

REMARKS BY SENATOR HUBERT H. HUMPHREY

AMERICAN HOTEL AND MOTEL ASSOCIATION
ANNUAL CONVENTION

San Juan, Puerto Rico

December 3, 1974

During the first shock waves of the energy crisis, the cry was heard to eliminate non-essential use of energy. The tourist industry was the first candidate as being "non-essential." But as all of you know, tourism makes an important contribution to the American economy.

We are again facing a cold winter with short supplies of refined petroleum products and shortages of natural gas and coal. We are confronted with rising unemployment, inflation and recession all at the same time. Again, it is difficult for many Americans to be concerned about the tourist industry or a national tourism policy.

However, I believe a strong case can be made for the importance of the tourism industry to the American economy.

I know that all of you realize the importance of tourism to the United States or you would not be here, but I believe that certain statistics bear repeating here.

Overall, tourism is a \$61 billion per year industry in the United States.

It is among the top three industries in forty-six of the fifty states. For example, snowmobiling alone in my state of Minnesota brings in \$17 million a year in state taxes and fees. That does not take into account all of the hunters, fishermen, hikers, boaters and sightseers that bring revenue to the state each year.

Tourism expenditures are the second ranking retail expenditure in the United States.

By 1980 tourists will be spending \$127 billion per year in the United States.

Tourism is responsible for sustaining four million jobs, generating over five per cent of our gross national product, and providing almost five per cent of total civilian employment.

Yet, despite the importance of tourism to the U.S. economy, our government still does not have a national tourism policy. I am proud that I am a cosponsor of a Senate Resolution which now authorizes the Senate Committee on Commerce to make an investigation and study on the policy and role of the federal government on tourism in the United States. The Senate agreed to this Resolution on October 10th of this year.

Many of you have appeared before Committees of Congress and before the National Tourism Resources Review Commission to express your concern for a comprehensive national tourism policy. As you know, the federal government is deeply involved in an array of tourism programs, but it is not responding effectively to the phenomenal growth of tourism and the public demands for an adequate national tourism policy.

It is my hope that Congress, as a result of the Commerce Committee study, will go beyond the broad guidelines and recommendations set forth in the National Tourism Resources Review Commission's report, Destination USA.

That report, among other things, predicts spending for domestic tourism will total \$850 billion over the decade 1970-80.

The largest part of that spending will be for food, lodging, transportation, and entertainment. The remainder -- \$170 billion -- represents the investment expenditures to meet service demands.

The impact of these expenditures is diffused throughout the economy. The Report estimates that for every four dollars of income generated in activities directly serving tourism, another three dollars is generated indirectly in related activities such as agriculture or real estate.

Surely, no other country can offer the accommodations to a traveler that we can, either quantitatively or qualitatively.

In addition to our unrivaled ability in the United States to accommodate the traveler, is the scenic diversity of our country which, in my judgment, is unequaled. We have majestic mountains; gentle rolling hills; picturesque canyons; mighty plains; white sandy beaches; great plains and deserts. In short, every form of natural beauty. We also have great national and state parks, great cities and great historic sites.

Therefore, it should come as no surprise that, when asked, most foreign tourists list the United States as the destination they most like to visit. The same is true for American tourists.

Our rapidly approaching Bicentennial Celebration offers an excellent opportunity, I believe, for us to capitalize on this preference.

One of the major themes for our national celebration is "Heritage '76." This theme is intended to focus on the panorama of our nation's history as it has unfolded over the past two hundred years. Developed properly, it is an excellent way, in my judgment, to explain what America is, and who Americans are.

Such explanation would not solely be for the benefit of our foreign visitors, but for all Americans. We need to explain ourselves, our diverse ethnic and regional backgrounds, to one another as well.

Unfortunately, however, it seems our efforts at the federal level to organize and create an exciting, memorable Bicentennial have not been successful. The American Revolution Bicentennial Commission has been dissolved and the American Revolution Bicentennial Administration created, but nothing significant has happened.

With less than two years remaining before our 200th birthday, the Bicentennial Administration has not come up with a comprehensive national tourism policy. They have yet to solve such problems as the handling of large numbers of foreign visitors, travel facilities, and accommodations.

Unless greater effort is made to introduce and familiarize visitors -- whether from abroad or fellow citizens -- with the many regions, cultures and diversified history of America, our Bicentennial celebration will not fully realize its potential for explaining America and its people.

We cannot afford to squander yet another valuable national resource, the tourism industry. I suggest there is an urgent task -- convince this Administration, the Congress and the American people what tourism means to our economy and way of life.

I like your Election System

✓ { President Handberg - becomes ch of
X { Harvey Mullikin - Pres-Elect.

Paul Galiese }
to be President
elect from V.P.
Richard (Dick)
Haltzman }
to be V.P. -
from Treasurer

Neil Messick J

(to be Treasurer
up from Sect

Al McDermott

Wash Repres of A.H. & M.A.

