

from the CAPITOL



By GOV. GRANT SAWYER

A BOLD IDEA to make the western United States the world's leading tourist attraction was launched last week in Carson City when the "Vacation West" task force held its organizational meeting.

Many problems, including financing, remain to be overcome before the proposal can move toward its full potential, but it has strong support. An executive committee is now working on policies and a course of action to be recommended to the 1966 meeting of the Western Governors' Conference in Nevada. The 13-state task force is scheduled to meet in Nevada immediately preceding the convention of governors.

The west has the heritage and the natural treasures to make it attractive to tourists from around the world, but we need effective promotion to get our message to the traveling public. A combined Western effort can be 13-times as effective as the endeavor of a single state.

I FEEL NEVADA, already the leading tourist state in the nation, has the most to gain from cooperative efforts in this area. Once attracted to the West for a vacation, few people are going to leave without sampling Nevada's tourist attractions. Our contributions to this regional program will be an expansion of Nevada's tourist program and will in no way detract from our normal endeavors.

The executive committee of the task force plans to discuss the concept of the promotion with the National Association of Travel Organizations and the Western America Convention and Travel Institute, both of which can be of valuable assistance.

There are many details to be worked out by the task force, but I am confident that sound recommendations will be presented at the Western Governors' Conference next year and that the western governors will take the action necessary to make this dream a reality.

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