

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

RECEIVED  
DEPARTMENT OF JUSTICE

AMENDMENT TO REGISTRATION STATEMENT

JAN 30 2 17 AM '74

Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

1. Name of Registrant  Govt of India Tourist Office	2. Registration No.  2329
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
  - Initial Statement
  - Supplemental Statement for ITEM No 11
- To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Other purpose (specify) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

Copies of the reports.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

*[Signature]*  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Subscribed and sworn to before me at \_\_\_\_\_

this \_\_\_\_\_ day of \_\_\_\_\_, 19 \_\_\_\_\_

(Notary or other officer)

My commission expires \_\_\_\_\_

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JAN 31 12 17 AM '74

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

From: M.L.Gaind  
Regional Director, North America

To: Director General  
Department of Tourism  
Transport Bhavan  
1 Parliament Street  
New Delhi 1.

Sir:

Please find enclosed the report for the month of *March* '73

Yours faithfully,



*M.L. Gaind*

(M.L.Gaind)

Encl:

Copy to:

1. The Ambassador of India, Washington, D.C.
2. Regional Manager, Air India, 345 Park Avenue, New York.
3. Consul General of India, New York.
4. Regional Director, Tourist Office, Geneva.
5. Director, Government of India Tourist Offices, Paris, London, Frankfurt, Tokyo, Sydney, Milan, Stockholm, Brussels, Toronto, San Francisco, Delhi, Bombay, Calcutta, Madras.
6. Managers, Government of India Tourist Offices, Chicago, Mexico, Agra, Aurangabad, Banares, Cochin, Jaipur.
7. Government of India Tourist Office, No.9 Ming Centre, Clemencian Avenue, Singapore 9.
8. India Tourism Development Corporation, Himalaya House, 6th floor, 23 Kasturba Gandhi Marg, New Delhi 1.

MONTHLY REPORT FOR THE MONTH OF MARCH 1973

I. Special Events:-

For the first time a New York travel agency in cooperation with Air India has attempted to promote India in the substantial black travel market in this country. A special programme titled "The Mood that is India" has been created by Golden Tours of India and Air India under the sponsorship of one of the most well known black organisations in the United States, the National Association for the Advancement of Coloured People. To launch the programme, receptions were held in the Tourist Office, New York, at Washington and in New Orleans to which leading members of NAACP and black civic and municipal leaders and members of the academic community etc. were invited. At the reception in New York Consul General, Shri A.K.Ray who was the guest of honour also addressed the gathering. The receptions were followed by talks on the tour by representatives of Golden Tours and NAACP, and a slide presentation on India.

II. Presentations/Seminars:-

2) This office organised seven educational seminars for travel agents and airline personnel in New Orleans, Houston, Princeton, N.J., St. Antonio, Hartford, Providence and Boston. Manager, Tourist Office, Mexico attended the presentations at New Orleans, Houston and St. Antonio and the presentations at Hartford, Providence and Boston were attended by AD(T) and Tourist Promotion Manager, Boston. At Hartford and Boston, these seminars were jointly organised with Ceylon Tourist Board. These seminars were attended by a large number of travel agents etc who evinced keen interest in India.

3) A presentation cum cocktail reception for travel agents in Detroit and surrounding suburban areas was held by Tourist Promotion

Manager, Detroit. Programmes on India were presented by him to two separate groups of church women where films on India were also screened. Tourist Promotion Manager also participated with Air India in "World Fair" organised by the University of Michigan. A slide presentation on India was shown which attracted a large number of students. Tourist Promotion Manager was interviewed on a local radio station for a programme titled "Focus India".

4) Tourist Promotion Manager, Miami, put up an India booth at the Travel Show sponsored by the local newspaper, the Miami Herald. A fashion show of Indian costumes was organised and a special exhibit of handicrafts and mounted photographs was put up in the booth. A presentation on India was also given by Tourist Promotion Manager for a selected group of agents and representatives of airlines.

5) Tourist Promotion Manager, Washington was deputed to act as conductor for a group of senior representatives of the American Automobile Association during their familiarisation tour of India. The AAA intends to sell tours of India at a national level through all their branches in the United States.

6) Tourist Promotion Manager, Seattle arranged presentations for three church groups each of which were attended by 200 people. He also appeared on KTVW-TV, a local station in Seattle.