Tom J. Lennon (Homestead
Hot Springs, Pa)

Bill Walton

REMARKS BY SENATOR HUBERT H. HUMPHREY

Minneapostons Here

AMERICAN HOTEL AND MOTEL ASSOCIATION

ANNUAL CONVENTION

Roy Watson - Kallen

SAN JUAN, PUERTO RICO

Curt Carlson

DECEMBER 3, 1974

Chuck Carey

cancelled

airlines, Buses, Trains
Travel Bureaus, credit
card companies, Hotels
& motel industry, Travel
Publications, restaurant
industry, Travel Agents
Tour operators,
Bicentennial Planners,
Convention Bureaus

means

Together in Travel - National and
International
organization
whose concern is to Promote Tourism
+ provide Transportation, accomodation & services
for the Traveler -

Hershel Sarkin
Publisher - Travel
Weekly

Sarkin
helped
in my
first
opportunity
program
Photography
in
disadvantaged
youngsters

(15 members - 4 from Govt
" from Private)

{ The National Tourism Resources Review
Commission - Public Law 91-477 - (1970)

{ Studied Tourism needs + resources +
Reported to the President + Congress -
6 Volumes - 500,000 word Report

"Report stated "We regard our effort as a Voyage of Discovery
more needs to be undertaken so that Americans
can deal rationally + effectively with
this enormous national entity"

"Tourism is seldom considered as a
major economic activity -
Tourism not easily defined

"Neither the Federal Government nor the
business community regards tourism
as a separate, identifiable industry which
has a substantial impact on our
economy or the quality of life"

Bill Walton - Holiday
Exec. V.P.

L DURING THE FIRST SHOCK WAVES OF THE ENERGY CRISIS, THE

CRY WAS HEARD TO ELIMINATE NON-ESSENTIAL USE OF ENERGY. THE

TOURIST INDUSTRY WAS THE FIRST CANDIDATE AS BEING "NON-

ESSENTIAL." (BUT AS ALL OF YOU KNOW, TOURISM MAKES AN IMPORTANT

CONTRIBUTION TO THE AMERICAN ECONOMY.)

WE ARE AGAIN FACING A COLD WINTER WITH SHORT SUPPLIES OF
REFINED PETROLEUM PRODUCTS AND SHORTAGES OF NATURAL GAS AND

COAL. WE ARE CONFRONTED WITH RISING UNEMPLOYMENT, INFLATION

AND RECESSION ALL AT THE SAME TIME. AGAIN, IT IS DIFFICULT

FOR MANY AMERICANS TO BE CONCERNED ABOUT THE TOURIST INDUSTRY

OR A NATIONAL TOURISM POLICY.

HOWEVER, I BELIEVE A STRONG CASE CAN BE MADE FOR THE

IMPORTANCE OF THE TOURISM INDUSTRY TO THE AMERICAN ECONOMY.

I KNOW THAT ALL OF YOU REALIZE THE IMPORTANCE OF TOURISM
TO THE UNITED STATES OR YOU WOULD NOT BE HERE, BUT I BELIEVE
THAT CERTAIN STATISTICS BEAR REPEATING HERE.

OVERALL, TOURISM IS A \$61 BILLION PER YEAR INDUSTRY IN THE
UNITED STATES - 1972

IT IS AMONG THE TOP THREE INDUSTRIES IN FORTY-SIX OF THE
FIFTY STATES. FOR EXAMPLE, SNOWMOBILING ALONE IN MY STATE OF
MINNESOTA BRINGS IN \$17 MILLION A YEAR IN STATE TAXES AND FEES.

THAT DOES NOT TAKE INTO ACCOUNT ALL OF THE HUNTERS, FISHERMEN,
HIKERS, BOATERS AND SIGHTSEERS THAT BRING REVENUE TO THE STATE
EACH YEAR.

Tourism expenditures are the second
ranking retail expenditures in the U.S.

TOURISM EXPENDITURES ARE THE SECOND RANKING RETAIL EXPENDITURE
IN THE UNITED STATES.

It is estimated that
BY 1980 TOURISTS WILL BE SPENDING \$127 BILLION PER YEAR IN
THE UNITED STATES.

*Jobs - In Minutes to
Equal emp. of pri.*
TOURISM IS RESPONSIBLE FOR SUSTAINING FOUR MILLION JOBS, and
GENERATING OVER FIVE PER CENT OF OUR GROSS NATIONAL PRODUCT,
AND PROVIDING ALMOST FIVE PER CENT OF TOTAL CIVILIAN EMPLOYMENT.

YET, DESPITE THE IMPORTANCE OF TOURISM TO THE U.S. ECONOMY,

OUR GOVERNMENT STILL DOES NOT HAVE A NATIONAL TOURISM POLICY.

