



TRAVEL USA NEWSLETTER

NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS 900 17th ST. N.W. WASHINGTON, D. C. 20005

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TALK ABOUT A CONVENTION

Have you ever heard anyone talk about Fire, Water, Sex, Greed, and Fear--What They Mean to the Travel Business? No, I'll bet you haven't and I'll also bet you read that title twice. But that's only one topic on the jam-packed program filled with thought-provoking subjects that will greet NATO members when they check into Washington's Statler Hilton for the 26th Annual U. S. Travel Conference sponsored by NATO.

This will be a working convention with a program designed to make the maximum use of membership talent and the talents and experience of leaders in government and private industry who represent the wide scope of the NATO membership's interest.

Because of the importance of research, delegates will get the benefit of hearing experts in the field discuss such things as why people travel, why they pick the tours they do, and what can be done to make more people travel. An open end panel discussion will fully cover the subject of "Women as Travel Motivators." In another session Dexter Holmes and Carbons Magazine will present an analysis of their extensive poll on travel taken earlier this year.

We have set up a program with a goal of bringing in outside opinion and comment and we have set aside time for panel discussions with knowledgeable people, many from outside our own industry, to give us a fresh slant and get away from the rut of habit. We don't want our opinions, no matter how often they have been sagely repeated and knowingly agreed with, to become accepted as fact just because we have heard them so many times.

It is a program that will invite comment and discussion and that is the way we want it.

But it won't be all work. We have allowed time in our schedule for entertainment and sightseeing. The Nation's Capital is one of the greatest visitor attractions in the world and we certainly want you to see it while you are here. Among the highlights of your stay will be a reception at the Explorers' Hall of the National Geographic Building, one of Washington's most beautiful buildings, and a special VIP tour of the White House. We have also made arrangements for special evening sightseeing at no cost, and several special tours for wives will visit the embassies, shrines, and memorials while the business meetings are in session.

And, of course, there will be plenty of time to relax and meet old friends, and make new ones, from all over the country, to exchange ideas and pick up new tricks. We have tried to make it an enjoyable, interesting convention and we hope you will agree we have succeeded.

Welcome to Washington!

Clarence A. Aests
NATO Vice President and
Conventions Chairman



SENATOR JACOB JAVITS (R., N. Y.), above right, is the speaker for the Monday luncheon and FARRIS BRYANT, former Governor of Florida, member of the President's Cabinet level task force on travel, and Director of the Office of Emergency Planning, addresses the Tuesday luncheon during NATO's 26th U. S. Travel Conference and Convention, October 8-12, in Washington, D. C.

CONVENTION NOTES: The suspense increases with every repetition of the question most often heard in the halls of the Statler Hilton, "Who do you figure gets the Golden Rustling Horn.... What's your guess on the Merit Award winners?"

"I don't care what you think, I'm telling you I rode a San Francisco Trolley Car down Connecticut Avenue!"

The five youngest members of the press corps covering the convention are students from George Washington University. Vicky Goff is a senior majoring in Political Science; Dede Doyan is a senior Journalism student; Diane Wesler majors in Journalism and Public Relations and is in her junior year; and Dorothy Gaillard, a junior, is a Journalism major as is Jane Sandeas.

"Yes, \$100.00-you don't expect me to go to a reception in Explorers' Hall wearing a wash dress, do you?"

"Fire Water Sex Greed and Fear--(omitate it yourself) What They Mean to the Travel Business," the title of Harry Clement's paper to be presented Monday at 2:15, is featured in a story on the Convention in the Australian paper, Financial Review.

Undercover dance hall gal, Lis Trotta and "Miss Frances" of Ding Ding fame are just two of the fascinating personalities you can share an hour with during Monday's 11 AM panel session, "Women As Travel Motivators."

Mrs. Johnson will be presented 20 craps mythic trees (we hope in person) during the Annual Banquet. To be planted in our Nation's Capital, the trees express NATO's gratitude to Mrs. Johnson for increasing America's sense of responsibility for beautifying our land.

Avoid Conflict, Mark your calendar now for the 1967 NATO Convention, September 21-27, at the Sheraton Cadillac in Detroit.

SPRECHEN SIE DEUTSCH? In a survey of West Germans who are potential travelers, more than 70 percent said they preferred the United States as a vacation land and that they are likely to visit here. The Market Research Study conducted for the United States Travel Service also showed actual visitors were impressed with American people. "Americans are the most tolerant people I have met," "Their hospitality is unrivaled," are answers that refer to favorable impressions. A summary of the survey for West Germany may be obtained free of charge by representatives of the Travel Industry from the United States Travel Service, 1444 Connecticut Ave., N. W., Washington, D. C.

