

PASSENGER-BOOKING ACTIVITIES

So great is the value of the tourist industry to New Zealand that expenditure on advertising and Tourist Bureau services, and all other activities ancillary thereto, is amply repaid. A very great part of it is repaid in foreign currency that is valuable in the national economy of this country. Expenditure on Tourist Bureau services is recouped in large degree from direct revenue obtained from hotel and transport interests, who pay commission to the Department and other recognized travel agents in accordance with universal commercial world travel practice.

The potential traffic to New Zealand is unlimited, and it has increased by world-wide postponement of foreign travel during the war years. The possibilities for the earning of dollars and other useful currency by the encouragement of inwards tourist traffic appear to be very great.

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