(See the first page)

S. Res 281

~~I AM PROUD THAT~~ I AM A COSPONSOR OF A SENATE RESOLUTION WHICH

NOW AUTHORIZES THE SENATE COMMITTEE ON COMMERCE TO MAKE AN

INVESTIGATION AND STUDY ON THE POLICY AND ROLE OF THE FEDERAL

GOVERNMENT ON TOURISM IN THE UNITED STATES.

(X)

In U.S. Govt - No Single organization
or Comprehensive Policy coordinates
the efforts of Various depts & Agencies to
encourage Domestic Tourism.

89 - Programs in 10 Separate Exec Depts

47 Programs in 36 Independent Agencies
having some bearing on Travel & Tourism.

102 - are related to Recreation & Construction

25 deal with Transportation

38 relate to Development of attractions
in cities, including Parks, historic sites,
recreation facilities

THE SENATE AGREED TO THIS RESOLUTION ON OCTOBER 10TH OF THIS YEAR.

MANY OF YOU HAVE APPEARED BEFORE COMMITTEES OF CONGRESS AND BEFORE THE NATIONAL TOURISM RESOURCES REVIEW COMMISSION TO EXPRESS YOUR CONCERN FOR A COMPREHENSIVE NATIONAL TOURISM POLICY.

AS YOU KNOW, THE FEDERAL GOVERNMENT IS DEEPLY INVOLVED IN AN ARRAY OF TOURISM PROGRAMS, BUT IT IS NOT RESPONDING EFFECTIVELY TO THE PHENOMENAL GROWTH OF TOURISM AND THE PUBLIC DEMANDS FOR AN ADEQUATE NATIONAL TOURISM POLICY

IT IS MY HOPE THAT CONGRESS, AS A RESULT OF THE COMMERCE

COMMITTEE STUDY, WILL GO BEYOND THE BROAD GUIDELINES AND

RECOMMENDATIONS SET FORTH IN THE NATIONAL TOURISM RESOURCES

REVIEW COMMISSION'S REPORT, DESTINATION USA.

{X}

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Sen Inaya

THAT REPORT, AMONG OTHER THINGS, PREDICTS SPENDING FOR
DOMESTIC TOURISM WILL TOTAL \$850 BILLION OVER THE DECADE
1970-80.

THE LARGEST PART OF THAT SPENDING WILL BE FOR FOOD, LODGING,
TRANSPORTATION, AND ENTERTAINMENT. THE REMAINDER -- \$170 BILLION
-- REPRESENTS THE INVESTMENT EXPENDITURES TO MEET SERVICE DEMANDS.

THE IMPACT OF THESE EXPENDITURES IS DIFFUSED THROUGHOUT THE
ECONOMY. THE REPORT ESTIMATES THAT FOR EVERY FOUR DOLLARS OF
INCOME GENERATED IN ACTIVITIES DIRECTLY SERVING TOURISM,
ANOTHER THREE DOLLARS IS GENERATED INDIRECTLY IN RELATED
ACTIVITIES SUCH AS AGRICULTURE OR REAL ESTATE.

SURELY, NO OTHER COUNTRY CAN OFFER THE ACCOMMODATIONS TO
A TRAVELER THAT WE CAN, EITHER QUANTITATIVELY OR QUALITATIVELY.

{ IN ADDITION, TO OUR UNRIVALED ABILITY IN THE UNITED STATES
TO ACCOMMODATE THE TRAVELER, IS THE SCENIC DIVERSITY OF OUR
COUNTRY WHICH, IN MY JUDGMENT, IS UNEQUALED! WE HAVE MAJESTIC

MOUNTAINS; GENTLE ROLLING HILLS; PICTURESQUE CANYONS; MIGHTY

Lakes, Rivers, ~~Barren sites, natural beauty, forests~~
PLAINS; WHITE SANDY BEACHES; GREAT PLAINS AND DESERTS; IN

SHORT, EVERY FORM OF NATURAL BEAUTY, WE ALSO HAVE GREAT *forests,*

NATIONAL AND STATE PARKS, GREAT CITIES AND GREAT HISTORIC SITES.

THEREFORE, IT SHOULD COME AS NO SURPRISE THAT, WHEN ASKED,

MOST FOREIGN TOURISTS LIST THE UNITED STATES AS THE DESTINATION

THEY MOST LIKE TO VISIT. { THE SAME IS TRUE FOR AMERICAN TOURISTS.

Bicent
{ OUR RAPIDLY APPROACHING BICENTENNIAL CELEBRATION OFFERS AN

EXCELLENT OPPORTUNITY, I BELIEVE, FOR US TO CAPITALIZE ON THIS

PREFERENCE.

*Remember - Not only the controlled farmers
of Lexington & Concord - but the
gatherings in Taverns, & Inns!*

ONE OF THE MAJOR THEMES FOR OUR NATIONAL CELEBRATION IS
"HERITAGE '76." THIS THEME IS INTENDED TO FOCUS ON THE PANORAMA

OF OUR NATION'S HISTORY AS IT HAS UNFOLDED OVER THE PAST TWO

HUNDRED YEARS. DEVELOPED PROPERLY, IT IS AN EXCELLENT WAY, IN

MY JUDGMENT, TO EXPLAIN WHAT AMERICA IS, AND WHO AMERICANS ARE.