THIS BUSINESS OF OURS. Travel and tourism, is a major one of worldwide importance. In many nations, it is a major item in their accounts with the rest of the world. Florida, Nevada, New Jersey, and the District of Columbia rate tourism as their most important industry. More than half of the states consider it one of their three major sources of revenue. The magnitude of the recreation travel business is indicated by the fact that the combined annual payrolls of 12 of the Nation's largest companies are equal to only one-half of annual tourist expenditures.

Driving for pleasure accounts for 42 percent of all outdoor recreation. Each year Americans take more than 100 million automobile trips involving an overnight stay at least 100 miles away.

The population estimate for the end of the century is 350 million—almost double the 1960 level, and the Gross National Product is projected to rise from \$501 billion in 1960 to \$1,007 billion by the year 2000. Disposable income is expected to rise from \$354 billion in 1960 to \$1,437 billion (in constant value dollars) by the year 2000.

Shorter work days, more 2-1/2 or 3-day weekends and longer paid vacations enable families to travel more often and go farther. (From NATO and the Dept. of Com.)

PAN AM FLIES 10,000 SERVICEMEN FOR \$1 A MONTH and does so as "Our contribution to the war effort." U. S. combat servicemen, after three months' combat duty in Vietnam, are eligible for a rest and recuperation furlough. Pan Am carries their round trip for a Tokyo, Hong Kong, Taiwan or Singapore seven-day stay. Volunteers from the Airline's senior personnel operate the service.

NATO PRESIDENT HARDMAN MAKES SENSE and dollars as the featured speaker at Gov. Rhodes' Ohio Conference on Tourism. Bill told the state's leaders that Ohio loses millions of dollars each year because it has no well financed tourist program and noted his home state (Georgia) raised their travel budget from \$50,000 in 1959 to \$500,000 this year. He called for "Governor, legislators and industry leaders to join in promoting travel development so Ohio can gain her rightful share of the travel dollar."

THE NATION IS CUTTING MORE UNDEVELOPED AGRES into park forest, refuge, reservoir and other recreation areas than is being swallowed up by urban development, highways, roads, airports and similar installations. According to Stewart Udall, Secretary of the Interior, "During the fiscal year ending June 30, 1965, there were acquired for permanent public use 1,169,723 acres of park, recreation, open space, fish and game, forest, and multipurpose reservoir areas, both land and water. In the year that ended June 30, 1966, the figure rose to 1,246,957 acres saved as against the estimated annual loss of 1 million acres of rural land. The 1966 land saved is expected to exceed 1,700,000 acres. We can view this accomplishment with pride but not complacency. Without continuing effort we can revert to the condition when the race to save inner space was being lost to the bulldozer."

U. S. AIR FORCE

Reggie Blast, U.S. Marine Drum and Bugle Corps, U.S. Army Band Adjutant for the U. S. Navy Band with the "Bugler of Arlington," crowned teeth, eyes, ears, and something more of NATO Conventioners Sunday, Monday and Tuesday.



NEW NATO MEMBERS

National Air Carriers Association, Inc. (Ralph Ditano, Assistant to the President), 1625 Eye St., N. W., Washington, D. C. 20006, Sustaining. Sponsor: Jim Gross
Minneapolis Convention & Visitors Bureau (Julius L. Peitz, Manager), 701 - 2nd Ave., So., Minneapolis, Minnesota 55402. Sponsor: Clarence Arents
Canadian National Exhibition (John W. Crosby, Assistant Exhibit Space Manager, Exhibition Park, Toronto 25, Ontario, Canada, International. Sponsor: Bill Hardman
Michigan Lithographing Co. (William H. Martindell, President), 1 Carlton, S. E., Grand Rapids, Michigan. Sponsor: James Hall
Ohio Travel Council (Roger F. Dreyer, President), N. House Hotel, Columbus, Ohio. Sponsor: Bill Hardman
Guns & Ammo Magazine, Peterson Publishing Company (Bill Cokerdell, Eastern Manager), 778 Lexington Ave., New York City. Sponsor: Jim Gross
A "P's" membership certificate, in blue, white and gold, suitable for framing, will be sent to new and old member organizations. Mailing begins after the convention.

USTS BACKED - BLASTED in testimony to a House Appropriations Subcommittee. Commerce Secretary John T. Connor called the USTS venture most encouraging and said with greater resources more can be accomplished. He left the impression that more must be accomplished in light of last year's travel dollar gap of \$1.4 billion, half a billion more than the total payments deficit. "Our exchange losses in this area cannot be permitted to grow indefinitely. Unless we are prepared to step up considerably our efforts to attract more foreign travel dollars, we may soon be faced with the hard, unpalatable, alternative of restrictions on U.S. travel abroad."

