect to see expanded parking facilities for tourists.

We expect to see <sup>need</sup> new tourist literature in a number of foreign languages. We expect to see <sup>a</sup> better, cleaner, and more beautiful city; ~~housekeeping throughout the city and an effective cleanup~~

~~drive. Through the efforts of the Interior Department,~~

W Working with private interests and other government agencies in Washington; <sup>you,</sup> we plan to fully realize Washington's potential as a tourist attraction.

↳ The Office of Economic Opportunity plays a role in our Cabinet task force because travel is an industry which benefits underdeveloped areas of our country and which employs low-skill people. Sargent Shriver is working now with public and private agencies to increase employment opportunity through tourism.

↳ The Treasury Department plays an important part in our task force because it follows, of course, the balance-of-payments situation. But in addition, the Treasury Department is acting through the U.S. Customs Service to extend the best possible welcome to all foreign visitors to this country. <sup>↳ the</sup> ~~the~~ welcome these visitors receive often determines how long they will stay and whether they will ever be back again.

↳ Every Immigration & Customs  
office - a U.S. Travel  
Office

↳ The Department of Commerce is represented on our task force because the United States Travel Service is housed there. ↳ Beyond this, the Commerce Department has done an excellent job of soliciting cooperation of private industry in closing our balance-of-payments gap - including the travel gap.

↳ Governor Ellington, who works with all the nation's governors, has been active in alerting our states and state tourist departments to the unrealized benefits which tourism can bring to their states. I think all our states today are far more aware than they were a few weeks ago of the dollars and cents that can come into their states through tourism. And they are undertaking new programs of cooperation among themselves, with federal agencies, and with local private industry.

Tourism

Why not  
States  
Promote  
Overses  
Too

I have also been assigned by the President the privilege of working ~~task of liaison~~ with the nation's mayors, city managers, and county officials. I have called <sup>to</sup> their attention, ~~to~~ the benefits tourism can bring to their areas.

But despite our efforts within government, the greatest role in the See the USA program must be played by the private sector.

The most valuable thing we in government can do in this task is to extend our full cooperation to initiatives by private industry. We are ready to help you where you need help.

The President last week appointed my good friend Robert Short of Minneapolis as national chairman of a private industry See the USA program. I have known Bob for many years. He is energetic and has great imagination. If there's a man in this country to make See the USA a success, it is Bob Short.

↳ I know that Bob has met in the past few days with representatives of the travel industry -- in fact, with a number of you in this room. He is forming a private industry committee and is soliciting funds and staff to do a job.

↳ There is hardly an industry in this country which does not benefit directly or indirectly from tourism. But let's be quite frank. In the past, many of you have not been together in fully developing that benefit.

↳ In Bob's hands is the task of encouraging and developing a common effort, cutting across company and industry lines. The President hopes, and I hope, that you will extend your full cooperation to Bob as his private industry program gets under way.

↳ The success of that program will depend upon  
Bob Short's initiative and the initiative of those  
working with him.

~~There~~ there is no question that all of you who  
benefit from tourism know that your own self-interest  
and profits can be served by such cooperation.

yes } There is research to be done. There is promotion  
to be done. There is a greater need for travel  
packages. There is the need to look at your costs. }

↳ The travel industry has hardly touched the sur-  
face of its potential. You know the travel statistics.

↳ Those of you in the hotel business are painfully aware  
of the 65 per cent national average occupancy rate -  
while only 40 per cent of our people have ever spent a  
night in a hotel or motel.

↳ You in the airlines know that 80 per cent of our citizens have never been in a plane.

↳ You in the state tourist departments know that more than 80 million Americans took no trip anywhere last year.

All of us are well aware that more than half of our people have never been more than 200 miles away from home.

↳ This is the year, and this is the season when we intend to do something about this. I call on all of you here today:

↳ Devote yourself to this effort through your own companies.

↳ Work through your trade associations.

