

GREETINGS

VICE PRESIDENT HUBERT HUMPHREY
EUROPEAN TRAVEL AGENTS AND WRITERS

INDIAN TREATY ROOM
EXECUTIVE OFFICE BUILDING

WASHINGTON, D. C.

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As chairman of President Johnson's Cabinet Task Force on Travel, I am delighted that you could be here with us today to begin your discovery of America.

The past several weeks I have been doing some traveling in our country myself -- but not as a tourist.

I must say that I found the welcome warm everywhere. I found the people friendly. And I had a wonderful time -- even if the election results last Tuesday weren't all I might have hoped.

Your visit here underlines one of the happy realities of our times -- the growing ease of travel in the physical sense, which in turn has led to the growing

and deepening interdependence of all nations.

This interdependence manifests itself in many ways -- through trade, through investment, through cultural exchange and, not least, through tourism.

You may wonder why the United States, which already welcomes more tourists in a year than any other country, is now going to great effort to attract still more.

We want more tourists for many reasons. We are an open and warm-hearted people. We are a people anxious to learn from others and anxious to let others have the benefit of some things we think we have found out for ourselves.

But above all, at this particular time, there is a special point to our desire to have more visitors: Our need to seek a constructive -- and I underline constructive -- solution to our balance-of-payments problem.

You may be tired of hearing about this problem, because you have encountered it in many places at many times during the post-war period, but it is one which we in the United States today must meet.

We are keenly aware of what tourism from America means to the economies of many other countries. We are aware that foreign travel is part of the pursuit of happiness which is one of the goals of our American society.

There is one clear way in which we can preserve this freedom of travel from the United States and that is by creating a counter-balance of increased travel to the United States.

1967 has been designated International Tourism Year by the United Nations. 1967 is also the year of a great exposition in Canada.

I hope that all of you will enjoy your stay with us these next few days and that you will carry back the

message that 1967 is the year to discover America.

All of us -- those of us who are in government
... the people of the American travel industry... and the
citizens of our country -- want the people of Europe to
know that they are welcome here.

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