

FOR RELEASE: THURSDAY PM's
MAY 25, 1967

REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY
GENERAL MEMBERSHIP MEETING
DISCOVER AMERICA, INC.
WASHINGTON, D. C.
MAY 25, 1967

Thank you, Chairman Short, for your highly-encouraging report. May I thank you, on behalf of the President and of our Cabinet Task Force on Travel, for a job well done.

And may I also thank the Discover America members here today.

When you consider that Discover America was organized barely two years ago, and that this travel season you are spending over 200 million dollars to promote the Discover America theme, I think you have reason for pride and satisfaction.

The mission for which you volunteered two years ago is just important now as it was then.

For with every American who is persuaded to see first-hand more of his own country . . . and with every foreign citizen who is persuaded to come into our midst as a visitor, we create just a bit more understanding and enlightenment. And at the same time we protect the integrity of the American dollar.

On previous occasions, while meeting with Bob Short, your directors and staff, I have made it clear that we in this Administration stand committed to the positive approach your efforts represent. And I emphasize this: Despite the pressures which continue on our balance of payments, we shall continue to resist any restrictions on the right of our people to travel where they choose.

We know how important it is to your efforts that government travel policy be open and non-restrictive.

We do not believe in barriers to the flow of people, goods, or ideas -- here or anywhere else. And we know the chain reactions which might be caused by the imposition of restrictive measures on tourism by so large and competitive a country as ours.

Since the formation of Discover America many things have taken place within government -- not the least of which is an attachment, among both elected and appointed officials, of higher priority to the needs of your industry.

Our Cabinet Task Force on Travel has caused everyone in government to re-assess his programs.

We have made it easier for foreign visitors to come to our country, with a minimum of red tape and paperwork.

We have made improvements in the federal assistance available to local communities, and to the states, to help them improve their facilities for travel and the attractiveness of their travel product.

And we have welcomed all proposals from private industry which would increase tourism to and within this country -- from extending approval for special promotional fares to making available Post Office trucks for your posters.

For we know that you can do a far better job of increasing such tourism, while serving your own interest, than we in government could ever do.

(And, may I add, the pattern of public/private cooperation we have established here is one that is being applied to meet other national problems which do not isolate themselves into tidy "public" and "private" compartments.)

We hope to be of more help in the near future. As you know, the President announced in his Economic Message his intention to appoint a special new industry-government task force to make specific recommendations as to how foreign tourism to the United States could be increased even further.

The chairman and members of that new study group will be announced soon. Secretaries Fowler and Trowbridge, as well as myself, will play an active role in its work. Several of your member organizations and companies will be presented on the task force.

Our objective: To come up with proposals and ideas that make the most sense in reducing the so-called "tourist gap" and to see that these proposals and ideas remain within the positive and constructive framework in which you have been so successful.

I know that Secretaries Fowler and Trowbridge wish to add their thanks to my own.

As I am sure they will point out, this is still a big job we face.

But I am certain that, if we continue to work together, we shall get the job done.

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REMARKS

VICE PRESIDENT HUBERT HUMPHREY

GENERAL MEMBERSHIP MEETING

DISCOVER AMERICA, INC.

WASHINGTON, D. C.

MAY 25, 1967

*Set
Trowbridge*

*Mr Tucker
/cc*

*Film
Gullent!*

*Good Business
& Patronage*

*"I've been Discovering
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