

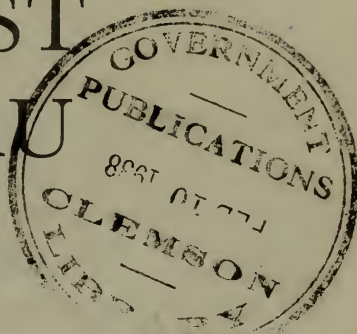
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THE UNITED STATES TOURIST BUREAU



The Field Office of the United States Tourist Bureau
is located at 45 Broadway, New York City



UNITED STATES DEPARTMENT OF THE INTERIOR

HAROLD L. ICKES, *Secretary*

NATIONAL PARK SERVICE

ARNO B. CAMMERER, *Director*

HON. JAMES W. GERARD, *Collaborator*



UNITED STATES
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INTRODUCTION

Benefits derived from travel and recreation, to the individual and to the Nation, have long been apparent. The right types of outdoor recreation are vitally important to the public. Travel, an excellent form of recreation, stimulates the flow of currency throughout the Nation. Upon that flow our prosperity largely depends.

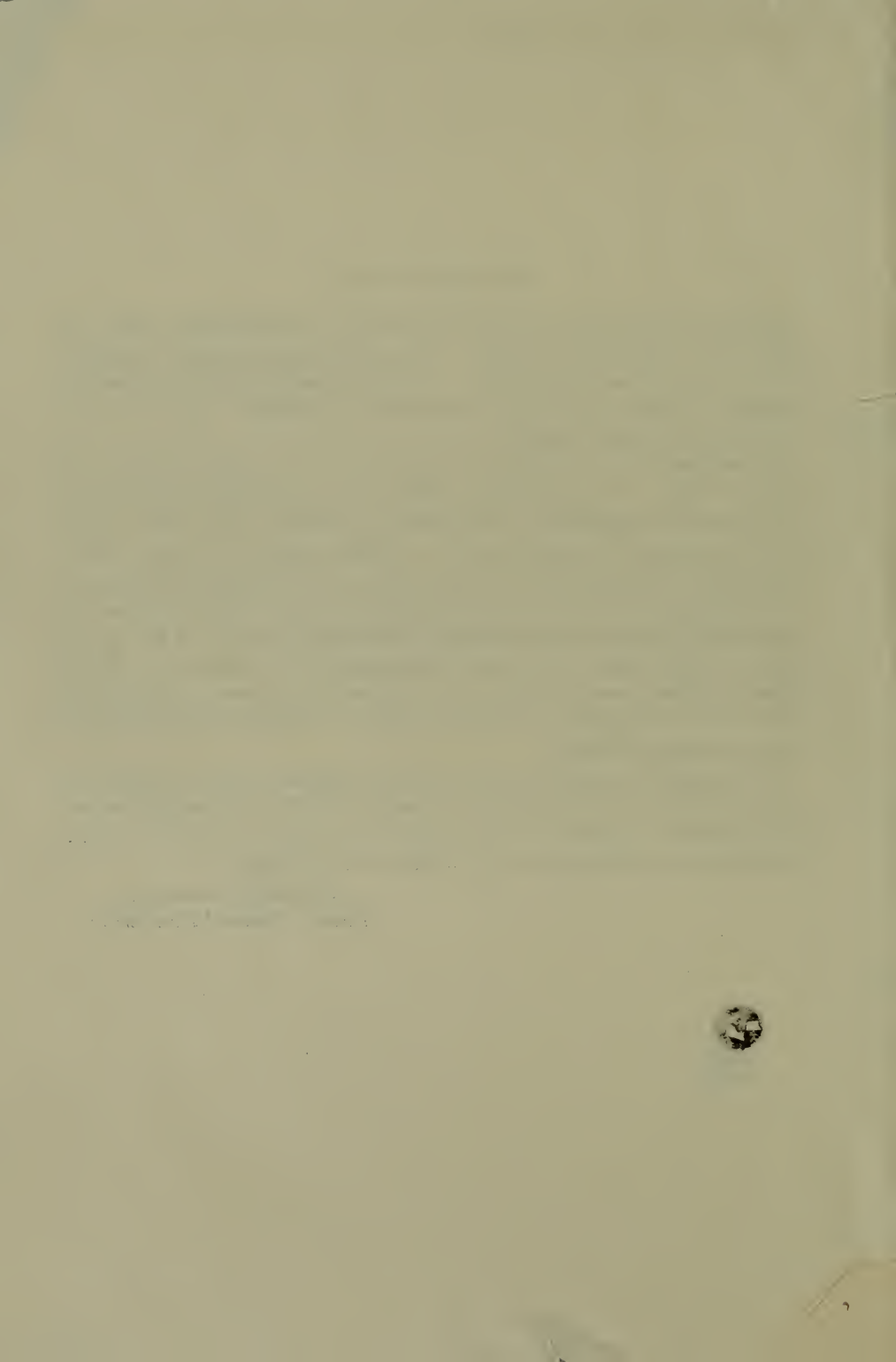
International travel materially increases commerce, trade, and good will among nations. It is, therefore, fitting that the Federal Government should assume leadership in coordinating the efforts of the States and of private industries in stimulating this valuable source of revenue, and in assisting the travel industry to meet the problems now hindering its expansion.