7) Tourist Promotion Manager, Boston set up an information booth at the 'India Nite' organised by students at the Lowell Technological Institute. About 500 people attended the programme which included performances of classical and folk dances and Indian music. He also gave a talk on WBOS Radio on a programme titled "Travel Internationale".

### III. New tours put on the market:-

8) A new tour titled "India Plus" was brought out by Tausig Tours in conjunction with Pan Am. The tour priced at \$649 covers round trip excursion fare and individual sightseeing, excursions, transfers etc., in and around Delhi and a day trip to Agra. Six interesting and varied optional excursions are available for the remaining duration of the tour.

### IV. Hospitality:-

9) Arrangements were made for the Senior Editor of International Wildlife, John Hess, to visit India as a guest of the Department. Mr. Hess was to cover one major wildlife area in India and to visit Bombay, Delhi, Agra and Jaipur. Mr. Hess will write several feature articles for his magazine. The articles will be illustrated mainly with colour work and International Wildlife will assign photographers in India to do the photography.

10) Travel Editors of four major metropolitan newspapers were contacted about visiting India with the purpose of writing a feature article. The Travel Editors are associated with Long Island Press, Chicago Daily News, Boston Globe and St. Louis Post Dispatch.

11) Barbara Gillam, Travel Editor of Glamour Magazine, a leading publication in the younger market was also contacted about a trip to India. She intends to visit India in late 1973.

### V. Press Publicity - Tourist Office

12) Four articles on India, highlighting Bombay, Udaipur, Delhi and Jaipur were written by Betty Beale, a syndicated columnist based in Washington, appeared in over forty newspapers across the United States. Miss Beale visited India in February as a guest of the Department. The publicity value of these articles,

in terms of advertising costs alone would be \$34,000. Miss Beale was in India for a period of eleven days.

13) Photo stories released by us on Wildlife Sanctuaries and the Sound the Light performance in Srinagar at Shalimar gardens, appeared during the month in Los Angeles Times(cir.1,162,910) New Orleans Times Picayune (cir.298,505); Denver Post (cir.344,155); and the monthly magazine Travel (cir.500,000).

14) Items from our newsletter on new hotel constructions, Gulmarg, Kovalam, Holi celebrations appeared in New York Times (cir. 1,407,549); New York Post (cir.354,797); Chicago Sun Times (cir.709,123); Oakland Tribune, California (cir.251,534); Buffalo Courier Express (cir.311,112); Kansas City Star(cir.396,682); San Francisco Examiner(cir.203,026) and Travel Age West, a weekly circulated primarily to west coast travel agents.

15) A fashion photo story released last year continues to be used by newspapers. During the month, it appeared in newspapers in Florida and Wisconsin.

VI. Press Publicity - Non Tourist Office

16) Of special interest also was an article on Kashmir which appeared in World Magazine. The article titled "Beside the Shalimar" was by Donald Connery, who has lived for sometime in India.

17) Horace Sutton formerly travel editor of Saturday Review, who has visited India in the past as our guest continues to write of India in his column which is syndicated to a large number of newspapers in the USA. His article "The world is full of romantic places" appeared in Morning News,Wilmington(cir.44,027); Eagle and Beacon, Wichita (cir.173,407) and the Miami Herald(cir.443,090).

18) Vogue, a leading fashion magazine, published a two and a half page colour story on Kashmir. Various details and background information was supplied to the author by the Information Officer.

VII. Statistics:-                      Enquiries:

Personal	1705
Phone	1262
Postal	1526
Liquor Permits-cum- Tourist Introduction Cards	17

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REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

From: M. L. Gaind  
Regional Director, North America

To: The Director General  
Department of Tourism  
Transport Bhawan  
1 Parliament Street  
New Delhi.

