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REMARKS BY VICE PRESIDENT GERALD R. FORD
AT THE OPENING SESSION OF "STATE DAYS"
SPONSORED BY THE UNITED STATES TRAVEL SERVICE
U.S. DEPARTMENT OF COMMERCE
MAIN COMMERCE DEPARTMENT AUDITORIUM
WASHINGTON, D.C.
AT 10 A.M. THURSDAY, JANUARY 10, 1974



ADVANCE FOR RELEASE ON DELIVERY

Secretary Dent, Assistant Secretary Washburn, Panelists, and
Tourism Representatives from the States and Territories:

Tourism is an enormous economic force in the United States and throughout the world. So vast and so intrinsic is this industry that even slight ripples of change in its operation swell to waves of high impact on the nation's lifestyle and economic structure. In the U.S., tourism is a \$60 billion business which employs approximately 3.5 million persons.

Travel, therefore, must not be looked upon as a frivolous activity that is pleasurable but expendable. It is an essential part of our national financial picture, as you in State and Territorial tourism offices well know. For that reason, we must make every effort to protect it.

All of us -- every individual and every commercial and industrial grouping -- have already been affected by the energy problem. And all of us are going to face tough conditions ahead before the situation is fully alleviated. But I have complete faith in this nation's resilience -- in the ability of its people to take up a challenge and to see it through. After the initial shock-of-realization wears down, Americans will make the best of this situation.

You on the state and territorial level, private citizens and business groups alike, are going to have to learn to do things differently -- the traveler and the tourism industry included. You and the other professionals in the travel endeavor will perhaps have to be more ingenious and harder working than those in other pursuits. Fossil fuels are, in a real sense, the life-blood of travel, whether by plane, auto, bus, train or ocean liner. Tourist comfort during travel-stops -- in commercial lodging establishments, dining

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facilities and visitor attractions depends on these fuels. And when they are in short supply, as they are now and will be for awhile, those of you in the critical state-level tourism offices must call your experience into play, combine it with practical imagination and find ways to serve your public in the best possible manner.



The entire world is now thoroughly oriented toward tourism. Latest figures show there were 198 million travel arrivals throughout the world in 1972, compared with only 81.4 million ten years before. And 114 million Americans took at least one trip in 1972.

It is not likely, therefore, that our people or those of other nations will stop traveling because of the energy situation. Tourism is too much a part of their lives . . . too much a major ingredient in the economies of most countries. But travel must take new directions, literally and figuratively.

You State representatives have now become tourist educators as well as travel developers. You must teach travelers how to achieve maximum use of visitor facilities and opportunities with minimum use of vehicle, jet and comfort fuels. You must develop public desire to move about at the right times of day and at the right times of year -- and to use mass transportation whenever possible.

It will be necessary for you to create new ways to enjoy favorite tourism activities, and to help design new ones in ways that will require as little fuel utilization as possible to visit them and to enjoy them.

Now let me assure you that you in the State offices, as well as others in the travel industry, are not alone in this effort to protect and preserve tourism. This Administration pledges and rededicates itself to helping you achieve your goals. It has a substantial history of recognizing and backing tourism.

The Administration has indicated to the Office of Management and Budget that tourism has been given a "priority" designation in the area of funding. This designation led to the recent granting of a budget supplement totaling \$2 million by the Congress.

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I have watched with pride and personal interest as the United States Travel Service grew. It has developed in all areas, as represented by the increase in budget from a mere \$3 million in the first year of its existence to \$11 million for the current fiscal year. I am particularly pleased to see USTS take the leadership in pointing the way to solutions of current problems facing the vital travel industry.

The Administration, through the USTS leadership, stands ready to play the proper governmental role in assisting you in finding ways of overcoming the energy problem in tourism. The recently reinstituted matching grants program will provide an important tool by which the Administration may work more closely with you.

We congratulate Secretary Dent and Assistant Secretary Washburn for bringing together this most significant group and in setting up this timely forum to assist you and the entire American travel industry in meeting this challenge head on.

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