TRAVEL ASSOCIATION OFFICERS —
Officers for 1970-71 for the Louisiana Travel Promotion Association are, left to right, Ken Williams of Shreveport, vice president; Esther Terry, vice president; Mayor James Suddeth of Lake Charles, vice president; and Elmo Koschel of New Orleans, president. (Advertiser Staff Photo)

Louisiana Seen By French
As 'Fashion Place' To Visit

By BARBARA VORENKAMP
Advertiser Staff Reporter

Louisiana could be the “fashionable place to visit” for French young people,” if only they knew about you,” Parisian Lionel Dore predicted at the closing session of the Louisiana Travel Promotion Association convention Friday afternoon in Lafayette.

Dore is secretary general of ATITRA, a technical travel association for young people in France, and is representing eight French government agencies on this trip to Louisiana.

The French emissary is working with CODOFIL and various state and federal agencies to arrange favorable transportation and accommodation rates for French young people coming to Louisiana.

Lafayette, Epernay Twinned

The Parisian has also met with Lafayette Mayor J. Rayburn Bertrand to effect the twinning of Lafayette with Epernay, capital city of France’s champagne wine industry.

Somewhat reluctantly, but with appreciated charm, the guest told his Louisiana hosts, “I am sorry to say this, but everyone in France is not looking for Louisiana. Es fini. It’s like that.”

But Dore went on to explain that over 10,000 young travelers came to the United States last year and if “you let Louisiana be known in France, you will attract many more than that here. And they will be the best and cheapest advertising you could ever have in Europe.”

Workers Travel

Noting that ten years ago travel by France’s young people outside of the continent was virtually unknown, Dore said that the travelers are comprised of equal numbers of boys and girls in the 18-year-old and older age group but that only 20 out of 100 are students. The majority of the world travelers are workers or non-workers and they are interested not only in economy fares and accommodation rates, but part-time jobs as well.

LTPA President Elmo Koschel appointed representatives in the state’s major cities to report on what their area has to offer the French young people.

Revenue Source Untapped

It was emphasized that Louisiana would be the first state to offer such a definitive program to France and that this untapped source of revenue is just waiting to be opened. Because, after the young people come adults who will pay full rates and go further and do more.”