↳ Join wholeheartedly in the efforts of Bob Short and his private industry committee.

And in your efforts, be fully assured that we in government are fully behind you.

When these things have been done, I am confident that our domestic tourist industry can be fully developed. When it is, this country can be a magnet for tourists -- tourists from within our country and from other countries. An underdeveloped industry can be fully developed. Our travel gap can be a travel surplus.

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REMARKS OF VICE PRESIDENT  
HUBERT H. HUMPHREY  
to  
THE NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS  
at  
NATO'S "SEE THE USA" LUNCHEON  
on  
May 12, 1965  
at  
THE SHERATON-PARK HOTEL, WASHINGTON, D.C.

\* \* \*

VICE PRESIDENT HUMPHREY: Thank you very much, Mr. Chairman.

Mr. Chairman, first I want to say that I see some very important representatives of the Government here today, and I wouldn't want these men to feel, if my remarks become somewhat extended, that they need remain here enjoying the pleasantries of the afternoon even under the duress of my speech. The President and I both believe that everybody should be on the job and we will count this as work time.

I see my staff is here, too.

First, may I just say how very happy all of us are that you have gathered here in Washington today to discuss what I consider to be the most underdeveloped, or should I say, the most developing industry in America, that of travel and tourism. And I want to talk to you about it as a friend and as a public official.

It is a fact that I travel a bit in these fifty states of ours, and it is even more of a fact that every place I go, I discover America.

I was at Williamsburg, Virginia, just the other day and was privileged to journey to Jamestown for a ceremony of the granting of citizenship to new citizens, and as I was attempting to find a message that I might give to them, I centered upon the discovery of this nation.

I do this because you know many ethnic groups in our country feel it was their forebears that discovered America; and if you are from Minnesota, where there are a large number of Scandinavians, it is rather difficult to deny that it was the Vikings.

And yet, if you are from the Eastern Seaboard, up around Newark, for example, over in Rhode Island, it is rather difficult to deny that it might have been Columbus.

And so what I have centered upon is a matter, you might say, of consensus, namely, that each of us discover America every day of our lives, and we do. We discover its beauty, we discover its promise, we discover its excitement, and there is a new America for every new generation, and there is a changing America for every person every year.

(over)

I think we ought to encourage people to have that understanding of our nation and to appreciate these wonders.

I am pleased to be with the representatives of the travel industry. You know that I come here not only as a Vice President, but as Chairman of the President's Special Cabinet Task Force on Travel. Your President and this Government have taken a positive, affirmative, active interest in travel, in tourism, in seeing to it that more Americans get to know more about their country and see this country.

I might add that there is a certain political therapy in this. When people get to know more about their America, they are less critical of it. They have a better understanding of the other fellow's problem. They have a little better appreciation of his mores and cultural habits.

This is a great, big country, and it is so big that few of us have had time to even sense its greatness or its diversity. And you can do a job for America and its future like no other group in this nation. You can be the teachers by letting people see America, not just read about it.

The Chinese say that a picture is worth ten thousand words. An on-the-spot observation is worth a million, and what is more, each person gets the opportunity to see America through his or her eyes, and the beauty that is there is personal, and it leaves a lasting impression.

Now, one of the reasons of our interest, of course, in travel, outside and beyond what I consider to be the social and political--and I use that in the best sense of the word--social and political reason, is because we do face certain economic problems and certain needs in our economy. There is no question that our so-called "travel gap" contributes to our balance-of-payments deficit. We have with us today the Secretary of the Treasury, who serves on this Cabinet Task Force. We have with us today the Secretary of Commerce, who likewise serves on the Cabinet Task Force on Travel. The Secretary of Interior is a member, as is the Director of the Office of Emergency Planning, Mr. Buford Ellington: and Mr. Sargent Shriver, of the Office of Economic Opportunity.

But the travel gap, in terms of balance-of-payments, is a serious one, and I just want to mention it, without going into its detail.

