



Sightseeing on Lake Mead on the border between Arizona and Nevada. Photo by William Belknap, Jr.



## Let's Come Out From Behind the Door!

By Larry Delp

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THAT is advice to much of the travel industry today. The door has opened on a twelve-month tourist business in the United States. Still many persons in the travel industry are standing behind the door. It is about time for everyone engaged in the travel industry to come out from behind this door and open the arms of their services to the millions of tourists who are pouring through to year-round vacations. Many persons in the travel industry still feel that the tourist dollar is being spent only 3 or 4 months a year. Additional vacations are now being given to millions of employees, and these employees are spending their vacation dollar, not only during the summer months, but throughout the entire year. They seek largely the same type of enjoyment and pleasures for their vacation period as the persons who receive their vacation during the old standard, June, July, and August period.

Many tourist centers are finding that the vacation business is increasing tremendously during the so-called "off season." We, of the Chicago Gray Line, have recognized this; especially since the close of World War II, and in order to provide as complete a Gray Line service for the year round vacationists as for the ones who travel during the summer months, the Chicago Gray Line inaugurated in the fall of 1947 a new policy of operating all of its scheduled sightseeing tours of Chicago the full year round. This means that tourists passing through Chicago are able to avail themselves of the same sightseeing tours on New Years Day as they would on the 4th of July. The results of this change of operation have been astounding. We naturally felt that, inasmuch as this full schedule was being operated for the first winter season of 1947 and 1948, there would be many schedules that would not operate.

However, this was not the case. Considering the complete number of schedules offered, there was less than 5 percent that were not operated during this first winter season.

We were firmly convinced that we could obtain a considerable amount of additional business by offering our full tour schedule during the winter months, and in order to offer the traveler, and agent booking the traveler on our various tours, the fullest protection in connection with this new wintertime schedule, we went one step further and *guaranteed* the operation of these schedules to the extent that if one passenger arrived in Chicago holding a coupon for any one of our tours, that passenger was accommodated. This arrangement gave the booking agent and the tourist confidence that they would not be disappointed in arranging for one of our tours during the winter season. Consequently, the results were most gratifying. We are, at this time, looking forward to an even greater business during the winter of 1948 and 1949.

In addition to our regularly scheduled tours of Chicago, we have added a two- and a three-day package tour of Chicago which is being very well received by tourists and agents alike. It is the firm conviction of Harry Dooley, president of the Gray Line of Chicago, and myself, that all that the tourist requires is a little added incentive such as we have offered here in Chicago to create a very fine 12-month tourist business which will serve, not only to provide year-round revenue, but will tend to reduce the tremendous excess of summer travel and spread this travel over the other months of the year, which will increase profits for those in the tourist business.

*Let's sell U. S. A. twelve months a year!!!!*