Accordingly, the United States Tourist Bureau has been established by the National Park Service of the Department of the Interior to furnish the instrumentality whereby the travel industry may be coordinated. Private industries, State governments, and the various departments of the Federal Government are invited to cooperate with the National Park Service in developing these activities.

It is proposed to develop an international program which will place the United States on a par with other nations in the field of travel promotion. The successful completion of that program will make substantial cultural and financial contributions to the welfare of the Nation.

ARNO B. CAMMERER,
Director, National Park Service.





THE UNITED STATES TOURIST BUREAU

THE Secretary of the Interior authorized the establishment of the United States Tourist Bureau in the Branch of Recreational Planning and State Cooperation of the National Park Service of the Department of the Interior on February 4, 1937. Mr. Nelson A. Loomis was designated as Chief of the Bureau. The Bureau's field office was opened at once in the Federal Courts Building, New York City. Temporary personnel, including writers and clerical assistance, was obtained from the Works Progress Administration. Other employees were transferred to the Bureau from various National Park Service offices.

The Bureau's field office in the Federal Courts Building was found unsuitable and in April 1937 moved to the Government-owned building at 45 Broadway, where it now occupies the whole front of the first floor. Attractive displays made in the Museum Division of the National Park Service and others furnished by the States and various travel-promotion agencies are exhibited in the windows and lobby and attract the attention of great numbers of people to the scenic and recreational areas of the United States and of its Territories and island possessions.

Display racks containing large quantities of descriptive literature covering the entire Nation are located in the lobby. Master information files have been prepared which will ultimately contain the most complete set of recreational and travel literature and maps available in the country. The Bureau is now in position to furnish information regarding recreational areas and facilities, tours, transportation and other data pertaining to travel in the United States.

The States and private transportation and travel promotion agencies are cooperating with the Bureau by furnishing descriptive literature for distribution. Inquiries received by mail are transferred to the proper State agencies for action until such time as the States can send their representatives to the Bureau to handle these inquiries directly.

METHOD OF COOPERATION

SO far as practicable, the United States Tourist Bureau will operate along the lines of the plan successfully followed by most foreign nations in promoting tourist travel, which is for the National Government, the Provinces (or States), and private industries to unite their efforts and contribute annually to a general fund to be used in encouraging tourist travel from abroad. Such funds are usually expended by a Government official or by a national commission supervised by Government representatives.

Any State, industry, or private individual may cooperate with the Tourist Bureau in coordinating travel promotion activities of the various States and of travel organizations by contributing funds and literature to the National Park Service for this purpose.

Matters relating to the travel industry may be submitted to the United States Tourist Bureau with recommendations for Federal action.

All funds contributed to, and accepted by, the Secretary of the Interior (see 49 Stat. 477) for developing the work of the United States Tourist Bureau will be deposited in a special account in the United States Treasury and used exclusively for national tourist promotion activities, such as for the preparation and publication of descriptive brochures, production of motion picture travelogs through the Division of Motion Pictures, Department of the Interior, preparation and presentation of radio programs, and the translation and presentation of the publications and the radio programs in foreign languages.

PROPOSED ACTIVITIES

WITH the support of the States and subdivisions thereof and industries which benefit most from increased travel, the United States Tourist Bureau may:

1. Sponsor an international campaign to promote travel to the United States; to increase international good will and understanding; and to publicize United States scenic and climatic attractions in foreign countries.



Riding the Scenic Trails.

2. Sponsor national United States travel and recreational exhibits at such places as the Paris Exposition, the New York and San Francisco World Fairs, representing the attractions of all States, regions, and Territories.

3. Sponsor and supervise a permanent United States recreational and travel exhibit with literature and travelog motion pictures. Permanent exhibits displaying scenic, health, and recreational attractions of the various States and Territories might advantageously be used to disseminate infor-

mation concerning them. Several States have evidenced an interest in participating in such exhibits.

4. Establish suitable offices in Europe, Canada, and South America for carrying on tourist promotion activities and to establish additional offices in suitable locations in the United States.

5. Encourage all the States and subdivisions thereof to maintain and improve their recreational areas and to raise their standards of park and resort areas.

Legislation is being considered for the establishment of a National Travel Commission on which State, Federal, and private organizations will be represented. It is believed that, as private organizations interested in travel promotion activities will contribute funds to assist in developing the work of the United States Tourist Bureau, they should participate in planning their expenditure. The Commission will conduct studies and make recommendations to encourage and facilitate travel in and to the United States. If such a Commission is established, it is probable that each industry will be invited to recommend the appointment of a representative to the Commission, and that the Commission will meet at the request of the Secretary of the Interior.

Contributing agencies:

American Express Co.



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i offices