SUCH EXPLANATION WOULD NOT SOLELY BE FOR THE BENEFIT OF OUR

FOREIGN VISITORS, BUT FOR ALL AMERICANS. WE NEED TO EXPLAIN

to know ourselves,
OURSELVES, OUR DIVERSE ETHNIC AND REGIONAL BACKGROUNDS, ~~TO ONE~~

to each other
~~ANOTHER AS WELL.~~

UNFORTUNATELY, HOWEVER, IT SEEMS OUR EFFORTS AT THE FEDERAL

LEVEL TO ORGANIZE AND CREATE AN EXCITING, MEMORABLE BICENTENNIAL

HAVE NOT BEEN SUCCESSFUL.

L THE AMERICAN REVOLUTION BICENTENNIAL COMMISSION HAS BEEN

DISSOLVED AND THE AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION

all to little
CREATED, BUT ~~NOTHING SIGNIFICANT~~ HAS HAPPENED.

L WITH LESS THAN TWO YEARS REMAINING BEFORE OUR 200TH BIRTHDAY,

THE BICENTENNIAL ADMINISTRATION HAS NOT COME UP WITH A COMPREHEN-

It has
SIVE NATIONAL TOURISM POLICY. ~~THEY HAVE~~ YET TO SOLVE SUCH

PROBLEMS AS THE HANDLING OF LARGE NUMBERS OF FOREIGN VISITORS,

TRAVEL FACILITIES, AND ACCOMMODATIONS.

U.S. Travel Service - USIA - State Dept work for Bicentennial Together

UNLESS GREATER EFFORT IS MADE TO INTRODUCE AND FAMILIARIZE
VISITORS -- WHETHER FROM ABROAD OR FELLOW CITIZENS -- WITH THE
MANY REGIONS, CULTURES AND DIVERSIFIED HISTORY OF AMERICA, OUR
BICENTENNIAL CELEBRATION WILL NOT FULLY REALIZE ITS POTENTIAL
FOR EXPLAINING AMERICA AND ITS PEOPLE.

WE CANNOT AFFORD TO SQUANDER YET ANOTHER VALUABLE
NATIONAL RESOURCE, THE TOURISM INDUSTRY. ^{for maintenance,} I SUGGEST THERE IS AN
URGENT TASK -- ^{To} CONVINCE THIS ADMINISTRATION, THE CONGRESS AND

THE AMERICAN PEOPLE WHAT TOURISM MEANS TO OUR ECONOMY AND WAY

OF LIFE --

Discover America - Know our land.

You can lead the way:

- (1) Federal office at White House level
- (2) Tourism office in each State

- (3) Package Tours
- (4) Family Tours

\$2.5 million
U.S.T.S. - now
has both Intern
& domestic
authority
needs approval



American Hotel & Motel Association

777 14TH STREET, N.W. ★ WASHINGTON, D.C. 20005 ★ (202) 347-8731

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THIS COPY OF SPEECH

ALBERT L. McDERMOTT
Washington Representative

January 16, 1975

JAMES E. GAFFIGAN
Assistant

Honorable Hubert H. Humphrey
U. S. Senate
232 Old Senate Office Building
Washington, D.C. 20510

Dear Senator:

Members are still remarking to me about the dynamic speech which you delivered to our convention in San Juan last month. Regardless of whether you took a cram course, as was your custom when faced with an exam, the members were tremendously impressed--not only with your "delivery", but with the great amount of knowledge which was contained in your speech.

I am enclosing (1) a transcript of your remarks, (2) some photographs taken during the course of your visit, and (3) some press clippings.

Again, many thanks for putting some life, vitality and inspiration into our 63rd Annual Convention.

Sincerely,

Albert L. McDermott
Washington Representative

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Enclosures

This morning I would like to talk with you for a few minutes about the energy situation and tourism. As a Senator, I have learned a great deal about the energy emergency we face and I have done a considerable amount of traveling. As a result, I have stayed in a number of your fine hotels and motels. And, I look forward to visiting with many more of you.

Let's talk first about energy. As an innkeeper, you may not be the most experienced person in the energy field. You may not be able to discuss the national food policy as well as somebody from the Department of Agriculture or a Professor of Agricultural economics, but you do know travel. You do know tourism. You do know your business and you know its needs. May I suggest you concentrate on that. This is one of the great needs of this industry, as I've tried to study your work for a little while.' It is really in a sense, as the National Tourism Resources Commission pointed out, it's an industry that is proliferate. It's an industry that doesn't have its own identity as yet. And you need to give it that identity. Here you are today and in this conference in the theme of together in travel. Together in Travel, now that means something; either that, or its just another cheap slogan and I want it to mean something. What it means is that all of the people that are involved in the travel and tourism industry are going to try to get together and pull together. Now that means you make some compromises. It means you have to give a little in order to get a little, its very much like politics. The true believers never get anything done, cause it's got to be their way and if it isn't their way, they'll wreck the whole establishment. And let me tell you that in this organization if there's some true believers that the only way you can do it is through the credit card companies, or the only way you can do it is through the travel agencies, and they've got to have their way or the only way you can do it is through the hotels in the downtown section of the small towns, in other words, if there's people here that aren't willing to work