President Johnson, in establishing our Travel Task Force, however, made it crystal-clear, and I want it crystal-clear to you, that the need was for a positive program which would encourage more foreign visitors to come to the United States, and which would stimulate greater travel here by our citizens.

The truth is that most citizens only have so much for travel. It is a question as to where they are going to do their shopping, where they are going to do their traveling. We do not advocate, nor do we propose to tell the American people not to travel abroad, by no stretch of the imagination, but we would like to give them some options and give them some good choices, and a choice is not one that is meaningful unless people know about it.

Now, I may say to our friends here representing Canada and Mexico--you, too, can gain from the increased number of tourists that we hope to draw to this continent, because if they come here, they will go there. We will even encourage them to do so.

I wish to emphasize again that this Administration is not adopting a restrictive policy on travel. We have stood too long for liberalized travel, for removal of travel barriers, and for lowering of travel costs to change our minds now. Then, how do we intend to reduce this travel gap?

First of all, we must do more to encourage increased travel in the United States or to the United States by people overseas, and we haven't done a good job on that.

I was the co-sponsor some four years ago of some legislation to set up the U. S. Travel Service within the Department of Commerce. And I note that Congressman Al Ullman, another sponsor of travel legislation, is here with you today.

The U. S. Travel Service has done a good job, in fact, an excellent job, within the limits of its very small staff and limited budget, just as NATO has done a good job with its limited budget and staff.

The fact of the matter is that it is almost ironical that a market that is so big and potentially so rich should have such little exploration in terms of development. I can't quite understand it. I guess we just assume that these plums of travel are going to fall off the tree without any effort.

The Travel Service has requested from Congress a budget increase of about \$500 thousand this year, and if you think the Travel Service is necessary, you had better help us get that budget request. But even with that increase, the total Travel Service budget will be \$3½ million.

My dear friends, we spend more for glue on postage stamps than for the entire Travel Service small budget. (Laughter.) And this is, I submit, not nearly enough to do the job overseas. I am speaking, of course, of the Government's activities. I will come to you a little later.

Now, we have chosen as a second way to reduce the travel gap, the legislation is before the Congress to reduce from \$100 to \$50 the duty-free allowance to returning travelers. This is controversial, I know, but I want to emphasize that this proposal is not meant to keep Americans at home. It is meant to discourage unnecessary spending overseas.

As a matter of fact, I have traveled overseas and I find that you can buy everything right back in New York or Washington, Philadelphia, or Minneapolis, or San Francisco, or Dallas, take your pick, I want to get both Texas and Minnesota in there. (Laughter) You can buy everything there that you can buy overseas.

Now, the third and final part of our program is the one that you are deeply involved in, and it is an ambitious, positive "SEE THE USA" program, discover America and discover it right here at home. And I am highly encouraged by what the many private companies and industry associations have already undertaken to promote the "SEE THE USA" theme during this travel season.

(over)

In fact, I notice that sign behind me, and I would like to see it all over, and may I suggest that wherever any of you have any business institutions or connections, that that sign be prominently displayed. That is the least that we can do, let's just start with that. It is a good sign; you can even put your name on the bottom of it, we won't protest, in fact we'll even encourage it.

I think every single business in America that has any interest at all in travel, any economic or social interest in it, ought to see to it that the United States of America has a sign like that in every building, every business institution that you have any connection with, directly or indirectly.

Do you know what education is? It is saturation. I have been a teacher. Very few people learn the first time over. Most people learn through the process of osmosis, you just steep them in it through repetition. Many of you have your advertisers here today; have them use "SEE THE USA."

Now, some of you have not chosen to include the "SEE THE USA" theme in your promotion this spring and summer. Of course this is your choice and your right. I would just like to have you re-think it, and maybe when you leave, after these sessions, you will want to include it.

I point out, however, that there never was a better time for the use of this theme. The reason, because your Government is standing with you as a partner, active partner.

