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.

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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.

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