together, the sooner you sort them out, the better you'll be off because your industry is on the line and you've heard it from Bill Walton this morning. So I come to you to ask you this morning to give us a plan of action. ~~THE~~ It's been said here that the Congress has shown some interest, it has. During the time that I was Vice President of the United States I served as Chairman of the Travel Committee; some of you may recall it. We had a program that was called "Discover America". The purpose of it was to encourage foreign visitors to come to the United States. And one of the things that we learned at that time was how poorly equipped we were for foreigners. We didn't have package tours of any consequence, we didn't have people that could interpret, at least available, different languages, and by the way, just simple things, if you want foreign visitors you ought to put on the mens room and the ladies room, at least in one other different language. Kind of hard to be looking for the place, you know, when you really got to go. You ought to be at least that hospitable. Take a look at the nation's capitol, I've been planning to do something about this for years. Here's a nation of multiplicity of ethnic groups and nationalities in the United States of America. We do not even have in the nation's capitol a sign on a single door in Spanish, and yet we have millions of people in America of Spanish origin that speak the Spanish language. We assume that everybody that comes here first of all graduate in English and if you don't know the English language, stay home. You need to do something about that. You need to start to internationalize, as was said here this morning, internationalize your industry. Do it even if its only for the purpose of a kind of environment. Just let people know that you're interested in another language, such as the French or maybe the Japanese cause they used to travel around here a good deal;

they have a little hard time now, but they'll be back, don't you worry, they'll be back, they work hard. They overcome adversity through hard work, not through complaints. And there will be others of other language groups that will be here. And I think its important that even if you'll never get a visitor, or maybe only one a year, from one of these countries, that in your hotel or motel, or in your resort or wherever you are, or in your travel bureau, that you have a bulletin that indicates that you know there are other languages spoken in the world except the English language. It'll help--it'll show you mean business--but those are just some quick thoughts that I wanted to pass on to you this morning. I looked at that report that I talked about, by the way, I'm sure you've all read it, The National ~~Resources~~ Tourism Resources Review, six volumes, five hundred thousand words. You didn't know you were that important, did you? When they got all through with it, what they said was "we regard our efforts as a voyage of discovery, more needs to be undertaken so that Americans can deal rationally and effectively with this enormous national entity"--that is your business, the national entity. Tourism is seldom considered as a major ~~and~~ economic activity, that's what came out of five hundred thousand words, that's what came out of two years of study, out of six volumes of reports. Neither the federal government or the business community regards tourism as a separate identifiable industry which has a substantial impact on our economy or the quality of life. Now that's an official report, not of a bunch of government bureaucrats, cause there were only four of them, eleven from your industry, a commission of fifteen, and of the fifteen what did they say when they got all through with it, they said you didn't have an identifiable industry--that no one

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seemed to understand the economic impact of the thousands of you, the hundreds of thousands of you that are engaged in this business called travel or tourism or leisure time activity. I think this tells you something about your job here in this conference, and I repeat, you have friends in Congress, you have friends in government all over the ~~whole~~ country. But they need your guidance, or should I say to you what I've said to the doctors sometimes. Either you help us, or we'll do it in our own clumsy way, because we can't afford to let you go down the drain. And if we do it in our own clumsy way, you'll be unhappy with us, but if you help, together ~~XXXXX~~ we can make it work. Every bit of initiative in this field and the governmental level has been taken by a Senator or Congressman that was concerned. Maybe some of you ~~have~~ spoke to that Senator or that Congressman. But you ought to pass a resolution of thanks and commendation to the distinguished Senator from Hawaii, Senator Inouye for what he's done for this industry. Believe me he has been there to help you. Senator Magnuson^(e) of Washington, for example, ^{is} another, and it goes on both sides of the ~~XXXXXXXXX~~ aisles, there's no politics in tourism. We all like to come and see you, and we love to have your hospitality and you've gone out of your way to make it easy for us. Now during the very first shock ~~wave~~ waves of the energy crisis, and that energy crisis is with us, don't you ~~XXXXX~~ kid yourself, and it's going to be with us a long time, so we have to adjust to it, we have to know what to do about it, the cry was heard to eliminate non-essential, that is non-essential uses of energy, and at the head of the list by practically everybody that talked about a non-essential industry was tourism. The tourist