John Black, Director of USTS, confirmed for the committee the often heard rumor that a tax of \$50 to \$100 on Americans going abroad has been considered by the Administration. Black also revealed that the American ambassadors to Italy, Japan and Colombia last year recommended close out of USTS offices in the three countries and that the ambassador to the U.K. proposed a 50% cut in the agency's London office operation. Black's request to go "off the record" when the ambassadors' recommendations were being discussed, was denied by Rep. John J. Roney (D., N. Y.). He also faulted the Service for motor scooter riding and beard wearing employees abroad.

HAWAII VISITORS BUREAU NETS \$475,000 in general membership subscriptions. Bureau President Thurston Smith reports success is due to convincing businessmen, not basically tourist oriented, of the industry's importance to the economy. With this accomplished, the money followed.

U. S. TRAVEL BAROMETER, AUGUST 1966

STATE SURVEY REWARDING

Nationwide travel was up 10.14% August '66 over August '65 and up nearly an identical percentage of 10.48 for the year to date through August.

Messrs. William T. Hardman, President
James C. Gross, Executive Director

Aug. '66 over Aug. '65	1966 To Date Over '65
1. N. W. -----+17.95	1. N. W. ----+ 16.20
2. N. Eng. -----+16.09	2. S. C. ----+ 13.12
3. S. E. -----+11.28	3. N. Eng. ----+ 12.67
4. R. M. -----+10.15	4. R. M. ----+ 12.62
5. M. W. -----+ 9.95	5. M. W. ----+ 12.25
6. S. C. -----+ 8.97	6. S. W. ----+ 9.59
7. S. W. -----+ 8.15	7. S. E. ----+ 9.41
8. N. E. -----+ 8.06	8. E. C. ----+ 6.72
9. G. L. -----+ 5.97	9. G. L. ----+ 6.20
10. E. C. -----+ 4.81	10. N. E. ----+ 6.07

Dear Bill and Jim:

I am impressed! I am so impressed with this first research report on state programs that I wanted to phone you both or do something; save's convention minutes and I'll buy you a bottle of champagne.

The basic material contained in the report and the style of presentation is outstanding. With attractions coming up next I am hopeful that the local and area people will have their opportunity in the months to come.

There will be great value to us in these reports and we in Michigan will use them all the way in gaining greater budgets at all levels. This is the mosty research we've been awaiting say these many years. And credit will be going to the organization who deserves the recognition.

Again, my sincere congratulations to you both and to the staff people who did a splendid job.

See you soon.

Sincere regards,



James H. Hall
Secretary-Manager
E. Mich. Tourist Assn.

Surprisingly tough to your barometer computer, there were very few comments from reporting stations on the effect, adversely or otherwise, of the crippling airline strike which continued through a good portion of August. There were, however, many who remarked of the good weather which prevailed in most parts of the country, which perhaps goes to show that despite strikes and adversities the most important "people-mover" is pleasant weather. In any event, it appears we are headed for a new travel volume record for the year of 1966.

States and Areas Comprising Regions (and their abbreviations): Southeast [S. E.]: Fla., Ga., Ala., Miss., Puerto Rico, Virgin Islands; East Central [E. C.]: Tenn., Ky., W. Va., Va., N. C., S. C.; Northeast [N. E.]: D. C., Md., Del., Pa., N. J., N. Y.; New England [N. Eng.]: Conn., Mass., Vt., N. H., Me.; Great Lakes [G. L.]: Ohio, Pa., Ill., Mich., Wis., Minn.; Midwest [M. W.]: Mo., Kans., Neb., Iowa, S. D., N. D.; South Central [S. C.]: Ark., Okla., La., Texas; Rocky Mountains [R. M.]: Colo., Utah, Wyo., Mont.; Northwest [N. W.]: Alaska, Wash., Ore., Idaho; Southwest [S. W.]: Calif., Nev., Ariz., N. Mex., Hawaii.

AN ASSOCIATE DEGREE IN TOURISM may be the outcome of a survey being conducted by Niagara County College, Niagara Falls, N. Y. Program would stress travel, transportation, hotel-motel aspects of catering to tourists. If approved, curriculum will be introduced in September 1967.

MONDAY HOLIDAYS, NATO recently checked with US Chamber of Commerce to determine the release date for findings of their MONDAY HOLIDAY questionnaire sent to 32,900 of the Chamber's business members. Projection now is for November. A heavy response favoring the change might bring a supporting policy statement from the Chamber.

STANDING IN FOR THE GOVERNOR OF ARIZONA was James Gross, NATO's Executive Director. Jim was to address the Arizona Travel Workshop program Sept. 23 in Flagstaff, and was moved into the Governor's speaking slot when the Arizona Chief Executive was called away to join Mrs. Johnson in a dedication ceremony. Jim found the red carpet rolled out later as Fred W. Witteborg, V. P. Fred Harvey, welcomed him to Harvey's operations and the Grand Canyon.