Sir:

Please find enclosed the report for the month of *April - May, '73*

Yours faithfully,

*M. L. Gaind*  
(M. L. Gaind)

Encl:

Copy to:

1. The Ambassador of India, Washington D.C.
2. Regional Manager, Air India, 345 Park Avenue, New York.
3. Consul General of India, New York.
4. Regional Director, Tourist Office, Geneva
5. Director, Government of India Tourist Offices, Paris, London, Frankfurt, Tokyo, Sydney, Milan, Stockholm, Brussels, Toronto, San Francisco, Delhi, Bombay, Calcutta, Madras.
6. Managers, Government of India Tourist Offices, Chicago, Agra, Aurangabad, Banares, Cochin, Jaipur.
7. Government of India Tourist Office, No. 9 Ming Centre, Clemencian Avenue, Singapore 9.
8. India Tourism Development Corporation, Himalaya House, 6th Floor, 23 Kasturba Gandhi Marg, New Delhi 1.
9. Tourist Promotion Managers, Washington, D.C. Miami, Detroit, Boston, Dallas, Seattle.
10. Director, Govt. of India Tourist Office, Brasilia.



## I. Promotional Functions:

An evening on India, Nepal and Ceylon was presented at Waldorf Astoria Hotel to which members of the travel industry in New York and New Jersey were invited. Eight hundred operators and agents attended. The function was organized with the cooperation of the New York Chapter of the Pacific Area Travel Association. The programme included a 40 minute slide presentation on these countries titled "East of the Sun and West of the Moon". It was followed by a discussion about new travel facilities planned in the three areas. Tourist Office had also put up an information booth to assist agents and literature etc. was distributed.

## II. Presentations/Seminars/Tours:

New York: During the month of May, AD(TT) was on promotional tour for eight days and covered Paterson, Chifton, Passic, River Edge, Ridgewood, Hackensack and Paramus in New Jersey and Albany, Schnectady, Troy, Saratoga, Glen Falls and ~~Pittsburgh~~ <sup>Platzburgh</sup> in New York State. During this tour he called on over 55 tour operators/agents. A kit containing all destination tour brochures was given and opportunity was availed to explain highlights of these tours to the agents in these areas.

Boston: Tourist Promotion Manager organized six presentations, including two which were given at the Massachusetts Institute of Technology and Brown University, Rhode Island. He also initiated a destination tour of India in collaboration with Garber Travel, a leading wholesaler in the area, and BOAC. The tour with three departures initially, is being promoted by the 14 branches of Garber Travel, and also by means of a special mailing to faculty and administrative members and students in universities in the New England areas.

Washington: Tourist Prombtion Manager gave four presentations, among them one at the Philadelphia Women's Club, where representatives of travel agencies in the area were also present. A destination tour of India for

Smithsonian Institute members has been prepared and 32 members are scheduled to leave in January 1974. Hopefully, these will provide the basis of yearly tour programmes of India for Smithsonians. Tourist Promotion Manager has also worked with the local Automobile Association of America to promote India destination tours, and <sup>the</sup> first group is to leave in November this year. This is independent of the national tour programme of the AAA which is to be marketed through all its branches across the U.S.

Miami: Tourist Promotion Manager participated in the International Folk Festival where a booth on India was set up. A series of presentations were also given in local academic institutions, including Fort Lauderdale University. He is working with Donald Ferguson Travel, a leading tour operator in the area, for promotion of special rail tours of India.

Detroit: Tourist Promotion Manager organized a series of four presentations one of them at Eastern Michigan University. A special display on India was also put up by him in the premises of Ermish Travel, a leading tour operator, as part of a promotion mounted to publicise a destination tour of India and Nepal.

Seattle: Tourist Promotion Manager participated in the International Film Festival by exhibiting tourist films of India. He also made two presentations on India to promote destination tours offered by local tour operators.

III. New Tours put on the market:

(i) A new tour titled "Himalayan Adventure" has been brought out by Conquest Tours in conjunction with TWA. The tour covers India, Sikkim, Bhutan and Nepal and is based on the new fare of \$475.

(ii) Sita World Travel Inc., have announced a destination programme to India "India Holidays" which offers three different tours titled "The Krishna Holiday", "The Rama Holiday" and "The Sita Holiday" costing \$665, \$995 and \$1195 respectively. The carrier for this tour is Air India.

(iii) American Travel Abroad Inc., have revised their tour titled "The Many Faces of India" costing \$628. The tour offers optional excursions to Agra, Jaipur, Benaras, Kathmandu, Madras, Bangalore, Mysore, Madurai,

Periyar and Kashmir.

IV. Hospitality:

Arrangements for filming a programme on India for the syndicated TV Show titled "Outdoors" were completed after discussions with the producer. The TV Unit will visit India in October to film in the Mysore area and in Kashmir. Hospitality is to be extended by the Department.