industry. Now why. Because no one understood what was going on. One of the advantages that I have in coming to you this morning is that I've been compelled to look at your industry. That's about the way I got through college. I never really much studied before the exam. I was compelled at that moment to face reality. And I was compelled today to look at some of these reports, so I could at least talk to you ~~about~~ in some degree of intelligence. Well we're again facing a cold winter and it's going to be colder than last winter they tell me, and we're going to have some troubles of shortages, most likely in the natural gas field and possibly in coal and possibly even in oil. We're confronted with the twin devils of inflation and recession, that's hard to do you know, get both of them at the same time, but we've done it--and it makes it all the more difficult for government to know what to do--because if you attack inflation you may create more recession. If you attack recession or unemployment, you may create more inflation. So we have to deal with two diseases at the same time, both of which when you start the medication process, has side affects that are very difficult. Very serious. And your government is going to struggle with this a long time, make no mistake about it. We're not going to get out of this inflation-recession cycle in a hurry. No one has any easy answers. I participated with the program for the economic summit which I think was a good program sponsored by the President. It was a program that brought together thousands of people in this country to talk about their economic problems, to talk about solutions, to talk about ways and means of trying to do something about inflation and recession. Now we didn't come up with any answers in a hurry, because we didn't get into this trouble in a hurry. But at least we had a national town meeting

so to speak, where thousands of Americans were able to vent their thoughts and it was helpful, but one thing came out, that there is no quick and sudden answer. I think I heard Bill Walton say something

~~XXXXXXXXXX~~

~~XXXXXXXXXX XXXXX I hope XXXXX I hope XXXXX~~

about he hoped that it'd improve by the summer; don't depend on it. Really, I'm a congenital optimist, honestly, people in Washington always said when you're down in the dumps, go see Humphrey. I didn't need one of those smile buttons they gave me last night, I've been smiling a lot, I've learned how to do it even in adversity. But I've been frank with you, I think we're going to have more difficulty before it gets better, and it isn't just ourselves, we're tied into an international scene. I've just come back from Italy and France from England, from Austria from Israel. I want to tell you dear friends, the international scene is not encouraging. And, therefore, we do have to batten down the hatches, so to speak, we have to know that we're in a stormy period, and what we hope and pray for is that we'll be able to get through it, and we will--we have a meant vitality in this country--we have tremendous resources, and the greatest resource we have is the ^{skilled}stilled, able and management force. No group in the world, no country in the world has the management ability and the skilled labor force that the United States of America has, ~~none~~, and that's a fact. And that's the greatest resource you can have. That's greater than all the natural resources, but no country in the world has as balanced ^a ~~and~~ natural resource of the minerals and the land and the fuel as we have. We have so much going for us. We'll make it, we'll make it, but we all got to do our part and when that's said, somebody says well what's my part. Do better. Do better. Help form a more perfect union, that's what it says in the preamble of the Constitution. It didn't say to form a

perfect one, but a more perfect one. Do better. Not that we can have the final victory, but we can come closer to it, and I want to encourage you in your own industry to do better. Better management, better hospitality. See what you can do to tighten things up so to speak, to make a better package. Remember that you are related directly to the consumer economy. You do not produce goods, you produce services and you have to identify with the American family and with the American worker. Those are the people that make your industry bud. There aren't enough corporate directors to fill all the rooms in the hotels and resorts. There aren't enough people ~~are~~ that can buy yachts for the Caribbean here friends, what you need are people that can have two weeks in a rowboat in Northern Minnesota. That's what keeps you going, and don't you forget it, because let me tell you when we get together like this, and everything is so nice, we're having those ten dollar steaks, and we're looking at the beauties of the wonders we have around us, we begin to think that everybody's living it up. They're not. Some people program their leisure time and their recreation all year long, just as they program for sending a son or a daughter to college. And you need to appeal to them. I'll never forget my dad--he was the greatest teacher I ever had. Dad told me one time, he said, let me tell you, son, it's the people that work on the railroad out here, not in the packing plant. It's the people that work along Main Street here and those farmers that are our customers. We've never had a director of General Motors in this business yet. Not one ever came through the door. That was Humphrey's Drug Store, by the way, if you're ever in South Dakota,

it's still operating, when you can ⁽²⁾enjoy your business, stop in. You mentioned that you heard me talk they give you what we call a professional discount--the preacher's discount. You'll still do all right at our ~~prices~~^{prices}, I want you to know, don't you worry. But I mention this to you because sometimes I began to think that people in so many industry^{es} take a look at the folks that can only buy a Cadillac, well that isn't the way General Motors made its money--sold Chevys. And it isn't the way Ford Motor Company selling Lincolns that makes its money, they're selling that Ford car, the Pinto and the Mustang and the others--that's where you get it. And your industry has to be oriented towards that group, oh that doesn't mean ~~that~~ you don't have the high selective group as well, you also come towards them. But if you're going to fill up all your facilities, if you're going to take care of ~~all~~ the peoples' needs, you're going to have to get your mind^{TYPE} fixed on the clientele that you have, it's like running for office. One man-one vote. Much as I love Neil Messick's vote and I just can't think of a man I'd rather have for me, I not only need Neil's vote, I need the vote of the folks that work at Radisson South. I never did bag good in the club cars, but I was a smash in the coaches folks. I'll never forget one time they had a vote taken up at the Minneapolis Athletic Club, and I found out I didn't do well in the club, but I was really good in the kitchen. And I want to tell you something, there are an awful lot of folks that work in kitchens. Lot of folks that do what we call custodial or janitorial work and there are a lot of folks in those shops and those factories and there are going to be a lot of farmers that want to go travelling too. You think about them. I guess I made my point, so there's no need to ~~take~~ bear down too much.

