

The original documents are located in Box 38, “9/10/76 - Remarks at the 46th Annual World Travel Congress of the American Society of Travel Agents” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE PRESIDENT HAS SEEN...*

FILMING ON 46th ANNUAL WORLD TRAVEL CONGRESS
OF THE AMERICAN SOCIETY OF TRAVEL AGENTS
SEPTEMBER 10, 1976

I AM DELIGHTED TO HAVE THIS OPPORTUNITY TO GREET YOU
TODAY AS YOU ASSEMBLE FOR THE 46th ANNUAL WORLD TRAVEL
CONGRESS OF THE AMERICAN SOCIETY OF TRAVEL AGENTS.

SINCE THE DAYS OF MARCO POLO, THE DESIRE TO TRAVEL HAS
BEEN ONE OF THE MOST IRRESISTABLE YEARNINGS OF MAN.

IT HAS ALSO BEEN ONE OF THE MOST PRODUCTIVE AND EDUCATIONAL.

I KNOW THIS HAS BEEN TRUE FOR ME.

AT HOME AND ABROAD, THERE IS AN ENDLESS VARIETY OF
NEW SIGHTS, SOUNDS, AND TASTES AWAITING US. MODERN
TECHNOLOGY MAKES IT POSSIBLE FOR AMERICANS TO SEE CORNERS
OF THE GLOBE THAT WERE VIRTUALLY UNKNOWN EVEN FORTY OR
FIFTY YEARS AGO.

TRAVEL PUTS US IN TOUCH WITH THE WORLD. BUT
IT ALSO PUTS US IN TOUCH WITH OURSELVES. IN THIS
BICENTENNIAL YEAR, WE HAVE TRAVELED NOT ONLY THROUGH
SPACE, BUT BACK IN TIME TO A GREATER APPRECIATION OF THE
PEOPLE AND EVENTS WHICH SHAPED OUR NATION.

THIS HISTORY OF AMERICA HAS BEEN THE HISTORY OF A
PEOPLE ON THE MOVE. OUR GREATEST HEROES, BOTH IN FICTION
AND REAL-LIFE HAVE BEEN THE BOLD ADVENTURERS -- FROM
HUCKLEBERRY FINN ON HIS MAKESHIFT RAFT TO ONE OF THE
DISTINGUISHED MEMBERS OF YOUR HALL OF FAME --
NEIL ARMSTRONG ON THE APOLLO ELEVEN.

AS WE WORK TO BUILD A STRONG AND EVER-EXPANDING ECONOMY, I KNOW THAT TRAVEL IS AN IMPORTANT PART OF ECONOMIC HEALTH. IN MY HOME STATE OF MICHIGAN FOR EXAMPLE, TOURISM RANKS AS THE NUMBER 2 INDUSTRY. NATIONWIDE, TOURISM GENERATED OVER FOUR MILLION JOBS LAST YEAR FOR A TOTAL PAYROLL OF OVER 20 BILLION DOLLARS.

FINALLY, LET ME TAKE THIS OPPORTUNITY TO CONGRATULATE THE U.S. TRAVEL SERVICE ON ITS FIFTEENTH ANNIVERSARY -- AND ITS PROGRESS UNDER THE VERY ABLE LEADERSHIP OF MY GOOD FRIEND CREIGHTON HOLDEN.

SPEAKING OF ABLE LEADERSHIP, THE DEPARTMENT OF
COMMERCE IS WELL AWARE OF THE EXCEPTIONAL ABILITIES OF YOUR
OWN PRESIDENT, BOB McMULLEN -- AND I'M VERY PLEASED THAT
BOB McMULLEN IS BEING APPOINTED TODAY TO THE TRAVEL ADVISORY
BOARD OF THE U.S. DEPARTMENT OF COMMERCE●

THE MEMBERS OF ASTA ARE TO BE COMMENDED FOR THE VITAL
ROLE YOU PLAY, NOT ONLY IN FOSTERING RECREATION AND
UNDERSTANDING, BUT IN CONTRIBUTING TO THE ECONOMIC GOALS
OF THIS GREAT NATION●

THANKS FOR BRINGING AMERICA TO THE WORLD AND THE
WORLD TO AMERICA●

END OF TEXT