This Administration has thrown its full support behind the development of our domestic travel industry. I know of not a single business in America that has the active support of Government such as yours. Without dominating, without regulating, without telling you what to do, just simply putting behind you every resource that we have at our command.

The members of our Cabinet Task Force are actively doing things to aid the program. All of us are publicizing the effort.

Why, today the First Lady of our land and a group of Cabinet wives and members of Congress and others are out traveling the beautiful part of America, advertising "SEE THE USA" and this within itself will have a tremendous impact upon the American people.

I have appeared on some radio and television shows, and I am available for more, may I say, to promote this theme. So have our distinguished Cabinet Officers, and others; and I know that our new Director of the "SEE THE USA," Bob Short, will be appearing and speaking to groups over television and radio and through the press of this important program.

Then, in addition, the program ties in closely with the President's highway and beautification programs. It also ties in with an event such as the New York World's Fair and other major tourist events throughout the country. And we in the Government are determined to do our best to create the best possible climate for the development of tourism, and we ask you and suggest to you that this is a good time to capitalize and take advantage of that climate.

Now, just a few words about this Cabinet Task Force Committee. Secretary Udall and the Department of the Interior are right in the center of it. The National Park Service has made this year a complete inventory of all of the

facilities in our state and national parks throughout the fifty states. We now know just where more and better facilities are needed, and where present facilities, excellent facilities, are not being fully or properly used or publicized, and we are taking steps to do better.

I might encourage you to take a look at the parkway programs that are being talked about. The Mississippi Parkway, starting clear up almost to Canada, at Lake Itaska, Minnesota, a parkway that will take you through the heartland of America down to the Gulf of Mexico. And let me tell you that kind of an investment is something that you ought to be promoting. Don't wait for your Government, be up here pushing the Government to do something about it.

I saw, when I was recently at Williamsburg, talking with some of the officials of the State of Virginia, that magnificent parkway that can be constructed in a very short time that will tie in several states and some of the great historical areas of America.

You put in these super, big highways, you know, these interstate systems, and you go so fast you don't get a chance sometimes to see what is on the side roads. And, unfortunately for the engineers, all of our great patriots didn't live on the Interstate System. (Laughter.)

We say occasionally you have to have a way to get them out, to go out to see some of the beauties of America, some of the wonderful sights that are here, of nature, and of our old cities, and of our classic homes, and the great shrines of freedom that are here in America.

And that parkway can start in the New England States and come right down this seaboard and it will be money well spent and rather than having a President advocate it, or the Bureau of the Budget saying we can't afford it, you ought to take the ball and run with it. No nation ever went to the poorhouse building highways, particularly, may I say, when it has an automobile industry such as ours, and a desire on the part of people to travel.

Well, I got that little lick in for the highway program.

The Appalachia program that has passed your Congress, I was very interested in how little interest there was in Appalachia on the part of some of the travel services, because Appalachia represents one of the great tourist lands of the world. Over 50 per cent of the total population of America is within two hours by airplane flight from Appalachia--two hours of it; and yet we have people that say they have got to go all the way over to the Alps or they have got to go to some other areas in order to go skiing.

I want to say that you can take a state like West Virginia, for example; the possibilities of tourism in that state are unlimited, if we but get busy. There are acres of diamonds under our feet, as it was once written, it is just a question of what we want to do with it. The potential is there and the Appalachia program has hundreds of millions of dollars built in it for the promotion of your industry.

Get a copy of the bill. See what can be done. Talk to the Governors. Talk to your Government, tell them to get moving. Government by nature is a bit apathetic. Industry by nature is active. And if you blend the hyperactivity of industry with a degree of the apathy of Government, you get a balanced performance, so I urge you to do it.

(over)

The Interior Department has established a special task force in Washington. The objective of this group is to make Washington, D. C., a pilot project for tourism, and we can do it.

