

THE WHITE HOUSE

WASHINGTON

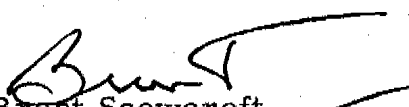
November 16, 1974

Dear Dave:

Many thanks for your letter of October 31. I appreciate your suggestions concerning tourism, and I will keep them in mind as we approach the coming round of foreign visits. I certainly agree that we can expect a considerable increase in visitors from abroad in connection with the Bicentennial celebration. This naturally is a trend we will want to encourage.

It was good to hear from you. I hope that all goes well in your new position.

Best regards,


Brent Scowcroft
Lieutenant General, USAF
Deputy Assistant to the President
for National Security Affairs

Mr. David N. Parker
Deputy Assistant Secretary for Tourism
United States Department of Commerce
Washington, D. C. 20230

RETYPE 5217

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Washington, D. C. 20230**

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UNITED STATES DEPARTMENT OF COMMERCE
The Assistant Secretary for Tourism
Washington, D.C. 20230

October 31, 1974

Lieutenant General Brent Scowcroft
Deputy Assistant to the President
for National Security Affairs
The White House
Washington, D. C. 20500

Dear Brent:

The wisdom of Presidential travel and the geopolitics of the Pacific appears to have prevailed and the "ole geographer" for once made the right call.

I am sure the President's trip to Japan followed by Korea and Vladivostok will just be the beginning of, hopefully, the continuation and growth of common understanding between the Soviet and American people. In this regard, I would strongly suggest that during the discussions between President Ford and General Secretary Brezhnev that an awareness be made of the recent agreement that was consummated between respective national tourist offices in the Soviet Union with our American delegation which was headed by Assistant Secretary of Commerce for Tourism C. Langhorne Washburn. This bilateral understanding, with an eye toward the 1980 Summer Olympics in Moscow, will provide for large-scale U. S. investment and management of Soviet hotels, etc. etc. This bilateral agreement has been followed by an invitation in kind for a Soviet delegation to visit the U. S. next March for a similar view of American showpieces. This sort of international language "cultural exchange" might be significant enough to be an agenda item in the bilateral discussions as well as the joint communique.

The language and international cooperation expressed through tourism might also be a subject that should be referred to in the upcoming visit of President Trudeau as well as the meeting in Martinique between President Ford and President Giscard d'Estaing. This would be particularly true with Trudeau since about 80% of the international visitors arriving in the U. S. annually come




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from Canada, while the French market ranks fourth in terms of tourist flow to the U. S. However, there appears to be an expanded thrust with the French Government to encourage tourism to the states in connection with our Bicentennial which would reaffirm the close ties this country has with the early French patriots.

If there is anything I can do to assist you in this endeavor or in connection with anything else, all you need to do is whistle and I will be there.

Warm personal regards,



David N. Parker
Deputy Assistant Secretary for Tourism