But speaking of tourism, I never realized this until I'd looked at it and I'm sure that you've heard all these facts and by the way they're all published now in government documents and you ought to pass those around amongst your people, by the way when you get back, have a little meeting with your staff, not just the big shots, but call in the folks, call in the people that fix up the rooms that wash the floor, clean out the bathroom, talk to them about this industry. Involve them. Let them know where you've been. Let them know what you talked about. Let them know what Bill Walton said to you. Let them know if I have anything important to say to you, what I said to you and what others have told you. Tell them about your seminars. Tell them we're all in this together. After all they need to know that your investment can go down the drain just like their job can. And that gives you an identity. There's nothing that brings people together so much as misery--or the prospect of it. ~~My~~ My how people join together when somebody's lying on the deathbed, or when they're critically ill--it's true. Now those are simple lessons of life, so lets bring those lessons of life to work in our business. Tourism--a sixty-one billion dollar industry.

In our state, Neil, tourism is the second largest industry in Minnesota. The largest is agriculture. Not mining, even though we have the great Taconite Mines, the iron mines--tourism, and in our state you can put this out all across the line, it affects every single business you can think of in the State of Minnesota. Tourism expenditures are second ranking in retail expenditures--second in the United States in retail expenditures. It's estimated that by 1980

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tourists will be spending 127 billion dollars a year. Now 1980 is just around the corner. 1980 is less than six years off. We're talking about ^a127 billion dollars expenditure investment in better living. The point that needs to be gotten across about tourism is quality of life, it's not goofing off. It's a part of life. It's as important to a family as sleep to an individual. It's a part of a good life and if I were in your industry I would be talking about the good life. I'd be talking about the quality of life, I'd be concerned about environmental things and not beyond the ~~fr~~ fringes wondering whether or not you ought to join in, you've got everything to gain. The young people of America that are your new customers are concerned about these things. Grandpa and ~~Grandma~~ Grandma may not be. I remember when I was a boy young fellow, I wanted to see smoke coming out of a smokestack--that meant a job. Today my sons, and ~~XXXX~~ I'm sure my grandchildren will look at the smoke coming out and say we can do better than that, we don't need the ~~smoke~~ smoke, but we need the smokestack, we need the factory and we need the jobs but we don't need the smoke. That's the way it has to be in your industry. If you have things that are violating peoples' sensitivities about their love of nature, do something about it and seize the opportunity rather than being dragged into the twenty-first century by the nap of the neck. Be the first ones to charge in. There are so many other things. The senate resolution has been talked about here today, I ~~am~~ joined in that resolution that is before the Senate Committee on Commerce, the one that Senator Inouye advanced so that we could take a ~~look~~ look at this whole industry, follow-up on the National Commissions Report. Many of you have appeared ~~nowhere~~ before the Committees - many more of you ought to ask to appear. Listen you ought

to see what happens to us down there. We don't see many of you, but I want to tell you that when something comes up that affects organized labor, or that affects the Chamber of Commerce, or that affects the environment, boy, they're down there to see us--why don't you come? Or better yet, as I said earlier, ask for your delegation to meet with you back home, they'll come. Politicians love free lunches. Call them in, say I'd like to talk to you. There's a bill in Congress, ~~HR~~ S-2536--we want to talk to you about it. You can move that bill out of committee. But you ought not to depend it to move on its own momentum. You ~~are~~ ought to move it. You ought to know that you had a piece of the action and I'm asking you to do something about it. Take a ~~g~~ look in our government. I saw this report that said we had 89 programs in 10 separate executive departments that relate to travel and tourism. Well we know how to proliferate. Everybody wants his little special jurisdiction. In government I'll tell you what it's like. It's like you have a little dutchy of your own or a little piece of a territory and you vie over the fight to death ~~for your~~ ^{for your} jurisdiction. What you need to promote is better coordination of the federal government's activities. But you're not going to do it by just coming here. You're going to have to know what the ballgame is all about, who the players are, and then you're going to have to go to work and get it done. Forty-seven programs relating to tourism and travel in 36 independent agencies of the government--spread all over the lot. And not a single one agency ~~not~~ having any responsibility not even a coordinating committee. I think that ~~it~~ tells you what's in part wrong with our tourism industry, insofar as the government is concerned and this national commission report to which I referred, tells us that in

