Tourism Is Focus

Robert B. LeBlanc, executive director of the Louisiana State Travel Development Commission, and Richard E. Chamber, president of the International Relations Association of America, will open the way to an increased travel industry dollar flow for the state country during the annual meeting of the TIRAA.

Both men participated in the recent International Fair in Europe, where exhibition tours of Louisiana's tourist attractions and trade opportunities were shown to an estimated 60,000 persons from 23 foreign countries. LeBlanc and Chamber have also taken part in trade missions to Europe.

The TIRAA meeting comes at a time when tourism interests are promoting the concept of an international tourist division of the state's tourism office, and are active in developing new facilities in both French and Spanish-speaking areas of the world and in Latin America. The LRTC is stepping up its sales activities on the French market, reorganizing its sales program, and the New Orleans office of the French government has hired a consultant to work in the New Orleans area.

A new state of office and board members will be elected at the TIRAA meeting, which begins with a mixed party at 7 p.m. on Dec. 23. LeBlanc and Robert B. LeBlanc will attend the meeting to discuss international tourist opportunities in the United States and the Caribbean. Also attending the meeting will be Thomas J. LaRocca, president of the Louisiana State Travel Development Commission, and the National Travel Association of America.

The meeting will be held at the New Orleans Convention Center and will feature several sessions, including a panel discussion on the future of tourism in the United States and the Caribbean. The meeting will conclude with a dinner reception for the board of directors and the general membership.