IN ACADIANA

Foreign Tourist Trade Sought

A campaign to attract meeting
business to South Louisiana will
be launched by the Inter-
national Hotel and Restaurant
Association of Acadia-
Tentures (IHAA) during a gener-
ally meeting this month in
Lafayette that will be
opened by an address of one
of the top United States Travel
Service officials.

William Roper, U.S. Treasury
regional director in Atchafalaya
will address the assembly at the
general meeting to be held at
the Acadiana Inn.

Rhodes America, a South Texas
utility, will send to Lafayette to
help set the foreign tourism plan
in motion. It will be
addressed by Secretary of
State Wade O. Ward, who will
remain as a Louisiana Tourism
Commissioner for the incoming
French polars to the state.

 Officials On Hand

Mayor J. Allen Stoefer of New
Orleans, chairman of the inter-
national committee of the TUA,
also is on hand, as is Jack
president of the Louisiana Travel
Commission, and the New Orleans
Tourism Association, are among
invited guests. Walter J. Lan-
erty, vice president of IHAA
and program chairman, will
address the membership on the
Acadiana Association’s efforts to
boost the local tourism market.

Lender announced today the
new program to be conducted in

Promotion of international
promotion in the Acadia area
are invited to attend the dinn-
ervation. Tickets are $5.00 per
person or tables of six may
be reserved for $30. Res-
calls should be mailed to the
IHAA office at Lafayette,

Travele joined the United
States Travel Service in 1948
and was assigned to Chicago,
Missouri, and later transferred
to the general area of New
Orleans. He moved to South
Texas in 1961 and was
involved in travel promotion efforts in 30
percent of Central America, the
Caribbean, and South America.

WILLIAM TATIE

Daily Advertiser, May 10, 1967, p. 3, c. 2-3