\$15 MILLION TRANSPORT RESEARCH CENTER "the world's largest" is planned by the State of Ohio to be located near Columbus. The center will be operated by Ohio State University. All three components of the transport system will be analyzed: the driver, the vehicle, and the roadway.

ITALY IS ACTIVE IN AIDING FOREIGN MOTORISTS. The automobile clubs' "Operation Anasus," a free service, will provide roadside repairs and towing when necessary. Garages will be subject to government control of repair charges. . . German's automobile club suggests motorists of the world use a courtesy signal adopted by their membership. The signal is made by extending the thumb and first two fingers. Meaning, loosely translated: "Sorry, I goofed."

NATO'S GOVERNMENT RELATIONS COMMITTEE is evaluating testimony from members in order to prepare a Highway Beautification Act policy position. The Committee's Convention session will cover this and other business.

"THE WHEELCHAIR TRAVELER" 1966 edition contains 300 listings of accommodations and attractions especially recommended for the handicapped traveler. Douglas R. Sand, a paraplegic, rates all establishments according to ease of use by a handicapped person. Copies sell for \$2, plus 30¢ postage. Address: P. O. Box 169, Woodland Hills, Calif.

VIRGINIA WILL OPEN A STATE TRAVEL OFFICE in New York City's Rockefeller Center Complex. The recommendation was made by NATO member J. Stuart White, Commissioner, Division of Public Relations and Advertising, and Marvin M. Sutherland, Director of the Department of Conservation and Economic Development. Enthusiastic approval came from Thomas G. McCaskey, Chairman of the Governor's Virginia Travel Development Committee.

NATO NAMES IN THE NEWS



Members of the 15-member California Tourism Advisory Commission named by Governor Edmund G. Brown to advise the state's new Office of Tourism and Visitor Services include, from left: Theodore Rosequist, Pacific Coast Carnivals; Charles G. Trombetta, insurance broker; Hans Engh, publicity officer; Edwin G. Erlinger, Mastic Corporation of America; William A. Knight, Gray Line Sight-Seeing Motor Tours; Robert F. Smith, Phillips-Ramsey, Inc.; William Monahan, Marineland of the Pacific; Arbis D. Shipley, supervisor, Lake County; Robert Sullivan, San Francisco Convention and Visitors Bureau; Morris Ford, NATO treasurer & commission office director; G. Herbert Holley, tourism study consultant; Gordon Flaley, office assistant; Carlton Skinner, commission chairman; M. Larry Lawrence, Hotel del Coronado, and Frank Bogert, public relations and advertising. Other commissioners are John F. Dougherty Gooden-Dougherty Bridge Tours; Bert Lynn, Western Airlines and L. W. Lane, Jr., Sunset Magazine.

Delta Air Lines' Board of Directors last week named President Charles H. Dolson to the additional post of Chief Executive Officer. He succeeds the carrier's founder, C. E. Woolman, who died recently. Dolson has been with Delta for 32 years and has served as President since Nov. 1965. . . . Thomas M. Driscoll, Washington Hilton Convention Sales Manager, is the newly elected President of the Washington-Baltimore chapter of the Hotel Sales Management Association. Tom has been with the Washington Hilton since 1962. . . . H. H. (Joe) Mobley takes over as Executive Vice President of Quality Courts Motels, Inc. . . . Thomas G. McCuskey, Chairman of NATO's Public Relations Committee, is in print with a four-page article in the Commonwealth, The Magazine of Virginia, Sept. 1966. . . . Carl J. Keel is announced as the NATO Representative for Puerto Rico-Sheraton Hotel. . . . Harold Lieberman becomes President of the Canyon Hotel and Country Club. . . . Hardy Dillard's new title is

District Traffic-Sales Manager for Pan Am in Montego Bay, Jamaica. . . . Mr. Elias McQuaid recently moved into the chair of Director of Economic Development for New Hampshire. Mr. Allen V. Evans formerly held the position. . . . Mr. Hugo T. Saglio assumes NATO Membership for Connecticut Development Commission with the retirement of Mr. Don Parry. . . . National Car Rental (Jack Follitt and John Westerfield) are providing cars for the NATO Executive Committee during this week's convention.

QUOTE OF THE MONTH: "In 1961, the Council stated its goal to increase tourist spending in Michigan from \$450 million to \$1 billion in five years. We have accomplished that and now it's time to get started to raise that figure to \$2 billion." Wesley B. Tebeau, Chairman, Michigan Tourist Council

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