

"I am confident though that with the cooperation of our medical profession, the hospitals, the National Governors' Conference and the Congress we can resolve some of the present difficulties and have a program that will provide ample medical care for our indigent citizens within the fiscal resources available to us."

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## SPEECH TO BALTIMORE SYMPOSIUM ON TRAVEL

January 17, 1968

It is a pleasure to have an opportunity to address this Symposium on Travel.

Over the past year, I have been taking a hard look at all aspects of Maryland's involvement in the travel business, to determine where we stand and how we can develop more of this business for more of our Maryland communities, such as Baltimore.

The travel business is highly complex. It is far less susceptible to precise measurement than other, more traditional industries, such as steel or chemicals. Nevertheless, we believe that we can and, indeed, must learn more about its economic anatomy and the degree of Maryland's involvement. Specifically, we must determine what the volume of tourist traffic is, what it produces in the way of income, what other benefits it provides for Maryland, as well as what problems it might impose. We must know where our most productive markets are, what draws some people to Maryland, and what might be keeping others from coming here. Most important, we must determine, what kind of investments — both public and private — have to take place if we are to realize a sustained growth in tourist income.

We have made available to the Department of Economic Development funds for a travel study that should provide us with this very basic information. The Department is now in the final stages of obtaining a technical assistance grant from the Federal Economic Development Agency which should enable us to produce a reliable profile of our tourism potential. With such information, we can proceed to expand our tourist development program within a framework of realistic goals.

I am pleased to report that Maryland is definitely moving ahead in the field of travel promotion. Our Department of Economic Development, which in the space of one year has won two national honors