This task force has set for itself an October deadline to give us a full proposal on long-range development of our tourism in Washington. I might dissent for a moment to say I think they ought to have it a little earlier. In the meantime, the Interior Department task force is doing things to make Washington a better place to visit in 1965. And the wife of the President, in cooperation with the Commissioners here, and in cooperation with the Department of Interior, is making this city more beautiful every minute. It is more beautiful this year. The flowers and the shrubbery and the beauty of the city is there.

Now, before this task force has completed its work, we expect to see a National Visitors Center in Washington. I suggest perhaps at the Union Station, a beautiful bit of architecture, a fine building, properly located and seldom used. (Laughter.)

At this Center, newcomers to Washington could arrange their entire visit to the city, from guided tours to hotel accommodations. I think it is nothing short of shameful that the Nation's Capital doesn't have a major center where the people who are not accustomed to coming to these big cities, and we are not all big city people you know, where they can go to one place to find out what is available, to get some guidance and some helpful suggestions. They could also receive information on tourist attractions at the Center of Washington and also be given an orientation on the United States history and government. It amazes me how poorly we do by our fellow citizens.

The story of America is not known by everybody. We have documentary films, we have films of the beauty of this country, and I guess somebody has them locked up, because to get anybody to show one is a major task. In fact, while I am on my feet, I want to suggest to any member of Congress who might be here, that there is nothing to prevent the Congress of the United States from using those highly costly expensive auditoriums, to open them up for the people, so that when the people come in they can learn a little bit about their government. There are films available, they have been made, but they are locked up. We surely do like to take care of them.

Now, this center could also provide restaurants, cafeterias, parking space, and serve as a terminal for a visitor transport system to reduce automobile and bus congestion downtown. While you are here, you might want to talk to your Congressman or Senator about this.

Do you know that there are not five drinking fountains on the Capitol grounds? There are no benches. We are going to make people stand. It would seem to me that sooner or later we could try to remember that the country is coming to the capital. I know there was a time when very few people came here. In fact, there are more students that come to the Nation's Capital in one week now than came here in a year, ten years ago. That is a factual statement.

There are more students that come here in one week now than came here in two years, fifteen years ago. And we haven't added a single new facility. We believe in tradition. (Laughter.)

It just seems to me that somewhere along the line those of you that are interested in tourism and make this your business would insist that your Congress

respond to the needs of the people that you depend upon for your livelihood, the American people.

This is the end of the line, you know. When you bring the people here to the Nation's Capital, as a tour, this is what they want to see, and one of these days somebody is going to tell them that you didn't provide the facilities, even though it is not your fault.

Now, we expect to see youth hostels in Washington where students can get inexpensive lodging, and we expect to see expanded parking facilities for tourists. We will have 90 million automobiles on the road by 1970, 90 million.

Now, maybe between now and 1970 somebody might figure out about a few more parking lots, because it takes me now fourteen minutes longer to come from my home, and I have lived in the same home in Washington for sixteen years, than it did five years ago, and I have got a driver who knows how to drive.

Why? Traffic! And when you get there, unless you are a Senator or a Congressman or a Cabinet Officer, you can't park.

When I was a Senator, I would have my dear constituents come up to see me and they would be driving around for two or three hours looking for a place to park, and I literally have had this happen: I share this with you, several times, I have had people come in, a mother with a family, crying, saying, "Mr. Senator, I have been driving around and driving around, my husband has been driving around, and we can't find any place to park. What do we do?"

I said, "Just leave it in the street." (Laughter.) "Because if this city doesn't have enough sense to provide you with parking and does not have enough sense to be concerned about the flow of traffic, there is only one thing for you to do, just leave it there. You are my citizen and I am your Senator." (Applause.)

Now, I know that wasn't the way it was supposed to be done, but have you ever had an irate constituent who has been driving around for three hours, with five little children, in a hot, steaming station wagon, and the car is a-boiling, and you came down here to see the sights, and all you saw was just a stop sign? And it is worse today than it was then. So we are going to do something about it, and it is in your interest to do something about it.