Discussions were held with Vogue, a leading fashion magazine, and Madmoiselle which circulates primarily to a young market in the USA regarding special stories on India, and the possibility of their travel editors visiting India.

V. Press Publicity:

An illustrated feature story on Kashmir was prepared and sent to 130 newspapers in the U.S. and 30 publications in Canada. The article is expected to be widely used.

Our newsletters were widely reproduced by the leading travel trade magazines such as Travel Weekly (circulation 13,000) and newspapers across the country such as Cleveland Plain Dealer (circulation 533,828); Houston Post (circulation 327,167); Boston Globe (circulation 566,377) etc.

A special release regarding the launching of the tour "The mood that is India" a first time effort in the black market in this country was given much attention by the trade magazines.

Regional Director's interview with Travel Agent Magazine on India's tourist facilities, future plans and position in the world travel market appeared in April.

VI. Statistics:

	<u>April</u>	<u>May</u>
Postal	1738	1912
Phone	1422	1234
Personal	1042	1898
Tourist Introduction Card- Liquor Permit	14	-

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REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

From: M. L. Gaiind  
Regional Director, North America

To: The Director General  
Department of Tourism  
Transport Bhawan  
1 Parliament Street  
New Delhi.

Sir:

Please find enclosed the report for the month of *June '73*

Yours faithfully,

*M. L. Gaiind*  
(M. L. Gaiind)

Encl:

Copy to:

1. ✓ The Ambassador of India, Washington D.C.
2. ✓ Regional Manager, Air India, 345 Park Avenue, New York.
3. ✓ Consul General of India, New York.
4. ✓ Regional Director, Tourist Office, Geneva
5. Director, Government of India Tourist Offices, Paris, London, Frankfurt, Tokyo, Sydney, Milan, Stockholm, Brussels, Toronto, San Francisco, Delhi, Bombay, Calcutta, Madras.
6. Managers, Government of India Tourist Offices, Chicago, Agra, Aurangabad, Banaras, Cochin, Jaipur.
7. ✓ Government of India Tourist Office, No. 9 Ming Centre, Clemencian Avenue, Singapore 9.
8. ✓ India Tourism Development Corporation, Himalaya House, 6th Floor, 23 Kasturba Gandhi Marg, New Delhi 1.
9. Tourist Promotion Managers, Washington, D.C. Miami, Detroit, Boston, Dallas, Seattle.
10. ✓ Director, Govt. of India Tourist Office, Brasilia.

Projections of major tour operators in the U.S. indicate that overseas group travel this summer is likely to be far below earlier expectations. The major contributing factors to the situation are the effects abroad of the U.S. dollar devaluation, the inflation overseas, the general economic climate in America and confusion about trans-Atlantic fares. Apparently the majority of bookings by operators are on account of repeat clients and the potential first time traveller has been most affected. Some operators have used their knowledge of the foreign-money market to route their tours away from hard currency countries to those with a softer currency situation, by putting their clients in areas where the dollar still gives good value, such as Spain, Eastern Europe, Greece and Portugal. Their business to these countries has increased 30% to 40% while business in the hard currency countries is down 25% to 30%.

A major reorganization and strengthening of the Federal (Central) Governments efforts to develop tourism from abroad and within the U.S. has been recommended by a Presidential Commission. A National Tourism Administration which would research and implement tourism policy for the country and co-ordinate its promotion has been suggested. Concluding a two years study of the U.S. travel picture, the Commission stated that Federal involvement in tourism currently scattered among 100 programmes in more than 50 federal agencies is fragmented and inefficient and that the new agency will bring order to a field where there is now a great deal of disorder. Among the 33 recommendations set forth by the 15 member

commission are suggestions for funding of an annual tourism survey by the Bureau of the Census, establishment of a nationally accepted system of rating accommodations and facilities evolved by the private sector, reduction in the cost of travel to and within the U.S. to the greatest extent that sound economics will allow, and active membership by the U.S. in the World Tourism Organization.

Presentations/Seminars/Tours:

Regional Director was on tour to Geneva to attend the Annual Tourism Conference.

AD(Publicity) was interviewed on the Casper Citron Show, a radio programme broadcasting to 21 stations.