the decade of the 1970's to 1980, we Americas will have spent along with our foreign visitors, 850 billion dollars in tourism. That's a lot of money, we're talking big business. Now, when it comes to the allocation of energy, therefore, we're not talking about a non-essential industry, we're talking about one that means millions of jobs. Millions of jobs. That's where the hotel and restaurant workers come in. That's where the different unions come in and they'll fight for jobs, make no mistake about it. Let me tell you what else it means. Large numbers of minorities in America have jobs in your industry. We've been working now for 15 years day and night to open up the jobs in what we call equal employment opportunities for minorities, ethnic minorities for women. They'll be the first to be fired under a recession. Last hired--first fired. You've got a big stake in national policy and you ought to be talking to the President, to the Cabinet, to the Congress, to the Governors about your industry, because people that never had a job before in their lives got it because of you. You're paying pretty good money now, we even forced you to do it under the wage and hour law. But I'm very serious when I tell you this, you have so much to offer, so much that you can do and obviously your investment is fantastic. The investment in these resources that you provide is an unbelievable sum of money.

From an economic point of view, no other part of America has as great a stake in the Bicentennial from a commercial point of view as those of you in this industry, and believe me, you ought to be asking for action. Now I sympathize with those who have been called upon in recent days to try to do something about it, but if you can't get it done in Washington, go to your state government, talk to your governor, talk to your legislators. Every state in America has a great interest in the Bicentennial--give them some ideas. Work with the committees

or the commissions or the directors that are set up. Present your own program to them. Tell friends and see how you can tie in. America has so much to offer. It isn't only our history. To get to know each other, to get to know our country--we ought to be promoting travel between now and 1976, and of course after '76, too. But get everybody involved in it. Ask our fine people, our fine friends who come from other countries. The U.S.T.S. will do that, the USIA, and you in your independent way will do it, but lets get the Bicentennial Commission working.

It wasn't just the embattled farmers at Lexington and Concord. It was also the tavernkeepers and innkeepers. You just read American history. Patrick Henry would be drinking a glass of ale with James Madison talking about the constitution--Patrick against it, Madison fore it--then they'd have another glass of ale. This is a part of America's life--taverns, inn, and this is what you are in, too. So, tie it in. Now what we can do, therefore, friends, that I think would be helpful not only to get America to know itself, not only to get the world to know us, not only to understand the beauty, the majesty of our landscaping, our historic sites, the magnificence of our cities, yes, even the ugliness that America needs to be understood so we do better and you are involved in making all of this possible. I'll just leave you with a few practical suggestions and I have listed them out here.

I said I headed a program called Discover America and it was a great program and I was Vice President. We didn't do too much, but we got a start. I want you to ask the President of the United States to designate someone at the White House to be your contact with the executive branch of the government. That's where you ought to start. Start at the top, start right up there at 1600 Pennsylvania Avenue.

Start right up there in the executive branch of the government. No one is in charge today, so if Mr. Rockefeller becomes Vice President of the U.S., ask him to take it on so that you've got a place that you can go. Set a pattern. It can be done. You need that and without it we are going to be chasing around a government that looks like a centipede. You'll never know which leg to tackle. You need to have your place. Ask every governor to appoint a tourism director. Ask every government at the state level to have an office of tourism that is visible, not hidden away in some Department of Commerce as a junior agency. Right up front. Ask every mayor to join in and in his city designate someone in charge of tourism to work with you in this private industry. Now those are three suggestions that can be very, very helpful. Get behind the legislation that is in the Congress of the U.S. Insist upon a domestic tourism policy. Be there when the federal agencies are putting out their rules and regulations and see that you are not listed as a non-essential industry. Talk to organized labor, they talk to you. They are firm with their demands. Come in with your suggestions. See that we need to team up. Talk to the urban leagues that try to find jobs for blacks. Organize the civil rights group. Go to the womens groups--talk to them. Jobs are at stake and industries at stake and more significantly, America's are stake. This is a great country and I am one of those that believes in unlimited possibilities. I don't believe that we have lived our best days. I think we have just begun to live. I do not believe that America has lost its way. I think we are struggling to find a better way. I know that this country is about "we the people" and if you oriented your business toward consideration of "we the people", America will be strong. America will be prosperous, but more importantly, America will be truly beautiful. Beautiful not only in the

landscaping, not only in its architecture and its cities, beautiful not only in terms that its leisure time activities are beautiful. In the quality of life and the character of our people. So this morning my message to you is this. Examine your industry. Insist on a part of the action. Don't let anybody relegate you to second class status as a non-essential. Organize not only amongst yourselves, but amongst your associates. Go back to your respective groups and talk to your employees. Speak to the mayor of your town and the governor of your state. Talk to Congressmen and Senators and start complaining. Make up your minds you are going to win and make up your minds you are going to do it knowing that it will be difficult and knowing that it won't be easy, knowing that you are going to do it. But it never was easy, was it? Many of you came up from a bellboy to a manager. I think you can do that good in whatever you try.

Thank you very much.



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