Now, we need and expect to see new tourist literature in a number of foreign languages. I don't know where anybody gets any tourist literature in these cities in foreign languages. Maybe there are some places. I am a reasonably intelligent fellow, not particularly better than anybody else, but I read and I travel a good deal and talk to a large number of people, and if there is anybody around here who knows where you can get anything in the many foreign languages of the different peoples that come here, unless he goes to the State Department, it is beyond me.

So we need to do that.

We need to plan to fully realize Washington's potential as a tourist center.

(over)

Now, the Office of Economic Opportunity has a role in this, and that is to see to it that people of low skills are upgraded, and therefore to bring these skills to the travel industry, and to provide certain benefits and aids to the underdeveloped areas of our country.

I shan't go into the Treasury Department, except to say that we can make every Customs Office in America a show-place for tourism. Instead of just collecting money, somebody ought to collect some good ideas there about where to go, and every Customs Office ought to literally have a place within it where every state can advertise its wonders, and the same with every Immigration Office.

A little spark, a little get up and go, for each and every one of us.

Now, the Department of Commerce is represented on the task force because the United States Travel Service is housed there. Beyond this, the Commerce Department has done an excellent job of soliciting cooperation of private industry in closing our balance-of-payments gap, including the travel gap, working closely with the Department of the Treasury.

Governor Ellington is here with us, and he works with all of the nation's governors, and he has been active in alerting our states and state tourist departments to the unrealized benefits which tourism can bring to those states. I think all of our states today are far more aware than they were a few weeks ago of the possibilities of tourism and of the dollars and cents that can come to their states through tourism. And they are undertaking new programs of cooperation among themselves, with federal agencies, and with local private industry, and I suppose some states do this, but may I suggest to those states that feel that they have extra wonderful things to attract people, that they could conduct their own tourism campaign in Europe or in South America. It doesn't have to be just the Federal Government, for everybody that believes in states' rights, spend some of that money and just put yourself up in office and advocate that people come to your state.

It seems to me that this is another possibility.

Now, I have been assigned by the President to work with the mayors and city managers and local officials, and we have been talking to them about "SEE THE USA" and the benefits of tourism in their areas.

All these things I have mentioned are partially government activities, but despite our efforts in government, the real job is going to be done by you, the "SEE THE USA" program by the private sector.

And the most valuable thing that we in government can do is to extend our cooperation and to have a little initiative of our own, which I believe that we are demonstrating. We are ready to help, but I do not want to see the Government take over the tourist business. We want to help you develop the tourism business.

The President last week appointed my good friend, who is here with us today, Robert Short, of Minneapolis, Minnesota, as the National Chairman of a private industry "SEE THE USA" program.

I have known this man for many, many years. He has worked in government, he has worked as a private individual, as a very successful businessman and entrepreneur. He is energetic, he is hard-working, he is able, and he is

imaginative. And if there is a man in this country who can make "SEE THE USA" a success, I think it is Bob Short. And I am sure that is what the President thought or he never would have been appointed.

I know that Bob has met in the past few days with many of you in this room. He is forming a private industry committee and is soliciting funds and staff to do the job.

There is hardly an industry in this country which does not benefit directly or indirectly from tourism. But let's be quite frank about it, that's the reason I came here. In the past, many of you have not, and I underscore the word "not," been together in fully developing that benefit, the benefit of tourism.

In Bob Short's hands is the task of encouraging and developing a common effort, a pooling of our efforts, cutting across company and industry lines. The President hopes, and I hope, and your Cabinet Task Force hopes, that you will extend your fullest cooperation to Mr. Short as this private industry program gets under way.

The success of that program will depend upon your initiative, Bob, and upon the initiative of those working with you.

There isn't any question in my mind that all of you who benefit from tourism know that your own self-interest and profits can be served from this cooperation.