Boston:

Tourist Promotion Manager gave interviews on radio and television to local stations in New Hampshire. A presentation was given to the Christian Science Church Centre in Boston and he also finalized discussions with Milford Travel Service, a local agency in New Hampshire about promoting a special interest tour of India in early 1974.

Washington:

An India Evening was organized along with Air India and a local travel agency at Virginia Beach. Another presentation was given for a group in Washington under the auspices of "Temple of Understanding". A seminar was conducted for the entire sales staff of American Express which included a talk on India and a question and answer session. Three new tours of India were finalized with local travel agencies in Virginia and Maryland. The tours offered by the Agencies will range from 2-4 weeks in duration.

Miami:

Tourist Promotion Manager gave a talk to students attending a course on Tourism and Travel Services at Florida International University. This was followed by screening of films on India. He also participated in the Miami International Festival where a booth on India was put up and information was given to visitors. A new programme to India was worked out with a local travel agency, Messrs. Best Tours. Organization of special interest tours was also discussed with two agencies in Jacksonville and Gainesville, Florida.

Detroit:

Presentations were organized for a group of tourists travelling with World Airways and the Grosse Point War Memorial Association on a tour of the Orient and India and for a group of Eastern Michigan Senior Students who will be in India for six weeks in mid-summer. A slide presentation was given at Kent State University for a group of students. Interviews were given on local radio shows in Youngstown and Warren, Ohio. Tourist Promotion Manager was also interviewed by the local newspapers in Youngstown.

A local agency in Akron was interested in starting a destination tour of India and the tour itinerary was prepared by the Tourist Promotion Manager.

Seattle:

Tourist Promotion Manager organized a seminar for Managers of the Automobile Association of America branch offices in the state of



Washington . This was done with a view to persuade local AAA offices to promote destinational tours to India. As mentioned in our earlier reports, AAA which is a travel agency, intends to bring out a national tour programme of India and Tourist Promotion Managers have been advised to contact the local Branches of AAA with a view to getting them to promote India tours from their area.

A presentation was also given for a travel group organized by Holiday House a leading travel agency in Seattle.

Hospitality:

The Department has agreed to extend hospitality to one of the co-authors of the guidebook "India on \$5 and \$10 a Day" published by Arthur Frommer Publications. The writer will visit centres such as Lucknow, Chandigarh, etc. which were not covered on<sup>a</sup> previous visit and which will be included in the new edition of the Guidebook.

Granville McGee, Travel Editor, King Features Syndicate and Murray Brown, Travel Editor of United Press International whose stories run in hundreds of newspapers in the U.S. were contacted about familiarization tours to India.

Press Publicity:

The illustrated feature story on Kashmir circulated by us last month has so far appeared in over 40 newspapers including leading ones such as The Los Angeles Herald Examiner, the Portland Oregon Journal, the Kansas City Star, the Evening Independent, St. Petersburg, the

Springfield Republic, the Stamford Connecticut Advocate. The publicity value of this exposure in terms of advertising space is \$25,000.

The June issue of ASTA, <sup>Travel News,</sup> a travel magazine, featured India. The 13 page illustrated feature was the work of Lynne Whiteley, the editor of the magazine who visited India during February/March this year as a guest of the Department. The publicity value of this feature is estimated at \$6,000.

News items released by us some time ago about the appointment of Tourist Promotion Managers appeared again in travel magazines such as Travel Trade, Pacific Area Travel Association etc.

Our newsletter for the month was reproduced in 35 publications including leading newspapers such as the New York Post (circulation 623,245), Cleveland Plain Dealer (cir. 533,828), the Birdge Port Post (cir. 85,633), the Atlanta Journal and the Atlanta Constitution (cir. 536,495), the Pacific Travel News (cir. 11,000), Chicago Tribune (cir. 1,016,275), the Los Angeles Herald Examiner (cir. 512,92), the Chicago Sun Times (cir. 709,123).

A fashion feature on Indian textiles which had been picked up by newspapers every month since its release late last year appeared in three more publications during the month.

A feature on hotels was published by the Morristown Daily Record, New Jersey.

Material supplied by us to a travel writer for a story on India's beaches appeared as an article titled "Beaches twine around India's coast" in the Christian Science Monitor (cir. 500,000).

