

The original documents are located in Box 48, folder “1975/07/09 - Tourism Bill Signing Ceremony” of the James M. Cannon Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

July 9, 1975

SIGNING CEREMONY FOR ENROLLED BILL S.2003
THE INTERNATIONAL AND DOMESTIC TOURISM PROGRAMS

Wednesday, July 9, 1975
3:00 p.m. (10 minutes)
The Rose Garden

From: Jim Cannon

I. PURPOSE

- To sign enrolled bill S.2003, which reinstates a domestic tourism program and authorizes appropriations for the international and domestic tourism programs of the U.S. Travel Service (in the Department of Commerce).
- To eliminate any ill will which remains from your May 28 veto of similar tourism legislation.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

- A. Background: You have agreed to sign enrolled bill S.2003, which reinstates a domestic tourism program to encourage Americans to travel within the United States and authorizes \$90 million of appropriations through fiscal 1979 to expand the current program of foreign tourism promotion in the United States.

On May 28, 1975, you vetoed similar legislation because you opposed reinstatement of a domestic tourism program and because the program authorization level was about double your request.

The current compromise is basically identical to the vetoed bill, except that it only provides support for domestic tourism programs "which are in the public interest and which do not compete with activities of any State, city or private agency."

B. Participants:

Rogers C. B. Morton, Secretary of Commerce
David N. Parker, Acting Assistant Secretary
for Tourism
James Sparling, Assistant to the Secretary of
Commerce for Congressional Affairs
Jim Cannon
Jack Marsh
Max Friedersdorf
Bill Baroody
Paul Leach
Congressional and industry participants listed
at Tab A.

C. Press Plan: Full press coverage

III. SIGNING STATEMENT

Attached at Tab B.

PARTICIPANTS

SENATORS

Warren G. Magnuson
John O. Pastore
Daniel K. Inouye
Vance Hartke
Howard W. Cannon
Wendell H. Ford
Frank E. Moss

James B. Pearson
Roman L. Hruska
James L. Buckley
Robert P. Griffin
Ted Stevens
J. Glenn Beall
Hugh Scott

CONGRESSMEN

Harley O. Staggers
Fred B. Rooney
Brock Adams
Ralph H. Metcalfe
W. G. Hefner
Jim Santini
James J. Florio
John M. Slack

John Rhodes
Samuel L. Devine
Joe Skubitz
James F. Hastings
Elford A. Cederberg

PRIVATE INDUSTRY

James A. Henderson
Executive Vice President
American Express Company

J. Willard Marriott, Jr.
President
Marriott Corporation

Kenneth E. Hickel
President
Best Western, Inc.

Winston V. Morrow
Chairman and President
Avis Rent A Car System, Inc.

M. William Isbell
President and Chief
Executive Officer
Ramada Inns, Inc.

William B. Walton
Vice Chairman of the Board
Holiday Inns, Inc.

Howard P. James
Chairman and President
The Sheraton Corporation

Barron Hilton
President
Hilton Hotels Corporation

Jerry N. Jordan
President
Thomas Cook, Inc.

James L. Kerrigan
President
The Greyhound Corporation

Roger Manfred
President and Chief
Executive Officer
Travelodge International, Inc.

Tom Donnelly
Walton's Washington Representative

C. Langhorne Washburn
former Assistant Secretary
for Tourism

Harry Mullikin
President
American Hotel and
Motel Association

Robert McMullen
American Society of
Travel Agents

Bob Juliano
Washington Representative
Hotel and Bartenders
International Union

SECRETARY OF COMMERCE'S TRAVEL ADVISORY BOARD

Richard P. Ensign
Western Airlines, Inc.

Harold L. Graham
Amtrak

James Low
Executive Vice President
American Society of
Association Executives

Robert T. Murphy
Association of Local
Transport Airlines

Norman J. Philion
Air Transport Association

David M. Reid
South Carolina Department of
Parks, Recreation and Tourism

Robert Sullivan
San Francisco Convention
and Visitors Bureau

William D. Toohy
Discover America Travel
Organizations

William Patterson

ADMINISTRATION REPRESENTATIVES

Robert Jackson
Director of Office of Information
Services
U.S. Travel Service

Henry Riegner
Acting Executive Director
U. S. Travel Service

Peter Malatesta
Deputy Assistant Secretary for
Bi-Centennial Affairs
Department of Commerce

William Rhatigan
Special Assistant to the Secretary
for Public Affairs
Department of Commerce

CONGRESSIONAL STAFFERS

Bill Kovacs
Paul Malloy
Bill Williamson
Dennis Taylor
Art Pankopf
Fred Lordan
Betsy Harrison
John Hardy
Ralph Vinovich
Henry Jivgni

SIGNING OF TOURISM BILL --

U.S. TRAVEL SERVICE AUTHORIZATION

WEDNESDAY, JULY 9, 1975

I AM PLEASED TODAY TO SIGN INTO LAW S. 2003, WHICH
AUTHORIZES THE DEPARTMENT OF COMMERCE TO CARRY OUT A VARIETY
OF INTERNATIONAL AND DOMESTIC TOURISM PROGRAMS. THIS ACT
PROVIDES AN ACCEPTABLE COMPROMISE CORRECTING THE MAJOR PROBLEM
CONTAINED IN H.R. 5357 WHICH I VETOED IN MAY.

I COMMEND THE MEMBERS OF CONGRESS OF BOTH PARTIES FOR ENACTING THIS LEGISLATION. THIS IS A GOOD EXAMPLE OF THE WAY IN WHICH THE CONGRESS AND THE EXECUTIVE BRANCH CAN -- AND SHOULD -- WORK TOGETHER TO ASSIST AN INDUSTRY WHICH IS IMPORTANT TO AMERICA.

AS WE CELEBRATE OUR BICENTENNIAL YEAR, I BELIEVE THIS IS

AN IDEAL TIME TO ENCOURAGE FOREIGN AND AMERICAN TOURISTS TO VISIT

THE WONDERS OF OUR NATION. THE PROGRAMS AUTHORIZED BY THIS

LEGISLATION WILL ENABLE A GREATER NUMBER OF PEOPLE TO ENJOY THE

UNIQUE ATTRACTIONS OF AMERICA THAN MIGHT HAVE BEEN POSSIBLE

OTHERWISE.

I HAD VETOED THE EARLIER TOURISM BILL BECAUSE SOME OF
ITS PROVISIONS INFRINGED ON THE RESPONSIBILITIES AND PREROGATIVES
OF THE STATES AND THE PRIVATE SECTOR.

THE CONGRESS HAS CORRECTED THIS DEFECT. THE

LEGISLATION I AM ABOUT TO SIGN REPRESENTS A RESPONSIBLE AND

EFFECTIVE APPROACH FOR FEDERAL GOVERNMENT ENCOURAGEMENT OF

TOURISM IN AMERICA.

I AGAIN THANK THE CONGRESS FOR ITS CONSTRUCTIVE
COMPROMISE AND HOPE THAT THE SPIRIT OF COOPERATION WILL
CONTINUE IN OTHER BADLY-NEEDED MEASURES.

IN CLOSING, I URGE ALL AMERICANS AND OUR NEIGHBORS
THROUGHOUT THE WORLD TO JOIN OUR BICENTENNIAL CELEBRATION AND
TAKE THIS SPECIAL OPPORTUNITY TO EXPLORE OUR FASCINATING AND
BEAUTIFUL COUNTRY.

END OF TEXT