Now, finally, there is research to be done. Research. I know of no industry today that progresses, that moves ahead, without a substantial sum for research. There is promotion to be done. Individually there is great promotion, in cooperation we can do even more. There is a greater need for travel packages. You sell travel just exactly as you sell the car. You sell it just like we sell things in Humphrey's Drug Store. I was brought up as a merchant. I have never forgotten it. People don't just love you and come in and buy from you, you have to earn it, you have to sell it, you have to package it, you have to merchandise it, and you know it. And the trouble is that somebody hasn't quite awakened to the fact that this market has been barely scratched. We haven't even touched it.

With more leisure time, with greater profits, with more wages, with higher wages, with a shorter work week, with everything that people have today, tourism is a natural.

And I have a feeling that there will be a lot more competition unless people that are in it decide that they are going to do a better job.

The travel industry has, I repeat, hardly touched the surface of its potential.

Now, you know the travel statistics. When I read them, I was shocked. Those of you who are in the hotel business are painfully aware of the 65 per cent national average occupancy rate--while only 40 per cent of our people have ever spent a night in a hotel or motel, I think that is maybe a little heavy, I doubt that--well, about 40 per cent, between 40 and 45 per cent.

(over)

I digress to say, you know, that people used to say in my home state of Minnesota, "Well, it's a great place in the summer," and the people who were saying that were always going someplace else in the winter, to go skiing or tobogganing or skating; and we have more snow and more ice and more lakes and more possibilities for winter sports than any place that I can think of.

And, finally, some young fellow that just got back from the wars said, "You know, I bet you the people might even skate here at home, they might even go tobogganing, they might even go skiing."

And now we have all over our state ski slides and winter sports competing now dollar for dollar with summer recreation.

There it was, right there. He didn't even have to hire an ice-making machine. He didn't even have to make artificial snow. It was there. And people today are earning a handsome profit out of a resource that had been under their nose for I don't know how many hundreds and thousands of years. All we used to ever say about snow was--that you had to shovel it. And now it is just like--it's just green velvet, just wonderful.

You in the state tourist departments know that more than 80 million Americans never went any place last year, except from home to the job, 80 million of them. As a matter of fact, I gather that over half of the Americans have never been over 200 miles away from home. Is it any wonder that we have a little trouble in America understanding each other?

And, by the way, if you get over 200 miles away from home, you miss most of the relatives. (Laughter.)

Now, all of us are well aware that more than half of our people, as I have indicated, have never done any substantial traveling. So this year, I think, is the year to make a breakthrough. This is the season when we can do something about all of this, and I call upon all of you here today to join in, not the battle and the war on poverty, but to join in the new gold rush of 1965, because it is here, the business is here, the opportunity is here, if you but reach out and take it.

Devote yourself to this effort through your own companies, and I commend those that have done so well. Work through your trade associations. Redouble your efforts. Join wholeheartedly in the efforts of Bob Short and his private industry committee, and in your efforts be fully assured that your Government will do what it can to be of help and always is fully behind you.

When these things have been done, I am confident that our domestic tourist industry can be fully developed, and the market will expand and expand, and when it is, this country can be a magnet for tourists--tourists from within our country and from other countries. An underdeveloped industry can be fully developed, and, Mr. Secretary of the Treasury, our travel gap can become a travel surplus. What a happy day for you.

And, Mr. Secretary of Commerce, travel, tourism, you can point to as one of the great industries, in fact, the most successful industry of all in this land of beauty and opportunity, the United States.

I wish you well. I ask you to join in the common effort, and be assured that we will be in the front line with you, helping, if you want us.

Thanks. (Standing applause.)

FOUNDED IN 1941

[Transcript]



# NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS

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14 May 1965

Hon. Ted Van Dyk  
Assistant to The Vice President  
New Senate Office Building  
Washington, D. C.

Dear Ted:

We are pleased to send along this transcript of the Vice President's speech before our NATO group last Wednesday, and the tape recording from which it was made.

It was a pleasure to have you with us to hear his remarks.

Cordially,

James C. Gross  
Executive Director

JCG:rw  
Encl.



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