Statistics:

	<u>June</u>
Postal	1780
Phone	1211
Personal	1564
Tourist Introduction Card- Liquor Permit	11

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REGISTRATION UNIT  
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CRIMINAL DIVISION

From: M. L. Gaiind  
Regional Director, North America

To: The Director General  
Department of Tourism  
Transport Bhawan  
1 Parliament Street  
New Delhi.

Sir:

Please find enclosed the report for the month of July '73

Yours faithfully,

*M. L. Gaiind*  
(M. L. Gaiind)

Encl:

Copy to:

1. The Ambassador of India, Washington D.C.
2. Regional Manager, Air India, 345 Park Avenue, New York.
3. Consul General of India, New York.
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8. India Tourism Development Corporation, Himalaya House, 6th Floor, 23 Kasturba Gandhi Marg, New Delhi 1.
9. Tourist Promotion Managers, Washington, D.C. Miami, Detroit, Boston, Dallas, Seattle.
10. Director, Govt. of India Tourist Office, Brasilia.

MONTHLY REPORT FOR THE MONTH OF JULY 1973

One hundred travel agents and tour operators were invited to a presentation given in this office by the Vice President of Oberoi Hotels(India) Pvt. Ltd. The presentation though basically on Bombay, showed some other tourist centres in India as well and included some excellent slides. The presentation was followed by a reception given jointly by Tourist Office and Air India.

Inspite of a general lag in group and tour sales in the market, there has been a five percent increase in the number of American travellers proceeding to Europe during the month as against July 1972. There has also been a noticeable increase in the number of inquiries handled by us during the past two months whereas the summer months are normally somewhat slack. Most of the inquiries received require detailed planning of itineraries as the intending travellers wish to spend several weeks in India. This inspite of the fact that the daily press has carried an unprecedented number of distressing reports about economic conditions, shortages and riots. There has also been a spurt in inquiries regarding wildlife sanctuaries and facilities available in those areas.

The International Air Transport Association (IATA) has begun an investigation into allegations of widespread illegal price cutting in the sales of \$475 excursion ticket between the US and India. The investigation is not confined to New York alone but is being carried on in several US cities.

The Civil Aeronautics Board (CAB) also is looking into

-2-

a complaint by Pan Am that the \$475 fare established by the order of the Indian Government should be "suspended and investigated".

Presentations/Seminars/Tours:-

New York:

AD(TT) visited Harrison, New ~~Jersey~~<sup>York</sup> on a promotional tour and called on travel agents in the area. In Bricktown, New Jersey, a slides promotion was arranged in conjunction with Air India where a film titled "Destination India" was screened. A question and answer session was conducted after a talk.

Washington:

An India Evening was organised by Tourist Promotion Manager at Richmond, Virginia with the assistance of Air India and the Central Richmond Association. Dances, film show and a fashion show were the highlights of the evening. T.P.M. also participated with Air India in the Springfield Mall promotion sponsored by American Automobile Association, a travel wholesaler, which was held for one week and attracted large audiences. A fashion show was also organised on the occasion.

Tourist Promotion Manager arranged for the Press Counsellor of the Indian Embassy to be guest speaker at the Kiwani Club luncheon at Richmond.

Educational seminars were conducted for the entire Reservations staff of Northwest Airlines and Pan Am. Film and slide shows were given during the seminars which were arranged jointly with Air India.

Two special interest tours are being marketed through

Bethseda Travel Centre, Maryland, which are scheduled for departure in January 1974. Another tour has been promoted through American International Travel Service Inc., South Carolina. Carvel Hall Tours, a leading wholesaler in Annapolis, Maryland, will market two new tours to India. Travelguide Inc., Baltimore was assisted in presenting a tour to the Teachers and Students Association. It is expected that this tour will get tremendous response.

Miami:

Tourist Promotion Manager gave a slide presentation to staff members of Purcell Tours and Educators Travel Club. A presentation was also organised for the Architects Association of Miami.

Tourist Promotion Manager was interviewed at Radio Station WKXY-Sarasota and WIOJ-Orlando.

Detroit:

Tourist Promotion Manager gave a slide presentation at the University of Kentucky, Lexington, and programmes to India for April 1974 were discussed/<sup>there</sup>with the International Student Office. A seminar was organised for the entire sales staff of American Express, Detroit followed by a film show and question and answer session. An India promotion titled "Festivals of India" which included special displays, dancing, fashion show etc. was assisted alongwith Air India.

