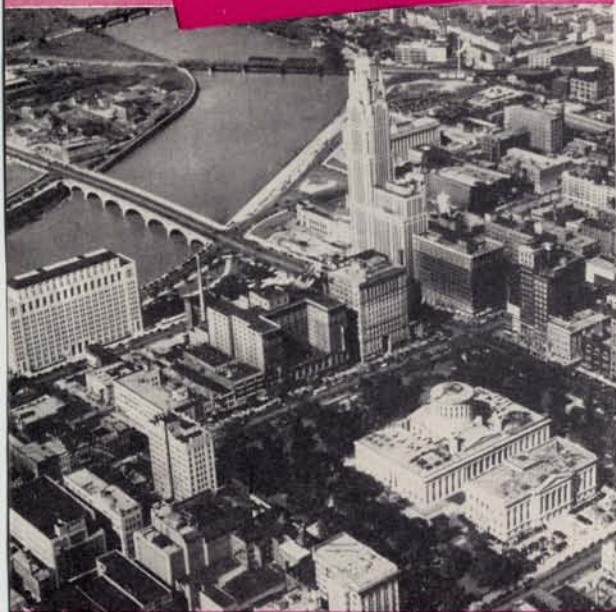


TRAVEL USA

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FRONT COVER

Downtown Columbus, Ohio.
Courtesy Columbus Chamber of Commerce.

BACK COVER

Kalapana Black Sand Beach, Hawaii.
Hawaii Visitors Bureau photo.

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as a medium for the exchange of ideas beneficial to the development of travel. TRAVEL USA describes services offered to the industry and the traveling public by the United States Travel Division and other organizations in the travel field. Free on request to organizations and individuals engaged in travel and related activities.

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Four-Season Travel

Right now, with spring in the air, should be an appropriate time to devote a little attention to that matter close to the hearts of travel men, four-season travel.

The four-season travel idea holds the formula for curing all or nearly all of the ills that beset the travel industry. The idea, properly sold to Mr. John Q. Public, could transform the travel business from a feast and famine proposition to a good steady year-round business.

Years ago when help was cheap and abundant, a seasonal operation was not so bad. Today with help neither cheap nor abundant it is a different proposition. In the old days a 2- or 3-month operation could make money. The other day the operator of one of the largest resorts in the east told us that his company enjoys a fine business for 9 months of the year, but the other 3 months puts them in the red. So he is spending substantial sums in advertising to build up his winter business and he is using every means that good talent can devise to make his resort pay during December, January, and February.

Travel officials have long been aware of the merits of four-season travel. We talk it in all of our conventions and meetings and exchange ideas about it in our publications.

But sometimes we wonder if enough of a frontal attack has been made on John Public with respect to four-season travel. He sees some attractive advertising lay-outs about spring flowers, autumn colors, winter sports, and other seasonal travel attractions, but has he had any appreciable amount of personalized logic presented to him, why he should plan to take his vacation during months other than June, July, and August?

Has anybody shown him how he can save money during the "off season," get better service, have more space to himself, get more rest and otherwise profit by avoiding the peak months? Perhaps a few travel organizations have made serious efforts along this line, but not enough to do the job that needs to be done.

The United States Travel Division is working on a leaflet for popular distribution through which the division is going to try to help convince John Q. What is your organization doing?