Tourist Promotion Manager was interviewed on the following radio/television stations:

WOTD-Toledo; WDHO-TV, Toledo; WLKY-TV, Louisville;

WAXU-Radio, Georgetown; WBLG-TV, Lexington; WPLG-TV, Lexington and WAHO-Radio, Toledo.

Group tours to India were discussed with Wilco Travels, Lexington and First National Bank Travel, Lexington. It is expected that two or three destinational tours will originate from this area in winter.

Boston:

Tour programmes to India of two to three weeks duration are being offered by Garber Travel with departures in January, February and March. A number of tour operators in Massachusetts are promoting the \$475 fare, and one of them, Brunswick Tour and Travel announced it regularly on their daily radio programmes in seven cities in Maine. The Plymouth Travel Service Inc., also placed an ad in the local newspaper emphasizing the air fare and tourist attractions of India.

Presentations were given by T.P.M. at the Children's Hospital Medical Centre, World Travel Service, Brunswick and the Automobile Association, Portland.

T.P.M. was interviewed by the Pawtucket Times.

Seattle:

Tourist Promotion Manager organised a travel seminar for sales and counter staff of Automobile Association in Portland and Worldwide Travel, a major tour operator at Vancouver. A slide presentation cum reception was organised with Air India at Vancouver attended by local agents.

Discussions were held with the Portland Art Museum about organisation of art tours from this area which hopefully



will be sold soon. A wildlife tour to be promoted by Drainie Travel Agency in Vancouver was discussed.

T.P.M. appeared on two local television programmes, Channels 5 and 11. He was also interviewed by a newspaper in Seattle, the Everett Herald and the Vancouver Sun.

New Tours put on the market:

Percival Tours have announced several new tours of India. Some of them are the Mysteries of India Tour, 15 days for \$1099, the India Highlights Tour 22 days for \$1560, the India Wondermeant Tour 29 days for \$1780, the India Himalayan Holidays 29 days for \$2177, the India Adventure Tour 24 days for \$1600, and the Wildlife of India Tour 36 days for \$2290.

These group tours have programmed over one hundred departures.

Air India have brought out "The India Book", a consolidated tour book giving information on each of their tours to India in the coming season.

Hospitality:

Arrangements for the visit of PATA India Prize Winners (Travel Agents) tour were initiated. An itinerary for their visit was finalised and the Department of Tourism requested to make physical arrangements. The group is likely to visit India in September.

During the month a proposal was sent to the Department to permit us to market tour/tours for travel agents in North America on cost basis with Department of Tourism's contribution

being release of mandatory order for their travel New York-  
India-New York.

Ralph Hubley, Travel Editor of Christian Science Monitor was contacted about his trip to India which originally was planned for October last year but was cancelled. Mr. Hubley will now visit India in late October.

Press Publicity:

The illustrated feature story on ~~Kashmir~~ sent to newspapers in May has continued to appear during this month as well. It has been picked up in entirety by the Honolulu Star Bulletin (cir.200,000); Sacramento Bee (cir.200,546); The Atlanta Constitution (cir.536,497); The Jacksonville Florida Times Union; Daily Star Tucson, Arizona; San Antonio Light, Texas; San Jose Mercury News, California. In terms of advertising space, the publicity value of these articles is \$7,000.

An article titled "New Delhi's biggest day" appeared in Signature Magazine. The feature with excellent colour photographs was on the Republic Day and Delhi's attractions written by Arthur Zick, Associate Editor of Newsweek who had been recommended by this office for local hospitality by the Department. The publicity value of this article in terms of buying space is \$29,580.

Travel Scene, a trade paper circulated to agents and airlines (cir.135,000) carried an article on Delhi, Jaipur, Agra and Khajuraho by Martin Deutsch, Managing Editor, who was given hospitality by the Department.

Items from our newsletter appeared in various newspapers

and magazines including Travel Weekly, The Atlanta Journal, Tucson Daily Citizen.

In addition to monthly newsletter, an illustrated story on India's beach resorts has been sent to leading newspapers across the country.

Statistics:

Postal	2112
Phone	1415
Personal	1254
Tourist Introduction Card - Liquor Permit	15